

CIW Site Designer Series Course: Design Methodology and Technology (Macromedia Studio 8 Edition) v8.1



Design Methodology and Technology teaches you how to design and publish Web sites. General topics include Web Site Development Essentials (such as the site development process, customer expectations, and ethical and legal issues in Web development), Web Design Elements (such as aesthetics, the site user's experience, navigation, usability and accessibility), Basic Web Technologies (such as basic Hypertext Markup Language [HTML], Extensible HTML [XHTML] and extended technologies, image files, GUI site development applications, site publishing and maintenance) and Advanced Web Technologies (such as multimedia and plug-in technologies, client-side and server-side technologies, and Web databases).

Topics

Overview of Web Design Concepts

- Web Technology
- The Nature of the Web
- Web Design Concepts
- New Technologies
- Evaluating Your XHTML Skills

Web Development Teams

- Web Teams and Tasks
- Web Project Management
- Web Project Collaboration
- Your Web Design Portfolio

Web Project Management Fundamentals

- Web Project Management Phases
- Project Documentation and Communication

Web Site Development Process

- Bottom-Up Approach to Web Development
- Understanding the Business Process
- Defining a Web Site Vision
- From Vision to Strategy
- Web Site Specifications
- The Metaphor
- The Mindmapping Process

Web Page Layout and Elements

- Web Users and Site Design
- Effective Web Page Layout
- Branding and the Web
- Color and Web Design
- Fonts and Web Design

Web Site Usability and Accessibility

- Audience Usability and Accessibility
- Defining Usability
- Web Usability Testing
- Web Page Accessibility

Browsers

- Browsers and Navigation
- Browsers and Design Considerations
- Browser Adoption
- Major, Minor and Alternative Browsers

Navigation Concepts

- Why Is Navigation Critical?
- Primary and Secondary Navigation
- Navigation Hierarchy
- Site Structure, URLs and File Names
- Familiar Navigation Conventions
- Guided Navigation
- Navigation Action Plan

Web Graphics

- Web Site Images
- Digital Imaging Concepts
- Raster vs. Vector Graphics
- Graphics Applications
- Image File Formats
- Creating and Optimizing Images

Multimedia and the Web

- Multimedia and Web Sites
- Current Multimedia Capabilities
- Animation and the Web
- Audio and the Web
- Video and the Web

Goals of a Multimedia Site

- Multimedia Site Design Basics
- User Interaction
- Selecting Multimedia Elements

Ethical and Legal Issues in Web Development

- Ethics and Law in Web Development
- Ethical Issues and the Web
- Legal Issues and the Web

HTML and the Evolution of Markup

- Function of Markup Languages
- SGML: A Short History
- What Is HTML?
- HTML Goals
- The HTML Standard
- HTML 1.0 and 2.0
- HTML 3.0 and 3.2
- HTML 4.0 and 4.01
- Separating Format from Structure in HTML
- Extensible HTML (XHTML)

XML and XHTML

- What Is XML?
- XML Goals
- What Is an XML Document?
- Rules for Well-Formed XML
- HTML Transition to XML
- What Is XHTML?

Web Page Structure — Tables and Framesets

- Creating Structure with X/HTML Tables
- Diagramming a Basic X/HTML Table

Borderless Web Page Structure
 X/HTML Frames and Framesets
 The X/HTML <frameset> Tag
 The X/HTML <frame> Tag
 Targeting Hyperlinks in X/HTML
 The X/HTML <noframes> Tag

Cascading Style Sheets

Style Sheets
 Cascading Style Sheets
 Defining and Using Styles
 Changeable Style Attributes
 Style Guides
 Changes from CSS1 to CSS2
 Page Layout with CSS

Site Content and Metadata

Written Web Site Content
 Metadata
 The <meta> Tag and Document Identification
 The <meta> Tag and Search Engines
 The <meta> Tag and Delayed File Change

Site Development with Microsoft FrontPage 2003 — Introduction

Microsoft FrontPage
 FrontPage Views
 FrontPage Menus and Toolbars
 Opening Webs and Files in FrontPage
 Developing W3C-Compliant Code with FrontPage

Site Development with FrontPage 2003 — Basic Features

Page Layout in FrontPage
 Creating a New Web Site Using FrontPage
 Tables in FrontPage
 Inserting Images in FrontPage
 Page Properties in FrontPage
 Creating Hyperlinks with FrontPage
 Image Maps in FrontPage
 FrontPage Templates
 Adding Navigation Using FrontPage
 Importing Formatted Text in FrontPage
 Inserting X/HTML with FrontPage
 FrontPage Shared Borders

Site Development with FrontPage 2003 — Advanced Features

FrontPage Styles
 FrontPage Themes
 FrontPage DHTML Effects
 Toolbar
 FrontPage Web Forms
 FrontPage Components
 FrontPage Web Reports
 FrontPage Search Forms
 FrontPage Framesets

Site Development with Macromedia Dreamweaver 8 — Introduction

Macromedia Dreamweaver 8
 Dreamweaver Layout Options

Site Development with Dreamweaver 8 — Basic Features

Page Layout in Dreamweaver
 Creating Image Maps in Dreamweaver
 Creating Templates in Dreamweaver
 Importing Content in Dreamweaver

Site Development with Dreamweaver 8 — Advanced Features

Rollover Images in Dreamweaver
 Dreamweaver Web Forms
 Dreamweaver Behaviors
 Dreamweaver Assets and Library
 Editing X/HTML in Dreamweaver
 Jump Menus in Dreamweaver
 Dreamweaver Exchange

Web Pages with Macromedia HomeSite 5.5

Macromedia HomeSite 5.5
 HomeSite Templates
 File Management in HomeSite
 Tag-Editing Features in HomeSite

Image Editing with Macromedia Fireworks 8

Macromedia Fireworks 8
 Creating an Image Document
 Adding Text to Images
 Cropping Images
 Image Layers in Fireworks
 Image Frames in Fireworks

Transparent Images in Fireworks
 Image Slices in Fireworks

Multimedia with Macromedia Flash 8

Macromedia Flash 8
 Flash Technology Features
 Developing with Flash
 Flash Shapes
 Color and Fills in Flash

Multimedia with Flash 8 — Timeline, Layers, Symbols and Buttons

Flash Timeline
 Flash Layers
 Saving and Publishing Flash Movies
 Flash Symbols
 Flash Buttons
 Customizing the Flash Library

Multimedia with Flash 8 — Tweens

Flash Tweens
 Motion Tweens in Flash
 Shape Tweens in Flash
 Tweening Text in Flash

Multimedia with Flash 8 — Movie Clips

Flash Movie Clips
 Adding Sound to Flash Files
 Adding Flash Movies to X/HTML Files
 Testing for the Flash Plug-In

Multimedia with Flash 8 — ActionScript, Masks and Practical Uses

Flash ActionScript
 Mask Layers in Flash
 Using SWF and SVG Files on the Web
 Flash and Accessibility

JavaScript and DHTML Fundamentals

Why Script?
 JavaScript and Common Programming Concepts
 What Is JavaScript?
 JavaScript vs. Other Languages
 Embedding JavaScript into X/HTML
 Using JavaScript to Communicate with the User

JavaScript Functions
Using JavaScript for Browser
Detection
Dynamic HTML (DHTML)

Plug-Ins and Java Applets

Plug-In Technology
Plug-In Installation
Macromedia Shockwave and
Flash Players
Adobe Reader
RealNetworks RealPlayer
Rich Media Content
Creating a Downloadable File
Introduction to Java
Java Applets
Applets and Animation
Applet Authoring Tools and
Resources

HTTP Servers and Web Applications

What Is an HTTP Server?
Accessing Servers and
Services
Basic HTTP Server
Administration
Server-Side Technologies
Web Servers and Cookies
Enabling, Disabling and
Deleting Cookies
Setting Cookie Files
XML and Web Applications

Databases

Web Design and Databases
Database Anatomy
Database Queries
Database Management
System (DBMS)

Connecting Web Pages to
Databases
Database Tools, Products and
Programs

Web Site Publishing and Maintenance

Web Site Testing
Web Site Publishing
Web Site Hosting
Web Publishing with an FTP
Client
Web Publishing with
FrontPage
Web Publishing with
Dreamweaver
Comparing Web Publishing
Tools
Maintaining Web Sites
Web Server and Web Site
Security

Target Audience

Web authors, marketing and communications professionals, PR professionals, Webmasters, graphic designers, desktop designers, technical writers, and library scientists.

Job Responsibilities

Implement and maintain hypertext -based Web sites using authoring and scripting languages; create Web content; use Web management tools and digital media tools; and apply human-factor principles to design.

Prerequisites

Prior to taking this course, students should complete the CIW v5 Foundations series of courses or be able to demonstrate equivalent Internet and X/HTML knowledge.