

Course Proposal

Course	<u>Build your Web In a \$0 Zone</u>		
Course Details- Internet Storefront Who should attend – anyone thinking of building a web page to start a web site.	Maximum Number of Students (eg: 8, 10, 15)	12	
Forget the \$\$\$s, 'cause it can be done for nix, zippo, zero, and all in a 30 day (trial) timeframe. A Living, Breathing, Rated, Website designed by the best in the world. Impossible you say. This is a down-and-dirty, close-enough-IS-good-enough course. This course is a How-To in setting up serious quick-to-market e-strategies. Using what's readily on the web to create a site, we add excitement and content to make it unique. We learn how to keep it updated and we modify code and content to ensure it rates. We learn how to enlist strategies, affiliations and partners to promote our site. Finally, we touch on cyber marketing include pull and push, permission and viral email. If you've got a computer, you've got the software.	No. of sessions	4, 6, 8	
	No. of hours per session	4, 3 , 2 respectively	
	Day/Evening/Weekend	D/E/W	
	Times		
	Prerequisite knowledge –. A competency in general computing and the internet is assumed.		
What participants are required to bring.	Thumb drive, Your web page, Imagination		
Resources or equipment required for this course by the college.	Graphic program. Preferably Photoshop		
ADDITIONAL costs participants may need to incur or that the College may need to acquire for the course to function properly. Also additional information to better assess the course.	Doing business on the web is not just having a site. If this is a serious channel, or the only channel, it has to return the \$\$ and effort put in. This course is a how-to in setting up serious quick-to-market e-strategies. Using what's readily on the web to create a site, we add excitement and content to make it unique. We learn how to keep it updated and we modify code and content to ensure it rates. We learn how to enlist strategies, affiliations and partners to promote our site. Finally, we learn cyber marketing include pull and push, permission and viral email. Programs may include a web site builder, Photoshop/ Fireworks, Contribute.		

Course Outline - Time Permitting

Session	Content	Objectives	Outcomes
1a	Intro Grab a Page, Any Page More Stuff In the WWW		
1b	Fly Into My Web Planning a Web Site The Ingredients of a Web Site Your First Page The Anatomy of a Web Page The HTML Tag The HTML Doc		
1c	Webbing It – Putting Your Page on the Web How Web Hosting Works Domain Names Getting Web Spaced Transferring Files	Working with Your HTML Editor	
1d	Building Better Web Pages Basic Text Tags Understanding Text and the Web HTML Tags for Lists Inline Formatting Style Sheets, Style Sheet Basics Borders Text Alignment and Spacing Fonts Colours	Return to HTML Text Tags, learning formatting	
2a	Adding Graphics, Images and Styles Techniques with Graphics Linking Pages Understanding the Anchor Image Links and Image Maps Adding Bookmarks, HTML Tables Style-Based Layout , Frames The Problem with Repeating Content Frame Basics	Finding Free Art and understanding tables and styles	

	Building Better Frames Pages		
2b	Attracting Visitors Your Web Site Promotion Plan Adding Meta Tags Directories and Search Engines Tracking Visitors Transforming into a Community Forums and Groups		
2c	eMail vs Spam Viral, Associations, Banners, Affiliations Letting Visitors Talk to You Transforming a Site into a Community Adding Interactivity Fancy Buttons and Menus Finding Scripts on the Web Audio and Video Understanding Multimedia Background Music Video Clips Animations Understanding Blogs Getting Started with Blogger		
2d	Surf, Select and Surgery Add Depth, Breadth and Your Logo Gloss and Jargon and Links		