

Web Design Specialist

Exam Objectives [Exam 1D0-520]

Part 1: Site Development Essentials

- Identify and manage elements of the website development process
- Meet customer expectations with website project and design
- Identify ethical and legal issues relevant to web development and design

Part 2: Web Design Elements

- Use web design principles to evaluate and develop a website's aesthetic qualities and its ability to enhance viewer experience
- Use web design principles to enable navigation, usability and accessibility

Part 3: Basic Web Technologies

- Use basic HTML and XHTML (X/HTML) to develop a series of web pages
- Use X/HTML and extended technologies to enhance web page structure, format and usability
- Create image files, and use images in X/HTML pages and website design
- Create websites using GUI website development applications
- Publish and maintain a production website

Part 4: Advanced Web Technologies

- Use multimedia and plug-in technologies to enhance a website
- Use client-side and server-side programming to enhance website functionality
- Connect web pages to a database
- Conduct effective Internet marketing
- Create syndicated feeds using feed management services