

Web Site Design and Development

Certificate of Completion Description: This mid-level program is intended for individuals who already have basic design skills and seek to upgrade and expand those skills for Web delivery. Dealing with technical aspects of Web sites, the studies will explore interactive design, authoring tools, and interface design. The certificate program will help designers and other professionals create and maintain Web sites of distinction.

Course content is designed around practical workplace applications. The goal is to provide a firm foundation of knowledge and skill together with performance standards of current industry practices and applications.

Modules and Module Objectives:

1. Project Design Document

- a. Create a project design document for certificate of completion

2. Web Graphics with Macromedia Fireworks MX®

- a. Optimize Images using Macromedia Fireworks MX®
- b. Explore Image Maps
- c. Slice Images using Macromedia Fireworks MX®
- d. Animate Images using Macromedia Fireworks MX®
- e. Create Rollover Images using Macromedia Fireworks MX®

3. Designing with Macromedia Flash MX®

- a. Explore the Macromedia Flash MX® Work Area
- b. Create Basic Animations
- c. Explore the Drawing and Painting Tools
- d. Create Animated Buttons
- e. Import and Export Images
- f. Create Basic Interactivity
- g. Work with Symbols and Instances

4. Designing with Macromedia Flash MX® Action Scripting

- a. Creating movie clips with ActionScript
- b. Referencing object events from the Time line
- c. Working with variables
- d. Animating with ActionScript
- e. Drawing with ActionScript
- f. Using ActionScript objects
- g. Using object methods, properties and events

5. Designing with Macromedia Dreamweaver MX®

- a. Explore the Macromedia Dreamweaver MX® Work Area
- b. Work with Layout, Typography, and Cascading Style Sheets
- c. Work with Tables and Frames
- d. Experience HTML in Dreamweaver MX®
- e. Explore Templates and Libraries
- f. Work with Links and Rollovers

6. Developing with Macromedia Dreamweaver MX®

- a. Apply Design Principles
- b. Apply the Flowcharts
- c. Apply Interface Design
- d. Apply Storyboards
- e. Create a Web Site

Length of Program:

11 weeks / 88 contact hours

Admissions Requirements:

The Web Development certificate program is for the adult learner who meets these entrance requirements:

- A fundamental knowledge of computers on either a Windows or Mac OS. Plus two years full-time work experience in any field.
- Additional entrance competency requirements include a proficient level of knowledge in Adobe Photoshop, or equivalent image manipulation software, including scanning and file types, if you do not have this experience we have primer classes available.

The Center for Professional Development provides professional training where you can:

1. Complete your training and create a portfolio piece in **5.5 to 11 weeks**
2. Experience software training through our **design methodology**
3. Access our on campus library, service bureau, bookstore, On Line Services and over **300 workstations** 7 days per week
4. **Discounts** on Software and Hardware through www.JourneyEd.com
5. Earn CEUs: ten hours of training equals one CEU.

Certificate Program Information

Location: 3 Blocks south of The State Capital
1200 Lincoln Street
Denver, Colorado 80203

Length of Program: 5.5 to 11 weeks / 44 to 165 contact hours

Typical Class Times: Two, four hour classes per week, see schedule below

Starting **January 12th**, the following certificates will be offered:

3D Animation Principles and Techniques - 3ds max - *Areas of Concentration:*

Discreet's 3ds max 6®, Combustion 3.0® and Adobe Premiere 6.0®

Spring Schedule - time and days of the week TBD

Advanced Digital Graphic Design - *Areas of Concentration:* Advanced Portfolio Development and advanced techniques in: QuarkXpress®, Adobe Photoshop 7.0® and Illustrator 10.0®

Winter Schedule - Monday and Wednesday Nights 6:00 p.m. - 10:00 p.m.

Advanced Flash MX - *Areas of concentration:* Macromedia Flash MX® and Action Scripting

Winter Schedule - Tuesday and Thursday Nights 6:00 p.m. - 10:00 p.m.

Advanced Dreamweaver MX - *Areas of concentration:* Macromedia Dreamweaver MX®

Spring Schedule - time and days of the week TBD

Broadcast Video Design - *Areas of Concentration:* Capture, Final Cut Pro, DVD Studio Pro, After Effects

Winter Schedule - Tuesday 6:00 p.m. - 10:00 p.m. and Saturday 9:00 a.m. - 1:00 p.m.

Digital Graphic Design - *Areas of Concentration:* QuarkXpress®, Adobe Photoshop 7.0® and Illustrator 10.0®

Winter Schedule - Tuesday 6:00 p.m. - 10:00 p.m. and Saturday 9:00 a.m. - 1:00 p.m.

Digital Imaging - Capture to Print - *Areas of Concentration:* Adobe Photoshop 7.0®, Itec Colorblind®, Color Vision, Photo Cal®

Spring Schedule - time and days of the week TBD

Residential Interior Decor - *Areas of Concentration:* Space Planning, Color Theory, Materials and History of Design

Winter Schedule - Monday and Wednesday Nights 6:00 p.m. - 10:00 p.m.

Web Site Design and Development - *Areas of concentration:* Macromedia Dreamweaver MX®, Flash MX® and Fireworks MX®

Winter Schedule - Monday and Wednesday Nights 6:00 p.m. - 10:00 p.m.

You will find enclosed an application, tuition information and course descriptions. Feel free to contact us with any questions, and RSVP for our December 10th & 11th Competitive Edge Seminars.

The Staff of the Center for Professional Development

THE ART INSTITUTE OF COLORADO

THE CENTER FOR PROFESSIONAL DEVELOPMENT

1200 LINCOLN STREET, DENVER COLORADO 80203 [303] 837-0825 - 1-800-275-2420 aic.artinstitutes.edu

APPLICATION

Please Print

Name

(Last Name)

(First Name)

(Middle)

Address

(Street, PO Box)

(City)

(State)

(Zip)

Telephone #

(Home)

(Business)

(Fax)

E-Mail Address

Social Security #

Certificate of Completion Program in which you are enrolling:

(please check one)

3-D Animation Principles & Techniques (11 weeks)

Advanced Flash MX (5.5 weeks)

Digital Imaging (11 weeks)

Check Starting Date

January 12th, 2004

April 5th, 2004

Advanced Digital Graphic Design (11 weeks)

Broadcast Video Design (11 weeks)

Residential Interior Decor (11 weeks)

Advanced Dreamweaver MX (5.5 weeks)

Digital Graphic Design (11 weeks)

Web Site Design and Development (11 weeks)

Financial Information

Tuition and fees applicable to The Art Institute of Colorado, The Center for Professional Development Certificate of Completion Programs.

	3-D Animation Principles & Techniques	Advanced Digital Graphic Design	Advanced Dreamweaver	Advanced Flash	Broadcast Video Design	Digital Graphic Design	Digital Imaging	Residential Interior Decor	Web Site Design and Development
Tuition:	\$3,900.00	\$3,430.00	\$1,716.00	\$1,716.00	\$3,430.00	\$3,430.00	\$3,430.00	\$3,430.00	\$3,430.00
Application/Registration Fee	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Total: Tuition & Fees	\$3,950.00	\$3,480.00	\$3,480.00	\$3,480.00	\$3,480.00	\$3,480.00	\$3,480.00	\$3,480.00	\$3,480.00
Textbooks	\$215.00	\$215.00	\$100.00	\$100.00	\$215.00	\$215.00	\$215.00	\$210.00	\$215.00
Supplies and Fees	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$100.00	\$50.00	\$50.00
Total: Books & Supplies	\$265.00	\$265.00	\$150.00	\$150.00	\$265.00	\$265.00	\$315.00	\$260.00	\$265.00

Optional expense: Although no specific computer software is required, participants who wish to purchase software can do so through www.JourneyEd.com at a discounted rate.

Please complete the sections below or submit current resume.

Education	School Name	Major Course of Study	Degree/Certificate	Dates Attended or Graduated
High School				
College(s)				
Graduate School(s)				
Other				

Please describe your employment history starting with your current or most recent employer

Name of Employer	Position Held	Dates from/to

How did you hear about The Center for Professional Development?

Technical Assessment and Admissions Requirements

Certificate of Completion Program admissions requirements include working knowledge of computer applications and some of the following software programs. Specific admissions requirements by certificate program are as follows: (Please check the program you are applying for)

- Advanced Dreamweaver & Flash MX - Minimum skill level: proficient knowledge in computer applications (F or G below), proficient knowledge in HTML, web site construction and display including: web design principles and graphic development for the web. A solid knowledge of HTML syntax is required and some background in programming is desirable.
- Advanced Digital Graphic Design - Certificate of Completion from the Digital Graphic Design or able to demonstrate intermediate or higher proficiency in Adobe Illustrator or Photoshop (A & C below).
- Digital Graphic Design - Minimum skill level: proficient knowledge in computer applications (F or G below).
- Digital Photography - Minimum skill level: proficient knowledge in computer applications (F or G below). Students are required to have their own digital camera. This camera should be able to record a minimum of 3 megapixels and use compact flash memory.
- Multimedia - Minimum skill level: proficient knowledge in computer applications (F or G below).
- 3-D Animation Principles & Techniques - Minimum skill level: proficient knowledge in computer applications (F or G below).
- Web Site Development - Minimum skill level: proficient in Adobe Photoshop

Please identify your skill level for each of the computer applications and software listed below
Check each box as appropriate. Complete all sections.

Skill	No Experience	Fundamental	Proficient	Intermediate	Expert
A Adobe Illustrator®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B Adobe ImageReady®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C Adobe Photoshop®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D AutoCAD®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E Browser specific programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F Computer Applications Mac-based	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G Computer Applications PC-based	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H CorelDRAW®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I DHTML	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J HTML	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K Java Applets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L Java Script	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M Lightwave®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N Macromedia ColdFusion®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O Macromedia Dreamweaver®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P Macromedia Flash®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q Macromedia Fireworks®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R Macromedia Freehand®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S Maya®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T Quark Xpress®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U Softimage®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
V 3ds max®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
W Other (please indicate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name (please print)

Signature of Applicant

Date

The Art Institute of Colorado does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, sexual orientation or disability in the administration of any of its educational programs or activities or with respect to admission or employment. The Art Institute of Colorado is a member of the Art Institutes, one of the nations leaders in career-oriented education for the creative arts.

