Dreamweaver Domain 1: Setting Project Requirements

Adobe Creative Suite 5
ACA Certification Preparation:
Featuring Dreamweaver, Flash, and Photoshop

About the Presentations

- The presentations cover the objectives found in the opening of each domain.
- All domain objectives are listed in the beginning of each presentation.
- You may customize the presentations to fit your class needs.
- Some figures from the domain are included. A complete set of images from the book can be found on the Instructor Resources disc.

Objectives

- Identify the purpose, audience, and audience needs for a website.

- Identify web page content that is relevant to the website purpose and appropriate for the target audience.

- Demonstrate knowledge of standard copyright rules (e.g., related terms, obtaining permission, and citing copyrighted material).

Objectives (continued)

- Demonstrate knowledge of website accessibility standards that address the needs of people with visual and motor impairments.

- Make website development decisions based on your analysis and interpretation of design specifications.

- Understand project management tasks and responsibilities.

Vocabulary

- Checkpoints
- Copyright
- Copyrighted
- Deliverables
- Derivative work
- Design comp

- Fair use doctrine
- Intellectual property
- Publication
- Target audience
- Wireframe

Adobe CS5 ACA Certification Prep

Domain 1.0 Setting Project Requirements

- This domain focuses on setting project requirements.

- This domain is similar to the first domain in the Rich Media Communication and the Visual Communication certification objectives.

Adobe CS5 ACA Certification Prep

Objective 1.1 Identify the Purpose, Audience, and Audience Needs for a Website

- The first step in creating a website is to define the purpose or vision for the site.

- It is important to determine the target audience; that is, who will be using the content, as you begin to create a website in Dreamweaver.

- Characteristics of the audience to consider are age, occupation, gender, education, residence, ethnicity, and computer literacy.

Keller   **Adobe CS5 ACA Certification Prep**

Objective 1.2 Identify Web Page Content that is Relevant to the Website Purpose and Appropriate for the Target Audience

- Once you have identified the purpose, goals, and audience of the website, it is important to develop content that is relevant to the purpose and appropriate for the target audience.

Keller

Adobe CS5 ACA Certification Prep

Objective 1.2 Identify Web Page Content that is Relevant to the Website Purpose and Appropriate for the Target Audience (cont.)

Checking for Relevance and Appropriateness

Accuracy
- Information is free of errors
- Information is current and updated frequently
- Information is objective and free of biased viewpoints and images
- Correct use of grammar, spelling, and sentence structure
- Contact information for author/designer is provided
- Information adequately covered the topic and for the target audience

Appropriateness
- Concepts and vocabulary relevant to target audience
- Information meets the established goals
- Topics are presented in a logical manner
- Navigation is intuitive

Presentation
- Site follows good graphic design principles
- Screen displays are uncluttered and concise
- Captions, labels, or legends for all visuals
- Legible text and print size appropriate for the target audience
- Graphics and art functional, not merely decorative
- Information presented through text, motion, still images, and sound
- Product advertising not intrusive

Adobe CS5 ACA Certification Prep

Objective 1.3 Demonstrate Knowledge of Standard Copyright Rules (Related Terms, Obtaining Permission, and Citing Copyrighted Material)

- Intellectual property refers to creations of the mind and may include copyrights, trademarks, patents, industrial design rights, and trade secrets.

- Copyright is a category of intellectual property providing protection to the authors of "original works of authorship."

- The 1976 Copyright Act defines publication as the distribution of copies of a work to the public by sale or other transfer of ownership, or by rental, lease, or lending.

Objective 1.3 Demonstrate Knowledge of Standard Copyright Rules (Related Terms, Obtaining Permission, and Citing Copyrighted Material) (cont.)

- A derivative work is a work that is based on or derived from one or more existing works (and previously published).

- The fair use doctrine allows copyrighted work to be reproduced for a variety of reasons including news reporting, teaching, parody, and research.

- Simply recognizing the source of the copyrighted information is not a substitute for getting permission, and except in cases of fair use, you must obtain permission for all protected material you want to use.

Objective 1.3 Demonstrate Knowledge of Standard Copyright Rules (Related Terms, Obtaining Permission, and Citing Copyrighted Material) (cont.)

PRIMARY SOURCE	CHICAGO	MLA
Entire website	Last name, First name Middle initial. *Title of Site*. City: Publishing Company, copyright date. Sponsoring source. http://... (accessed date).	*Title of Site*. First name Middle name Last name. Electronic publication information. Sponsoring institution or organization. Day Month Year of access <electronic address>.
Films	Last name, First name Middle initial. *Title of Work*. Format. City: Publishing Company, copyright date. Source, Collection. Medium, http://...(accessed date).	*Title of Work*. First name Middle name or initial Last name. Name of Distributor. Year of release. *Title of Online Collection*. Day Month Year of posting. *Database*. Sponsoring institution. Day Month Year of access <electronic address>.
Photograph	Last name, First name Middle initial. *Title of Work*. Format. City: Publishing Company, copyright date. Source, Collection. Medium, http://...(accessed date).	Last name, First name Middle initial. *Title of photograph*. Original date of photograph. *Title of Online Collection*. Date of posting. Current location of original document. *Database*. Sponsoring organization. Day Month Year of access <electronic address>.
Sound recordings	Last name, First name Middle initial. *Title of Work*. Format. City: Publishing Company, copyright date. Source, Collection. Medium, http://...(accessed date).	Last name, First name Middle initial. Title of recording. Title of performer. Date of performance. Name of medium. Title of manufacturer or recording company, year of issue. Title of Online Collection. Editor or compiler of collection. Date of posting. Database. Sponsoring organization. Day Month Year of access <electronic address>.
Text	Last name, First name Middle initial. *Title of Work*. Format. City: Publishing Company, copyright date. Source, Collection. Medium, http://...(accessed date).	Last name, First name Middle name or initial. Title or Descriptor of Material. Day Month Year created, form of material. City: Publisher, date. *Title of Online Collection*. Date of posting. *Database*. Sponsoring institution. Day Month Year of access <electronic address>.

Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments

- You should design websites to make certain that each user, including those who may have trouble seeing or hearing or who may have motor impairments, can use them.

Website Accessibility Standards:

- Standards, known as checkpoints, have been created to make the Internet accessible to individuals with disabilities.

Adobe CS5 ACA Certification Prep

Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments (cont.)

The POUR Principles:

- Perceivable content is information that is not invisible to all senses; the content is presented in a manner that permits users to comprehend it despite their disability.

- Operable content means any user, no matter the disability, is still able to operate the interface and use the navigational elements.

Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments (cont.)

The POUR Principles (cont.):

- Understandable content includes giving the user the ability to navigate the interface and ensuring that the information is comprehendible.

- Users should access robust content through the various assistive technologies, and robust content should continue to work even as these assistive technologies improve.

Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments (cont.)

Consider Screen Readers:

- Screen readers can read certain elements in a web page to assist those users with visual impairments.
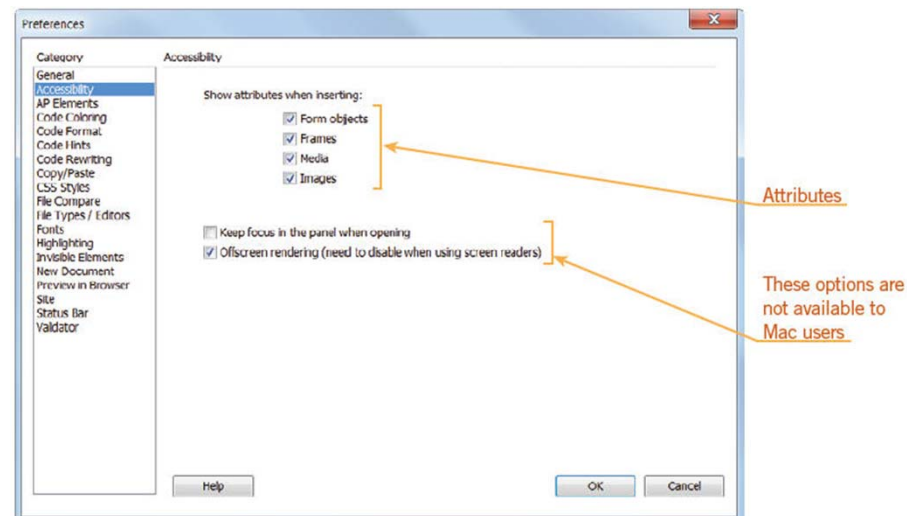
Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments (cont.)

Why Do Accessibility Standards Matter to the Target Audience and Your Client?

- Members of the target audience may have disabilities; if the website is not accessible to them, your website will be useless to that user.

- When designing a website, it is important to create a website that will be efficient, easy to learn, and satisfying for all users.
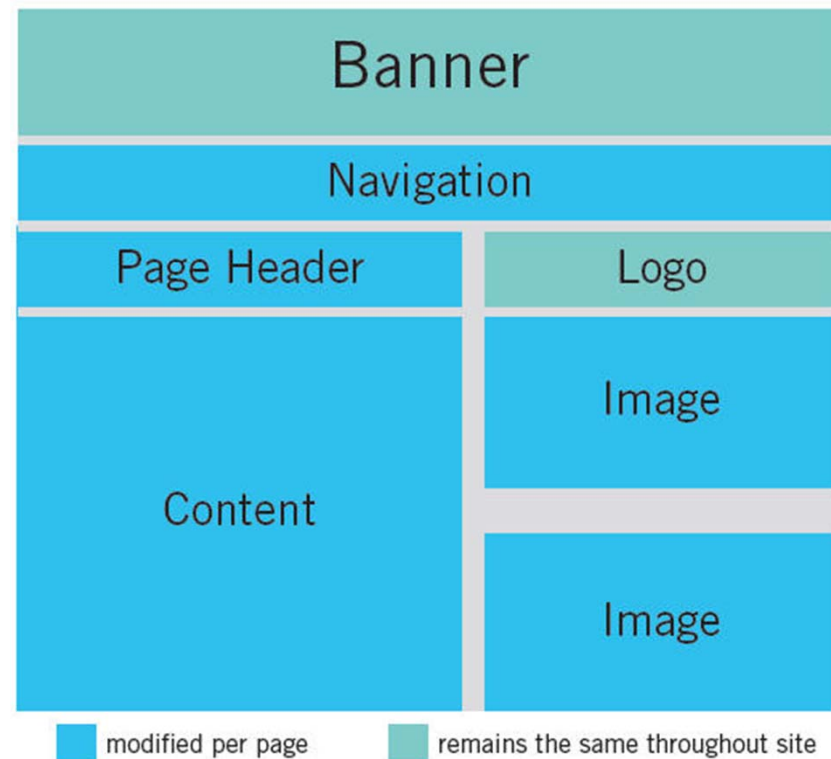
Objective 1.5 Make Website Development Decisions Based on Your Analysis and Interpretation of Design Specifications

- When designing a website, you should consider the relationship between end-user requirements and the design and development process.

- Deliverables are the items identified to show design concepts or progress of the project.

- A wireframe is a basic visual guide that suggests the structure of an interface and the relationships between its pages.

Objective 1.5 Make Website Development Decisions Based on Your Analysis and Interpretation of Design Specifications (cont.)

- Wireframes should contain all the important elements of a web page.

| Banner |
| Navigation |
Page Header	Logo
Content	Image
	Image

■ modified per page   ■ remains the same throughout site

Objective 1.6 Understand Project Management Tasks and Responsibilities

- Planning is the most important part of any successful project. It is important to create a plan for working on a project whether you are working alone, as part of a team, or for a client.
  - Stage 1—Planning and Analysis
  - Stage 2—Scheduling
  - Stage 3—Building
  - Stage 4—Testing
  - Stage 5—Implementing or Publishing

Summary

- Objective 1.1 Identify the Purpose, Audience, and Audience Needs for a Website

- Objective 1.2 Identify Web Page Content that is Relevant to the Website Purpose and Appropriate for the Target Audience

- Objective 1.3 Demonstrate Knowledge of Standard Copyright Rules (Related Terms, Obtaining Permission, and Citing Copyrighted Material)

Summary (cont.)

- Objective 1.4 Demonstrate Knowledge of Website Accessibility Standards that Address the Needs of People with Visual and Motor Impairments

- Objective 1.5 Make Website Development Decisions Based on Your Analysis and Interpretation of Design Specifications

- Objective 1.6 Understand Project Management Tasks and Responsibilities