

## Master - Certified Internet Web Professional (CIW) Web Design Professional



The CIW programme is the world's largest and fastest-growing Internet certification. CIW is a comprehensive information technology certification for the knowledge economy, with specific job roles and vendor-neutral content covering multiple hardware and software vendors.

Master CIW Web Design Professionals develop and maintain web sites using authoring and scripting languages, create content and digital media, and employ standards and technologies for both business-to-business and business-to-consumer and e-commerce websites.

The course is divided in 3 parts: Foundations, Site Designer and e-Commerce Designer.

### Breakdown of the Foundations series:

#### Part 1: Internet Fundamentals

1. Overview of the Internet
2. Browsing the World Wide Web
3. E-mail
4. FTP, Newsgroups and Telnet
5. Objects, Plug-ins and Viewers
6. Search Engines
7. Security
8. e-Commerce

#### Part 2: Networking Fundamentals

1. Introduction to Networking
2. Networking Protocols
3. LANs and WANs
4. TCP/IP Suite and Internet Addressing
5. Internetworking Servers
6. Server-side Scripting and Database Connectivity
7. Network Security Essentials

#### Part 3: Web Page Authoring Fundamentals

1. Introduction to Web Page Authoring
2. Hypertext Markup Language (HTML)

3. HTML Coding
4. HTML Horizontal Rules and Graphical Elements
5. HTML Hyperlinks
6. HTML Tables
7. HTML Forms
8. HTML Image Techniques
9. HTML Frames
10. Graphical User Interface HTML Editors
11. HTML Extensions

## **Breakdown of the Site Designer series:**

### **Design Methodology and Technology - Volume 1**

1. Overview of Web Design Concepts
2. Web Page Layout and Elements
3. Web Site Usability Testing
4. Navigation Concepts
5. Web Graphics
6. Multimedia and the Web
7. Site Development and Management
8. Mind mapping
9. Web Site Implementation Factors
10. HTML Standards and Compliance
11. HTML Tables and Web Page Structure
12. HTML Frames
13. Metadata and the Web
14. Cascading Style Sheets

### **Design Methodology and Technology - Volume 2**

1. Site Development with Microsoft FrontPage 2000 – Introduction
2. Site Development with Microsoft FrontPage 2000 – Basic Features
3. Site Development with Microsoft FrontPage 2000 – Advanced Features
4. Site Development with Macromedia Dreamweaver – Introduction
5. Site Development with Macromedia Dreamweaver – Basic Features
6. Site Development with Macromedia Dreamweaver – Advanced Features
7. Web Pages with Allaire HomeSite 4.5
8. Images with JASC Paint Shop Pro
9. Multimedia with Macromedia Flash 5.0
10. Multimedia with Macromedia Flash 5.0 – Timeline and Layers
11. Multimedia with Macromedia Flash 5.0 – Creating and Editing Symbols and Buttons
12. Multimedia with Macromedia Flash 5.0 – Tweens
13. Multimedia with Macromedia Flash 5.0 – Movie Clips
14. Multimedia with Macromedia Flash 5.0 – Tell Targets and Masks

### **Design Methodology and Technology - Volume 3**

1. JavaScript Fundamentals

2. Dynamic HTML
3. Extensible Markup Language (XML)
4. HTTP Servers
5. Cookies
6. Downloadables and Plug-Ins
7. Java Applets
8. Databases
9. Standards Organizations
10. Web Workshop
11. Web Site Publishing

## **Breakdown of the e-Commerce Designer series:**

### **e-Commerce Strategies and Practices - Volume 1**

1. Electronic Commerce Foundations
2. Law and the Internet
3. Web Marketing Goals
4. Online Product Promotion
5. Site Usability
6. Customer Relationship Management (CRM) and E-Services
7. Business-to-Business Frameworks
8. e-Commerce Site Creation Packages – Outsourcing
9. Outsourcing – The Offline Instant Storefront
10. Outsourcing – The Mid-Level Offline Instant Storefront
11. Outsourcing – The High-Level Offline Instant Storefront

### **e-Commerce Strategies and Practices - Volume 2**

1. e-Commerce Site Creation Software
2. Site Development Software Implementation – Microsoft Platform
3. e-Commerce Site Development Using Commerce Server
4. Online Catalogue
5. Payment Gateways
6. e-Services Support
7. Transaction Security
8. Web Site Management and Performance Testing