Tomorrow’s Leaders: FBLA

IT-WD-9 – Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

9.1 - Explain the goals, mission and objectives of Future Business Leaders of America.

9.2 - Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.

9.3 - Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.

9.4 - Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

9.5 - Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.

CTAE-FS-3 - Communications: Learners use various communication skills in expressing and interpreting information.

CTAE-FS-4 - Problem Solving and Critical Thinking: Learners define and solve problems, and use problem-solving and improvement methods and tools.

CTAE-FS-5 - Information Technology Applications: Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.

CTAE-FS-8 - Leadership and Teamwork: Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

Design with an End in Mind

IT-WD-2 – Plan, develop, implement, and resolve ethical issues involved in creating and publishing a web site.
2.4 - Describe the phases of web development (life cycle) and provide specific tasks for each phase.

2.5 - Use flowcharts/storyboards to design a web site.

2.7 - Describe ethical, government, and accessibility standards & W3C standards (readability, usability, browser compatibility, and copyright issues related to use of digital media).

**IT-WD 8** – Test, analyze, and identify performance issues related to publishing and maintaining web sites.

8.1 - Identify essential issues in developing and maintaining a web site, including project management, testing, legal issues.

8.2 - Identify strategies commonly used for managing a user's experience and improving site creativity and aesthetic qualities.

8.3 - Explore options for publishing a web site and web hosting.

8.4 - Identify the benefits and drawbacks of running your own web server versus using a service provider.

8.5 - Plan and deliver oral presentations of a web site explaining the developmental process before, during, and after site completion to a potential customer.

**Coding: Constructing the Site**

**IT-WD-2** – Plan, develop, implement, and resolve ethical issues involved in creating and publishing a web site.

2.3 - Describe and illustrate different versions of HTML and the development of

**IT-WD-3** - Create documents using a variety of tags following coding practices commonly used to create web pages.

3.1 - Identify basic HTML document (web page) layout & tags used to create web pages according to industry standards (e.g., header, footer, side bar, main content, navigation/menu bar, tabs/drop downs).

3.2 - Demonstrate ability to create a web site utilizing the latest version of HTML (e.g., headings, paragraphs, breaks, lists, links, images, horizontal rules, divs).

3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).
3.6 - Demonstrate understanding of the importance of validating web sites and tools available for the process.

**Styling with CSS**

**IT-WD-3** - Create documents using a variety of tags following coding practices commonly used to create web pages.

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3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).

**IT-WD-4** – Create and use graphics to enhance web pages using a variety of tools.

4.1 - Identify and use design and color principles appropriate for graphics and web pages.

**IT-WD-5** - Define and apply essential aspects of the Cascading Style Sheets to format elements within a web site.

5.1 - Use knowledge of how and why style sheets are used in web design to explain design elements of a web site.

5.2 - Create and modify internal and external style sheets to format the styling of text, layout tables, content flow, positioning of objects.

5.3 - Design web pages utilizing CSS to manage text flow using regions, columns, and graphical interfaces.

**Refine with Graphic Design**

**IT-WD-2** - Plan, develop, implement, and resolve ethical issues involved in creating and publishing a web site.
2.2 - Develop a logical argument for using cloud computing and the various web hosting platforms for business and personal use.

2.8 - Identify technologies available to enhance the user's experience, including programming languages and multimedia technologies.

**IT-WD-3** - Create documents using a variety of tags following coding practices commonly used to create web pages.

3.1 - Identify basic HTML document (web page) layout & tags used to create web pages according to industry standards (e.g., header, footer, side bar, main content, navigation/menu bar, tabs/drop downs).

3.2 - Demonstrate ability to create a web site utilizing the latest version of HTML (e.g., headings, paragraphs, breaks, lists, links, images, horizontal rules, divs).

3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).

3.6 - Demonstrate understanding of the importance of validating web sites and tools available for the process.

**IT-WD-4** – Create and use graphics to enhance web pages using a variety of tools.

4.1 - Identify and use design and color principles appropriate for graphics and web pages.

4.2 - Describe the image formats used within a web page (gif, jpg, png, image maps) and describe appropriate use of which format.

4.3 - Add images to a web page to enhance meaning of web content.

4.4 - Explore online tools and downloadable software available to create and edit still and animated graphics.

**IT-WD-5** - Define and apply essential aspects of the Cascading Style Sheets to format elements within a web site.

5.1 - Use knowledge of how and why style sheets are used in web design to explain design elements of a web site.
Linking It Together

2.6 - Identify essential web site navigation issues that help ensure site usability (consistency, intuitive text/icons, and breadcrumbs).

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Table Design

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3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).

3.4 - Demonstrate ability to use tables to control the layout and appearance of data.

**IT-WD-5** - Define and apply essential aspects of the Cascading Style Sheets to format elements within a web site.

5.1 - Use knowledge of how and why style sheets are used in web design to explain design elements of a web site.

5.3 - Design web pages utilizing CSS to manage text flow using regions, columns, and graphical interfaces.

Capturing Data with Forms

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3.2 - Demonstrate ability to create a web site utilizing the latest version of HTML (e.g., headings, paragraphs, breaks, lists, links, images, horizontal rules, divs).

3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).
3.5 - Demonstrate ability to create forms that accepts user inputs.

3.6 - Demonstrate understanding of the importance of validating web sites and tools available for the process.

IT-WD-5 - Define and apply essential aspects of the Cascading Style Sheets to format elements within a web site.

5.1 - Use knowledge of how and why style sheets are used in web design to explain design elements of a web site.

Adding Pizzazz with Images and Videos

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IT-WD-4 - Create and use graphics to enhance web pages using a variety of tools.

4.1 - Identify and use design and color principles appropriate for graphics and web pages.

4.2 - Describe the image formats used within a web page (gif, jpg, png, image maps) and describe appropriate use of which format.

4.3 - Add images to a web page to enhance meaning of web content.

4.4 - Explore online tools and downloadable software available to create and edit still and
animated graphics.

**Audio Formatting**

**IT-WD-2** – Plan, develop, implement, and resolve ethical issues involved in creating and publishing a web site.

2.7 - Describe ethical, government, and accessibility standards & W3C standards (readability, usability, browser compatibility, and copyright issues related to use of digital media).

2.8 - Identify technologies available to enhance the user's experience, including programming languages and multimedia technologies.

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3.6 - Demonstrate understanding of the importance of validating web sites and tools available for the process.

**GUI Editors**

**IT-WD-6** – Use (Graphic User-Interface) GUI-based HTML editing software to create web sites.

6.1- Explain the differences between the types of editing software and when to editing software: text, object, and WYSIWYG (What You See Is What You Get).

6.2 - Design web sites using a GUI-based editor following the design principles to enable navigation, usability, and accessibility.
6.3 - Explore advanced layouts & scripting tools available through GUI-based editors such as widgets, image sliders, etc.

6.4 - Create a website which implements tables.

6.5 - Create and use interactive forms on a web site.

6.6 - Design and implement layers, image maps, and navigation bars.

6.7 - Enhance a website with media objects and images.

E-Commerce

IT-WD-3 - Create documents using a variety of tags following coding practices commonly used to create web pages.

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3.2 - Demonstrate ability to create a web site utilizing the latest version of HTML (e.g., headings, paragraphs, breaks, lists, links, images, horizontal rules, divs).

3.3 - Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize).

3.4 - Demonstrate ability to use tables to control the layout and appearance of data.

3.5 - Demonstrate ability to create forms that accepts user inputs.

IT-WD-7 - Develop an understanding of e-Commerce practices and related technologies necessary to create a secure, useful interface to conduct business online.

7.1 - Develop a working e-Commerce vocabulary including e-Business, mobile commerce, branding, market space, business model (B2B, B2C), security, payment options.

7.2 - Explain the importance of branding and establishing a color palette for an e-Business to create an online presence.

7.3 - Explain the importance of using web design principles to meet customer expectations.
7.4 - Explain the benefits of configuring a site to mobile standards currently used further the accessibility of an e-Business.