

## Overview of web design unit standards

The web design standards fall into two groups:

1. **15167, 15168 and 15169:** These standards were first registered in 1998, and focus more on the theory behind the Internet, as well as requiring the use of specific HTML tags in the construction of the web pages. The HTML involved is generally at the HTML 2.0 standard. The credit values for these standards are different from the 187xx series.
2. **18734, 18735, 18736, 18737 and 18738:** As the higher numbers suggest, these standards were developed more recently (2002). They are more open-ended, and are designed to fit more easily into the Technology approach in schools.

The progression between these standards is shown in the following table:

Level	1516* Series	1873* Series
1	<i>No Level 1 standard is available</i>	<b>18734</b> – Create a web page. This is intended as an introduction to web site design and construction. A generator <sup>1</sup> may be used.
2	<b>15167</b> – Demonstrate knowledge of the Internet, create text for a web page using HTML, add links to other created pages to make a web. <b>15168</b> – Enhance text on a web page, add colour, images and enhancements <sup>2</sup> to a web site.	<b>18735, 18736</b> – Create a plan for a website, add text and graphics, create links, and evaluate the web site against the brief. 18735 can use a generator, 18736 requires a knowledge of HTML.
3	<b>15169</b> – plan a web site, create the pages, and publish the web site to the Internet <sup>3</sup> .	<b>18737</b> – Plan and design a web site for an organisation <sup>4</sup> , produce it in accordance with the specifications, evaluate it and produce a simple user document <sup>5</sup> .
4	<i>No Level 4 standard is available</i>	<b>18738</b> – Essentially the same skills as 18737, but with interactivity <sup>6</sup> added (see Notes below).

### NOTES:

<sup>1</sup> A **generator** is a piece of software capable of creating HTML code for web pages, usually on a WYSIWYG basis. The user needs no knowledge of HTML as long as the software can save the file in HTML format. At a simple level Word<sup>tm</sup> or Publisher<sup>tm</sup> will suffice. More complex sites can be created using software such as Frontpage<sup>tm</sup> or Dreamweaver<sup>tm</sup>. There is a great deal of other software, much of it shareware or freeware, to do this job.

<sup>2</sup> **Enhancements** usually refer to lines, boxes, shading, background images, animations, plug-ins etc that are not part of the basic information displayed on the web page.

<sup>3</sup> This standard requires that the site is published on the Internet.

<sup>4</sup> An **organisation** in this context means that the candidate is completing this task for a customer, and customer needs and satisfaction come into the plan and evaluation.

<sup>5</sup> A **simple user document** is effectively a list of instructions as to how to use the site.

<sup>6</sup> **Interactivity** means that the user of the site enters text into a form (or uses other data capture input elements) and that the site responds in some way to produce different outcomes for different inputs. More details are given in the unit standard.

## Web design unit standards – comparison of requirements

Item	18734	18735	18736	18737	18738	15167	15168	15169
Level	1	2	2	3	4	2	2	2
Credits	2	3	4	5	15	2	4	3
Can use an HTML code generator	✓	✓	✗	✓	✓	✗	✓	✓
Demonstration of theoretical knowledge required	✗	✗	✗	✗	✗	✓	✓	✗
Web site hosting required	✗	✗	✗	✗	✗	✗	✗	✓
Brief	✗	Supplied	Supplied	Required	Required	✗	✗	✗
Can use template	✓	✗	✗	✗	✗	✗	✗	✓
Development plan required	✗	✗	✗	✗	✓	✗	✗	✓
Plan – Purpose statement	✓	✓	✓	✓	✓	✗	✗	✓
Plan – target audience	✗	✗	✗	✗	✓	✗	✗	✓
Plan – text and graphics – justify selection	✓	Implied	Implied	✓	✓	✗	✗	✗
Plan – include specifications	✗	✓	✓	✓	✓	✗	✗	✓
Plan – include design	✗	✓	✓	✓	✓	✗	✗	✓
Pages identifiable by browsers/search engines	✗	✗	✗	✓	✓	✗	✗	✓
Enter text	✓	✓	✓	✓	✓	✓	✓	✓
Select and place graphics	✓	✓	✓	✓	3 or more	✗	✓	✓
Use ALT-tags on images	✗	✗	✗	✗	✓	✗	✓	✓
Include enhancements	✗	✓	✓	✓	3 or more	✗	✓	✓
Include hyperlinks	✗	✓	✓	✓	✓	✓	✓	✓
Include form elements and interactivity	✗	✗	✗	✗	✓	✗	✗	✗
Save file	✓	Implied	Implied	Implied	Implied	✓	✓	✓
Check spelling and punctuation	✓	In evaluation	In evaluation	In evaluation	In evaluation	✓	✓	✓
Make home page	✓	✓	✓	✓	✓	✓	✓	✓
Make other pages	✗	1 or more	1 or more	3 or more	4 or more	✓	✓	✓
Evaluation required	✗	✓	✓	✓	✓	✗	✗	✓
Evaluation verifies compliance	✗	✓	✓	✓	✓	✗	✗	✓
Evaluation report required*	✗	Implied	Implied	Implied	✓	✗	✗	✗
Improvements recommended	✗	✗	✗	✗	✓	✗	✗	✗
Make user documentation	✗	✗	✗	✓	✓	✗	✗	✗
Web site must be operated on line	✗	✗	✗	✗	✓	✗	✗	✓

\* The evaluation for 18735/6/7 could be oral; that for 18738 is probably better written.