# Web and Design Workplace Experience Course No. 31096 Credit: 1.0

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes: Media Design and Communications (11.0801)

Course Description: **Application Level:** The Web & Design Workplace Experience course provides students work experiences in the fields related to web and digital interface design. Experience can be an internship, apprenticeship, or simulated work experience where students navigate the complexities of web and digital interface design. Students will develop skills to test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers and devices, as well as design and develop graphics, websites, and software. Goals are typically set cooperatively by student, teacher, and work site supervisor. These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace**.**

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Student Perceptions

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Complete a Work-Based Personalized Learning Plan. |  |
| 1.2 | Compile evidence of workplace policies. |  |
| 1.3 | Create a portfolio effectively showcases skills and experiences. Add appropriate artifacts to electronic Individual Plan of Study (IPS). |  |
| 1.4 | Assess one's abilities, interest, aptitudes, preferences, and attitudes in regard to career choice within the sector of industry. |  |

## Benchmark 2: Employability skill and effective relationships

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Demonstrate good work habits and attitudes necessary to become a responsible employee at the work site or simulated work-based learning site, entrepreneurship, or service learning.  |  |
| 2.2 | Interpret and apply standard workplace policies. |  |
| 2.3 | Demonstrates teamwork and take initiative. |  |
| 2.4 | Provides customer service. i.e.: builds strong relationships with clients, understands their needs, and exceed expectations. |  |
| 2.5 | Shows adaptability and flexibility. i.e.: open to new technologies, trends, and client requirements |  |
| 2.6 | Exhibit professionalism. |  |
| 2.7 | Confer with clients and/or supervisors to discuss and determine project needs and edits. |  |

## Benchmark 3: Workplace Skills and Employability Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Demonstrate excellent communication skills to articulate project goals, manage stakeholder expectations, and resolve issues promptly. |  |
| 3.2 | Demonstrate the ability to problem solve: effectively identify problems, analyze situations, and develop effective solutions. |  |
| 3.3 | Demonstrate the ability to work effectively with cross-functional teams, including designers, developers, marketers, and content creators. |  |
| 3.4 | Demonstrate the ability to adapt to changing project requirements and embrace new technologies and trends. |  |
| 3.5 | Demonstrate the ability to make sound decisions under pressure. |  |
| 3.6 | Demonstrate the ability to take responsibility for your actions and the actions of your team. |  |
| 3.7 | Appropriately manages time, money and personnel. i.e.: manages multiple projects and deadlines simultaneously . |  |
| 3.8 | Listens carefully and confirms understanding. |  |
| 3.9 | Demonstrates comprehensions of written material. |  |

## Benchmark 4: Technical Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Analyze customer requirements to design and develop a web and digital interface design product. |  |
| 4.2 | Write product specifications that define the scope of work aligned to customer requirements. |  |
| 4.3 | Apply the design and development process to produce user-focused web and digital interface solutions. |  |
| 4.4 | Understanding and applying project management methodologies such as Agile, Waterfall, or a hybrid approach. |  |
| 4.5 | Demonstrate proficiency with HTML, CSS, and JavaScript, the core building blocks of web pages. |  |
| 4.6 | Demonstrate proficiency with photo manipulation with industry standard photo editing software. |  |
| 4.7 | Demonstrate proficiency with animation industry standard animation programs. |  |
| 4.8 | Demonstrate proficiency in using CMS platforms to manage website content. |  |
| 4.9 | Develop, administer and maintain web and digital interface applications. |  |
| 4.10 | Understanding web analytics tools to track website traffic, user behavior, and conversion rates. |  |
| 4.11 | Evaluate the functionality of a digital communication product using industry accepted techniques and metrics. |  |
| 4.12 | Search Engine Optimization (SEO) Principles: Knowledge of SEO best practices to improve website visibility in search engine results pages (SERPs). |  |
| 4.13 | Demonstrate familiarity with various digital marketing channels, including social media, email marketing, and pay-per-click (PPC) advertising. |  |
| 4.14 | Demonstrate familiarity with digital security (i.e. employing cybersecurity principles to protect websites and user data from cyberattacks and breaches). |  |
| 4.15 | Research and report on emerging Technologies -staying up-to-date with emerging technologies in web development, digital marketing, and artificial intelligence to innovate and enhance digital projects. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.