



Take all 7 courses and earn a Web Design Certificate

The **Web Design Certificate** program is designed to train those individuals interested in further training or for those already using the web page creation for business and industry. Participants will build a strong foundation in a visual web design field and develop skills in a hands-on working environment. All classes are taught in a MAC lab. The Web Design Certificate program components include:

- Web Graphics I
- Web Graphics II
- Dreamweaver Level I
- Dreamweaver Level II
- Setting Up a Website
- Writing for the Web
- Increasing Traffic to Your Web Site

■ Web Graphics I

Participants in this hands-on introductory course will explore the Photoshop interface and use the various tools to learn the concepts of creating and optimizing graphical images for the Web. In addition, you will develop a basic command of layers and palettes techniques, image acquisition, color modes, resolutions, Web compatible file formats, and file size optimization required to create digital images for the Web.

REQUIRED TEXTBOOK: *Adobe Photoshop CS4, Revealed* (ISBN 9781428319592), approximately \$63. Online book code 1CPT 0041. Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651-779-3281 or online at centurycollegebookstore.com

October 23, 2009 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20103-001559 \$130

February 19, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000031 \$130

May 7, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000037 \$130

■ Web Graphics II

This course provides beginning-through-intermediate concepts in digital imaging. Students will create composite images that incorporate text, apply special effects using layer blending modes, construct graphics with transparent backgrounds and save graphics for the Web, create rollover effects and animations optimized for the Web. **REQUIRED TEXTBOOK:** *Adobe Photoshop CS4, Revealed* (ISBN 9781428319592), approximately \$63. Online book code 1CPT 0041. Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651-779-3281 or online at centurycollegebookstore.com

Prerequisite: *Web Graphics I*

October 30, 2009 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20103-001560 \$130

February 26, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000032 \$130

May 14, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000038 \$130

■ Dreamweaver Level I

This class will provide an overview of the Dreamweaver interface and how to use it in order to develop a static Web site. Students will work with Dreamweaver to design, plan and build a Web page, work with text, manage images and use cascading style sheets.

REQUIRED TEXTBOOK: *Adobe Dreamweaver CS4 Revealed*, approximately \$63. Online book code 1CPT 0043. Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651-779-3281 or online at centurycollegebookstore.com



November 6, 2009 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20103-001561 \$130

March 5, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000033 \$130

May 21, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000039 \$130

■ Dreamweaver Level II

Learn to use Dreamweaver to create links and navigation bars, format tables, work with layers, and design HTML forms. In addition, students will develop a basic understanding of creating a dynamic Web site and using frames will enhance Web site layout functionality.

REQUIRED TEXTBOOK: *Adobe Dreamweaver CS4 Revealed*, approximately \$63. Online book code 1CPT 0077. Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651-779-3281 or online at centurycollegebookstore.com

November 13, 2009 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20103-001562 \$130

March 12, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000034 \$130

May 28, 2010 1 Friday
EAST Rm 2381 8:30am-2:30pm
Course 20105-000040 \$130

■ Setting Up a Web Site

Learn what elements are involved in creating and uploading a successful web site. Students will learn to list the goals and objectives of the Web site, define the content of the Web site, develop a navigation strategy, plan the layout and directory structure of the Web site, how to choose an Internet Service Provider (ISP) and ongoing maintenance & management issues.

November 20, 2009 1 Friday
EAST Rm 2381 8:30-10:30am
Course 20103-001563 \$75

March 19, 2010 1 Friday
EAST Rm 2381 8:30-10:30am
Course 20105-000035 \$75

June 4, 2010 1 Friday
EAST Rm 2381 8:30-10:30am
Course 20105-000041 \$75

writing for the web, "less is more". That's because users don't read web sites; they skim and scan until they find the information they seek. This fast-paced, interactive workshop will cover: * How we really use the web, * Importance of concise web copy, * Developing a web communications strategy, * Tenets of good web site writing, * Tips for web content organization **WHAT TO BRING:** You are encouraged to bring web site copy samples to class.

October 21, 2009 1 Wednesday
EAST Rm 2561 8:30am-12:30pm
Course 20103-001272 \$95

February 10, 2010 1 Wednesday
EAST Rm 2561 8:30am-12:30pm
Course 20105-000001 \$95

April 14, 2010 1 Wednesday
EAST Rm 2561 8:30am-12:30pm
Course 20105-000002 \$95

Web sites, the characteristics of the target audience, META tags, search engines, how to market online effectively and other techniques that take advantage of the power of the Internet to bring more traffic to your site.

November 20, 2009 1 Friday
EAST Rm 2381 11:00am-1:00pm
Course 20103-001564 \$75

March 19, 2010 1 Friday
EAST Rm 2381 11:00am-1:00pm
Course 20105-000036 \$75

June 4, 2010 1 Friday
EAST Rm 2381 11:00am-1:00pm
Course 20105-000042 \$75

To register, call 651-779-3341. For class information, call Joan Peterson at 651-773-1743 or email: joan.peterson@century.edu

This document can be made available in alternative formats to individuals with disabilities by calling 651-779-3354, 1-800-228-1978 or through the Minnesota Relay Service at 1-800-627-3529.

Century College is an equal opportunity, affirmative action employer and educator, and a member of the Minnesota State Colleges and Universities system.

■ Writing for the Web

"Today, the web site of a company or organization is often the "marketing center of gravity". That's why it is so important to write concise, compelling copy that captures attention. When

■ Increasing Traffic to Your Web Site

This course addresses the key concepts of how to attract customers to your web site. Participants will learn to identify elements of good and poor

Registration Form

Please fill out all information completely. Date of birth or social security number is required. This data is for student tracking purposes only, and will not be released or used for any other purpose.

Name _____ Date of Birth ____/____/____ Home Phone (____) _____

Home Address _____ City _____ State _____ Zip _____

Social Security # _____ - _____ - _____ (Confidential- to be used in registration system as your Student ID.) ___ Male ___ Female

Business Name _____

Business Address _____ City _____ State _____ Zip _____ Business Phone (____) _____

E-mail address _____

Course Number	Course Name	Course Fee
1. _____ - _____	_____	\$ _____
2. _____ - _____	_____	\$ _____
3. _____ - _____	_____	\$ _____
4. _____ - _____	_____	\$ _____

Total Course Fees: \$ _____

PAYMENT INFORMATION

Check(s) Enclosed (Please write a separate check for the exact amount of each course, payable to Century College).

Business purchase order attached

Please charge to my: ___ VISA ___ MasterCard ___ Discover

Account # _____ - _____ - _____ - _____

Cardholder's Name _____

Exp. Date ____/____/____