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Academic Year: 2020-2021

Web Design Technician Technical Diploma

Program Code 311522

Imagine yourself in the exciting world of web design! As a Web Design Technician graduate, you're prepared to design and develop dynamic websites, code website formatting styles, develop interactive web graphics, create functional website navigation, test website usability, and upload and manage websites. Career opportunities include website developer, front end web developer, user experience designer, user interface designer, and graphic and interface designer.

100%
Graduate
Employment

With 33% Employed in Field

Locations

Offered at the Green Bay campus.
For information: (920) 498-5444.
Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

Follow Your Path

All credits from this technical diploma apply toward the following associate degree(s):
 . Web Development, 101522
 All credits from the following certificate(s) apply toward this technical diploma:
 . Web Design, 901352



Requirements for Program Entry

- Completed application.
- High school transcript or equivalent. (For a list of equivalents, go to www.nwtc.edu/gettingstarted.)
- Completed one year of high school algebra or equivalency.
- Computer familiarity and ability to use a keyboard and mouse.
- Minimum typing speed of 30 wpm.
- To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

CURRICULUM

Students following the study plan below will complete the Web Design Technician Technical Diploma in the number of semesters shown.

FIRST SEMESTER	
10-890-101 College 101	1
10-111-101 Photoshop Fundamentals	3
10-152-185 Website Coding	3
10-801-136 English Composition 1	3
10-105-101 Career Planning	1
SEMESTER TOTAL	11

SECOND SEMESTER	
10-135-115 Online Search Strategies	3
10-135-150 Web Graphic Design	3
10-804-133 Math & Logic	3
10-105-103 Career Preparation	1
SEMESTER TOTAL	10

THIRD SEMESTER	
10-135-151 Website Design	3
10-135-156 Web Content Management Design	3
10-135-181 Web Content Management	3
10-135-199 Web Dev Career Experience	2
SEMESTER TOTAL	11

TOTAL CREDITS **32**

Curriculum Note
 . The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C.

Course Descriptions

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-111-101 PHOTOSHOP FUNDAMENTALS ...perform raster Image Editing. Course content covers functions of Adobe Photoshop. Create image selections, extractions and composite files using Adobe software, and apply common photo adjustments using fundamental design solutions, creating composite images.

10-152-185 WEBSITE CODING ...create code for generating the structure, function, and design of static websites using standards-based HTML5 and CSS3; validate code; test multi-browser and multi-device functionality.

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 75; OR ACT Rdg score greater/equal to 16 AND Eng greater/equal to 18; OR preparatory courses-contact academic advisor at 920-498-5444)

10-105-101 CAREER PLANNING ...experiential learning introduction. Learn how personal branding allows candidates to differentiate themselves from the competition through appearance, personality, and marketing competency. Career portfolio introduced. (Corequisite: 10-890-101, College 101)

10-135-115 ONLINE SEARCH STRATEGIES ...understanding of how search engines relate to the success of a website or web-based business by investigating the primary search engines and the tactics that can be used to increase visibility within search engines.

10-135-150 WEB GRAPHIC DESIGN ...(Adobe Photoshop) design and prepare graphics for the web including graphics for backgrounds, rollover effects, navigation, and badges. Also includes techniques for optimization and transparency. (Prerequisites: 10-111-101, Photoshop Fundamentals; 10-152-185, Website Coding)

10-804-133 MATH & LOGIC ...Students will apply problem solving techniques from discrete mathematics. Topics include symbolic logic, sets, algebra and base number systems (Prerequisite: Accuplacer Arith score greater/equal to 65 AND Rdg score greater/equal to 55; OR ACT Math score greater/equal to 15 AND ACT Rdg score greater/equal to 16; OR prep courses-contact academic advisor 920-498-5444).

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-135-151 WEBSITE DESIGN ...(Adobe Dreamweaver) use standards based HTML5 and CSS3 to design, develop and deploy websites; including: browser compatibility, FTP, forms, multi-media, RSS, and site management. (Prerequisite: 10-135-150, Web Graphic Design; 10-804-133, Math & Logic)

10-135-156 WEB CONTENT MANAGEMENT DESIGN ...(WordPress CMS) install, configure and customize using themes and plugins. Analyze security, user management, blog usage and mobile development. Develop using HTML5, CSS3, PHP and MySQL. (Prerequisite: 10-135-150, Web Graphic Design)

10-135-181 WEB CONTENT MANAGEMENT ...build, execute, analyze and report upon web campaigns with the use of databases. Explore techniques and tools to monitor campaigns. Execute post-campaign measurements and ROI analysis.

10-135-199 WEB DEVELOPMENT CAREER EXPERIENCE...Students can select any hands on experience related to: Internship, Field Research, Service Learning, Simulations, Capstone, Industry Related, or International. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)