

# Site Development Associate

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## Exam Objectives [Exam 1D0-51B]

- Demonstrate knowledge required to create a web page
- Add images and graphical formatting to HTML files, and create and edit images and audio
- Identify and use design and colour principles for web pages
- Create a basic HTML form that accepts user input
- Create HTML frames
- Define Extensible Markup Language (XML), and identify its features and appropriate use
- Identify essential website navigation issues, and ensure page/site accessibility
- Define and apply essential aspects of the Cascading Style Sheets (CSS) standard, including CSS versions 1, 2 and 3
- Use Extensible Hypertext Markup Language (XHTML) to create web pages
- Identify technologies for enhancing the user's web experience, including programming languages, multimedia technologies
- Use GUI-based HTML editing software to create web pages
- Test and analyze website performance issues
- Identify steps in the website planning and development process
- Identify essential issues in developing and maintaining a website, including project management, testing, legal issues
- Plan and deliver oral presentations of your website, during and after website development
- Define electronic commerce (e-commerce) and related technologies and concepts necessary to develop a secure, useful interface (i.e., storefront)
- Demonstrate knowledge of languages commonly used to provide database connectivity to websites
- Identify the benefits and drawbacks of running your own web server versus using a service provider
- Identify common strategies for managing an end user's experience and improving website creativity
- Consider copyright and ethical issues when creating web pages
- Design web pages to industry standards