

Undergraduate Certificate - Web Publishing

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| WEBD241 | Web Development Using JavaScript | 3 |
| WEBD311 | Internet Concepts | 3 |
| Total Semester Hours | | 18 |

The undergraduate certificate in Web Publishing provides hands-on experience with layout, navigation, graphics, HTML, CSS, JavaScript, Dreamweaver, coding, and multimedia as you learn to create compelling websites. You'll explore readability, interactivity, accessibility, and usability while learning to use design elements that enhance website performance. Knowledge gained from this degree program is useful in almost any industry, as most organizations today need in-house web designers, developers, or managers.

This program covers the Internet Business Foundations curriculum of the CIW Foundations certification. After completing this certificate, you may consider pursuing your CIW JavaScript Specialist, CIW Web Foundations Associate, or CIW Web Design Specialist certification.

Certificate Objectives

Upon successful completion of this certificate, the student will be able to:

- Describe the architecture, directory structures, document flow, and protocols of the World Wide Web.
- Appraise the process for setting up a web site and establish criteria to evaluate and select a Web Presence Provider (Internet Service Provider (ISP) to host the web site and provide the services required.
- Evaluate the impact of JavaScript, XHTML, DHTML, and FrontPage on Information Technology Management and on the evolution of the Web.
- Examine the use of Cascading Style Sheets (CSS) to develop a portable format for standardizing the look and feel across multiple web pages and browsers.
- Analyze the process for designing, developing, and deploying websites using JavaScript, XHTML, DHTML, and FrontPage (an integrated Development environment); apply this knowledge to design, develop, and deploy a multi-page web site.

Certificate Requirements (18 semester hours)

| Code | Title | Semester Hours |
|---------|-------------------------------|----------------|
| WEBD121 | Web Development Fundamentals | 3 |
| WEBD122 | Introduction to Web Analytics | 3 |
| WEBD221 | Intermediate Web Development | 3 |
| WEBD222 | Advanced Web Analytics | 3 |