

Lesson 4

Title:	Structural Design of the Website
Time:	70 minutes
Resources:	Computer lab, access to the Internet, LCD projector
Prior Learning:	Design features as discussed in lesson 2

Description:

The students will design the layout of the website that they have chosen to create.

Task: Students develop an e-business website that markets an arts and culture product and/or service that is related to their sector interest. During today's class, students plan the e-business website.

Students:

1. Review the 2 online "Youtube" Webdesign TIPS videos on webpage design. Have an informal class discussion and compare these common themes with what the webmaster from the other day talked about. Create a checklist on the board on the basics of webpage layout using the sections that were discussed. Reinforce the importance of keeping to this format.
2. Complete the Website Design Activity. This handout is also available as an attachment in the file: WCDSB appendices for BTA30 cla for transportation.docx.
3. Share their worksheet with a peer. The partners should provide verbal feedback to each other to help improve the website plan.
4. Have students make a list of any files they made need to create outside of the classroom (e.g., digital photographs of their art work, converting music files, digital video of dance performances) and devise a plan to create these files either at school or for homework.

Handouts

- Post-Its (6-10 blanks)

Websites:

[Webdesign TIPS Video #1](http://www.youtube.com/watch?v=UHpyES6Jbx0) "http://www.youtube.com/watch?v=UHpyES6Jbx0"

[Webdesign TIPS Video #2](http://www.youtube.com/watch?v=3meSOXY9uGA&playnext=1&list=PLD2A981EFEB8EA13D&index=69)

"http://www.youtube.com/watch?v=3meSOXY9uGA&playnext=1&list=PLD2A981EFEB8EA13D&index=69"

Assessment Types:

Peer assessment which will provide verbal feedback. The Website Planning Worksheet will also be submitted with the final website.

Additional Notes:

Teacher should circulate and help students as needed. Even though this exercise is completed away from the computer, students may need to go to a computer to generate ideas. Encourage students to be as detailed as possible about the content of each page. Their website should include a transportation e-commerce theme with a focus of key transportation verbiage including descriptions. Students should continue to review the "Transportation Website Examples" if necessary.