

# Web Design Specialist

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## Course Description

CIW Web Design Specialist is for those who want to develop the skills to specialise in website design and builds upon existing basic web design skills to learn the essentials and best practices of web design, including design theory, tools and technologies.

Students with little or no background in web design should consider starting with CIW Site Development Associate first to learn the basics of website authoring and development.

CIW Web Design Specialist teaches you how to design and publish websites. General topics include Website Development Essentials (such as the website development process, customer expectations, and ethical and legal issues in web development), Web Design Elements (such as aesthetics, the website user's experience, navigation, usability and accessibility), Basic Web Technologies (such as basic Hypertext Markup Language (HTML), Extensible HTML (XHTML) and extended technologies, image files, GUI website development applications, website publishing and maintenance) and Advanced Web Technologies (such as multimedia and plug-in technologies, client-side and server-side technologies, and web databases).

You will work with popular production tools including Adobe Dreamweaver, Flash and Microsoft Expression Web. You will study design and development technologies such as Cascading Style Sheets (CSS), Extensible Markup Language (XML), JavaScript, Java applets, Dynamic HTML, plug-ins, multimedia and databases. You will also explore the extensibility of design tools, incompatibility issues surrounding these tools, and the functionality of current web browsers.

Web Design Specialist will also teach you to manage the website development process. You will learn about new technologies and traditional strategies involving the web designer job role. Throughout this course, you will learn how websites are developed as managed projects, relate website development to business goals, and apply guidelines for user accessibility to website development. You will also consider website design from several perspectives. You will approach design from the user's perspective so that you can identify with user interests and needs and you will also assume the roles of web designer and project manager as you work through the website development process.

This course includes access to the CIW Virtual Labs which provides remote access to the software and files necessary to complete this course including Adobe Dreamweaver CS5, Adobe Fireworks CS5, Adobe Flash Professional CS5, Microsoft Windows 7 and Microsoft Expression Web 3.

## Topics Covered

### Overview of Web Design Concepts

- Web Technology
- The Nature of the Web
- Web Design Concepts
- New Technologies
- Evaluating Your XHTML Skills

### Web Development Teams

- Web Teams and Tasks

- Web Project Management
- Web Project Collaboration
- Your Web Design Portfolio
- Your Web Design Business

### **Web Project Management Fundamentals**

- Web Project Management Phases
- Project Documentation and Communication

### **Web Site Development Process**

- Bottom-Up Approach to Web Development
- Understanding the Business Process
- Defining a Web Site Vision
- From Vision to Strategy
- Web Site Specifications
- The Metaphor
- Mystery Meat Navigation
- The Mindmapping Process
- Creating a Web Site Wireframe
- Creating a Web Page Wireframe

### **Web Page Layout and Elements**

- Web Users and Site Design
- Effective Web Page Layout
- Branding and the Web
- Color and Web Design
- Fonts and Web Design

### **Web Site Usability and Accessibility**

- Audience Usability and Accessibility
- Defining Usability
- Web Site Usability Testing
- Web Page Accessibility

### **Browsers**

- Browsers and Navigation
- Browsers and Design Considerations
- Browser Adoption
- Major, Minor and Alternative Browsers
- Creating Aliases with TinyURL
- Utilizing CAPTCHA

### **Navigation Concepts**

- Why Is Navigation Critical?
- Primary and Secondary Navigation
- Navigation Hierarchy
- Site Structure, URLs and File Names
- Familiar Navigation Conventions
- Guided Navigation
- Navigation Action Plan

### **Web Graphics**

- Website Images
- Digital Imaging Concepts

- Raster vs. Vector Graphics
- Graphics Applications
- Image File Formats
- Creating and Optimising Images
- Essential Graphic Design Concepts

### **Multimedia and the Web**

- Multimedia and Websites
- Current Multimedia Capabilities
- Animation and the Web
- Audio and the Web
- Video and the Web
- Goals of a Multimedia Site
- Multimedia Site Design Basics
- User Interaction
- Selecting Multimedia Elements

### **Ethical and Legal Issues in Web Development**

- Ethics and Law in Web Development
- Ethical Issues and the Web
- Legal Issues and the Web

### **HTML and the Evolution of Markup**

- Function of Markup Languages
- SGML: A Short History
- What Is HTML?
- HTML Goals
- The HTML Standard
- HTML 1.0 and 2.0
- HTML 3.0 and 3.2
- HTML 4.0 and 4.01
- Separating Format from Structure in HTML
- Extensible HTML (XHTML)
- Reference Sites for Web Developers

### **XML and XHTML**

- What Is XML?
- XML Goals
- What Is an XML Document?
- Rules for Well-Formed XML
- HTML Transition to XML
- What Is XHTML?
- Applying a Single Standard Consistently

### **Web Page Structure - Tables and Framesets**

- Creating Structure with X/HTML Tables
- Diagramming a Basic X/HTML Table
- Borderless Web Page Structure
- X/HTML Frames and Framesets
- The X/HTML <frameset> Tag
- The X/HTML <frame> Tag
- Targeting Hyperlinks in X/HTML
- The X/HTML <noframes> Tag

## **Cascading Style Sheets**

- Style Sheets
- Cascading Style Sheets
- Defining and Using Styles
- Changeable Style Attributes
- Style Guides
- Changes from CSS1 to CSS2
- Page Layout with CSS
- The CSS Box Model
- Document Flow and Positioning
- CSS Positioning Schemes

## **Site Content and Metadata**

- Written Web Site Content
- Internet Marketing and Search Engine Optimization (SEO)
- Metadata
- The <meta> Tag and Document Identification
- The <meta> Tag and Search Engines
- The <meta> Tag and Delayed File Change

## **Site Development with Microsoft Expression Web 3 - Introduction**

- The Transition from FrontPage
- Microsoft Expression Web 3
- Expression Web Views
- Expression Web Menus and Toolbars
- Opening Web Sites and Files in Expression Web
- Developing W3C-Compliant Code with Expression Web

## **Site Development with Expression Web 3 – Basic Features**

- Page Layout Options in Expression Web
- Creating a New Web Site Using Expression Web
- Page Layout with CSS
- Inserting Images with Expression Web
- Creating Hyperlinks with Expression Web
- Creating Image Maps with Expression Web
- Creating Navigation Bars Using CSS
- Expression Web's Dynamic Web Templates
- Pasting Formatted Text with Expression Web
- Pasting X/HTML content with Expression Web

## **Site Development with Expression Web 3 - Advanced Features**

- Expression Web Styles
- Adding Interactivity to Web Pages
- Creating Web Forms with Expression Web
- Connecting to Databases
- Expression Web Reports
- Options for Replacing Old Webbots

## **Site Development with Adobe Dreamweaver CS5 - Introduction**

- Adobe Dreamweaver CS5
- Dreamweaver Layout Options

## **Site Development with Dreamweaver CS5 - Basic Features**

- Page Layout in Dreamweaver

- Creating Image Maps in Dreamweaver
- Creating Templates in Dreamweaver
- Importing Content in Dreamweaver

### **Site Development with Dreamweaver CS5 - Advanced Features**

- Rollover Images in Dreamweaver
- Dreamweaver Web Forms
- Dreamweaver Behaviours
- Dreamweaver Assets and Library
- Editing X/HTML in Dreamweaver
- Jump Menus in Dreamweaver
- Site Search Forms in Dreamweaver
- Adobe Exchange

### **Creating Web Pages Using Open-Source Tools**

- Open-Source GUI Editors
- GUI HTML Editors vs. Text Editors
- Open-Source Text Editors
- Creating a Static Web Page
- Using Templates
- Checking Spelling

### **Image Editing with Adobe Fireworks CS5**

- Adobe Fireworks CS5
- Creating an Image Document in Fireworks
- Adding Text to Images in Fireworks
- Cropping Images in Fireworks
- Image Layers in Fireworks
- Image States in Fireworks
- Transparent Images in Fireworks
- Image Slices in Fireworks

### **Multimedia with Adobe Flash Professional CS5**

- The History of Flash
- Flash Technology Features
- Developing with Flash
- Flash Shapes
- Colour and Fills in Flash
- Multimedia with Flash Professional
- CS5 - Timeline, Layers, Symbols and Buttons
- Flash Timeline
- Flash Layers
- Saving and Publishing Flash Movies
- Flash Symbols
- Flash Buttons
- Customizing the Flash Library

### **Multimedia with Flash Professional CS5 – Tweens**

- Flash Tweens
- Motion Tweens in Flash
- Shape Tweens in Flash
- Tweening Text in Flash

## **Multimedia with Flash Professional CS5 - Movie Clips**

- Flash Movie Clips
- Adding Sound to Flash Files
- Adding Flash Movies to X/HTML Files
- Testing for the Flash Player Plug-In

## **Multimedia with Flash Professional CS5 - ActionScript, Masks and Practical Uses**

- Flash ActionScript
- Mask Layers in Flash
- Using SWF and SVG Files on the Web
- Flash and Accessibility

## **JavaScript and DHTML Fundamentals**

- Why Script?
- JavaScript and Common Programming Concepts
- What Is JavaScript?
- JavaScript vs. Other Languages
- Embedding JavaScript into X/HTML
- Using JavaScript to Communicate with the User
- JavaScript Functions
- Using JavaScript for Browser Detection
- Dynamic HTML (DHTML)

## **Plug-Ins and Java Applets**

- Plug-In Technology
- Plug-In Installation
- Adobe Shockwave and Flash Players
- Adobe Reader
- RealNetworks RealPlayer
- Rich Media Content
- Creating a Downloadable File
- Introduction to Java
- Java Applets
- Applets and Animation
- Applet Authoring Tools and Resources

## **HTTP Servers and Web Applications**

- What Is an HTTP Server?
- Accessing Servers and Services
- Basic HTTP Server Administration
- Server-Side Technologies
- Web Servers and Cookies
- Enabling, Disabling and Deleting Cookies
- Setting Cookie Files
- XML and Web Applications
- Syndicated Feeds

## **Databases**

- Web Design and Databases
- Database Anatomy
- Database Queries
- Database Management System (DBMS)
- Connecting Web Pages to Databases

- Database Tools, Products and Programs

### **Website Publishing and Maintenance**

- Website Testing
- Website Publishing
- Website Hosting
- Web Publishing with an FTP Client
- Web Publishing with Expression Web
- Web Publishing with Dreamweaver
- Comparing Web Publishing Tools
- Maintaining Websites
- Web Server and Website Security

## **Prerequisites**

The CIW Web Design Specialist course is designed for students with a good understanding of IT, computers and the Internet including knowledge of HTML and XHTML. No courses or certifications are required prior to taking this course; however, the course and exam are challenging and comprehensive and we recommend that if you are new to web design then you first complete the [CIW Site Development Associate](#) course. This is not a requirement but many candidates find it is extremely helpful. Note: This course is not compatible with Apple computers.

## **UKWDA Training**

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