

Palomar College ROP

Web Page Layout - Dreamweaver

Occupational Knowledge and Skills

- 1 **EQUIPMENT OPERATIONS**
- A Performs basic computer operation including proper start up and shut down procedures.
 - B Performs quick search and launches files and applications.
 - C Utilizes network, stores and exchanges information.
 - D Performs basic troubleshooting techniques relating to files, printing, peripherals and network.
 - E Identifies system requirements for software usage.
- 2 **TERMINOLOGY**
- A Explains computer terminology related to system operations.
 - B Applies design terminology of proximity, alignment, repetition, contrast, texture, values, shape and color.
 - C Demonstrates knowledge of typography including weight, personality and readability.
 - D Defines key terms related to the electronic design industry and can distinguish between work processing, page layout, web design and other.
 - E Identifies basic Internet terminology including popular acronyms.
 - F Interprets copyright laws.
- 3 **PERIPHERALS**
- A Operates and identifies a variety of peripherals including printers, external storage devices, scanners and digital cameras.
 - B Applies proper procedure in attaching or detaching peripheral devices.
 - C Knows how to check cables and software for peripheral troubleshooting.
- 4 **FILE MANAGEMENT AND INTEGRATION**
- A Creates, saves, moves, copies, opens, closes, and deletes files.
 - B Moves, creates backups and copies files to various peripherals.
 - C Selects various file formats in relation to final output.
 - D Manipulates files for downsizing and space considerations.
 - E Integrates software applications.
 - F Demonstrates ability to manage fonts.
- 5 **CREATIVE AND TECHNICAL PROCESS OF PROJECT MANAGEMENT**
- A Demonstrates an understanding of conceptualization techniques to include brainstorming, thumbnails and group project interaction.
 - B Incorporates project budgetary considerations.
 - C Selects appropriate layout format, proportions and copy placement using grids and guidelines.
 - D Sets goals, defines objectives and meets timelines.
 - E Differentiates between a variety of marketing pieces.
 - F Demonstrates knowledge of pre-press output and service bureau guidelines.
 - G Integrates a graphics and text.
 - H Identifies and analyzes audience and determines most effective format.
- 6 **DESIGN PRINCIPLES AND ELEMENTS**
- A Uses shapes, color, line, textures, value, contrast and typography.
 - B Uses negative and positive space.
 - C Establishes visual relationships through repetition and contrast.
 - D Uses symmetrical and asymmetrical design.
 - E Applies symbolism in design.
 - F Creates logos.
 - G Performs text runaround, "pull quotes", and drop caps.
 - H Identifies capabilities and limitations of electronic design.

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- I Transforms and manipulates images.
- J Distinguishes between raster and vector-based images.
- K Uses master pages, layer palettes and style sheets.
- L Uses inline graphics.
- M Uses masking and clipping paths.
- N Creates custom paths with basic and graduated fills.

- 7** **TYPOGRAPHY**
- A Demonstrates knowledge of typeface classifications.
- B Identifies x-height, baseline, ascenders, descenders and their roles in measuring and designing with type.
- C Applies dingbats, bullets, rules and symbols.
- D Uses leading, kerning and tracking.
- E Converts type into outlines.
- F Uses special character set.
- G Demonstrates awareness of key historical developments of typography and current trends.
- H Identifies and relates font personalities.
- I Produces curved or special effects type.

- 8** **COLOR MANAGEMENT**
- A Distinguishes between spot versus process.
- B Distinguishes between print and other media.
- C Uses color matching systems.
- D Evaluates and corrects color, tone and sharpness.
- E Creates positive/negative color images.
- F Demonstrates abilities in overprints and knockouts.

- 9** **LAYOUT SOFTWARE-Students demonstrate ability in:**
- A Acrobat
- B Pagemaker
- C QuarkXpress
- D InDesign
- E MS Office
- F Publisher

- 10** **GRAPHIC SOFTWARE- Students demonstrate ability in:**
- A Photoshop
- B Illustrator
- C Fireworks
- D Type Styler
- E Corel Draw/Photopaint
- F Freehand
- G Painter
- H ImageReady

- 11** **WEB DESIGN SOFTWARE- Students demonstrate ability in:**
- A Netscape composer
- B Dream Weaver
- C Flash
- D Fireworks
- E Pagemill

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- F ImageReady
- G FrontPage
- H Adobe Golive
- 12 ANIMATION SOFTWARE-Students demonstrate ability in:**
 - A 3D
 - B Animation master
 - C Flash
 - D ImageReady
 - E LiveMotion
 - F Director
 - G ImageReady
- Workplace Skills and Behaviors**
 - 1 BASIC JOB PREPARATION
 - A Works independently and collaboratively.
 - B Respects and understands diversity.
 - C Is punctual and dependable.
 - D Meets standards of neatness and grooming.
 - 2 OCCUPATIONAL-SPECIFIC JOB SKILLS**
 - A Communicates and presents design ideas and implementation.
 - B Communicates the technical aspect and terminology of the graphic communications industry.
 - C Communicates concepts such as "branding", "image" and "target audience".
 - D Communicates use and value as "creative brief".
 - E Works well with minimal supervision and direction.
 - F Demonstrates understanding of the organization and job functions within the graphics industry.
 - G Demonstrates knowledge of related career opportunities.
 - H Demonstrates ability to manage tasks and successfully work to multiple deadlines.
 - I Demonstrates knowledge of project management, including concepts of planning, time management, overhead cost and profit margin.
 - 3 SAFETY AND RULES**
 - A Respects individual classroom and school safety rules in the computer lab.
 - B Understands industry guidelines
 - C Demonstrates knowledge of OSHA regulations.
 - D Practices proper ergonomics.
 - Job Acquisition Skills/Lifelong Learning Opportunities**
 - 1**
 - A Completes an appropriate resume and job application.
 - B Practices job interview techniques.
 - C Awareness of advanced career and educational opportunities and the need for continuous education.
 - D Prepares a portfolio