

# Web Design Framework

*Why do we have a web site?  
Is it a school improvement tool?*

## Design Questions

- To what extent are we improving student, staff, and stakeholder learning?
- To what extent are we becoming smarter as a school system?

## Design Principles

- Current, relevant content is key.
- Human interaction is critical.
- Emotional appeal is essential.
- Best practices must be processed, refined, reused, and archived.
- Impact of use must be measurable.

	Web Site – Learning Portal		Web Site – Bulletin Board	
Focus	<ul style="list-style-type: none"> <li>• Serves as a knowledge building and sharing portal</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasizes two way communication</li> </ul>	<ul style="list-style-type: none"> <li>• Centers upon posted information</li> </ul>	<ul style="list-style-type: none"> <li>• Consists of just having a web address</li> </ul>
Teachers	<ul style="list-style-type: none"> <li>• Design and refine interactive student assignments and assessments with colleagues.</li> <li>• Study the effect of their student work designs on learning.</li> <li>• Formulate and implement student work improvement plans.</li> <li>• Engage in e-Learning modules related to district professional development priorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange student work assignments and assessments with colleagues, parents, and/or students.</li> </ul>	<ul style="list-style-type: none"> <li>• Use site to post student assignments, grades, or attendance.</li> <li>• Use site to access student demographics (parent information, emergency contacts, discipline record, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• Are aware of site, but do not use it to support teaching and learning process.</li> </ul>
Students	<ul style="list-style-type: none"> <li>• Work with teachers, peers, and external experts to complete assignments, analyze data, solve problems, and/or study scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with teacher and peers on completing assignments.</li> <li>• Register for classes.</li> </ul>	<ul style="list-style-type: none"> <li>• Use site to check on assignments, grades, or activity calendar.</li> </ul>	<ul style="list-style-type: none"> <li>• Use site for general school (non-instructional) information.</li> </ul>
Parents	<ul style="list-style-type: none"> <li>• Use site to dialogue with son/daughter or teachers regarding assignments, calendars, grades, and newsletters.</li> <li>• Use site to create own newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>• Subscribes and/or contributes to teacher or administrative newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>• Use site to check on student assignments and/or grades.</li> </ul>	<ul style="list-style-type: none"> <li>• Use site for general school (non-instructional) information.</li> </ul>
Board	<ul style="list-style-type: none"> <li>• Engages in new and archived e-Learning modules related to Board improvement priorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Uses e-newsletter tool to keep stakeholders informed on important topics and issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Posts Board agenda, minutes, and policies for public access.</li> </ul>	<ul style="list-style-type: none"> <li>• Uses site for general school (non-Board or instructional) information.</li> </ul>
Interactivity	<ul style="list-style-type: none"> <li>• Click, read, view, dialogue, design, and share.</li> <li>• Components are integral to design and sharing.</li> </ul>	<ul style="list-style-type: none"> <li>• Click, read, view, and respond.</li> <li>• Components invite response as well as communicate information.</li> </ul>	<ul style="list-style-type: none"> <li>• Click, read, and view.</li> <li>• Balance of text, pictures, video, and graphics.</li> </ul>	<ul style="list-style-type: none"> <li>• Click and read.</li> <li>• Text dominant.</li> </ul>
Organizational Intelligence	<ul style="list-style-type: none"> <li>• Information is posted, constantly processed, and is transformed by people into improved practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Information is posted and processed by people.</li> </ul>	<ul style="list-style-type: none"> <li>• Information is posted, used, and archived.</li> </ul>	<ul style="list-style-type: none"> <li>• Information is posted and forgotten.</li> </ul>