

# Web site Development

To survive in the competitive business world, every company has to have an Internet web site and the expertise to create, support, maintain, update and monitor the site.

This comprehensive course is designed to meet the demand for web site developers in one of the fastest growing areas of the technology industry - The Internet.

This course equips you with the skills to develop web sites that make a company's product come alive on screen. This course is designed for those who want to learn how to design, create and develop professional, interactive web sites.

This course covers web-site development from A to Z - from design to the final published site, including storyboards, graphics, text, tables, animation, forms, navigation systems, searches, registration, copyright, privacy policies and full documentation of the site. The course also covers techniques to reduce production time and maintenance. During the course you will gain the background knowledge and experience needed to develop complex sites, that work.

Theoretical content is learned while practically developing web sites. The course is presented using ILAMM® (Integrated Learning and Mentoring Methodology).

## Course Portfolio

No one topic is covered in isolation and all topics are covered in relation to their function in a particular project. The course is project-based. Projects are web sites which are uploaded and rated online by industry leaders.

At the end of the course, these projects form part of your web site portfolio.

## Course Examination

During the course students are required to complete 2 web sites. Each site must be passed with a minimum mark of 70%. The final examination is a 4 hour practical examination and must also be passed with a minimum mark of 70%.

## Course Mentors

Knowledge Network® mentors are computer professionals and web site developers.

## Course Outline

### Web site development

- Elements of a world class web site
- Determining the purpose of the site
- The Company's web site image

### Web page layout and design

- Making the site content-rich
- Creating a storyboard for the site
- Methods to attract repeat visits
- Layout design
- HTML standards
- The main elements of the site
- Consistency
- Administration and maintenance
- Putting existing documents on the web site
- Web site design tools
- Web site management tools
- HTML editors

### Web page graphics

- Obtaining perfect web graphics- scanning and clipart libraries
- Creating graphics - image palettes, reducing colours, compression, interlacing, transparency, cropping and scaling images
- Creating buttons and icons
- Thumbnails, Imagemaps
- File formats - GIF and JPEG
- Animated GIF's and progressive JPEG's
- Making existing printed logos screen-friendly
- Screen colours versus printed colours

### HTML

- Distributing information with HTML
- Building blocks of HTML & creating HTML documents
- Linking HTML documents
- Common conventions in HTML documents
- Displaying text in lists
- Adding graphics
- Image handling
- Graphics navigation with imagemaps
- Tables and mathematical equations

## HTML extensions

- Netscape-specific
- Internet Explorer

## Multimedia and animation

- Making multiple formats available
- Quicktime, AVI
- Real-time sound
- Shockwave
- Converting multimedia

## Verifying and checking a web page

- Verifying HTML source
- Verifying Links
- Registering with WWW search servers
- Links to/from other web sites

## Forms and CGI

- Forms and how they work
- Form layout and design
- CGI scripts, CGI scripting languages

## Java Applets and JavaScript

- Java Applets
- Using Java Applets in web pages
- JavaScripts
- Java and JavaScript resources

## Keeping the site looking "new"

## Copyright issues

- Text and graphics content
- Multimedia content
- Sound content
- Applications

## Internet Service Providers

- Communicating with Internet Service Providers
- Publishing FrontPage versus FTP

## Course examination

The final practical examination is 4 hours.

## Support

Support is offered via e-mail. The support e-mail address is [ksupport@knowledgenetwork.co.za](mailto:ksupport@knowledgenetwork.co.za). If you have to miss a session during the course, contact the Knowledge Network® Course Coordinator who will tell you what you have missed.

## Course starting dates and fees

**Starting Date:**

**Ending Date:**

**Duration:** 4 Weeks

**Course Times:** 09h00 - 13h00

**Price:** R9,600.00

**Exam Date:**

**Exam Time:** 9h00 - 13h00

## How to register

Complete the registration form and fax it to Knowledge Network® on +27 11 803 9117

## How to pay

Payment is accepted by cash, cheque or bank deposit. Payment is required before the course starting date. If by bank deposit, the details of the deposit must be faxed or emailed to Knowledge Network® on +27 11 803 9117.