

Lesson Topic	Design a Business Website
Concept Category	Information Technology Web Design e-Marketing
Applicable Classes	Business Computer Applications I Business Computer Applications II E-Commerce Interactive Media and Web Design
Estimated Time Needed	4-6 hours
Intended Student Level	Secondary
NBEA Standards	<p><i>Information Technology V: Application Software, P 84</i></p> <ul style="list-style-type: none"> • Select and apply the appropriate application software to common tasks (e.g., design a simple web page) <p><i>Information Technology XII: Network Applications, P 88</i></p> <ul style="list-style-type: none"> • Design and create Web pages incorporating various file types (e.g., text, image, sound, and video) • Design and create Web sites • Develop and use applications in support of e-business
NE Frameworks Essential Learnings	<p><i>BE 12.16 Interactive Media and Web Technologies</i></p> <ul style="list-style-type: none"> • Web Site Development – demonstrate and apply knowledge of web page development
Links to Nebraska Standards	<p>R/S/L 12.2.1 Students will write using standard English (conventions) for sentence structure, usage, punctuation, capitalization, and spelling.</p> <p>R/S/L 12.2.4 Students will use multiple forms to write for different audiences and purposes.</p>
Purpose/Description	<ul style="list-style-type: none"> • Create a website for a local or hypothetical business
Teaching Strategy	Demonstration and application, with hands-on laboratory time
Materials	<ul style="list-style-type: none"> • Computer with access to Internet • Students will use HTML programming code using Microsoft Windows' Notepad application editor
Classroom Activity/Project Student Guidelines	<p><i>Step 1:</i> Students will work either individually or in teams to create a website for a real or hypothetical local business that does not currently have a web site.</p> <p><i>Students:</i> This project requires you to create a website for either an actual local business in existence OR a hypothetical business. The web site should be set up as an on-line buying opportunity for potential customers to order products and/or services.</p> <p>If you create a web page for an actual business, you will need to interview that particular employer. Upon completing the project, you will be required to present your web site to the employer.</p> <p>If designing for a hypothetical business, you will need to use the Internet and any other appropriate sources to acquire the necessary background information needed to create your site.</p>

Step 2:

Obtain necessary background information about the business, its operations, products and services, pricing, etc. by researching the Internet and, if applicable, interviewing actual business owners. (see information sheet below)

Step 3:

Use the “Project Requirements” checklist to make sure you have included all the require elements for this project!

Project Requirements	Due Date
Selection of real or hypothetical firm	
Background research completed, including employer interview, if applicable	
Create personal student electronic ‘folder’ containing all the information, graphics, data, etc. needed for your web page design project	
Outline of proposed web page(s) design	
Index page	
Informational page Ex: <i>prices</i>	
Informational page Ex: <i>products</i>	
Informational page Ex: <i>products</i>	
Form page Ex: <i>Include email or appropriate ordering procedure for your customers!</i>	
Rough Draft (5 pages minimum.)	
Final Web Page Presented to instructor and class Presented to employer, if applicable	

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DESIGN A BUSINESS WEB PAGE – EVALUATION RUBRIC

Student Name:

CATEGORY	4	3	2	1
Planning and Research	Student adequately researched nature of business to gain appreciation of content, graphics, and requirements desired in site	Student has general knowledge of nature of business to reflect in web site	Student has minimal knowledge of nature of business to reflect in web site	Student research is inadequate to truly gain knowledge necessary to create web site
Content	Site has well-stated, clear purpose and theme carried out throughout the site; adequately represents nature of business Easy for customer to order product	Site has clearly stated purpose and theme, but has one or two elements that do not seem to be related to it; generally describes nature of business Easy for customer to order product	Purpose and theme of site is somewhat vague, unclear; inadequately describes nature of business Order process could be more clear	Site lacks purpose, theme; poor representation of business Order process missing or difficult to manage
Appearance	Professional appearance; accurate content that reflects nature of business; web site design and layout is conducive to effective site navigation	Satisfactory appearance; accurate content reflects nature of business; web site design and layout generally conducive to effective site navigation	Adequate appearance, but . . .	Unprofessional appearance; insufficient content to reflect nature of business; poor site navigation
Fonts	Fonts are consistent, easy to read; point size varies appropriately for headings and text Use of font styles (italic, bold, underline) is used consistently, enhances readability	Fonts are consistent, easy to read; point size varies appropriately for text and headings	Fonts are consistent; point size varies appropriately for text and headings	Varied or inconsistent fonts, styles and point sizes used
Links (content)	All links point to high quality, up-to-date, working, credible sites; Home page designated as 'index' or 'default' Menus or frames on each page	Almost all links point to high quality, up-to-date, working, credible sites; Home page designated as 'index' or 'default' Menus/frames on most pages	Some links point to high quality, up-to-date, working, credible sites; Home page designated as 'index' or 'default' Menus/frames on some pages	Only a few links point to high quality, up-to-date, working, credible sites; fails to designate home page as 'index' or 'default' Menus/frames missing

Spelling and Grammar	No errors in spelling, punctuation or grammar in final draft of web site	1-3 errors in spelling, punctuation or grammar in final draft of web site.	4-5 errors in spelling, punctuation or grammar in final draft of web site	More than 5 errors in spelling, punctuation or grammar in final draft of web site.
Layout	Exceptionally attractive, usable, professional layout; easy to locate all important elements; white space, graphic elements and/or alignment used effectively to organize material	Web pages have attractive, usable layout; easy to locate all important elements	Web pages have usable layout, but may appear busy or boring; easy to locate most of the important elements	Web pages are cluttered looking or confusing; often difficult to locate important elements; unprofessional appearance; use of white space, graphics, alignment could be improved
Work Ethic	Student always uses classroom project time well; conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others; student able to work independently; consistently met project deadlines	Student usually on task; most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others; occasionally needed instructor reminder to get back on task; generally met deadlines	Student occasionally distracts others from their work; student not capable of working independently or without instructor monitoring; has difficulty meeting deadlines	Student does not use classroom project time well OR typically is disruptive to the work of others; incapable of working independently; fails to meet project deadlines
Cooperative Work	Shows respect for one another's ideas, divide work fairly, and show commitment to quality work and support for each other	Although respectful of each other, not all team members committed to quality work; lack of support or effort toward completing work on time	There is little evidence of a commitment toward quality work, meeting deadlines in the group	Partners argue or are disrespectful of other's ideas and input; criticism not constructive; no group or team support offered. Work completed by primarily one or two team members
TOTAL	A = 32 – 36 B = 31 – 35 C = 26 – 30 D = 21 – 25 F = Below 20			
INSTRUCTOR COMMENTS				

