**SOCIAL MEDIA MARKETING AND WEB DESIGN**

**LEARNING TARGETS**

***Unit 1:***

Students will….

* Identify what constitutes purposeful use of web graphics.
* Identify guidelines for effective use of graphics on web pages and social media.
* Understand design principles for effective use of graphics
* Determine if an image or graphic is protected by copyright law.
* Determine whether or not copyright law would allow an image to be used on a web page or social media channel.
* Utilize the shape tools to make a basic shape and fill it with color.
* Select colors using the color palette.
* Utilize hexadecimal values to maintain consistency in color use.
* Utilize layers to adjust the stacking order of objects.
* Adjust layers so that they are visible or hidden.
* Utilize the basic marquee and other selection tools to cut out objects or isolate them from their backgrounds.
* Adjust the opacity/transparency of a layer or object.
* Design or locate background images, both tiled and large size, for use as web backgrounds.
* Utilize basic photo editing tools to enhance graphic image.

***Unit 2:***

Students will….

* Identify the major criteria that experts use to evaluate web sites and apply those criteria to your own evaluations.
* Examine the quality of a web site by developing a web site evaluation tool.
* Identify and make use of color related resources online
* Identify accessibility concerns related to color and implement key strategies to make sites accessible to people who are color blind
* Identify why it is important to develop websites that comply with web standards.
* Critically evaluate web sites based on purpose, design and usability.
* Communicate to others their ideas about what makes a high quality web site and explain how they would evaluate a site.
* Create a navigation system that appropriately chunks web content and allows users to quickly, easily access important content.

***Unit 3:***

Students will ….

* Understand the basic features that are common to most web authoring software programs.
* Identify features within their web authoring software that facilitate site management.
* Determine the benefits of using web authoring software for managing websites.
* Interpret the differences between content management systems, blogging software, wikis, and website publishing tools.
* Create a multi-page website using a web authoring tool.

***Unit 4:***

Students will …..

* Understand the basic features of social media marketing.
* Determine the benefits of using social media marketing for businesses.
* Integrate social media tools into a website.