

Undergraduate Certificate - Internet Webmaster

The undergraduate certificate in Internet Webmaster aligns with the Certified Internet Webmaster (CIW®) Associate Design Specialist, CIW Web Design Specialist, and CIW Professional certifications, and brings you the essential skills required for website design and development. This online program focuses on the technical side of web design and looks at protocols, browsers, search engines, web services, and internet security. You'll also learn HTML5, cascading style sheets (CSS), graphics, tables, templates, frames, forms, snippets, and how to use Adobe Dreamweaver® and Adobe Flash®. Experience with scripting languages such as JavaScript® is strongly recommended prior to enrolling in this program.

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Adobe Dreamweaver® is a registered trademark of Adobe.

Adobe Flash® is a registered trademark of Adobe.

JavaScript® is a registered trademark of Oracle America, Inc.

Certificate Objectives

Upon successful completion of this certificate, the student will be able to:

- Analyze the architecture, directory structures, document flow, and protocols of the World Wide Web.
- Compare and contrast the functions of network protocols; describe network transmission media and types and identify network architecture and topologies; and describe the Internet architecture model and Internet protocols.
- Assess the principles for designing web pages, including the content, typography, colors, images, and page layout; also examine the use of style sheets to enhance reusability and to design consistent interfaces.
- Investigate the principles and concepts of effective design for organizing information, for performing site design, and for determining the navigation structure.
- Examine the features, functions, and settings of e-mail and FTP; also evaluate the risks with using FTP.
- Differentiate between Web search engines, Web directories, and Web metasearch engines; also predict the future of Web search tools.
- Appraise Cascading Style Sheets (CSS) and apply this knowledge to develop web page and web site templates.

- Develop X/HTML code to create Web pages with images and image maps.

Certificate Requirements (18 semester hours)

| Code | Title | Semester Hours |
|----------------------|-------------------------------|----------------|
| ISSC231 | Networking Concepts | 3 |
| WEBD121 | Web Development Fundamentals | 3 |
| WEBD122 | Introduction to Web Analytics | 3 |
| WEBD221 | Intermediate Web Development | 3 |
| WEBD222 | Advanced Web Analytics | 3 |
| WEBD311 | Internet Concepts | 3 |
| Total Semester Hours | | 18 |