



# CIS Standards

(Updated November 2016)

## Foundations of Web Design for all Programs of Study

Please select the Foundations of Web Design standards that match the program of study to make sure you have the correct standard reference number.

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Page 6 - Web Design Program of Study

Page 8 – Web Development Program of Study

# Foundations of Web Design

## Course Description

Students will demonstrate knowledge of web design and languages, including HyperText Markup Language (HTML) and Cascading Style Sheets (CSS) to create a content rich and visually pleasing website that captures and keeps visitors' interests. Focus will be given to effective page layout, image creation and manipulation, interactivity, content creation, and project management.

**Course Code:** 270604

## Endorsements to teach:

BMIT, IT

## Programs of Study to which this Course applies:

Digital Design, Web Design, Video Production, Web Development  
**Standards and Indicators**

### CIS. HS. 1. 18

**Explain "Pixel Perfect" and responsive designs and how they relate to user interfaces.**

CIS. HS. 1. 18. *a* Describe the principles and goals of "Pixel Perfect" design.

CIS. HS. 1. 18. *b* Describe the principles and goals of responsive design.

### CIS. HS. 1. 19

**Plan a website for a specific purpose.**

CIS. HS. 1. 19. *a* Develop a storyboard, mock-up website, and wireframes.

CIS. HS. 1. 19. *b* Explain the design process in regards to audience, layout, time, and budget.

CIS. HS. 1. 19. *c* Identify target market audience's needs.

CIS. HS. 1. 19. *d* Evaluate clients' needs based on current trends.

CIS. HS. 1. 19. *e* Plan for cross-browser compatibility.

### CIS. HS. 1. 20

**Analyze elements and principles of design to communicate ideas consistent with project goals.**

CIS. HS. 1. 20. *a* Apply appropriate font and font family concepts.

CIS. HS. 1. 20. *b* Demonstrate knowledge of design decisions in regards to shapes, lines, colors.

CIS. HS. 1. 20. *c* Demonstrate knowledge of design decisions in regards to white space, margins, and layout of graphic and text.

CIS. HS. 1. 20. *d* Incorporate text layout techniques such as kerning, leading, and alignment.

CIS. HS. 1. 20. *e* Incorporate audio, visual, and graphic elements.

CIS. HS. 1. 20. *f* Develop a focused concept, clear methods of conveyance, and unified theme that solves the given problem.

CIS. HS. 1. 20. *g* Identify accessibility and standard compliance measures in order to communicate with a broad audience.

CIS. HS. 1. 20. *h* Demonstrate knowledge of design decisions in regards to theme. Evaluate design decisions' impact on the theme of a design.

CIS. HS. 1. 20. *i* Utilize a storyboard, mock-up website, and wireframes to implement website design.

### CIS. HS. 1. 21

**Expand their knowledge as web designers through applying appropriate industry language and terminology.**

CIS. HS. 1. 21. *a* Understand at the lowest level digital data is represented by bits.

CIS. HS. 1. 21. *b* Write code using binary code.

CIS. HS. 1. 21. *c* Define common industry terminology.

### CIS. HS. 1. 22

**Analyze legal and ethical responsibilities.**

CIS. HS. 1. 22. *a* Apply copyright laws as appropriate in website creation.

CIS. HS. 1. 22. *b* Discuss security issues that are related to the utilization of the computer and/or Internet.

CIS. HS. 1. 22. *c* Describe situations where web pages may be used unethically.

CIS. HS. 1. 22. *d* Describe licensing agreements.

CIS. HS. 1. 22. *e* Discuss the importance of creative commons.

### CIS. HS. 1. 23

**Develop and enhance employability skills.**

- CIS. HS. 1. 23. *a* Investigate new and emerging trends in web development.  
CIS. HS. 1. 23. *b* Identify career employment opportunities within the web development industry.  
CIS. HS. 1. 23. *c* Research current job availability, trends, and future job projections.

**CIS. HS. 1. 24**

**Create and test websites designed for cross browser and mobile compatibility.**

- CIS. HS. 1. 24. *a* Utilize standards-compliant elements in their code and provide for graceful fallback in the case of browsers not capable of displaying content.  
CIS. HS. 1. 24. *b* Create websites that utilize responsive design to allow for a variety of screen sizes and geometries to view the content in a meaningful and logical fashion.  
CIS. HS. 1. 24. *c* Test an application on devices of varying geometries and operating system versions to ensure maximum compatibility.

**CIS. HS. 1. 25**

**Implement quality assurance processes to deliver effective digital communication.**

- CIS. HS. 1. 25. *a* Evaluate the website functionality.  
CIS. HS. 1. 25. *b* Test a website in a variety of environments.  
CIS. HS. 1. 25. *c* Evaluate site effectiveness through user search and accessibility to meet all audience needs.  
CIS. HS. 1. 25. *d* Investigate web hosts.  
CIS. HS. 1. 25. *e* Troubleshoot and maintain website.  
CIS. HS. 1. 25. *f* Evaluate cross-browser compatibility.  
CIS. HS. 1. 25. *g* Review the process of securing a domain name.

**CIS. HS. 1. 26**

**Critique a web site in accordance to web design principles.**

- CIS. HS. 1. 26. *a* Assess download time.  
CIS. HS. 1. 26. *b* Assess readability of web site.  
CIS. HS. 1. 26. *c* Assess ease of navigation for both website and mobile site.  
CIS. HS. 1. 26. *d* Assess the design theme of a website.  
CIS. HS. 1. 26. *e* Assess consistency of the theme across entire website and mobile site.  
CIS. HS. 1. 26. *f* Assess the functionality of links.

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## Standards and Indicators

### CIS. HS. 6. 7

**Explain "Pixel Perfect" and responsive designs and how they relate to user interfaces.**

CIS. HS. 6. 7. *a* Describe the principles and goals of "Pixel Perfect" design.

CIS. HS. 6. 7. *b* Describe the principles and goals of responsive design.

### CIS. HS. 6. 8

**Plan a website for a specific purpose.**

CIS. HS. 6. 8. *a* Develop a storyboard, mock-up website, and wireframes.

CIS. HS. 6. 8. *b* Explain the design process in regards to audience, layout, time, and budget.

CIS. HS. 6. 8. *c* Identify target market audience's needs.

CIS. HS. 6. 8. *d* Evaluate clients' needs based on current trends.

CIS. HS. 6. 8. *e* Plan for cross-browser compatibility.

### CIS. HS. 6. 9

**Analyze elements and principles of design to communicate ideas consistent with project goals.**

CIS. HS. 6. 9. *a* Apply appropriate font and font family concepts.

CIS. HS. 6. 9. *b* Demonstrate knowledge of design decisions in regards to shapes, lines, colors.

CIS. HS. 6. 9. *c* Demonstrate knowledge of design decisions in regards to white space, margins, and layout of graphic and text.

CIS. HS. 6. 9. *d* Incorporate text layout techniques such as kerning, leading, and alignment.

CIS. HS. 6. 9. *e* Incorporate audio, visual, and graphic elements.

CIS. HS. 6. 9. *f* Develop a focused concept, clear methods of conveyance, and unified theme that solves the given problem.

CIS. HS. 6. 9. *g* Identify accessibility and standard compliance measures in order to communicate with a broad audience.

CIS. HS. 6. 9. *h* Demonstrate knowledge of design decisions in regards to theme. Evaluate design decisions' impact on the theme of a design.

CIS. HS. 6. 9. *i* Utilize a storyboard, mock-up website, and wireframes to implement website design.

### CIS. HS. 6. 10

**Expand their knowledge as web designers through applying appropriate industry language and terminology.**

CIS. HS. 6. 10. *a* Understand at the lowest level digital data is represented by bits.

CIS. HS. 6. 10. *b* Write code using binary code.

CIS. HS. 6. 10. *c* Define common industry terminology.

### CIS. HS. 6. 11

**Analyze legal and ethical responsibilities.**

CIS. HS. 6. 11. *a* Apply copyright laws as appropriate in website creation.

CIS. HS. 6. 11. *b* Discuss security issues that are related to the utilization of the computer and/or Internet.

CIS. HS. 6. 11. *c* Describe situations where web pages may be used unethically.

CIS. HS. 6. 11. *d* Describe licensing agreements.

CIS. HS. 6. 11. *e* Discuss the importance of creative commons.

**CIS. HS. 6. 12**

**Develop and enhance employability skills.**

- CIS. HS. 6. 12. *a* Investigate new and emerging trends in web development.
- CIS. HS. 6. 12. *b* Identify career employment opportunities within the web development industry.
- CIS. HS. 6. 12. *c* Research current job availability, trends, and future job projections.

**CIS. HS. 6. 13**

**Create and test websites designed for cross browser and mobile compatibility.**

- CIS. HS. 6. 13. *a* Utilize standards-compliant elements in their code and provide for graceful fallback in the case of browsers not capable of displaying content.
- CIS. HS. 6. 13. *b* Create websites that utilize responsive design to allow for a variety of screen sizes and geometries to view the content in a meaningful and logical fashion.
- CIS. HS. 6. 13. *c* Test an application on devices of varying geometries and operating system versions to ensure maximum compatibility.

**CIS. HS. 6. 14**

**Implement quality assurance processes to deliver effective digital communication.**

- CIS. HS. 6. 14. *a* Evaluate the website functionality.
- CIS. HS. 6. 14. *b* Test a website in a variety of environments.
- CIS. HS. 6. 14. *c* Evaluate site effectiveness through user search and accessibility to meet all audience needs.
- CIS. HS. 6. 14. *d* Investigate web hosts.
- CIS. HS. 6. 14. *e* Troubleshoot and maintain website.
- CIS. HS. 6. 14. *f* Evaluate cross-browser compatibility.
- CIS. HS. 6. 14. *g* Review the process of securing a domain name.

**CIS. HS. 6. 15**

**Critique a web site in accordance to web design principles.**

- CIS. HS. 6. 15. *a* Assess download time.
- CIS. HS. 6. 15. *b* Assess readability of web site.
- CIS. HS. 6. 15. *c* Assess ease of navigation for both website and mobile site.
- CIS. HS. 6. 15. *d* Assess the design theme of a website.
- CIS. HS. 6. 15. *e* Assess consistency of the theme across entire website and mobile site.
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**Plan a website for a specific purpose.**

CIS. HS. 1. 19. *a* Develop a storyboard, mock-up website, and wireframes.

CIS. HS. 1. 19. *b* Explain the design process in regards to audience, layout, time, and budget.

CIS. HS. 1. 19. *c* Identify target market audience's needs.

CIS. HS. 1. 19. *d* Evaluate clients' needs based on current trends.

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**Analyze elements and principles of design to communicate ideas consistent with project goals.**

CIS. HS. 1. 20. *a* Apply appropriate font and font family concepts.

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CIS. HS. 1. 20. *f* Develop a focused concept, clear methods of conveyance, and unified theme that solves the given problem.

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CIS. HS. 1. 20. *h* Demonstrate knowledge of design decisions in regards to theme. Evaluate design decisions' impact on the theme of a design.

CIS. HS. 1. 20. *i* Utilize a storyboard, mock-up website, and wireframes to implement website design.

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**Expand their knowledge as web designers through applying appropriate industry language and terminology.**

CIS. HS. 1. 21. *a* Understand at the lowest level digital data is represented by bits.

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**Analyze legal and ethical responsibilities.**

CIS. HS. 1. 22. *a* Apply copyright laws as appropriate in website creation.

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- CIS. HS. 1. 24. *a* Utilize standards-compliant elements in their code and provide for graceful fallback in the case of browsers not capable of displaying content.  
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**CIS. HS. 1. 25**

**Implement quality assurance processes to deliver effective digital communication.**

- CIS. HS. 1. 25. *a* Evaluate the website functionality.  
CIS. HS. 1. 25. *b* Test a website in a variety of environments.  
CIS. HS. 1. 25. *c* Evaluate site effectiveness through user search and accessibility to meet all audience needs.  
CIS. HS. 1. 25. *d* Investigate web hosts.  
CIS. HS. 1. 25. *e* Troubleshoot and maintain website.  
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CIS. HS. 1. 25. *g* Review the process of securing a domain name.

**CIS. HS. 1. 26**

**Critique a web site in accordance to web design principles.**

- CIS. HS. 1. 26. *a* Assess download time.  
CIS. HS. 1. 26. *b* Assess readability of web site.  
CIS. HS. 1. 26. *c* Assess ease of navigation for both website and mobile site.  
CIS. HS. 1. 26. *d* Assess the design theme of a website.  
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**Plan a website for a specific purpose.**

CIS. HS. 3. 12. *a* Develop a storyboard, mock-up website, and wireframes.

CIS. HS. 3. 12. *b* Explain the design process in regards to audience, layout, time, and budget.

CIS. HS. 3. 12. *c* Identify target market audience's needs.

CIS. HS. 3. 12. *d* Evaluate clients' needs based on current trends.

CIS. HS. 3. 12. *e* Plan for cross-browser compatibility.

### CIS. HS. 3. 13

**Analyze elements and principles of design to communicate ideas consistent with project goals.**

CIS. HS. 3. 13. *a* Apply appropriate font and font family concepts.

CIS. HS. 3. 13. *b* Demonstrate knowledge of design decisions in regards to shapes, lines, colors.

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CIS. HS. 3. 13. *d* Incorporate text layout techniques such as kerning, leading, and alignment.

CIS. HS. 3. 13. *e* Incorporate audio, visual, and graphic elements.

CIS. HS. 3. 13. *f* Develop a focused concept, clear methods of conveyance, and unified theme that solves the given problem.

CIS. HS. 3. 13. *g* Identify accessibility and standard compliance measures in order to communicate with a broad audience.

CIS. HS. 3. 13. *h* Demonstrate knowledge of design decisions in regards to theme. Evaluate design decisions' impact on the theme of a design.

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### CIS. HS. 3. 14

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CIS. HS. 3. 14. *a* Understand at the lowest level digital data is represented by bits.

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**CIS. HS. 3. 16**

**Develop and enhance employability skills.**

- CIS. HS. 3. 16. *a* Investigate new and emerging trends in web development.
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**Create and test websites designed for cross browser and mobile compatibility.**

- CIS. HS. 3. 17. *a* Utilize standards-compliant elements in their code and provide for graceful fallback in the case of browsers not capable of displaying content.
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- CIS. HS. 3. 17. *c* Test an application on devices of varying geometries and operating system versions to ensure maximum compatibility.

**CIS. HS. 3. 18**

**Implement quality assurance processes to deliver effective digital communication.**

- CIS. HS. 3. 18. *a* Evaluate the website functionality.
- CIS. HS. 3. 18. *b* Test a website in a variety of environments.
- CIS. HS. 3. 18. *c* Evaluate site effectiveness through user search and accessibility to meet all audience needs.
- CIS. HS. 3. 18. *d* Investigate web hosts.
- CIS. HS. 3. 18. *e* Troubleshoot and maintain website.
- CIS. HS. 3. 18. *f* Evaluate cross-browser compatibility.
- CIS. HS. 3. 18. *g* Review the process of securing a domain name.

**CIS. HS. 3. 19**

**Critique a web site in accordance to web design principles.**

- CIS. HS. 3. 19. *a* Assess download time.
- CIS. HS. 3. 19. *b* Assess readability of web site.
- CIS. HS. 3. 19. *c* Assess ease of navigation for both website and mobile site.
- CIS. HS. 3. 19. *d* Assess the design theme of a website.
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CIS. HS. 2. 21. *d* Evaluate clients' needs based on current trends.

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CIS. HS. 2. 23. *b* Write code using binary code.

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**Create and test websites designed for cross browser and mobile compatibility.**

- CIS. HS. 2. 26. *a* Utilize standards-compliant elements in their code and provide for graceful fallback in the case of browsers not capable of displaying content.
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- CIS. HS. 2. 26. *c* Test an application on devices of varying geometries and operating system versions to ensure maximum compatibility.

**CIS. HS. 2. 27.**

**Implement quality assurance processes to deliver effective digital communication.**

- CIS. HS. 2. 27. *a* Evaluate the website functionality.
- CIS. HS. 2. 27. *b* Test a website in a variety of environments.
- CIS. HS. 2. 27. *c* Evaluate site effectiveness through user search and accessibility to meet all audience needs.
- CIS. HS. 2. 27. *d* Investigate web hosts.
- CIS. HS. 2. 27. *e* Troubleshoot and maintain website.
- CIS. HS. 2. 27. *f* Evaluate cross-browser compatibility.
- CIS. HS. 2. 27. *g* Review the process of securing a domain name.

**CIS. HS. 2. 28**

**Critique a web site in accordance to web design principles.**

- CIS. HS. 2. 28. *a* Assess download time.
- CIS. HS. 2. 28. *b* Assess readability of web site.
- CIS. HS. 2. 28. *c* Assess ease of navigation for both website and mobile site.
- CIS. HS. 2. 28. *d* Assess the design theme of a website.
- CIS. HS. 2. 28. *e* Assess consistency of the theme across entire website and mobile site.
- CIS. HS. 2. 28. *f* Assess the functionality of links.