

Project 8: Chamber of Commerce Web Site Teacher Guide

Description:

Students develop a multi-page Web site based on a work of literature and modeled on a representative chamber of commerce site. The first phase of the project involves an Internet search for typical town or city sites. The students then create a Web site, choosing a location and time period reflected in the chosen literary work. Gathering information for the Web site involves further Internet research.

Grade Levels: 9-11

Suggested Time Allotment: Three class periods and homework time

Materials:

Web browser

Microsoft FrontPage 2003 (FrontPage 98 or 2000 may also be used for this project.)

Prerequisite Skills:

Students should be able to conduct Internet research and be familiar with Web page design using *FrontPage 2003*.

NCTE Standards:

6. Apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language, and genre to create, critique, and discuss print and non-print texts.
7. Conduct research by generating ideas and questions and posing problems. The students gather, evaluate and synthesize data from a variety of sources.
8. Use a variety of technological and informational resources (e.g., libraries, databases, computer networks and video) to gather and synthesize information and to create and communicate knowledge.

NETS Performance Indicators (Grades 9-12):

2. Make informed choices among technology systems, resources and services.
7. Routinely and efficiently use online information resources for collaboration, research, publications, communications and productivity.

8. Select and apply technology for research, information analysis, problem solving and decision making in content learning.
10. Collaborate with peers, experts, and others to contribute to a content-related knowledge base by using technology to compile, synthesize, produce and disseminate information, models and other creative works.

Internet Applications:

The students will refine Internet research skills and learn basic Web site design.

Process:

Explain to the students that many localities use Web sites in order to attract businesses, new residents and tourists. Discuss some of the advantages and disadvantages of this technique as a marketing tool. Distribute *Project 8: Chamber of Commerce Web Site Student Handout* and review the project. The students should examine the sample home page on the handout for possible ideas. Suggest that the project will allow them to be both creative and, if they wish, humorous in their approach.

Evaluation:

Evaluate the students on their Internet research, the format they develop for their chamber of commerce Web sites and the quality of information they develop for linked pages.

Extensions:

This project provides a natural segue to a discussion of setting in literature, specifically, how and why an author establishes a particular mood or feeling. The students should consider how effectively they reflect the tone of the chosen text in their Web sites.

Technology Enrichment:

Ask the students to design a home page for one of the major characters in the text selected for this project. In addition to content and format, students should consider what hyperlinks would be appropriate on the home page.

Project 8: Chamber of Commerce Web Site Student Handout

- ❑ Following the teacher's instructions, decide on a geographical location for the subject of the Web site, based on the selected literary work.
- ❑ Launch the Web browser and initiate an Internet search for the chamber of commerce Web sites of several cities and towns. Note the format, graphics and hyperlinks that typically occur on these pages. Bookmark the sites that seem the most helpful.
- ❑ Determine the types of introductory information, supporting topics, hyperlinks and graphics to be used when creating the new chamber of commerce Web site. Sketch out a picture of the different elements of the home page to use as a guide.
- ❑ Launch *Microsoft FrontPage 2003*. Notice the NEW PAGE OR WEB Task Pane to the right. **Note:** If the Task Pane does not appear, select VIEW → TASK PANE. In the Task Pane, go to New From Template, select ONE PAGE WEB, specify the location of the new Web, and click OK.
- ❑ Click on FOLDERS in the Views bar and double-click INDEX.HTM. On the new page (INDEX.HTM) enter *Chamber of Commerce Home Page*.
- ❑ Following the sketch detailed above, enter text, graphics and design elements, such as a background or theme, on the home page. To add a background, first select FORMAT → BACKGROUND, choose a color by clicking the BACKGROUND drop-down arrow, then click OK. To add a theme, select FORMAT → THEME and choose a theme. Adjust spacing, font, size and design elements as desired. Note the sample below.

Welcome to Salem Village

Massachusetts Bay Colony

The Year of Our Lord 1692 (Sponsored by Salem Village Chamber of Commerce)

Village's History	Setting	Business Climate and Support
Current Village Activities		Upcoming Events



The Jonathan Corwin House, also known as "The Witch House"

Sample chamber of commerce home page, based on Arthur Miller's "The Crucible" and the witch trials of 1692.

- ❑ Select VIEW → NAVIGATION. Using the NEW PAGE button  on the Standard toolbar, insert the number of pages to correspond with the number of hyperlinks created on the home page. Remember, if an external hyperlink is used to direct viewers to another Web site, a new page will not be created for it.
- ❑ Double-click NEW PAGE 1.HTM. On the blank page, enter text, graphics and design elements. Remember, this page is linked back to the home page; it will provide more detailed information on a specific aspect of the Web site.
- ❑ Return to the home page (index.htm). Highlight the text or image that will provide the hyperlink to the newly formatted page 1. Choose the INSERT HYPERLINK button  on the toolbar to create the appropriate hyperlink.
- ❑ Repeat the previous two steps for each new hyperlink on the home page with the next hyperlink linking to NEW PAGE 2 and so on. When inserting external hyperlinks, make sure to enter the correct address in the INSERT HYPERLINK dialog box.
- ❑ Insert any desired dynamic HTML effects, page transitions, or multimedia effects. Select FORMAT → DYNAMIC HTML EFFECTS and the DHTML toolbar will appear, then choose an effect. Select FORMAT → PAGE TRANSITION, click the EVENT drop-down arrow to choose when the effect will occur, enter the number of seconds for how long the effect will last and choose a transition effect.
- ❑ Rename each page in the Web site so it reflects the content that has been entered. For example, new page 1 might be renamed *Town History*.
- ❑ Examine each page in the Web site and make adjustments to font type, color and size as desired.
- ❑ Save the Web site and choose the PREVIEW tab to see the site as it would appear on the Internet. Test the hyperlinks to be certain they work properly.
- ❑ Save any final changes and exit *FrontPage*.