

Web Page Design

Program Number: 90-201-1

Certificate

Applied Arts Program Cluster

School of Business and Applied Arts

Program offered at Madison campus.

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Certificate

This certificate is geared toward the student who has an Associate of Applied Arts Degree in Graphic Design or Visual Communications, or a degree in art/design or multi-media from another accredited college or university, or comparable work experience proven by their portfolio. Through coursework, students create multi-page websites featuring advanced level production techniques in Dreamweaver. Examples include frame-based sites, forms, layers, behaviors, javascript implementation and cascading style sheets. Using vector and raster illustration programs, students create original illustrations for use in web pages. Students also learn advanced-level animation and web interface design using Flash. Students acquire knowledge about project development and site management skills, as well as track interactive marketing trends. Web programming fundamentals and techniques will also be explored.

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application, the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

Prerequisite Course

10-201-177 Web Page Design 1 3 credits
Introduces the student to the Internet and the World Wide Web through a mixture of lecture, demonstration and hands-on use of the Internet. Exploration and analysis of existing sites on the web also will be the focus and source of information. This course uses HTML and web design software, and will focus on basics—typography, graphics and page layout. Prerequisite: 10-201-181 (or comparable course or work experience).

Certificate Courses

10-201-178 Web Animation/Illustration 2 credits
Introduces students to the basics of two-dimensional animation for interactive media. Students are introduced to Adobe Flash and its illustrating and animating tools, as well as its integration with Adobe Illustrator and Photoshop to create simple animations for social media. Students are also introduced to the creation of interactive graphics using Adobe Fireworks. Prerequisite: 10-201-177.

Curriculum

First Semester		Credits	Hrs/week Lec-Lab
10-201-178	Web Animation/Illustration	2	2-2
10-201-195	Advanced Web Page Design.....	3	3-3
10-201-198	Social Media/Web Design Strategies	3	3-0
Semester Total		8	
Second Semester		Credits	Hrs/week Lec-Lab
10-206-190	Advanced Interactive Media	2	2-2
10-201-155	WordPress for Designer	2	2-2
10-201-189	Web Design Project Management.....	2	2-2
Semester Total		6	

10-201-155 WordPress for Designers 2 credits
This course will introduce the basics of both WordPress.com (cloud hosted), and WordPress.org (self-hosted option). Students will learn how to publish posts and pages, work with themes, employ widgets, create custom menus, activate plugins, and utilize page templates. Students will also build a custom WordPress theme from scratch. The course will use HTML, CSS, Dreamweaver, text editing software, ftp software, and the current version of WordPress. Students are required to acquire server space to host their work. Prerequisites: 10-201-198 and 10-201-195.

10-201-195 Advanced Web Page Design 3 credits
This course focuses on the graphic preparation, design, and page layout skills necessary to produce full-functioning web pages. Students create several web sites incorporating complex features and skills. Practical exercises are implemented to focus on specific production techniques. Design will be emphasized through examples, critique, and demonstration. Information is delivered primarily through lecture, demonstration, and hands-on learning exercises. Prerequisites: 10-201-177.

10-201-189 Web Design Project Management 2 credits
Real client projects will provide opportunities to work in teams, manage projects, conceptualize, organize and acquire content, develop architecture and assemble a production plan. Advanced web page layout features such as templates, libraries, use of CSS, implementation of javascript and spry widgets will be introduced. Prerequisites: 10-201-198 and 10-201-195.

10-206-190 Advanced Interactive Media 2 credits
As a continuation of 10-201-178, students create more advanced two-dimensional animation and interactivity for the web using software such as Adobe Flash and Fireworks. Techniques in 2D animation creation, scripting, design concepts, site organization, file optimization and uploading, and working with sound files are covered. Prerequisites: 10-201-177, 10-201-178.

10-201-198 Social Media/Web Design Strategies 3 credits
Projects in this course will include online research, case studies and class exercises. This course will give student skills to make good Web design decisions by researching and understanding website architecture, usability search engine optimization, keywords, link building, web site indexing, web site analysis. Students will analyze websites and develop search engine optimization proposals for real clients and develop an html based email campaign. Students will investigate the use of various social media applications including blogs, Twitter and virtual worlds.

Career Potential:

- Web Page Design and Layout
- Web Illustration
- Web Animation
- Web Project Management
- Interactive Design

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

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