

Academic Plan as of Fall 2017

Program Description:

Prepare for career opportunities in Internet design and development. All certificate candidates will build a strong foundation with core classes in web and graphic design technologies. Next, focus your skills with electives to suit your career interests. Complete and present a comprehensive interactive media project in a final capstone class.

Prerequisites and Admissions Requirements:

Program Learning Outcomes:

- By the end of the certificate program, students will be able to design an operational web site and upload it to a web server on the Internet.
- By the end of the certificate program, students will be able to objectively evaluate with clients and/or employers the needs of a web site for their company. Students will also be able to determine the types of elements (i.e. links, graphics/images, colors, video) that should be included in their web site.
- By the end of the certificate program, students will be able to design and create graphical elements for their web site following industry web graphic standards and techniques.
- By the end of the certificate program, students will be able to analyze a web site for search engine optimization and apply basic search engine marketing techniques such as keyword density and keyword effectiveness index (KEI). Students will also be able to submit websites to web directories and search engines for indexing.
- By the end of the certificate program, students will be able to apply advanced web design skills including the use of designing a web site using Cascading Style Sheets for layout, presentation, and ease of updating multiple pages that are similar.

Program Requirements:

To earn the Internet Design & Technology certificate you must successfully complete seven required courses plus an additional 3.6 CEUs of elective courses. Courses may be taken individually to expand your skill set.

Our labs are equipped with Windows PC computers and Mac computers (Adobe courses). Although we provide the required software programs in our computer labs during instructional times, you also need access to the software, if applicable, at home or at work to complete exercises, assignments, and projects.

Required Courses:

- Internet Design and Technology Certificate Program Application (WM9999A)
- Adobe Dreamweaver Level I (WM8113)
- Adobe Dreamweaver Level II (WM8114)
- Adobe Photoshop Level I (WM8122)
- HTML Level I (WM8105)
- HTML Level II (WM8104)
- Search Engine Optimization & Online Marketing (WM8125)
- Program Final: Putting it All Together (WM8124)

Elective Courses:

- Adobe Illustrator Level I (WM8121)
- Adobe Illustrator Level II (WM8100)
- Adobe InDesign Level I (WM8106)
- Adobe Photoshop Level II (WM8123)
- Cascading Style Sheets (WM8169)
- Introduction to Content Management (WM8172)
- Introduction to Google AdWords (WM8166)
- WordPress Level I(WM8171)