<table>
<thead>
<tr>
<th>Course Title</th>
<th>Web Design Foundations High School A/B</th>
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<tbody>
<tr>
<td>Course Abbreviation</td>
<td>WEB DSGN FN A/B</td>
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<tr>
<td>Course Code</td>
<td>160131/2</td>
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<tr>
<td>Special Notes</td>
<td>Year course; required prerequisite of Interactive and Virtual Design Foundations, Media Arts Ideas or demonstrated equivalent.</td>
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<tr>
<td>Course Description</td>
<td>This high school course for ninth through twelfth grade students addresses advanced concepts and methods in the discipline of graphic web design, towards achieving the standards of media arts. Students will experience the technical, creative and aesthetic aspects of web design production, in conjunction with learning about historical and contemporary traditions, genres, styles, trends and contexts. By practicing the application of web design tools, concepts and processes including: software usage and programming; graphic and textual design; visual and site construction and composition; various production methods and the integration of rich media and virtual environment components, students will develop advanced abilities to aesthetically express meaning in web design works. Students will develop critical thinking skills in aesthetic problem solving and media art analysis and appreciation. Students will engage in conceptual refinement, and the scoping of various media art works, both through individual and group based development processes. They will develop enduring arts literacy through complex, aesthetically driven interactions of information, media and modalities, in relationship with their peers, environment, community and technology.</td>
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| California Content Standards | The LAUSD District Media Arts Standards and California Visual Arts Content Standards below identify those standards to be mastered by all students who complete the course successfully.  
1.1 Discuss how complex emotions and ideas can be artistically expressed through the use of media arts tools and processes.  
2.1 Create media art works that demonstrate mastery of aesthetic, conceptual and technical skills.  
2.4 Use media responsibly and purposefully to influence, manage and/or interact with an audience.  
3.1 Discuss how media art technologies define and reflect political dynamics, historical periods and culture.  
3.3 Respond to historical and contemporary media artworks, representing multiple cultural or conceptual points of view.  
4.1 Use complex criteria for evaluating the purposeful application of artistic processes in media art works.  
4.2 Derive artistic intention and meaning from a wide range of media arts sources, genres and styles.  
5.1 Demonstrate mastery of adaptation strategies towards new media arts artistic practices and technologies.  
5.2 Demonstrate professional-level organizational, technical, artistic, and collaborative skills.  

VISUAL ARTS  
1.8 Analyze the works of a well-known artist as to the art media selected and the effect of that selection on the artist’s style.  
2.1 Create original works of art of increasing complexity and skill in a variety of media that reflect their feelings and points of view.  
2.4 Demonstrate in their own works of art a personal style and an advanced proficiency in communicating an idea, theme, or emotion.  
3.2 Identify contemporary artists worldwide who have achieved regional, national, or international recognition and discuss ways in which their work reflects, plays a role in, and influences present-day culture.  
4.1 Describe the relationship involving the art maker (artist), the making (process), the artwork (product), and the viewer.  
5.1 Speculate on how advances in technology might change the definition and function of the visual arts.  |
| Instructional Units | Suggested Percentage |

LAUSD; AEB; DO; MA400_WEBDESIGN_ConceptsHS.doc; 090625
<table>
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<tr>
<th>Units/Pacing Plan</th>
<th>Topics should be presented in an integrated manner where possible. Time spent on each unit is to be based upon the needs of the student and the instructional program.</th>
<th>of Instructional Time</th>
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<tbody>
<tr>
<td><strong>Artistic Process</strong> - Creative exploration, observing, experimenting, synthesizing in all components of web design production.</td>
<td>15</td>
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<tr>
<td><strong>Technical Training</strong> in web design production tools, methods and processes (e.g. programming, connectivity, assembly and construction, digital processing, presentation and audience, etc.</td>
<td>20</td>
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<tr>
<td><strong>Web Design Production</strong></td>
<td>30</td>
<td></td>
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<tr>
<td><strong>Web Design vocabularies</strong>, concepts, elements, principles, processes</td>
<td>10</td>
<td></td>
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<tr>
<td><strong>Critical and Aesthetic Analysis</strong></td>
<td>15</td>
<td></td>
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<tr>
<td><strong>Contextual Awareness</strong> – cultural, historical, political, economic, experiential</td>
<td>10</td>
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**Representative Objectives**

*The student will be able to:*

- Recognize, describe, analyze, discuss, and write about the aesthetic characteristics and conceptual aspects of web design works using specialized vocabulary.
- Demonstrate advanced competence in solving aesthetic problems for web design productions in uniquely expressive ways.
- Create unique and diverse works of web design of increasing complexity with increased skill.
- Harmoniously synthesize meaningful subjects and themes using sophisticated combinations of elements, concepts and media.
- Demonstrate advanced skills in a variety of web design tools, techniques, and processes, individually and in combination, making skillful choices as to what to apply in their work as they relate to expressive function and context.
- Discuss the underlying and discovered conceptual and contextual meanings reflected in diverse cultural, historical and contemporary web design genres, forms and styles.
- Apply tenets of arts, media and technology literacies in discussing and describing the various purposes for creating web design works as well as the, political and/or economic factors involved.
- Create complex criteria to critically analyze, make informed judgements and refine web design works.

**Representative Performance Skills**

*In accordance with their individual capacity, students will grow in the ability to:*

- Produce an web work harmoniously integrating the orchestrated elements of programming, connectivity, responsiveness, composition, environment, etc.
- Locate, organize, maintain, interpret, synthesize and communicate complex information in writings, discussions and productions.
- Research and aspire to web design careers.
- Consider and investigate complex issues for web design artists such as the meanings and purposes embodied in the manipulation, composition and choreography of media arts elements and events, their expressive content, integration with other arts disciplines and content areas, sociological and experiential contexts and implications, etc.
- Analyze and make informed and ethical choices about using subjects, formats and technologies as they relate to intent and audience.
- Identify diverse trends of contemporary styles in American and global web design arts and discuss the cultural purposes meanings reflected in the artworks she or he has examined.
- Research and explain diverse historic and cultural periods and significant
individuals of media and traditional arts.

- Research and explain the social impacts and dynamics of web media including technological organics, mass and personalized media, commercial and artistic, etc.
- Make defensible critical judgments about diverse arts productions, identifying the connections between intentions and purpose, the elements, principles and processes and their expressive characteristics, contextual factors and technical qualities to the interpretation of meaning.
- Independently identify and solve aesthetic problems and determine learning needs.
- Collaborate with others and develop advanced individual production and work habit capacities.
- Consider ethical choices in viewing and creating media productions.