

# Site Development Associate

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## Course Description

CIW Site Development Associate teaches you essential web page development skills. You will learn to develop websites using Hypertext Markup Language version 5 (HTML5) and Cascading Style Sheets (CSS). You will learn to write code manually, as well as use graphical user interface (GUI) authoring tools. You will also learn to insert images, create hyperlinks, and add tables, forms, video, and audio to your web pages.

In addition to learning about HTML5 and CSS coding, you will learn how to use HTML5 Application Programming Interfaces (APIs) to extend the functionality of web pages, such as geolocation, drag-and-drop, canvas, and offline web applications. Other topics include validating your HTML code, recognising the importance of search engine optimisation (SEO), using style sheets extensively to format web page content, and implementing fundamental design concepts. Throughout the course, you will learn how websites are developed as managed projects. You will also identify e-commerce solutions and relate website development to business goals.

CIW Site Development Associate provides an introduction to tasks, job roles and careers in web development. This course will teach you to work as a productive part of a website development team.

## Topics Covered

### Markup Language and Site Development Essentials

- Creating Web Pages
- Mobile and Cloud Issues
- Text Editors and Markup Languages
- Graphical User Interface (GUI) Editors
- History of Markup Languages
- The HTML Web Development Trifecta: HTML5, CSS and JavaScript
- Web Site Development Principles
- Hosting and Web Service Providers
- The Habitat for Humanity Web Site

### HTML5 Coding

- Introduction to Using HTML
- Elements and Markup Tags
- Document Structure Tags
- Web Site File Structure
- Preparing Your Development Environment
- Paragraph Formatting and Block-Level Elements
- Text-Level Elements
- Lists
- Good Coding Practice

### Cascading Style Sheets (CSS) and Graphical Elements

- Cascading Style Sheets (CSS)
- Separating Content in HTML
- Images in Web Pages

- HTML Entities
- Specifying Colors
- Page Colors and Backgrounds
- Specifying Font Information
- Web Design Issues
- HTML5 and Older Browsers

### **Hyperlinks**

- Introduction to Hyperlinks
- The Anchor Element
- Creating Local Hyperlinks
- Creating External Hyperlinks
- Using Images as Hyperlinks
- Creating Internal Links
- Managing Hyperlinks

### **HTML Tables**

- Introduction to HTML Tables
- CSS Properties for All Table Elements
- Table and Data Alignment Options
- Height and Width of Table Elements
- Column and Row Spanning
- HTML Tables vs. CSS Page Structure

### **Web Forms**

- Introduction to Web Forms
- Web Forms and CGI
- HTML5 and Forms
- Basic Tags for Creating Web Forms
- Web Form Fields

### **Video, Audio and Image Techniques**

- Introduction to Web Video, Audio and Image Techniques
- The <video> Element
- The <audio> Element
- Graphic Types
- Image Maps
- Image Transparency
- Image Interlacing
- Animation
- Mobile Device Issues with Animation and Plug-Ins
- Creating and Managing Images

### **Extending HTML**

- Server-Side Languages
- Client-Side Languages
- Dynamic HTML (DHTML)
- Document Object Model (DOM)
- HTML5 APIs
- Canvas
- Offline Web Application
- Geolocation
- Drag-and-Drop Functionality
- Web Application Frameworks

- Connecting to a Database

### **GUI HTML Editors and Mobile Web Sites**

- Introduction to GUI HTML Editors
- Types of GUI Editors
- GUI HTML Editor Functionality
- Creating Web Pages with a GUI Editor
- HTML Text Editors vs. GUI Editors
- Previewing Pages and Validating Code
- Web Site Publishing
- Developing Web Pages for Mobile Devices
- Mobile Apps vs. Mobile Web Sites
- Converting a Web site for Mobile Users
- Working with Web 2.0

### **Web Site Development for Business**

- Developing a Business Web Site
- E-Commerce Considerations
- Internet Marketing and Search Engine Optimization (SEO)
- E-Commerce Payment Technologies
- Working in a Global Environment
- Databases and Web Pages
- Optimizing the Impact of the Web Page
- Front-End Issues
- File Formats and Active Content
- Back-End Issues
- Bandwidth and Download Time
- Naming Web Page Files

## **Prerequisites**

The CIW Internet Business Associate course is designed for beginners but a basic knowledge of computers and the Internet is recommended. Students should also be familiar with the Microsoft Windows operating system before taking this course as it does not provide entry-level computer literacy. Note: This course is not compatible with Apple computers.

## **UKWDA Training**

You can buy this course online at <http://training.ukwda.org>