

WEB SITE DEVELOPMENT

100 CONTACT HOURS/
10 CONTINUING EDUCATION UNITS

Ai The Center for Professional Development
The New England Institute of Art®

CERTIFICATE IN WEB SITE DEVELOPMENT

The Certificate of Completion in Web Site Development is a mid-level program geared toward participants who already have basic design skills but wish to explore more creative application of these skills and upgrade their professional abilities. This program will teach participants how to employ their skills in the creation of effective and distinctive web site design and implementation. Instruction will focus on the technical aspects of web design including media integration, web authoring tools, and interface design. Courses will provide industry specific instruction with an emphasis on the most current practices. Faculty is comprised of industry professionals able to introduce participants to processes and technology most relevant in today's industry.

Participants in the Web Site Development Certificate are required to have a fundamental working knowledge of software applications on a Mac or PC platform and have worked in a professional capacity for at least two years. Direct industry experience is not required. In addition, participants in this Certificate are required to have proficiency in Adobe Photoshop.

Course work is hands-on and taught in a Mac Lab. Participants may access computer labs outside of class time for course work and homework completions.

Courses meet one evening per week or on Saturday. All course work is graded Pass or Fail. Each course is worth 2 continuing education units and meets for 20 contact hours.

CERTIFICATE COURSE SEQUENCE:

- Mac Navigational Skills Workshop*
- Photoshop and ImageReady for Web Developers
- Information Design
- Designing with Adobe Dreamweaver®
- Designing with Adobe Flash®
- Final Capstone

* These workshops are intended for students who have never used a Mac platform or who need a refresher. Students who do not have prior experience with the Mac platform will be required to take these workshops prior to being admitted to CPD to guarantee an opportunity for success in subsequent courses. They meet two evenings and the cost for the workshops is \$210 (total).

Please see below for detailed descriptions of some of the sample materials that may be covered in each course within the sequence. Course curricula will vary depending on the instructor yet the following pages provide an overview of the principles to be covered.

COURSE DESCRIPTIONS

MN 101 Mac Navigation Workshop

This workshop will familiarize students with Mac functionality and its basic interface. It will provide an introduction and orientation to using the Mac as a design and development platform. Students will have opportunity in-class to navigate and experience the Mac platform. An application such as Photoshop will be employed to help each student become more familiar with the Mac interface and its functionality. Each student will use Photoshop to create a design and layout project (TBD) that will give them the opportunity to practice the Mac Basic features. Students will be given a homework assignment that will prepare them for this session, and allow them to practice the essential Mac basic skills they will need for session two. Note: no continuing education units are awarded for this workshop.

Upon completion of this course you will have:

- Explored the functionality of the top main menu, including:
- Where to find applications, how to find and open recent applications,
- Mac System Folder, Finding, making, and saving files, creating folders, the Mac
- Drop-Box, the Desk Top, Apple Menu Items

Software Used: Adobe Photoshop®

WSD 201A Photoshop and ImageReady for Web Developers

This course is intended for individuals who have a basic knowledge of computer functions and Adobe Photoshop®. This hands-on course will concentrate on applying Web graphic principles through the use of a graphics software program, Adobe Photoshop® and Adobe ImageReady®. It will explore techniques used to optimize, slice, and animate digital images using a current version of Adobe Photoshop® and Adobe ImageReady®.

Upon completion of this course you will have:

- Optimized images using Adobe Photoshop® and Adobe ImageReady®
- Explored image maps.
- Sliced images using Adobe Photoshop®, and Adobe ImageReady®
- Animated images using Adobe ImageReady®
- Created rollover images using Adobe Photoshop®, and Adobe ImageReady®

Software Used:

Adobe Photoshop®
Adobe ImageReady®

*Subject to Change

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WSD 202A Information Design

This introductory course will explore the Web, the Hypertext Markup Language, and how each relates to the Internet. Using a 3-part Web Development Process Model (Planning & Design, Production, Implementation) students will begin to explore the structural and technical aspects of Web site development. Adobe Illustrator® and Photoshop® will be introduced as layout tools.

Upon completion of this course you will have:

- Explored the Origins, Development, and Structure of the World Wide Web (WWW).
- Examined Information Design.
- Explored Interactive Interface Design.
- Implemented Adobe Illustrator® and Photoshop® as layout tools.
- Employed HTML Scripting.

Software Used:

Adobe Photoshop®
Adobe Illustrator®

WSD 203 Designing with Adobe Dreamweaver®

This introductory course is intended for individuals who have a basic knowledge of computer functions and Adobe Photoshop®. This hands-on course will concentrate on applying fundamental design principles through the use of a Web development software program, Adobe Dreamweaver®. It will explore techniques used to create Web sites using a current version of Adobe Dreamweaver®.

Upon completion of this course you will have:

- Explored the Adobe Dreamweaver® Work Area
- Worked with Layout, Typography, and Cascading Style Sheets
- Worked with Tables and Frames
- Experienced HTML in Dreamweaver®
- Explored Templates and Libraries
- Worked with Links and Rollovers

Software Used: Adobe Dreamweaver®

WSD 204 Designing with Adobe Flash®

This introductory course is intended for individuals who have a basic knowledge of computer functions. This hands-on course will concentrate on applying fundamental design principles through the use of an object-oriented animation software program, Adobe Flash®. It will explore basic animations and interactivity, animated buttons, and graphics using a current version of Adobe Flash®.

Upon completion of this course you will have:

- Explored the Adobe Flash® Work Area
- Created Basic Animations.
- Explored the Drawing and Painting Tools
- Created Animated Buttons
- Imported and Exported Images
- Created Basic Interactivity
- Worked with Symbols and Instances

Software Used:

Adobe Flash®
Adobe Photoshop®
Adobe Illustrator®

WSD 205 Final Project: Design Your Own Web Site

In this course students will use the design principles and software explored in the previous courses to design an original Web site. Students will create flowcharts, interface designs, and storyboards in preparation of creating their original Web site. Students will complete their Web sites in software of their own choice.

Upon completion of this course you will have:

- Applied Design principles
- Applied the Flowcharts
- Applied Interface design.
- Applied Storyboards.
- Created a Web site.

Software Used:

Adobe Photoshop®
Adobe Illustrator®
Adobe ImageReady®
Adobe Dreamweaver®
Adobe Flash®