Jeff Young

Web Site Design Document
Introduction to Web Development (Q360)

Purpose:

The purpose of the Web page that I will be developing is to provide information about the Transitions Learning Center, an alternative education program at Sullivan Middle School. I am the classroom teacher and developer of this program which was new in the 2000-01 school year. Throughout the first year, I spent a great deal of time developing printed materials to promote and organize the program, but that information was not widely distributed and generally went only to parents whose children were likely candidates for the program. I feel that the next logical step will be to develop a Web page where this information will be available on demand for visitors to the Sullivan C-2 School District's home page. It is my intention to promote the site in a positive light so that more people will know exactly what the Transitions Learning Center is all about and what great things we are accomplishing.

Needs Assessment:

Throughout the past school year, I have been monitoring the perceptions and attitudes of students, parents, teachers, administrators, and community members toward the Transitions Learning Center program. Overall, I have been frustrated at the negative light with which the program has been viewed. A high school alternative program has been in place for several years without producing much of the intended results and it seems that most people have equated our program negatively with the high school's because we share the same building. During summer school last month, I asked 20 of the students if they had any friends in the alternative program, what kinds of students they thought were in the program, and what they thought we did in the program during the school day. Only a couple of the students had friends in the program and most of the students believed that our students were being punished for bad behavior. Most also thought that we "played" on computers for half of the school day and then the students went home. From this data, it is obvious that most students have a false perception of the alternative program. My less formal inquiries of parents, teachers, administrators, and community members have revealed that they share many similar misconceptions. Many parents have resisted having their children enter the program because they view it as punitive. Several teachers and administrators have expressed opinions that the program is a dumping ground to weed out troublemakers from the rest of the students. Nearly all community members do not even know that the program exists. In fact, it is my conclusion that except for those students, parents, teachers, and administrators who have worked closely with the alternative program during the first year, most people have no idea what the Transitions Learning Center program is all about.

Audience:

The primary audience for this Web page will be the students, parents, and teachers of Sullivan Middle School, particularly those students and parents who have been identified as potential candidates of the program. However, the information presented will also be of value to all Sullivan C-2 School District students, parents, teachers, administrators, community members, and individuals considering a move to the area. It may also be of interest to other school districts who are developing their own alternative middle school programs since such programs are still rare at this time.

Information Included and How It Meets the Goal of the Web Site:
Anyone who browses to this site will be able to find the following:
- Introductory information about the Transitions Learning Center
- Detailed program information including funding, description of curriculum and educational software programs, applicable links to internal and external web pages, and other pertinent information.
- Purpose and goals of the program
- Qualification requirements for admission to the program
- Teacher philosophy and expectations
- Program documents including the Commitment Contract (online), Enrollment Packet (downloadable in PDF Format), and other documents to be developed throughout the coming school year
- Links back to the Sullivan C-2 District Home Page
- Contact information

This information will help to meet the goal of providing accurate information to the school and community about the Transitions Learning Center. Since distribution of printed materials can be time consuming, costly, and wasteful, this Web site will be a reasonable alternative. Furthermore, since a link will be placed on the district's home page, the information will be readily available to the many visitors to the district Web site every day. All student and teacher computers go to the district home page upon browser startup. Furthermore, the district's web site is linked to on the Virtually Sullivan web page, a widely used site in the local community.

Presentation/Organization:
The appearance and presentation will remain consistent through all pages of the web site. The hierarchy of the web page will only go three levels deep, with the Sullivan District page at the top, the Transitions Learning Center page on level two, and all subsequent pages on level three. At the top each page will be a breadcrumb navigation set of links similar to that of the Yahoo! Web site. Until Transition Learning Center links are added and the site is transferred to the district server, all links leading to the Sullivan District home page will remain inactive so that visitors will not get lost. Each page will contain the same Transitions Learning Center banner at the top and a page title underneath the banner (except for the home page). All pages will also contain the same vertical navigation menu on the left side of the page except the button leading to whichever page they are currently on will be inactive and in a different color. These buttons will contain links to the following pages: Home, Information, Meet the Teacher, Expectations, and Contact Info. All pages will contain the author's name, email address, and the date the page was last updated at the bottom using the "address" HTML tag.

Media and Rational for Including It:
I will use just enough media to make the pages interesting since this site is mainly for sharing information. Furthermore, many of my intended audience will likely have slower computer equipment. Basically, the banner/logo at the top of the page and the buttons for the navigation menu will be the only images used. In the future, I may include a photograph of the

inside of the classroom on the main page, but since that is unavailable at this time, I will abandon that idea for the time being. I will obtain my graphics from clip art or create them myself.

Color Scheme:
        At this time, the color scheme is not finalized until I have had opportunity to experiment some more. Since there will be a great deal of reading material, I am intending to use black text with default colored links on a light colored background. I will likely use a very opaque, understated image for the background to create a slightly more interesting effect than a solid color. The background will be the same on all of the pages and will be neutral so as to match all of the graphical elements . The banner at the top of the page will include the school colors of black and gold as will the navigational buttons. If the black and gold color on neutral background appears too bright or incompatible, I will make necessary adjustments.

Outline:

Main Page
        Breadcrumb navigation
        Opening banner
        Navigation menu to other pages
        Introductory program information
        Address tag info

Information
        Breadcrumb navigation
        Opening banner and page title
        Navigation menu to other pages
        Program history
        Program purpose
        Program goals
        Student qualification
        Address tag info

Meet the Teacher
        Breadcrumb navigation
        Opening banner and page title
        Navigation menu to other pages
        About Mr. Young
        Mr. Young's Philosophy
        Other People You Should Know
        Address tag info

Expectations
        Breadcrumb navigation
        Opening banner and page title
        Navigation menu to other pages
        Commitment Contract

Enrollment Packet (PDF download)
Address tag info
Contact Info
Breadcrumb navigation
Opening banner and page title
Navigation menu to other pages
Address, phone, email, and hours for Mr. Young
Address, phone, email, and hours for Mrs. Tierney
Address, phone, email, and hours for Mrs. Parks
Address tag info