TEXTBOOK SCREENING INSTRUMENT
Business Techonology -Information Techonology
Consensus Review

Book Code: EMC-6501240-HTMLE-6 **Category:** 6501240

Area Business Technology **Cluster** Business Technology **Subject:** Web Design Essentials

Publisher:
EMC Publishing

Title:
HTML Essentials, 2nd EditionStudent Edition (softcover)

Author: Steve Callihan

Edition: 2nd **Copyright:** 2010 **ISBN:** 978-0-76383-642-9

Grade: 09-12

Publisher's Bid Information	Reviewer Analysis	Recommended:
Bid Level	**Level**	◉ YES
Basal	CoBasal	○ NO
Delivery Method	**Delivery Method:**	○ WITHDRAWN
T	Technology Dependent-TD	

Committee Members:	Signature of Reviewers
Catherine J. Hoover	_____
Karen C. Stewart	_____
Linda A. Williams	_____
	_____
	_____

Signature of Commission Member _____

TEXTBOOK SCREENING INSTRUMENT
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I. Tennessee Framework

Documentation

STRENGTHS: This textbook meets 71% (45 out of 63) of the Learning Expectations in the Tennessee State Standards.

MATTERS OF FACT: None

CONCERNS: This textbook does not meet 29% (18 out of 63) of the Learning Expectations in the Tennessee State Standards.

2.3 Assess different approaches to electronic commerce.
2.4 Analyze the changing nature of business.
3.2 Balance employee privacy rights with employer obligations to provide a safe working and professional environment.
3.3 Demonstrate proper etiquette and knowledge of acceptable use policies when using networks, the Internet, and an intranet.
8.3 Examine considerations involved in implementing servers in peer-to-peer and server-based networks.
9.1 Evaluate commercial of-the-shelf products.
9.2 Demonstrate familiarity with features of Web publishing packages that use graphical user interfaces (GUI editors).
9.3 Use commercial off-the-shelf Web building software to create Web page.
11.1 Demonstrate procedure to sharpen image quality.
11.2 Evaluate techniques to replace photo background.
11.3 Analyze blurring techniques to hide photo imperfections.
11.4 Demonstrate cropping procedures of photo dead space.
12.2 Distinguish between and evaluate different search engines.
12.7 Analyze various services offered by Internet Web site design services.
12.8 Distinguish between services offered and costs by a commercial Web site design service.
12.9 Analyze the cost of host Internet connection and equipment required for hosting and maintenance.
14.7 Demonstrate parliamentary procedure skills through team activities.
14.8 Analyze the goals and apply the principles of Future Business Leaders of America.

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II. National Standards or Industry Standards

Documentation

STRENGTHS: National Standards are incorporated within the State Standards.

MATTERS OF FACT: None

CONCERNS: None

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III. Program Design

Documentation

STRENGTHS: The textbook teaches the essential features and capabilities of HTML. Performance objectives are included at the beginning of each chapter. Vocabulary terms are shown in bold or italic print. Sample code is indented for emphasis. Practice code is given for instruction and learning. Key terms are also found on the book's Internet Resource Center. Web-based activities help to extend learning.

MATTERS OF FACT: "Notes", "Tips", and "Hints" highlight additional information the student might find useful or helpful in comprehending information or completing examples. "Trouble Spots" highlight points at which problems might occur and provide relevant advice and solutions. Chapter Summaries summarize the topics that should be comprehended and the skills that should be gained in each chapter.

CONCERNS: Although the text provides step-by-step instructions, all of the assignments are completed in Notepad. Graphic User Interface editors such as Dreamweaver are not used. Some students might be intimidated by this format.

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IV. Assessment

Documentation

STRENGTHS: Review Exercises are provided to reinforce student understanding of the information and material included in each chapter. Projects are provided for students to demonstrate the correct use of the features covered in each chapter. Online quizzes are located on the book's Internet Resource Center to check comprehension and retention of key topics and information. Students receive immediate feedback, highlighting areas in which further study or review might be helpful. The quizzes can also be taken without the feedback option and a grade will be emailed to the teacher.

MATTERS OF FACT: ExamView Test Generator and Test Banks are provided.
Evidence of the CTE Competency Attainment Rubrics was found throughout the text.

CONCERNS: None

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V. Other Comments

Documentation

STRENGTHS: None

MATTERS OF FACT: This book is a soft-cover book.

CONCERNS: None

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VI. List of Components Reviewed

Documentation

The student textbook and ExamView CD were received and reviewed. The Internet Resource Center was also reviewed.

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VII. State Textbook Commission Members Comments

Documentation

STRENGTHS:

MATTERS OF FACT:

CONCERNS:

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TEXTBOOK SCREENING INSTRUMENT
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Book Code: PEPH-6501240-DDCLWDACS5-6 **Category:** 6501240

Area Business Technology **Cluster** Business Technology **Subject:** Web Design Essentials

Publisher:

Pearson Education Inc., publishing as Prentice Hall

Title:

DDC Learning Web Design with Adobe® CS5, Student Edition (hardcover)

Author: Pearson

Edition: 1st **Copyright:** 2011 **ISBN:** 9781256059677

Grade: 09-12

Publisher's Bid Information	Reviewer Analysis	Recommended:
Bid Level	**Level**	◉ YES
Basal	Basal	○ NO
Delivery Method	**Delivery Method:**	○ WITHDRAWN
T	Technology Dependent-TD	

Committee Members:

Catherine J. Hoover
Karen C. Stewart
Linda A. Williams

Signature of Reviewers

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Signature of Commission Member _____

TEXTBOOK SCREENING INSTRUMENT
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I. Tennessee Framework

Documentation

STRENGTHS: This textbook meets 51% (32 out of 63) of the Learning Expectations in the Tennessee State Standards.
Opportunities are available for 40% (25 out of 63) of the Learning Expectations in the Tennessee State Standards.

MATTERS OF FACT: None

CONCERNS: This textbook does not meet 9% (6 out of 63) of the Learning Expectations in the Tennessee State Standards.
2.4 Analyze the changing nature of business.
3.2 Balance employee privacy rights with employer obligations to provide a safe working and professional environment.
3.8 Discuss threats to personal safety and welfare in use of the World Wide Web and related technologies.
5.1 Develop a story board and organize an appropriate file structure for a Web site.
12.3 Evaluate the concepts of domain name hosting, transfer, parking, registration, and sub hosting.
14.8 Analyze the goals and apply the principles of Future Business Leaders of America.

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II. National Standards or Industry Standards

Documentation

STRENGTHS: National Standards are incorporated within the State Standards.

MATTERS OF FACT: None

CONCERNS: None

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III. Program Design

Documentation

STRENGTHS: This textbook shows how Adobe CS5 components Dreamweaver, Fireworks, and Flash are used to create high-quality web sites complete with graphics, animation, buttons, and more. There are eight lessons which are divided into 74 exercises. Exercises begin with Skills Covered, Software Skills (how you can use the features), Design Skills (essential for creating effective and attractive projects), Application Skills (a scenario to put the features into context), and new Terms with their definitions. Figures, screen shots, and diagrams are used to reinforce instruction. A Teacher's Manual includes Skills Covered, Vocabulary, Tips, Hints and Pointers, and Data and Solution Files for each exercise. An accompanying CD includes all solution files. A Test Book includes Pretests and Posttests, Concept and Application Tests for each lesson and solutions. A CD includes data and solution files. There is a Visual Aid CD with PowerPoint files to use throughout the book.
An online eBook version is available.

MATTERS OF FACT: "Notes" are concise notes to aid in learning the computer concepts. "Procedures" are hands-on procedures to teach all necessary skills. "Exercise Directions" provide step-by-step practice of concepts learned.

CONCERNS: The Teacher's Manual does not include lesson plans or a syllabus.

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IV. Assessment

Documentation

STRENGTHS: End-of-Lesson Projects include Summary Exercises, Application Exercises, Curriculum Integration, and Portfolio Builders. The provided Test Book includes Pretests and Posttests, Concept and Application Tests for each lesson and solutions. Two versions are given for all Concept Tests.

MATTERS OF FACT: At the end of each Exercise is one “On Your Own” project which is a critical-thinking activity for students to work through on their own.
ExamView Test Generator and Test Banks are included with the Teacher Resources.
Evidence of the CTE Competency Attainment Rubrics was found throughout the text.

CONCERNS: None

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V. Other Comments

Documentation

STRENGTHS: None

MATTERS OF FACT: None

CONCERNS: None

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VI. List of Components Reviewed

Documentation

The student textbook, Teacher’s Manual, Test Book, and accompanying CDs were received and reviewed.

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VII. State Textbook Commission Members Comments

Documentation

STRENGTHS:

MATTERS OF FACT:

CONCERNS:

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