

Deer Valley Unified School District



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Unified School District

Boulder Creek High School
CTE & Academic Integration



Team Leader: Michelle Coots
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CTE Course: Advanced Information Technology

Academic Course(s): Newspaper

Unit Name: Developing Client Sites

Lesson Name: Creating an online news site for the school newspaper

Lesson Synopsis: Students in the advanced information technology course will work in groups to develop website proposals for the school's newspaper. Creation of the site will be based on targeting the appropriate audience and satisfying the client (newspaper program). In the development of the site, students will learn to work on a team to complete a hosted site as they apply their web development skills. Once sites are developed and one layout is selected, students will add the newspaper content that is included in the school's quarterly publication; plus other timely news items.

Time Frame:

CTE course – 2 weeks

Academic Course(s) - 2 weeks

Objectives:

CTE course -

Work on a student team to build a website for a client

Project management skills

- Designing for a client
- Developing a project plan
- Developing a marketing plan
- Analyzing and evaluating to select best examples

Design skills

- Creating designs that meet client requirements
- Communicating ideas and information through simple screen views
- Providing multiple design ideas
- Designing to others' requirements
- Synthesizing information from design review meetings
- Creating design comps

Research and communication skills

- Asking questions to focus and clarify
- Communicating ideas clearly
- Listening and interpreting information and feedback
- Finalizing design with a client

Technical skills

- Creating style sheets
- Using templates
- Using libraries
- Creating forms
- Creating a calendar
- Creating rollover images
- Creating image maps
- Checking files in and out

Academic Course(s) –

Planning

- Generate article/story idea
- Developing a research plan
- Execute meeting and process of interviewing

Writing skills

- Organize material for article writing
- Draft, revise, draft, revises, etc.
- Edit self-written articles, and articles by other writers

Standards:

CTE course – Arizona CTE Web Page Development, Option D, 15.1200

1.0 Apply problem solving and critical thinking skills applicable to information technology

7.0 Determine issues that affect internet site functionality

11.0 Administer internet/intranet sites

14.0 Identify when to use various multimedia extensions, plugging and image and multimedia formats

19.0 Demonstrate ability to create WEB promotion strategy

20.0 Demonstrate knowledge of page layout principles in the design of pages

Academic Course(s) –

Writing Process –

Concept 1: Prewriting

Concept 2: Drafting

Concept 3: Revising

Concept 4: Editing

Concept 5: Publishing

Bloom's Taxonomy

- Knowledge
- Comprehension

- Application
- Analysis

- Synthesis
- Evaluation

Resources & Materials:

CTE course – Dreamweaver, Computers for student use, Internet connection, FTP remote server, web hosting, word processing software, articles and pictures from yearbook students, Adobe's CS3 Web Design Curriculum – Unit 3: Building a basic client website

Academic Course(s) – Computers for student use, Internet connection, word processing software, cameras.

Prerequisite Learning:

CTE course – Development of websites using HTML/XHTML, Creation of style sheets, Use of Dreamweaver, Team work abilities, site navigation and layout understanding,

Academic Course(s) – News writing skills, research/interviewing skills, copy editing, photography/photography editing skill.

Learning Structures/Strategies**CTE Course****Set for Interest**

Students are presented with the opportunity to create their first site for a client that will actually be hosted online and implemented by the school

Input/Modeling

Students will evaluate online news sites for various organizations and compare to printed newspapers. Through this process, they will identify essential elements to include in their student news site.

Check for Understanding

Students will sketch the planned layout for their site and diagram the site's navigational structure.

Guided Practice

Students will be walked through the steps of creating a site in Dreamweaver, defining the FTP remote server, checking in and out files.

Independent Practice

Students will create the sites using Dreamweaver through assigning roles and collaborating with team members.

Closure

Student sites will be posted, voting will be done to select one, and the site will be published online with content. Students will reflect upon the development process, the design decisions, the outcome of the voting, and the final product.

Assessment

Students will be assessed on the finished product of their group's proposed site, along with being evaluated on contributions to the effectiveness of their team's functioning.

Learning Structures/Strategies**Academic Course(s)****Set for Interest**

Students get to write, and be published, for/by the school newspaper, The Creek Chronicle—and now the online publication.

Input/Modeling

Students will evaluate online news sites for various organizations and compare to printed newspapers. Through this process, they will identify effective writing to include in their student news site.

Check for Understanding

Students will copy edit content of self and peer writing.

Guided Practice

Students will have numerous practice runs, for writing proficiency and photographic adeptness.

Independent Practice

Students can practice on their own, using their journalistic license (writing) and journalism program-provided camera equipment, software and computers..

Closure

Students will see their journalistic efforts published on line. Students will reflect upon the process, the decisions, and the final product, as it relates to their contributions.

Assessment

Students will be assessed on their finished writing pieces, published or not, in addition to their time management skills and other “professional” abilities.