



# Institute for Capacity Development (ICD)

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## Website Development and Management

### Course Objectives

On completion of the course, participants should be able to:

- Define terms associated with the World Wide Web and the hypertext mark-up language.
- Demonstrate an advanced knowledge of the Internet and the various tools utilized
- Demonstrate an understanding of basic Web design principles.
- Demonstrate awareness of design considerations that affect Web page construction
- Demonstrate knowledge of how to design and create effective and structured Web pages using XHTML, CSS and other emerging Web technologies.
- Demonstrate an understanding of the importance of image compression; utilize various tools and techniques.
- Demonstrate a basic knowledge scripting languages including: JavaScript and PHP.
- Demonstrate knowledge of emerging technologies including: content management systems, blogging, and podcasts.

### Target Groups

- Graphic Designers
- Web developers
- E-marketing officers
- Website managers and technicians
- Technicians

### Course Outline

- Understanding communication and the need for websites
- Web site overview
- Site Definition
- Site Requirements
- Web Site Design
- Static Web Design
- Client-Centered/Collaborative Design
- Top Level Design
- Storyboarding/Detailed Design
- Design/Development Tools & Strategies
- Copyright Issues
- Image Editing Software
- Image hardware
- HTML Editors & Text Editors
- Dreamweaver
- HTML/XHTML

- JavaScript
- Photoshop CS4
- Flash
- Dynamic Web Design (E-commerce)
- PHP5/MySQL5
- Web Promotion and SEO
- Web Content Sharing
- Social Network Website
- Publishing to the Web/FTP
- Transferring FrontPage Files
- Internet Service Providers
- File Transfer Protocol Client Software
- Site Management and Security
- Site-Management Tools for Dynamic Sites
- Web Site Development and Management
- Action Planning

Dates: 14<sup>th</sup> – 25<sup>th</sup> August 2017

Duration: 2 weeks

Course Cost: US\$3450/delegate

Venue: Windhoek, Namibia