

Certificate Achievement: Web Publishing and Design

The Certificate of Achievement in Web Publishing and Design is intended to provide students with a strong foundation in front-end web development, web content management, design, and publishing. Front-end developers are generally not involved with programming or scripting competencies, but are responsible for the design, look and feel, as well as usability and accessibility of websites. Students will develop proficiency with markup languages, cascading style sheets, web multimedia, content optimization, typography, graphic design, wireframing, prototype design, and the entire web development life-cycle process.

The Web Publishing and Design curriculum is a vocational program that reflects the multi-faceted nature of the competencies required to design, develop, and maintain Web content. The proposed program is, therefore, interdisciplinary and draws from subjects taught in both CAWT and Graphics and Multimedia Design. In addition to preparing students for entry-level positions or career advancement opportunities in the field of web publishing and design, the program provides a foundation for further studies in media studies, web authoring, graphic design and related areas, including web development, web application development, and advertising.

Degree Student Learning Outcome:

Students will be able to demonstrate proficiency in the core skills and knowledge required for employment in the web publishing and design industry.

Program Requirements:

Units Required: 25.5

| | | Units: |
|----------|-----------------------------------|--------|
| CAWT-074 | Introduction to Photoshop - Brief | 1.5 |
| CAWT-076 | Introduction to WordPress | 1.5 |
| CAWT-082 | Adobe Acrobat | 1.5 |
| CAWT-170 | Website Development I | 3.0 |
| CAWT-171 | Website Development II | 3.0 |
| CAWT-173 | Web Development: Dreamweaver | 3.0 |
| CAWT-174 | Web Prototyping and Images | 3.0 |
| GMD-144 | Graphic Design I | 3.0 |
| GMD-145 | Type and Typography | 3.0 |
| GMD-177 | Web page Design I | 3.0 |

Recommended Electives:

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| CWE-186CAWT | Cooperative Work Experience Education Computer Applications and Web Technologies (Unpaid) | 1.0 – 4.0 |
| CWE-188CAWT | Cooperative Work Experience Education Computer Applications and Web Technologies (Paid) | 1.0 – 4.0 |