EXCELSIOR COLLEGE

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CENTER FOR PROFESSIONAL DEVELOPMENT

WEBMASTER

150 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD129** || Course Cost: **$1795**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Webmaster program. These days, just about every company, institution, and organization wants to have a presence on the Internet. Webmasters design, develop, and maintain these highly visible Web sites.

As a Webmaster, you might be called upon to work in a group developing interactive e-commerce or e-business sites. You could be in control of an auction site, a discussion group, an online newsletter, a physician's appointment page, an organization's membership site, or you could be developing a marketing presence for a new product. Webmasters are often the first to test new and state-of-the-art equipment as well as the latest software. They're allowed to indulge in artistic and professional freedoms rarely seen in any other industry—and can often work from home or use flextime.

This Webmaster Online Training Program starts with Web page development and introduces new concepts by involving you in active Web page implementation.

OBJECTIVES

Upon successful completion of this program, you'll be able to:

- Understand and appreciate the World Wide Web as it relates to both personal and business use
- Be able to use solid design techniques and audience analysis to construct a Web page that fits a target purpose and audience
- Formally design, compose, and structure information to appear on a Web site
- Use HTML and DHTML to construct Web pages with text, lists, links, tables, graphics, frames, forms, and other dynamic features of a Web page
- Be able to evaluate the costs and benefits of doing business on the World Wide Web
- Plan, design, implement, and maintain a Web site

MATERIALS INCLUDED

Excelsior College / ed2go will provide the following textbook:

- *Creating Web Pages With HTML and Dynamic HTML*, by Patrick Carey.

OUTLINE

I. Developing a Basic Web Page
- A. Introducing the World Wide Web
- B. Creating and HTML Document
- C. Adding Graphics and Special Characters

II. Adding Hypertext Links to a Web Page
- A. Creating a Hypertext Document
- B. Web Page Structures
- C. Linking to Documents and Other Internet Objects

III. Designing a Web Page
- A. Color Schemes and the Font Tag
- B. Working With Color and Images
- C. Understanding Image Maps

IV. Designing a Web Page With Tables
- A. Tables on the World Wide Web
- B. Modifying the Appearance of a Table
- C. Designing a Page Layout With Tables

V. Using Frames in a Web Site
- A. Creating a Frame Layout
- B. Working With Frames and Hypertext Links

VI. Creating Web Page Forms
- A. Common Gateway Interface Scripts
- B. Control Elements Part 1
- C. Control Elements Part 2

VII. Working with Cascading Style Sheets
- A. Inline, Embedded, and External Styles
- B. Font, Color, and List Styles
- C. Links, Containers, and Block-level Elements

VIII. Programming With Java Script
- A. Server-side and Client-side Programs
- B. Variables, Expressions, Operators, and Functions
- C. Conditional Statements, Arrays, and Loops

IX. JavaScript Objects and Events
- A. Form Validation and the Document Object Model
- B. Event Handlers and Calculated Fields
- C. Control Elements and Form Submission

X. Creating a Multimedia Web Page
- A. Sound Formats, Rates and Resolution, and Embedding
- B. Video Formats, Frame Rates and Codes, and Embedding
- C. Java Applets, Marquees, and Nesting Object Tags

XI. DHTML
- A. Dynamic Page Layout

Outlines are subject to change.
For more information, visit our Web site at: **www.excelsior.edu/CPD**,
email **CPD@excelsior.edu**, or call: **888-647-2388 ext 11-8211**

B. Dynamic Content and Style
C. Working With Special Effects
D. Working With Event Model
E. Working With Windows and Frames

COMPUTER REQUIREMENTS

This program is compatible with the Windows XP and later operating systems and IE 7 and later browsers.

This program can be taken on either a PC or a Mac, but we highly recommend using a PC (PCs running Windows will be the most compatible with the advanced code we teach, like Java-scripting. Mac users may run into some difficulty, although newer Macs are more compatible than older Macs).

INSTRUCTOR BIO

Matt Scofield is a graduate of the University of Arizona's top-ranked information systems program. Since 1995, Matt has produced and maintained over 30 Web sites utilizing technology ranging from Java to Microsoft's .NET initiative. He’s worked in a variety of fields, creating Web sites for research projects, health care companies, and community organizations. He has worked for both Internet start-ups and more established corporations, such as Perot Systems, and he enjoys communicating the wonders of the World Wide Web.

Randy Rolen has been designing and coding websites from the ground up since 1993. He has created over 50 websites, many that comprised more than 240 total webpages, including bulletin board systems and shopping cart online ordering. He has been teaching online courses since 2002.

His professional skills include HTML, XHTML, CSS, and JavaScript.