

## WEB DEVELOPMENT

### **BUSC 2429**      **Creating Effective Web Sites for Business**    **NEW**

This 6-hour course will examine all of the critical factors that must be understood in order to create and maintain an effective business web site. This is a hands-on course in which students will study all aspects of site creation from achieving a return on investment to how to optimize graphics for a web site.

**Course Contact/Clock Hours - 6 hrs.**

**Fee: \$175**

**Textbook/materials included.**

74220	W	Aug 19	9:00 AM – 4:00 PM	North Run, 132
74221	Th	Nov 12	9:00 AM – 1:00 PM	Featherstone, F109
23674	Th	Jan 21	9:00 AM – 1:00 PM	Chester, B126

### **BUSC 2430**      **Using Social Media to Grow Your Business**    **NEW**

They're everywhere! Facebook, Twitter, MySpace, YouTube, Linked In ... the list seems endless and ever-growing. Are these programs here to stay? Are they more than playthings? How do you separate fad from trend? And most importantly, how can business take advantage of these technologies in a strategic, cost-effective way? In this hands on, 4-hour course, students will learn about social media marketing as well as creating their own business social media site.

**Course Contact/Clock Hours - 4 hrs.**

**Fee: \$99**

**Textbook/materials included.**

74222	Th	Sep 24	9:00 AM – 1:00 PM	North Run, 132
74223	F	Oct 30	9:00 AM – 1:00 PM	Featherstone, F109
74224	Th	Dec 10	9:00 AM – 1:00 PM	Chester, B126

### **ITEC 2101**      **HTML/XHTML Level 1**

Learn the basics of the Hypertext Markup Language (HTML) to create simple XHTML-compliant web pages. Topics covered include:

- basic HTML tags
- linking
- working with images
- text formatting and color

**Course Contact/Clock Hours - 6 hrs.**

**Fee: \$199**

**Textbook/materials included.**

10004	M	Jul 13	9:00 AM – 4:00 PM	Featherstone, F109
73722	M	Sep 14	9:00 AM – 4:00 PM	North Run, 132
73723	M	Nov 2	9:00 AM – 4:00 PM	Featherstone, F109

### **ITEC 2102**      **HTML/XHTML Level 2**

Learn to use Cascading Style Sheets (CSS) to format your website. Compare page layouts using tables versus CSS. Design and build effective forms to collect information on the Web. Topics include:

- working with tables
- cascading style sheets
- designing and creating forms
- page layout

**Course Contact/Clock Hours - 12 hrs.**

**Fee: \$349**

**Textbook/materials included.**

73724	MTu	Oct 5 – 6	9:00 AM – 4:00 PM	North Run, 132
23642	TuW	Jan 19 – 20	9:00 AM – 4:00 PM	Featherstone, F109

### **ITEC 2059**      **Dreamweaver Level 1**

This 2-day class is an introduction to the features and capabilities of Dreamweaver 8. It offers web designers a hands-on practical approach to designing and managing websites. Topics covered include:

- how to set up a website
- creating and formatting basic web pages
- linking
- working with images and creating an image map
- working with tables and posting web pages to a server via FTP

**Course Contact/Clock Hours - 12 hrs.**

**Fee: \$399**

**Textbook/materials included.**

10005	MTu	Jul 27 – 28	9:00 AM – 4:00 PM	Chester, B126
73725	MTu	Sep 28 – 29	9:00 AM – 4:00 PM	Featherstone, F109
73726	MTu	Nov 16 – 17	9:00 AM – 4:00 PM	North Run, 132

### **ITEC 2060**      **Dreamweaver Level 2**

Learn advanced features of Dreamweaver. Use page layout tools. Work with Dreamweaver's behaviors (JavaScript). Create cascading style sheets. Create templates and library items. Learn to maintain your web site. Textbook/materials included.

**Course Contact/Clock Hours - 12 hrs.**

**Fee: \$399**

**Textbook/materials included.**

73727	TuW	Oct 27 – 28	9:00 AM – 4:00 PM	Featherstone, F109
23643	MTu	Feb 1 – 2	9:00 AM – 4:00 PM	North Run, 132

**Need a class and you don't see it listed here?**

**We can help! We offer custom-designed training for groups of 6 or more.**

Call us at (804) 523-2292 or email us at [trainer@ccwa.vccs.edu](mailto:trainer@ccwa.vccs.edu)!

## Meet our Instructors

### *William H. "Bill" Flowers*

Bill dedicates his professional efforts focusing on meeting the online communication needs of small and medium size businesses, educational institutions and nonprofit organizations.

Working in the information technology field for over 20 years, Bill Flowers was one of the early innovators of online classes, interactive campus tours, web cams, and web casts of campus events, guest lectures and class sessions to local universities. In addition, Bill has presented workshops on effectively marketing your site, conducting usability tests and focus groups, and creating audience-driven Web sites.

BA, English, Virginia Commonwealth University  
Post-baccalaureate certificate, Information Systems,  
Virginia Commonwealth University



#### **JER Basic Internet Specialist Certificate**

Designed to help people learn more about the Web including terminology, finding information, and creating effective websites that sell. (Contact Hours: 10)

JER Online [www.coursecatalog.com/ccwa](http://www.coursecatalog.com/ccwa)  
Begins Anytime \$99

#### **JER Learn How to Write Persuasive Web-Based Text**

The main objective of this course is to equip you with a proven method and persuasive writing technique. This course is specific to web-writing and is unique. It is designed specifically for content developers and practitioners who want to get the "target audience" to take action or shift their opinion or point of view. Since people cannot be expected to change their minds or take action if they are not predisposed to do so, this practical approach helps break down barriers that might otherwise preclude achieving a successful outcome. Course access is given up to 90 days. Mentor debriefing at end of course. (Contact Hours: 10)

JER Online [www.coursecatalog.com/ccwa](http://www.coursecatalog.com/ccwa)  
Begins Anytime \$99

#### **JER Writing Web Content (Master Class)**

Write web content that persuades, informs, entertains, inspires, and sells. (Contact Hours: 30)

JER Online [www.coursecatalog.com/ccwa](http://www.coursecatalog.com/ccwa)  
Begins Anytime \$325

#### **JER Architecting Web Content (Master Class)**

This is a professional level course in architecting and organizing your Web content. (Contact Hours: 30)

JER Online [www.coursecatalog.com/ccwa](http://www.coursecatalog.com/ccwa)  
Begins Anytime \$325

#### **JER Creating Popular Web Content (Master Class)**

Write Web content that persuades your visitors to act, join the discussion, resolve their problems, and buy your products. (Contact Hours: 30)

JER Online [www.coursecatalog.com/ccwa](http://www.coursecatalog.com/ccwa)  
Begins Anytime \$325