WEB TECHNOLOGIES (WEB)

WEB-120 Introduction to Internet Multimedia 3 (Credits)
This course introduces the creation of rich media for the Internet. Topics include the design, production and delivery of interactive content, rich media, digital video, and digital audio. Upon completion, students should be able to create multimedia projects incorporating graphics, text, video, and audio using industry standard authoring software or web standards.
Class: 2 Lab: 2 Clinical: 0 Work: 0

WEB-210 Web Design 3 (Credits)
This course introduces intermediate to advanced web design techniques. Topics include customer expectations, advanced markup language, multimedia technologies, usability and accessibility practices, and techniques for the evaluation of web design. Upon completion, students should be able to employ advanced design techniques to create high impact and highly functional web sites.
Class: 2 Lab: 3 Clinical: 0 Work: 0

WEB-214 Social Media 3 (Credits)
This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.
Class: 2 Lab: 3 Clinical: 0 Work: 0

WEB-225 Content Management Systems 3 (Credits)
This course introduces students to Content Management Systems (CMS) designed for the publication of Web content to Web sites. Topics include individual user accounts, administration menus, RSS-feeds, customizable layout, flexible account privileges, logging, blogging systems, creating online forums, and modules. Upon completion, students should be able to register and maintain individual user accounts and create a business website and/or an interactive community website.
Class: 2 Lab: 3 Clinical: 0 Work: 0