Brenda Harlow
ETEC 553
Assignment 1

Lesson: Website Planning

1. Gaining Attention

Participants will have volunteered to attend the training. It can be assumed that they are interested in learning how to create a website.

Depending on who is in the audience, any of the following ideas can be used to grain their attention and focus the group.

- Ask the group, who would like to learn how web professionals begin planning a site.
- By a show of hands, who thinks web professionals begin designing a website by opening a web development tool and creating pages?
- By a show of hands, who has a website? If people raise their hands, ask how they started designing their site.

2. Direction

Participant Learning Objectives
1. Skills in planning a website
2. Skills in organizing web content

After the training, a participant will be able plan and organize a website. The

participant will walk out of the training with the beginnings of a website plan for their

faculty website.

3. Recall

The only prerequisite participants must have is basic computing skills. This

workshop is focused on the beginning of creating a website without any technical

requirements.

4. Content

The content of the lesson will be in a PowerPoint file as well as two handouts. The facilitator must be familiar with website development in order to provide quality instructions using the provided files. Content will include:

- Setting goals for a faculty website
- Overview of how websites are organized and planning
- Individual activity on setting website goals and content themes.
- Individual activity on organizing those goals and themes
- Group activity going over proposed website plans.

5. Activity 1: Planning: The Big Picture

Handout 1: Planning: The Big Picture

The facilitator will lead the participants in thinking about their goals and potential content for a new faculty member website. Have participants answer out loud what potential content areas could be included in a site? Following the discussion give participants 5 minutes to write down their goals and potential content areas.

6. Activity 2: Content Organization

Handout 2: Content Organization

The facilitator will discuss the difference between a page and a folder with regard to when they should be used. The discussion will lead into how content is the factor that drives website structure. Following the discussion, the facilitator will instruct participants take their goals and content areas and begin organizing them using a method they are comfortable with. Pages should be given heading titles for the content that will be on the page.

7. Activity Level 3: Putting it all Together

The facilitator will inform the participants they are to form small groups and share

their basic organization and content ideas. Within the group, they should work out the

following questions:

- How well is the site organized?
- Can the organization be improved prior to creating the website?
- If you built a site with this organization, could you expand the site easily?
- Where can you look to find ideas for organization or content?

8. Evaluation

During the last hands on portion, the facilitator will meet with each group and give

feedback on proposed sites. Faculty website plans are created with personal tastes and

there for cannot be formally evaluated. The facilitator can evaluate if the participant has

understood the information based on the level of detail or thought put into the two

handouts.

9. Closure

Web professionals know that the key to a good website is planning and

organization. A website that is well organized will be easier to maintain and update in

the future. The key faculty should remember is "If you can't find what you are looking

for, then the website is not serving your goals".

At the very end faculty will be informed of two workshops that are supported by

the website planning workshop. These workshops are titled "Adobe Contribute CS3 for

Faculty Websites" and "Adobe Contribute CS3 for University Websites".