

Chapter XI

Web Design Tools for Educators

ISTE NETS_T, I. Technology operations and concepts

Teachers demonstrate a sound understanding of technology operations and concepts.

ISTE NETS_T, V. Productivity and professional practice

Teachers use technology to enhance their productivity and professional practice.

ISTE NETS_T, VI. Social, ethical, legal, and human issues

Teachers understand the social, ethical, legal, and human issues surrounding the use of technology in PK-12 schools, and apply those principles in practice.

Chapter objective: The teacher knows principles of Web page design and uses a variety of tools and techniques to design and troubleshoot Web pages for a diverse audience.

This chapter presents basic information about the construction of Web pages using common Web design tools. The common formats found on Web browsers are also discussed. Typical formats include HTML, Web graphics, scripts, Web compatible files (such as PDF, audio, video), and animations. Routine Web-editing processes used to create or test Web pages are also discussed.

School and District Web Pages

McKenzie (1997) observed that beginning with the mid 1990s, districts and schools launched Web sites on the Net to meet the following goals:

- To introduce visitors to the school: its mission, character, look, offerings to children, and overall spirit;
- To point to excellent information on the larger Web; identifying the best resources the Web has to offer to staff and students alike;
- To offer an opportunity to publish student works for both a local and a global audience; and
- To provide rich data locally collected on curriculum-related topics.

The Web sites of most schools meet two or three of these goals, but some achieve all four goals.

Construction of Web Pages

The following steps should be considered when constructing Web pages (Bates, 2002):

- **Step 1: Creating Web pages:** Use a text editor for typing and editing structured code of HTML and the tasks such as spell checking, tag insertion/completion. Some editors are designed for editing source code and are not a WYSIWYG (*What You See Is What You Get*) text editor, such as Macromedia Dreamweaver™ or Microsoft Frontpage™.
- **Step 2: Testing Web pages:** If Web designers want to publish a Web page, there are two additional steps to follow in order to maintain security and usability. Many districts and schools require newly developed pages to be uploaded using the processes described in Step 3 and tested on a staging server. This

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