

WEB PAGE DESIGN

Career Web Site

Teaching Points

Overview

Persons who investigate their personality, interests, learning styles, and resources to determine their potential and abilities will better understand the career options available and their career match. Much of the information to explore career development can be obtained on the Web. This assignment allows a student to locate Web sites on careers in general and desktop publishing and multimedia careers in specific, personality types, and learning styles to be used as links in the development of a Career Web Site.

Content Review

Review and/or demonstrate the following as needed:

1. Creating hyperlinks (both internal and external) and an e-mail link
2. Using targets on a Web page
3. Inserting and manipulating an image on a Web page
4. Applying backgrounds and using Web-friendly colors
5. Using horizontal lines, tables, bullets, and listings on a Web page
6. Inserting a marquee or scrolling text
7. Using animated images
8. Creating and using a feedback form with different boxes
9. Using documentation on a Web site
10. Using the Internet for research
11. Using multiple pages on a Web site (length)

Activity Preparation

Show and discuss with the students examples of good and poor Web page design and layout.

Discuss how to conduct research on career information, self-assessment career and personality tools, and other career resources using the Internet.

Discuss and demonstrate background, Web-friendly color, text, graphics, and animations on a Web site.

Discuss and demonstrate the use of lines, tables, bullets, and listings in the organization of information on a Web site.

Discuss organizational tools for Web site development (e.g., storyboarding, outlining, branching).

Discuss and demonstrate the use of a marquee and scrolling text.

Discuss and demonstrate creating links (internal and external), targets, an e-mail link, page documentation, and a feedback form for a Web page and a Web site.

Brainstorm categories to be used for the organization of a career Web site and appropriate layout and design techniques.

Discuss and demonstration how to create a form for feedback in a Web site.

Discuss the length of pages on a Web site.

Resources

Supplies needed for the activity:

Computer

Internet access

Web editing software or a way to enter HTML code (Notepad)

Computer and projection equipment to view Web sites

Web sites (and/or key words to use for search):

The following Web sites provide career assessment tools:

<http://www.jobhuntersbible.com/counseling/counseling.shtml>

Several career assessment and personality tools:

The Princeton Review Quiz (also called the Birkman Method) consisting of 24 questions.

The Career Interests Game—Exercises in color with career links.

The Career Key—This site also provides information on education beyond high school.

NOTE: Clicking on a career area of interest in the above tools link to the job title found in the *Occupational Outlook Handbook*.

<http://www.schoolfinder.com/careers/3step1.asp>

Consists of an 80-item questionnaire; you must register to complete the questions. *Do not request the long report because of cost.* Click on a career area, and information similar to the *Occupational Outlook Handbook* will appear. A school listing will also be provided; schools are located in Canada (some even have e-tours).

<http://www.myfuture.com/career/interest.html>

Contains a 60-question career assessment and a 70-item personality test.

The Career (Work Interest) Quiz: The career options link to armed forces sites and compare civilian job titles to military job titles by responsibilities and requirements.

The Personality Quiz: A preliminary report is provided, but a more extensive reports costs approximately \$14.95. A listing of famous people who have similar personality types are also available at this site.

<http://www.personalitytype.com>

Upon completion of this quick personality quiz, a job listing will be provided.

The following Web sites link to the *Occupational Outlook Handbook* and similar sources:

<http://stats.bls.gov/oco/>

Bureau of Labor Statistics: The *Occupational Outlook Handbook* (OOH) has information on almost every job performed in the United States as well as in other countries. It provides great detail on outlook for the future as well as information on the current job market and salaries.

<http://www.works.state.mo.us>

Missouri Works: Missouri Works indicates what is happening in Missouri and also provides links to similar information as that found in the OOH and the *Dictionary of Occupational Titles*.

<http://www.acinet.org/acinet/>

America's Career InfoNet: Using this site, go to Career Exploration then View Career Videos to learn more about nearly 300 selected occupations or see if the Career Videos link is available on the homepage, download real player (free) if needed. The videos are also closed-captioned.

America's Career InfoNet can also be used to locate career information for self-assessment.
NOTE: Most instruments have fees.

<http://keirseey.com>

Information about the Myers-Briggs personality assessment and the results – information about careers

<http://www.joinwow.org>

World Organization of Webmasters

Key words: *career, Occupational Outlook Handbook, personality inventory, self-assessment*

Books, articles, and other resources:

Barksdale, K., & Stubbs, T. (2003). *Web design basics*. Boston, MA: Thomson Course Technology.

- Bishop, S. (2001). *Macromedia Dreamweaver 4—Illustrated introductory*. Boston, MA: Thomson Course Technology.
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- Solomon, A. W. (2004). *Introduction to multimedia*. Columbus, OH: Glencoe (McGraw-Hill).
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