

<b>Unit Title:</b>	Adobe web communication using Dreamweaver
OCR unit number	A219
Sector unit number	9.3
Level:	2
Credit value:	3
Guided learning hours:	25

## Unit purpose and aim

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The unit aims to prepare candidates to use Adobe Dreamweaver to:

- Identify project and client requirements
- Plan site design and layout for identified projects
- Use the interface, panels and workspace within Adobe Dreamweaver
- Add and organise content of text, images, rich media to a website using Adobe Dreamweaver
- Import data and add structure to a website using Adobe Dreamweaver
- Publish and maintain a site created using Adobe Dreamweaver

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<b>The Learner will:</b> 1 Know how to set project requirements	<b>The Learner can:</b> 1.1 Identify the purpose, audience and their needs for a website 1.2 Identify web page content that is relevant to the website purpose and appropriate for the target audience 1.3 Identify standard copyright rules used for a	Candidates will know how to:  Plan, review and redesign a logo and page banner. Know how to define client requirements and needs to prepare data for a design document, and review with the client.  Standard copyright rules:

	<p>project</p> <p>1.4 Identify settings to ensure website accessibility standards are met</p> <p>1.5 Make website development decisions for design specifications in line with project requirements</p> <p>1.6 Identify project management tasks and responsibilities</p>	<ul style="list-style-type: none"> <li>• related terms</li> <li>• obtaining permission</li> <li>• citing copyrighted material</li> </ul> <p>Candidates will appreciate the need to consider the accessibility and usability of a planned site that address the needs of people with visual and motor impairments.</p> <p>Candidates should understand the legislation and permissions required when following standard copyright rules.</p>
<p>2 Be able to plan site design and page layout</p>	<p>2.1 Identify best practice in design of a website</p> <p>2.2 Produce website designs for a range of operating systems and browsers</p> <p>2.3 Use page layout design concepts and principles to plan web pages</p> <p>2.4 Identify principles of website usability, readability and accessibility for use</p> <p>2.5 Plan website and web pages using a range of planning methods</p> <p>2.6 Communicate with others (such as peers and clients) about design and content plans</p>	<p>The candidate should know how to analyse existing websites and define and document the client design needs and requirements for new websites. They should be able to plan a client project, and design a client website incorporating and maintaining consistency, separating content from design, using standard fonts, and utilizing visual hierarchy.</p> <p>They should be able to clearly create and annotate content pages, and create designs and template structures that are versatile and transferrable. Candidates should use a range of at least 3 planning methods to include flowcharts, storyboards, and wireframes to plan the web pages, site map and hierarchy</p> <p>They should have the ability to build the website to the client specifications, using standardised elements consistently across pages and ensuring usability and accessibility. They should know how to correctly test a client website. They should be able to evaluate the completed site against identified client requirements and brief, present</p>

		<p>to the client, reviewing and revising to client requirements.</p> <p>Candidates should be able to plan, review and redesign a logo. They should also be able to plan, build, review and redesign a page banner.</p>
3 Be able to use the Adobe Dreamweaver interface to manipulate image properties	<p>3.1 Identify elements of the Dreamweaver interfaces</p> <p>3.2 Implement settings for the development environment using the:</p> <ul style="list-style-type: none"> <li>• insert panel</li> <li>• property inspector</li> <li>• assets panel</li> <li>• files panel</li> </ul> <p>3.3 Customise the workspace for website creation</p>	Candidates should understand HTML basics, build elements of a website and publish a website.
4 Be able to add content to a planned website by using Dreamweaver	<p>4.1 Use Adobe Dreamweaver in line with identified content to:</p> <ul style="list-style-type: none"> <li>• define a Dreamweaver site</li> <li>• create, title, name, and save a web page</li> <li>• add text to a web page</li> <li>• insert images and apply alternative text on a web page</li> <li>• link web content using hyperlinks, e-mail links, and named anchors</li> <li>• insert rich media in Flash</li> <li>• insert navigation bars, rollover images and buttons created in Fireworks on a web page</li> <li>• build image maps</li> <li>• import tabular data to a web page</li> <li>• import and display a Microsoft Word or Microsoft Excel document to a web page</li> <li>• create forms</li> </ul>	<p>Candidates should be able to manage files and create a home page, content pages, linking pages and making a graphical navigation bar. Candidates should understand the use of industry standard terminology such as CSS – Cascading Style Sheets.</p> <p>Rich media:</p> <ul style="list-style-type: none"> <li>• video</li> <li>• sound</li> <li>• animation</li> </ul>
5 Be able to organise content by using Dreamweaver	<p>5.1 Modify website content including;</p> <ul style="list-style-type: none"> <li>• setting and modifying document properties</li> <li>• organising webpage layout with relative and absolutely-positioned &lt;div&gt; tags and Cascading Style Sheets</li> </ul>	Candidates should understand the difference between absolute and relative referencing and how to implement a reusable design.

	<ul style="list-style-type: none"> <li>• modifying text and its properties</li> <li>• modifying images and image properties</li> <li>• creating web page templates</li> <li>• using HTML tags to set up an HTML document, format text, add links, create tables and build ordered and unordered lists</li> <li>• adding head content to make a web page visible to search engine</li> <li>• using CSS to implement a reusable design</li> </ul>	
6 Be able to review and maintain sites by using Dreamweaver	6.1 Use a test plan to conduct technical tests 6.2 Identify techniques for usability tests 6.3 Identify methods for collecting site feedback 6.4 Present web pages to others for feedback and evaluation 6.5 Manage assets, links, and files for a site 6.6 Publish and update site files to a remote server	Candidates should be able to review their website, testing for functionality and usability, revising to client specifications.  They should be able to review and revise a website with the client, publish and update site files to a remote server.  Others include: <ul style="list-style-type: none"> <li>• team members</li> <li>• clients</li> </ul>

## Assessment

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Assessment for this unit is through an examination set by the vendor. The examination is available through digital assessment at a local testing centre or on site at an approved Adobe centre.

## Evidence requirements

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Candidates are required to submit a digital copy of their certificate via the e-portfolio.

## Guidance on assessment and evidence requirements

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Candidates will achieve certification via on-line testing in an approved test centre under controlled testing conditions.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

## National Occupational Standards (NOS) mapping/signposting

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<b>Occupational standards</b>	<b>Unit</b>	<b>Title</b>
	<b>number</b>	
Interactive Media	IM1	Work effectively in interactive media
Interactive Media	IM6	Use authoring tools to create interactive media products
Interactive Media	IM16	Plan content for web and multimedia products
Interactive Media	IM19	Use style-sheets in interactive media products

## Resources

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Resources are available to the candidate from the Vendor Website and within the Dreamweaver Application.

## Additional information

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For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)