

Offered at:

Ashland



### Overview

This certificate provides an individual with the fundamental knowledge and skills necessary for Web Design. In this series of courses, you will learn the fundamentals of HTML and Web site creation. You will also gain valuable experience with specific Web development and graphic tools.

### Student Profile

As a Web Design student, you should have:

- A working knowledge of the Microsoft Windows environment
- Basic keyboarding skills
- Computer application skills including word processing

### Preparation for Admission

The following experiences will help you prepare for this certificate:

- Keyboarding
- Introduction to Computers
- MS Word (word processing)
- Windows Operating Systems

### Outcomes

Employers will expect you, after completing this certificate, to be able to:

- Use Adobe Dreamweaver to create Web pages.
- Create and use graphics featured on a Web site.
- Use digital scanners and cameras.
- Utilize search engines in relation to Web page creation.
- Design online applications using databases.
- Create animation and Web interface design using Adobe Flash.

### Career Outlook

After completing this certificate, you will be ready for your career as a(n):

- Web designer for small business
- Self-employed Web designer
- eCommerce marketing designer

### Curriculum

Number	Course Title	Credits
10103123A	MS Access A	1
10103191	Digital Imaging/Adobe Photoshop	3
10103196	Introduction to Adobe Flash	1
10103197	Adobe Dreamweaver	3
10106145	Adobe Dreamweaver Advanced ▲	3
10152140	Principles of Web Design	2

CERTIFICATE REQUIREMENTS **13**

A grade of "B" or better is required for all certificate coursework.

▲ This course requires a prerequisite and/or corequisite.

## Course Descriptions

#### 10103123A MS Access A - Credits: 1

Learners create, edit, sort, and query a database. They also learn how to create and print basic forms and reports.

#### 10103191 Digital Imaging/Adobe Photoshop - Credits: 3

This course will center on the basic design, creation, and editing of images, photographs, and animated graphics for use in Web site design and other applications. This course will also study the basic techniques of capturing and manipulating images with digital cameras and scanners. Basic keyboarding skills and an understanding of the Microsoft Windows operating system are recommended.

#### 10103196 Introduction to Adobe Flash - Credits: 1

Introduction to Adobe Flash provides the student with the fundamental concepts such as timelines, layers, symbols and tweens, exploring the rich built-in animation engine which provide a context for learning and set the stage for specific Flash skill development. Tutorials cover a range of basic skills, including creating animations, using special effects, drawing objects, incorporating sound and video, and using ActionScript.

#### 10103197 Adobe Dreamweaver - Credits: 3

This course presents the foundational skills necessary to create web page programming with Dreamweaver. It covers effective web page design concepts including text, graphics, hypertext links, tables, forms, layers, templates, Cascading Style Sheets (CSS) and behaviors. A general knowledge of working in a Windows environment and keyboarding skills are recommended.

#### 10106145 Adobe Dreamweaver Advanced - Credits: 3

Adobe Dreamweaver Advanced provides the student with the opportunity to learn web design concepts as they apply to dynamic database-driven websites. The student will create an e-commerce website using Adobe Dreamweaver. The website will include inventory information, price lists, and e-mail contact information tied to a database on a host server. Students will also create the content management structure to facilitate the update of the database from a remote computer via a web browser interface. The site will be debugged and published. The key focus is on the development process and the communications process to create and update such a site. PREREQUISITES: 10103123A MS Access A and 10103197 Adobe Dreamweaver.

#### 10152140 Principles of Web Design - Credits: 2

Students are introduced to basic concepts and practices in Web design. The course includes basic HTML instruction with an emphasis on creating Web sites using fundamental Web design principles. Additional topics include Web typography; the effective use of color and graphics; page layout techniques; and testing, publishing, and maintaining Web sites. A basic knowledge of Windows is recommended prior to enrolling in this course.