



# Webmaster

150 hours

## Course Overview/Description

Webmaster is a dynamic Internet based career. Every company, institution, and organization feels a compelling need to be online. At the very least, they want to develop 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 eCommerce/eBusiness sites. You could be in complete control of an auction site, a discussion group, an online newsletter, a physician's appointment page, an organization's membership site, or develop 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 are allowed to indulge in artistic and professional freedoms rarely seen in any other industry. Numerous Webmasters are allowed - even encouraged - to work from home or use flextime. A Webmaster is a respected and sought after member of the Management Information Systems / Information Technology group.

This Webmaster course starts with the beginning of web page development and introduces new concepts through involving the student in active web page implementation.

Upon registering, you are given an initial six months to complete the program. Should you need more time, you may request a 6-month extension at no additional charge.

## Course Objectives

This Webmaster Class is an interactive program designed to:

1. Take a student that is moderately proficient in computer basics and train them to take charge of a company's web presence.
2. Prepare a student to:
  - a. Plan a website.
  - b. Design a website.
  - c. Implement a website.
  - d. Maintain a website.

At the successful completion of this course the student will be able to:

- Understand and appreciate the World Wide Web as it relates to both personal and business use.
- Be able to use solid design techniques and audience analysis to construct a webpage that fits a target purpose and audience.
- Be able to formally design, compose, and structure the information to appear on a website.
- Be able to use HTML and DHTML to construct web pages with text, lists, links, tables, graphics, frames, forms, and other features of a dynamic webpage.
- Be able to evaluate the costs and benefits of doing business on the World Wide Web.

## **Course Outline**

- I. Developing a Basic Web Page**
  - a. Introducing the WWW
  - b. Creating and HTML Document
  - c. Adding Graphics and Special Characters
- II. Adding Hypertext Links to a Web Page**
  - a. Creating a Hypertext Document
  - b. Web Page Structures
  - c. Linking to Documents and Other Internet Objects
- 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 WWW
  - 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 course. Students should be familiar and comfortable using the Internet. Students will need an Internet connection and emailing capabilities.

This course is intended for students who are interested in entering the Webmaster profession or for students who want to learn to design and develop web pages using HTML and DHTML.

### **PC Requirements/Materials Included**

**This course is compatible with the Windows Vista operating system.**

This course 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). Students will need an Internet connection and emailing capabilities.

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