

MASTER CLASS SYLLABUS

Instructor: Dr. Riese

Course Overview and Strategic Intent:

In the high-velocity digital economy, a small business's survival depends on the strategic intersection of visual identity, functional web development, and Search Engine Optimization (SEO). This course is designed to provide students with a significant competitive advantage by mastering this fusion. Students will transition from conceptual designers to technical specialists capable of building comprehensive digital presences that drive business results. The curriculum is rooted in the principles of Adobe Photoshop and interactive media fundamentals. Students will master professional toolsets to design custom graphics involving complex layers, transparencies, and sophisticated color theory. After attaining licenses in desktop publishing via Microsoft. A critical component of the course is technical discipline; students will learn industry-standard file management, saving work to designated sub/root folders, and managing metadata for text and images. By synthesizing these fundamentals with structured web design and digital advertising formats, students will create a professional portfolio that demonstrates both creative excellence and data-driven strategy. This course serves as a bridge between classroom learning and the professional standards of the digital marketing industry. Dr. Dino Riese is also an industry professional who has been designing and optimizing websites outside of the classroom for large- and small-scale businesses for over 20 years.

Instructor and Course Identification:

This course is architected to provide industry-standard technical training, bridging the gap between academic theory and career application. Students navigate three rigorous Career and Technical Education (CTE) tracks designed to yield industry-recognized credentials and a professional digital portfolio.

In a high-stakes technical environment, clear communication between students, parents, and the instructor is the bedrock of professional success. Adhering to technical milestones requires a transparent dialogue to ensure all stakeholders are aligned with the rigors of the CTE curriculum.

- **Instructor:** Dr. Dino Riese
- **Laboratory:** Room 534
- **Email:** Driese2@schools.nyc.gov
- **Digital Resource:** StudentPortfolioNY.com (Primary resource for curriculum and instruction) Students are required to engage with the course website daily to access project briefs and industry examples. This administrative discipline prepares students for the specific materials required for technical mastery.

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Primary Technology Course Tracks:

- **Track 1:** Microsoft Certification (Word & Excel via Gmetrx & Certiport)
- **Track 2:** Principles of Adobe Photoshop
- **Track 3:** Adobe Certification (Adobe Certified Professional)
- **Track 4:** Coding HTML & CSS
- **Track 5:** HTML & CSS Certification
- **Track 6:** Website Design & Development
- **Track 7:** Small Business Design, Web Design & SEO
- **Track 8:** Small Business & Entrepreneurship Certification
- **Track 9:** Data Analytics Certification
- **Track 10:** Artificial Intelligence License

Technical Summary: Lab Software Breakdown:

Students will be trained in and are responsible for the professional operation of the following software stack:

- **Design & Imaging:** Adobe Creative Cloud (Photoshop)
- **Productivity & Data:** Microsoft Office 365 (Word, PowerPoint, Excel)
- **Certification Prep:** Gmetrx SMS Platform & Certiport
- **Web & SEO Infrastructure:** Google Search Console, Google Analytics, and Industry-Standard CMS.

Required Professional Materials:

Professional-grade asset management is non-negotiable in design and development. To prevent data loss and ensure project mobility across workstations, students must maintain a specific set of physical and digital tools.

- **1 Black and White Marble Notebook:** Essential for the "analog" phase of development, including conceptual planning, sketching, site mapping, and documenting project goals.
- **2 Thumb Drives (Minimum 1GB each):** Required to ensure data redundancy. One drive serves as the primary project repository, while the second acts as a critical backup. The notebook supports the cognitive process of design, while the dual thumb drives ensure that digital assets remain mobile and protect standard requirement for any professional digital specialist.

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Assessment and Grading Framework:

The grading policy in this lab mirrors the expectations of the professional industry, where success is measured by technical accuracy, progress milestones, and daily reliability.

Grading Policy Breakdown:

- **40% Summative Assessments:** Tests and Quizzes evaluating technical mastery of software and SEO theory.
- **30% Formative Assessments:** Individual progress checkpoints and milestone completions throughout the projects and notes taken in notebooks (signed & dated).
- **30% Classwork and Participation:** Daily engagement, adherence to lab protocols, attendance/punctuality, and collaborative contributions.

Behavioral Grading Policy (Scale of 5-0 every day):

Professionalism is treated as a core competency. Students earn daily points based on their work ethic, punctuality, and conduct. These points are summed quarterly to determine a behavioral grade. | Points | Criteria for Daily Assessment.

5 - The student displayed an exceptional work ethic, showed kindness toward others, and arrived on time for class.

4 - The student completed all the assigned work for the day and arrived on time for class.

3 - Lateness equals an automatic three for the day and/or the student's work ethic was less than satisfactory during class time.

2 - The student was very disruptive and did not follow directions. The student was over fifteen minutes late for class.

1 - The student showed no willingness to participate and was more than half an hour late to class (Cut slip).

0 - The student was completely insubordinate, and their behavior was recorded for parental and administrative review.

All students are responsible for conducting themselves professionally when using any hardware, software, or Internet resources. These expectations govern the specialized environment of the technology lab.

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Laboratory Conduct and Professional Expectations:

The technology lab houses sophisticated hardware and software that require stricter safety and equipment protocols than a standard classroom. Maintaining this environment is essential for the longevity of our tools and the focus of our student body.

Professional Conduct:

- **Punctuality:** Arrive on time for every session.
- **Environment:** Enter and exit the laboratory quietly.
- **Equipment:** Treat all hardware and software with respect and dignity.
- **Communication:** One person speaks at a time; respect peers in words and actions.
- **Collaboration:** Assist peers in sharing ideas, content, and solutions.
- **Work Ethic:** Come prepared for class and work to the best of your ability.
- **Safety:** Follow all lockdown and fire drill procedures immediately as directed.
- **Device Policy:** Headphones and personal electronic devices are for instructional use only.
- **Prohibitions:** Absolutely no **food or drink** is permitted in the computer lab. The lab rules foster a professional atmosphere dedicated to technical mastery. This discipline is the foundation for our comprehensive 10-month curriculum.

Comprehensive Year-Long Curriculum Plan:

The curriculum follows a 6-semester sequence over 10 months, building from visual identity to a data-verified digital presence.

Business Identity & Visual Systems:

- **Week 1: Business Identity & Portfolio Setup**
- **Strategic Objective:** Define a consistent identity (brief, audience, services, goals) while determining how audience evidence should shift business site goals.
- **Professional Standards:** 1a: model brand analysis; 1e: sequence brief to portfolio; 3b: defend audience choices.
- **Assessment Evidence:** (Formative) Client brief, brand inventory; (Culminating) Organized project folder structure.
- **Week 2: Logo & Visual System**
- **Strategic Objective:** Apply design principles to draft a logo and brand guide that balances recognition, readability, and audience need.
- **Professional Standards:** 1a: teach visual design principles; 3c: compare and revise logo options; 3d: critique against brand criteria.
- **Assessment Evidence:** (Formative) Logo sketches, accessibility check; (Culminating) Approved logo and brand guide.
- **Week 3: Print & Digital Collateral**
- **Strategic Objective:** Design cross-channel assets (business cards, ads) that maintain brand consistency across print and digital media.

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- **Professional Standards:** 1e: scaffold cross-channel design; 3c: create print/digital assets; 3d: peer review consistency.
- **Assessment Evidence:** (Formative) Peer review of visual hierarchy; (Culminating) Coherent collateral set.
- **Week 4: Marketing Plan & Project Scope**
- **Strategic Objective:** Prioritize website goals and measurable actions based on limited client resources and audience personas.
- **Professional Standards:** 1e: plan project milestones; 3b: discuss priorities; 3d: assess scope against brief.
- **Assessment Evidence:** (Formative) Audience persona, project conference; (Culminating) Small business marketing/website plan.

Website Structure & Publishing:

- **Week 1: Website Structure & Wireframes**
- **Strategic Objective:** Map user journeys through sitemaps to determine how customer tasks dictate page grouping and hierarchy.
- **Professional Standards:** 1a: model information architecture; 3b: probe user journeys; 3d: assess sitemap decisions.
- **Assessment Evidence:** (Formative) Sitemap, mobile wireframes; (Culminating) Approved sitemap and wireframes.
- **Week 2: Responsive Site Build**
- **Strategic Objective:** Scaffold a responsive build that serves both phone and desktop visitors through navigation and clear calls to action.
- **Professional Standards:** 1e: scaffold responsive build; 3c: test layouts; 3d: use device feedback.
- **Assessment Evidence:** (Formative) Build checkpoints; (Culminating) Functional first website draft.
- **Week 3: Accessible Content & Media**
- **Strategic Objective:** Revise core pages using headings and contrast, justifying tradeoffs between visual impact and inclusive accessibility.
- **Professional Standards:** 2a: inclusive critique; 3b: discuss accessibility tradeoffs; 3d: test revisions.
- **Assessment Evidence:** (Formative) Accessibility checklist; (Culminating) Revised accessible page templates.
- **Week 4: Website Publishing Workflow**
- **Strategic Objective:** Manage assets and URLs to publish a staging site, evaluating evidence to ensure launch readiness.
- **Professional Standards:** 1e: sequence launch checks; 3c: conduct site audit; 3d: use evidence to revise.
- **Assessment Evidence:** (Formative) Link audit, launch checklist; (Culminating) Staging site and revision log.

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SEO Foundations & Architecture:

- **Week 1: SEO Foundations & Search Intent**
- **Strategic Objective:** Distinguish audience needs and query with intent to understand how search engines discover and categorize different page types.
- **Professional Standards:** 1a: teach search intent; 3b: compare query purposes; 3c: sort authentic examples.
- **Assessment Evidence:** (Formative) Search result observation; (Culminating) Search intent map.
- **Week 2: Keyword Research**
- **Strategic Objective:** Group keyword clusters based on evidence to match services and locations to specific site pages.
- **Professional Standards:** 1e: scaffold keyword mapping; 3b: justify relevance; 3d: review page assignments.
- **Assessment Evidence:** (Formative) Keyword worksheet; (Culminating) Keyword matrix assigned to site pages.
- **Week 3: Page Titles & Descriptions**
- **Strategic Objective:** Draft unique metadata snippets that accurately earn clicks without overstating the page content.
- **Professional Standards:** 3b: evaluate snippet claims; 3c: draft alternatives; 3d: critique accuracy.
- **Assessment Evidence:** (Formative) Snippet critique; (Culminating) Metadata set for core pages.
- **Week 4: Headings & URLs**
- **Strategic Objective:** Revise page hierarchy and concise URLs to clarify topics, debating when to group ideas versus creating separate URLs.
- **Professional Standards:** 1a: teach page hierarchy; 3b: debate grouping; 3d: audit headings and URLs.
- **Assessment Evidence:** (Formative) Heading/URL audit; (Culminating) Revised content architecture.

Content Strategy & Local Presence:

- **Week 1: Service Page Writing**
- **Strategic Objective:** Draft original, useful service copy with clear next steps that outperform generic competitor information.
- **Professional Standards:** 1e: scaffold content drafting; 3c: solve customer needs; 3d: assess page usefulness.
- **Assessment Evidence:** (Formative) Writing conference; (Culminating) Optimized service page draft.
- **Week 2: Local Landing Pages**
- **Strategic Objective:** Build place-specific information that offers distinct value, justifying location pages through local evidence.

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- **Professional Standards:** 3b: challenge local relevance; 3c: produce distinct content; 3d: review duplication.
- **Assessment Evidence:** (Formative) Duplicate content review; (Culminating) One substantive local page.
- **Week 3: Images & Internal Links**
- **Strategic Objective:** Improve alt text, filenames, and internal links to support usability and search engine discovery.
- **Professional Standards:** 1a: model image and linking choices; 3c: apply revisions; 3d: inspect usability.
- **Assessment Evidence:** (Formative) Image/link inventory; (Culminating) Revised media and link plan.
- **Week 4: Content Review**
- **Strategic Objective:** Verify business claims, contact details, and trustworthiness before going live through peer editorial review.
- **Professional Standards:** 2a: peer editing; 3b: test claims; 3d: revise from evidence.
- **Assessment Evidence:** (Formative) Peer editorial review; (Culminating) First SEO content portfolio checkpoint.

Technical SEO & Performance:

- **Week 1: Technical SEO Basics**
- **Strategic Objective:** Review status codes and robots' directives to identify and prioritize technical issues that prevent site indexing.
- **Professional Standards:** 1a: model crawl and indexing concepts; 3b: prioritize issues; 3d: review audit.
- **Assessment Evidence:** (Formative) Guided site inspection; (Culminating) Technical audit with prioritized fixes.
- **Week 2: Mobile Experience & Performance**
- **Strategic Objective:** Test media sizes and layout to balance image quality with page speed and mobile usability.
- **Professional Standards:** 1e: plan device testing; 3c: compare solutions; 3d: record improvements.
- **Assessment Evidence:** (Formative) Performance observations; (Culminating) Before/after improvement record.
- **Week 3: Structured Business Information**
- **Strategic Objective:** Audit public details (NAP: Name, Address, Phone) to ensure consistency and eliminate customer confusion.
- **Professional Standards:** 3b: analyze customer confusion; 3c: reconcile details; 3d: check accuracy.
- **Assessment Evidence:** (Formative) Consistency checklist; (Culminating) Corrected business information inventory.
- **Week 4: Midyear Website Review**

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- **Strategic Objective:** Use midyear rubric and audit evidence to defend site priorities and implement necessary revisions.
- **Professional Standards:** 1e: plan revision cycle; 3b: defend priorities; 3d: use midyear rubric.
- **Assessment Evidence:** (Formative) Teacher conference; (Culminating) Midyear site and portfolio presentation.

Local Visibility & Campaigns:

- **Week 1: Local SEO & Business Profiles**
- **Strategic Objective:** Plan accurate business profile content shaped by service area facts and customer needs.
- **Professional Standards:** 1a: teach local presence; 3b: reason for customer needs; 3d: review profile draft.
- **Assessment Evidence:** (Formative) Profile field audit; (Culminating) Local visibility plan.
- **Week 2: Customer Questions & Reviews**
- **Strategic Objective:** Draft ethical FAQ responses that address real customer concerns responsibly.
- **Professional Standards:** 2a: discussion of reviews; 3c: draft FAQs; 3d: critique responses.
- **Assessment Evidence:** (Formative) FAQ peer review; (Culminating) FAQ page and review template.
- **Week 3: Advertising & Campaign Assets**
- **Strategic Objective:** Adapt brand assets for coordinated campaigns that connect ads to useful, high-converting landing pages.
- **Professional Standards:** 1e: sequence campaign work; 3c: design channel assets; 3d: assess landing-page fit.
- **Assessment Evidence:** (Formative) Ad critique; (Culminating) Coordinated campaign set.
- **Week 4: Flexible Revision**
- **Strategic Objective:** Resolve outstanding site and portfolio feedback through targeted revisions and professional reflection.
- **Professional Standards:** 3d: target revisions; 4e: reflect on next steps.
- **Assessment Evidence:** (Formative) Revision log; (Culminating) Updated portfolio checkpoint.

Google Search Console & Troubleshooting:

- **Week 1: Google Search Console Setup**
- **Strategic Objective:** Verify site ownership and use page inspection tools to distinguish between discovery and indexing problems.
- **Professional Standards:** 1a: model Search Console; 3c: inspect pages; 3d: assess verification evidence.
- **Assessment Evidence:** (Formative) Verification practice; (Culminating) Search Console setup record.

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- **Week 2: Search Performance Reports**
- **Strategic Objective:** Interpret queries, impressions, and clicks to infer performance trends while acknowledging data uncertainty.
- **Professional Standards:** 3b: interrogate performance data; 3c: analyze reports; 3d: assess interpretations.
- **Assessment Evidence:** (Formative) Report reading exercise; (Culminating) Search performance summary.
- **Week 3: Index Coverage & Troubleshooting**
- **Strategic Objective:** Investigate reported errors to distinguish true indexing failures from new pages waiting for crawl.
- **Professional Standards:** 1e: scaffold troubleshooting; 3b: distinguish causes; 3d: review issue log.
- **Assessment Evidence:** (Formative) Indexing case study; (Culminating) Prioritized indexing action plan.
- **Week 4: SEO Improvement Cycle**
- **Strategic Objective:** Implement and record a specific content or technical change justified by Search Console evidence.
- **Professional Standards:** 3b: defend proposed change; 3c: implement revision; 3d: compare evidence.
- **Assessment Evidence:** (Formative) Before/after page review; (Culminating) Documented SEO revision.

Google Analytics & Data Interpretation:

- **Week 1: Google Analytics Concepts**
- **Strategic Objective:** Explain events and traffic sources to determine which visitor actions best evaluate the site's stated goal.
- **Professional Standards:** 1a: teach measurement concepts; 1e: plan analytics sequence; 3b: question metric choice.
- **Assessment Evidence:** (Formative) Terminology check; (Culminating) Site measurement plan.
- **Week 2: Analytics Setup & Reporting**
- **Strategic Objective:** Review acquisition and engagement reports to refine the understanding of visitor behavior.
- **Professional Standards:** 3c: interpret reports; 3d: assess conclusions.
- **Assessment Evidence:** (Formative) Guided reporting worksheet; (Culminating) Annotated analytics snapshot.
- **Week 3: Data Interpretation**
- **Strategic Objective:** Compare page performance to distinguish observations from conclusions, testing alternative explanations for engagement changes.
- **Professional Standards:** 3b: test alternative explanations; 3d: assess evidence and uncertainty.

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- **Assessment Evidence:** (Formative) Claim/evidence peer review; (Culminating) Data-informed recommendations.
- **Week 4: Flexible Revision**
- **Strategic Objective:** Diagnose measurement gaps to improve tracking and campaign materials before the final project conclusion.
- **Professional Standards:** 3d: diagnose measurement gaps; 4e: reflect and adjust instruction.
- **Assessment Evidence:** (Formative) Teacher conference; (Culminating) Analytics and campaign checkpoint.

Capstone Integration & Presentation:

- **Week 1: Capstone Integration**
- **Strategic Objective:** Synthesize all project strands—brand, site, and SEO—into a single system that supports one business goal.
- **Professional Standards:** 1e: integrate project strands; 3c: synthesize artifacts; 3d: review against brief.
- **Assessment Evidence:** (Formative) Completeness review; (Culminating) Final portfolio draft.
- **Week 2: Quality Assurance**
- **Strategic Objective:** Conduct authentic QA to prioritize and repair defects in mobile layout, links, and accessibility.
- **Professional Standards:** 3c: conduct authentic QA; 3d: prioritize defects.
- **Assessment Evidence:** (Formative) Partner site audit; (Culminating) QA record and audit log.
- **Week 3: Client Presentation Preparation**
- **Strategic Objective:** Organize outcomes and evidence to defend design and keyword decisions to a skeptical client audience.
- **Professional Standards:** 3b: facilitate defense; 3d: use rehearsal feedback.
- **Assessment Evidence:** (Formative) Presentation rehearsal; (Culminating) Final presentation deck.
- **Week 4: Capstone Presentation**
- **Strategic Objective:** Present the finished portfolio, showing evidence that the site and strategy solve the client briefly.
- **Professional Standards:** 2a: respectful audience response; 3b: probe reasoning; 3d: assess portfolio.
- **Assessment Evidence:** (Formative) Audience questions; (Culminating) Completed small business digital presence portfolio.

June: Career Application & Reflection

- **Week 1: Growth Reflection**
- **Strategic Objective:** Curate the final student portfolio based on a comprehensive critique of learning evidence.

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- **Professional Standards:** 3d: use critique for revision; 4e: reflect on growth.
- **Assessment Evidence:** (Formative) Portfolio checklist; (Culminating) Final student portfolio.
- **Week 2: Career & Entrepreneurship Application**
- **Strategic Objective:** Write a project case study that demonstrates professional decisions and their limitations for career support.
- **Professional Standards:** 1e: scaffold career case study; 3b: defend decisions; 3d: review evidence.
- **Assessment Evidence:** (Formative) Resume review; (Culminating) Website and SEO case study.
- **Week 3: Final Assessment**
- **Strategic Objective:** Diagnose an unfamiliar site to demonstrate mastery in keyword mapping, on-page review, and data interpretation.
- **Professional Standards:** 3c: apply skills to an unfamiliar case; 3d: assess prioritization.
- **Assessment Evidence:** (Formative) Practice questions; (Culminating) Final applied assessment.
- **Week 4: Reflection & Next Steps**
- **Strategic Objective:** Identify strongest learning evidence to create a realistic improvement plan for future growth.
- **Professional Standards:** 3b: discuss learning evidence; 3d: self-assessment; 4e: set growth goals.
- **Assessment Evidence:** (Formative) Self-evaluation; (Culminating) Final reflection and improvement plan.

7. Acknowledgment and Contract Sign-Off

This syllabus serves as a formal contract between the teacher, student, and parent/guardian. Adherence to these policies ensures a professional environment conducive to both academic and industry success. By signing, all parties acknowledge they understand the grading framework, behavioral expectations, and the technical rigors of the curriculum.

Respectfully, Dr. Riese

Student Name (Print): _____

Student Signature: _____ **Date:** _____

Parent/Guardian Name (Print): _____

Parent/Guardian Signature: _____ **Date:** _____