



Academy of Learning

CAREER COLLEGE

Web Designer Diploma Program



CAREER OPPORTUNITIES:

- ◆ Web Designer
- ◆ Internet Site Designer
- ◆ Website Developer
- ◆ Intranet Site Designer

**Financial Assistance may be available
for those who qualify.**

Contact Us: 416-422-5627 | 647-494-5544

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Web Designer Diploma Program

Program Objective

This program provides students with the necessary skills and knowledge to build a web design foundation, learn industry-standard software programs, and produce a well-rounded and exciting portfolio. Students learn how to plan and design compelling and interactive websites and learn to use industry-related programs, such as Adobe Photoshop, Illustrator, Dreamweaver, and Flash, for website designs.

Students will also explore HTML and CSS for web publishing alongside essential topics, such as accessibility standards, color, typography, and composition, as well as dig into PHP and WordPress development. Web Design graduates develop a professional design process for building a website from concept to launch.

Duties and Responsibilities

Web designers source and combine the textual content, graphics, interactive elements, and navigation structures that comprise websites. Web designers use their artistic and creative vision to design the look and feel of a website and use web software and programming skills to create websites. Duties may include:

- ◆ Presenting creative ideas
- ◆ Assessing client and end user needs
- ◆ Consulting with IT professionals to determine how best to incorporate a website into existing frameworks
- ◆ Designing the typography, layout, and look and feel of web pages
- ◆ Designing and incorporating graphics and interactive elements
- ◆ Sourcing, selecting, and organizing information for inclusion in a website
- ◆ Testing website functionality
- ◆ Updating web content and maintaining websites

Competencies and Core Courses

- ◆ **Keyboarding**
Minimum 25 words per minute (WPM)
- ◆ **Operating Systems**
Basic level of proficiency in a Windows operating system
- ◆ **Word Processing**
Basic level of proficiency in Microsoft Word
- ◆ **Office Skills**
Internet Fundamentals and Personal Computer Fundamentals for Technical Users
- ◆ **Business Skills**
Workplace Success/Intrapreneurship, Marketing & Sales, and Customer Service
- ◆ **Web Design**
Introduction to Web Design, Web 101, HTML and CSS Essentials, Color Theory, Fundamentals of Typography, Dreamweaver 1 and 2, Information Design, Flash Basics, JavaScript for Designers, Web Design 1, Dynamic Web Development with PHP, WordPress Development, Web Practical Simulation, and Web Portfolio Design
- ◆ **Graphics/Presentation**
Photoshop Basics and Illustrator Basics
- ◆ **Job Readiness/Employability Skills**
Job Search and Résumé Writing and Strategies for Success

Career Opportunities

Recent studies indicate that strong growth in web design jobs, particularly in the consulting sector, is expected over the next few years. Career opportunities that will allow students to communicate and captivate with the skills learned in this program include:

- ◆ Web Designer
- ◆ Internet Site Designer
- ◆ Website Developer
- ◆ Intranet Site Designer



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