

WEB DESIGN

Understanding the basics of effective communications includes recognizing its importance to success; identifying barriers that impact communications and finding ways to overcome them; using communication based on knowledge of your audience; using appropriate grammar, tone and vocabulary; and communicating in a legal and ethical manner

Benchmark 1 Effective communications are essential in the world of business

Competencies:

- Use appropriate grammar, vocabulary, punctuation and spelling
- Use effective proofreading and editing skills
- Utilize emerging technologies in the business environment

Expectations for Learning:

Level 1: Use the fundamentals of effective communications in an ethical and legal manner

Level 2: Use emerging technologies and effective communications in an ethical and legal manner

Developing effective technical reading skills requires identifying and gathering valid, relevant materials when conducting business research and reading and/or scanning business and technical materials

Benchmark 2 Effective reading skills are critical to success in life

Competencies:

- Identify sources that provide relevant, valid written material
- Extract relevant information from written materials
- Apply written directions to complete tasks

Expectations for Learning:

Level 1: Read to acquire meaning from written business materials and to apply the information to a task

Level 2: Synthesize technical and non-technical research from a variety of sources to accomplish a task

Identifying career opportunities in and among career fields provides a breadth of occupational options

Benchmark 3 There are a variety of career opportunities in each of the various career fields

Competencies:

- Describe career opportunities in information technology and types of career opportunities that cross career fields
- Assess emerging career opportunities

Expectations for Learning:

Level 1: Describe career opportunities in the 16 career fields, including those that cross career fields

Level 2: Identify emerging career opportunities

Researching career interests includes studying labor market projections, wages and benefits, working conditions, physical, mental and emotional demands of the job as well as education, training and licensure requirements

Benchmark 4 Researching career interests is important to choosing a career

Competencies:

- Identify licensure, certifications, and/or credentials needed for career choices

Expectations for Learning:

Level 1: Analyze data (labor market projections, wages, working conditions) to help in making career choices

Level 2: Research education and training requirements including credentials and/or licensure requirements

Thinking critically and solving problems require the ability to identify the problem, use creativity and innovation to determine alternative solutions, analyze connected systems if needed, analyze evidence and points of view related to various solutions, choose an alternative and evaluate results

Benchmark 5 The ability to analyze, learn, think critically and creatively, and solve problems are critical to success in life and career

Competencies:

- Employ problem-solving skills to identify problems and formulate solutions
- Combine critical thinking and team building skills to solve problems
- Use creativity and innovation
- Choose a solution for a problem and evaluate its results
- Solve problems in innovative ways

Expectations for Learning:

Level 1: Demonstrate critical-thinking, problem-solving and decision-making skills

Level 2: Demonstrate creativity and innovation in problem-solving and workplace initiatives

Understanding Interactive Media

Benchmark 6 Interactive, multimedia projects are created using a variety of media

Competencies:

- Describe the different types of media included in an interactive, multimedia project
- Obtain, create and/or edit digital graphics
- Obtain, create and/or edit digital video
- Create Web pages

Expectations for Learning:

Level 1: Plan an interactive multimedia project

Level 2: Develop an interactive multimedia project