

Building & Maintaining a Website

Media Type: Microsoft® PowerPoint® Presentation

Duration: 73 slides

Goal: To learn how to build and maintain a business website.

Description:

This presentation will explore how to build and maintain a business website. Students will examine reasons to build a website and get an in-depth look at the Web design process. They will be introduced to programs and tools used in building and maintaining websites. Lastly, students will analyze the tradeoff which exists between features and cost in building and maintaining websites.

Objectives:

1. To examine reasons to build a website.
2. To explain how the Web design process works.
3. To discover programs and tools used in building and maintaining a website.
4. To discuss the various responsibilities of maintaining a website.
5. To show the tradeoff between features and cost in building and maintaining a website.



Information Technology Career Cluster (IT)

Cluster	Standard
	Demonstrate effective professional communication skills and practices that enable positive customer relationships.
	Use product or service design processes and guidelines to produce a quality information technology (IT) product or service.
	Demonstrate positive cyber citizenry by applying industry accepted ethical practices and behaviors.
	Describe trends in emerging and evolving computer technologies and their influence on IT practices.
	Compare key functions and applications of software and determine maintenance strategies for computer systems.
Web & Digital Communications Career Pathway (IT-WD)	Analyze customer requirements to design and develop a Web or digital communication product.
	Apply the design and development process to produce user-focused Web and digital communications solutions.
	Design, create and publish a digital communication product based on customer needs.
	Evaluate the functionality of a digital communication product using industry accepted techniques and metrics.
	Implement quality assurance processes to deliver quality digital communication products and services.
	Perform maintenance and customer support functions for digital communication products.

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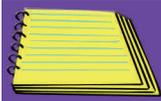
College & Career Readiness Anchor Standards for Speaking and Listening

Speaking & Listening Standards		
Comprehension & Collaboration	Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.	
	Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.	
	9-12.1	Initiate and participate effectively in a range of collaborative discussions with diverse partners on grades 9–12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
	9-10.2	Integrate multiple sources of information presented in diverse media or formats evaluating the credibility and accuracy of each source.
	11-12.2	Integrate multiple sources of information presented in diverse formats and media in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

College & Career Readiness Anchor Standards for Writing

Writing Standards		
Text Types & Purposes	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.	
	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.	
	9-12.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
	9-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	
Production & Distribution of Writing	Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.	
	9-12.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
	9-10.6	Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.
	11-12.6	Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.
	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	
Research to Build & Present Knowledge	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.	
	Draw evidence from literary or informational texts to support analysis, reflection, and research.	
	9-10.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.
	11-12.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
	9-12.9	Draw evidence from literary or informational texts to support analysis, reflection, and research.

Building & Maintaining a Website



Lesson Plan

Class 1: Open with a discussion of students' favorite websites and which features stand out the most to them. Hand out the *Building & Maintaining a Website Vocabulary Handout* and *Building & Maintaining a Website Student Notes* which may be used as reference materials during the presentation. Show the *Building a Website* segment of *Building & Maintaining a Website* and follow with the segment's *Assessment*.



Slides
1-45

Class 2: Continue with the *Maintaining a Website* segment of the presentation. Remind students to use the *Vocabulary Handout* and *Student Notes*. Follow the segment with its *Assessment*. Introduce the *Website Features & Cost Analysis Project*. Allow students to begin researching the project.



Slides
46-65

Class 3: Allow students the entire class period to complete the project.

Class 4: Begin class by instructing students to complete the *Building & Maintaining a Website Crossword* as review. Administer the *Building & Maintaining a Website Final Assessment*.



Slides
66-73



Lesson Links

HTML Goodies

- <http://www.htmlgoodies.com>

Google Sites

- <http://www.google.com/sites/help/intl/en/overview.html>

Coffee Cup

- <http://www.coffeecup.com>

Webs

- <http://www.webs.com>



Career & Technical Student Organizations

Business Professionals of America

- **Website Design Team**

DECA

- **Internet Marketing Plan**

Future Business Leaders of America

- **Web Site Design**

SkillsUSA

- **Web Design**

Technology Student Association

- **Webmaster**



Career Connections

- iCEV50358, Jeff Gettle, IT & Facility Manager, Office Works
- iCEV50315, Brandon Sharpe, Web Programmer, Converse Marketing
- iCEV50369, John Kennon, Web Designer, University of Georgia
- iCEV50604, Pradeep Suthram, Project Manager, PICnet, Inc.

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Project

Website Features & Cost Analysis

Directions:

Students will create a project in which they will research and compare prices for at least five different website features from at least three different web hosts. Students may choose the type of project created, however the project must include prices for Web hosting, registration and search engine optimization. At least two other features should be researched and included in the project. A summary of the prices and features found should be included and the student should indicate his or her choice in Web hosts according to price and features available.