



Webmaster

150 hours

Course Overview/Description

This Webmaster Online Training Program will prepare you for a career designing, developing, and maintaining Web sites. The program begins by teaching you simple Web page development and progresses by introducing you to new concepts and involving you in active Web page implementation using HTML and Dynamic HTML. The textbook is included with this 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.

Upon registering, you're given an initial six months to complete the program. Should you need more time, you may request a six-month extension at no additional charge.

Course 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
- 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 features of a dynamic Web page
- Evaluate the costs and benefits of doing business on the World Wide Web
- Plan, design, implement, and maintain a Web site

Course Outline

- I. Developing a Basic Web Page**
 - a. Introducing the World Wide Web
 - b. Creating an HTML Document
 - c. Adding Graphics and Special Character
- II. Adding Hypertext Links to a Web Page**
 - a. Creating a Hypertext Document
 - b. Web Page Structures
 - c. Linking to Documents and Other Internet Object
- 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
 - b. Dynamic Content and Style
 - c. Working with Special Effects
 - d. Working with Event Model
 - e. Working with Windows and Frames

Prerequisites/Audience

There are no specific prerequisites for this program. To enroll, you should be comfortable using the Internet, and you'll need an Internet connection and e-mail capabilities.

This program is for you if you're interested in becoming a Webmaster or if you want to learn to design and develop Web pages using HTML and DHTML.

PC Requirements/Materials

This program is compatible with the Windows Vista operating system.

This program can be taken on either a PC or a Mac, but we highly recommend using a PC (PC's using 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).

Each student will be provided with the required textbook, *Creating Web Pages with HTML and Dynamic HTML*, by Patrick Carey.

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 websites utilizing technology ranging from Java to Microsoft's .NET initiative. He has worked in a variety of fields, creating websites 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 enjoys communicating the wonders of the World Wide Web.