

# Level 3 Diploma in Web Design With learning Credits



***“Step by Step from beginner to confident professional in easy stages”***

Bored with your job? Looking for your first job? Feel you're creative but never really get the chance to show it? Whatever your current situation, here's a superb opportunity to completely change the direction of your life and get involved in something sexy and cutting-edge.

The truth is, we are in the middle of a revolution. A technical revolution. The internet has completely changed the way we think, the way we communicate and the way we do business. Yet surf the web and you come across so many websites that are pretty useless. Either a design nightmare, difficult to navigate, or they hardly give any useful information at all. Here's your chance to profit from these big mistakes!

## **A great new lucrative career could lie ahead**

Nowadays, almost anyone can throw together some sort of website using available design tools. But to design a great website, a website that works, a website that can make money...well that's where professional web designers come in. And this great course from UK Open Learning, is designed to set you along the road to become an in-demand professional web designer.

## **What will I learn on the course?**

By taking our Diploma course in Web Design, you will learn the basic skills of a web designer. The course is divided into two sections. In section one, you will learn all about Hyper Text Mark-up Language – HTML. Topics range from using the internet and e-mail, creating web pages, forms and feedback, tables, creating images, frames, multimedia and more besides.

Section two brings you up to date with the latest web technology and the use of cascading style sheets. Amongst the comprehensive range of topics covered, you'll find: using HTML editors, preparing, publishing and promoting your website, web development software, successful search engine optimisation, as well as web accessibility and usability issues. And at the very end of the course, you'll publish your very own professional standard website!

## **Who can take the Diploma in Web Design?**

The OCN Level 3 award in Web Design is from UK Open Learning, one of the UK's leading distance learning providers. The course is interesting and rewarding and could lead to a totally new career. It is open to anyone with a level of computer literacy. We will show you how to download free trial versions of the appropriate web design software.

## **How does the Web Designer Course work?**

The great thing about distance learning is that you can study from home or work, at your own pace and in your own time. And that's not all - you will have your very own personal tutor, a practising professional web designer, offering unlimited support via email, seven days a week for a whole 12 months. He or she will be happy to answer any questions you may have and give you advice as to how to complete the course successfully.



## How is the course designed?

Our Diploma in Web Design is a paper-based course offering you over 280 pages of tutorials and helpful information. It also includes a CD-Rom. You will be asked to submit 10 assignments for marking. However, it is a 'step by step' course presented in a friendly, easy to understand way. There is no jargon whatsoever!

## What is on the CD ROM?

On the CD ROM accompanying this course you will find a selection of software. Your tutor will guide you when to install the software as some of this is time restricted and will run out. However if you install it at the correct time you will be able to complete the course using the software. It also provides you with a selection of examples to illustrate a particular point, and also to allow you to see how the files have been created. **We do not include full unrestricted versions of programmes such as Dreamweaver as they are continually being updated and as a professional web designer you will need to choose the correct programme to design your sites yourself.**

## Will I be able to become a professional Web Designer after taking the course?

At the end of the course you should have the confidence to create a professional website. You can then decide whether to look for a job as a junior web designer, or run your own business as a freelance web designer. We can offer you advice on finding work within the industry or even in starting up your own business.

## Will I require further training?

Web Design is constantly changing and it is advisable to consider courses in Dreamweaver, Adobe, Flash, E-Commerce but all this depends on what level you wish to reach. If you designing websites for small business or clubs then our course is sufficient, if however you want to design sites for larger E-Commerce companies then you will need to consider CIW (Certified Internet Webmaster) which UK Open Learning offers.

## Is the Diploma in Web Design a recognised qualification?

Yes, it is an OCN (Open College Network) Level 3 award (9 credits) OCN is a national award body listed on the National Curriculum framework.

UK Open Learning is a registered centre with Open College Network North West Region.

OCNNWR is licensed with the National Open College Network which is approved as an awarding body with the Qualifications and Curriculum Authority (QCA)

Do you want a *FULLY* recognised qualification which carries *learning credits* towards further learning? UK Open Learning is a leading distance learning company offering these qualifications in conjunction with OCN an approved awarding body with strict *quality assurance* to ensure you receive the best training possible.

OCN's work with the organisation providing your learning to ensure that the content of your course and the way it is assessed is of the highest quality and is suitable for the people who wish to take it. As a learner on an OCN approved course you are entitled to earn credits for the work that you do. For each successful course you complete, you will be awarded a certificate detailing the number of credits you have achieved.

You can then use your credits to move to a higher level of learning or to prove to an employer or anyone else that you have obtained new skills and knowledge. OCN credits are generally accepted as a means of entry to further study by Further and Higher Education Providers, and by a large number of employers and trainers.

You can use your credits to demonstrate your achievements and prove that you have the knowledge and skills in a wide range of subjects. Depending on which level of course you take, you can use the credits to progress onto other courses. Contact your local colleges and other providers of training to find out more about what opportunities are open to you.

### **How long do I have to complete the course?**

12 months. If we update the course, the information will either be posted on our supporting website or sent to you free of charge. To complete this course it will take in the region of 100 study hours which can be spread over a 12 month period.

## **CHANGE YOUR LIFE, SIGN UP FOR OR WEB DESIGN COURSE TODAY!**

### **Course Contents**

Section 1 – concentrating on HTML – giving the student a thorough grounding in HTML mark-up.

#### **Unit 1: The internet**

- What is the Internet?
- How did it come about?
- World Wide Web
- Accessing the Web
- The Internet and You
- Installing a Browser
- Internet Providers
- Browsing the Net
- Favourites
- Accessing a Web Page Stored in URL
- Printing a Web Page
- Saving a Web Page
- History

#### **Unit 2: Organising files and folders**

- Introduction and Procedure
- Assignments Folder
- Supporting CD ROM
- WebEx Folder

#### **Unit 3: Email communications**

- Reply
- Forward
- New Message
- From
- To Copy (Cc) and Blind Copy (Bcc)
- Multiple Send
- Subject
- Message
- Spell Check
- Send
- Sent Items
- Deleted Items
- Address Book
- Sending Attachments
- Sending Folder
- Preferred Message
- Save and Print Messages Received
- Access and Store Attachments
- Different Email Formats
- Send/Receive All
- Security
- Your Email Identity

#### **Unit 4: Create your first web page**

- Welcome to HTML
- View the Source Code
- To Print the Source Code
- How to make HTML Tags Work
- Organising the Layout of Your Page
- Body Attributes
- More Control
- Adding Images <IMG>
- Using and Image as a Background

#### **Unit 5: Hypertext links**

- Hypertext Links Explained
- How to Create Hyperlinks
- Using Text as a Link
- Using an Image as a Link
- Open Linked Page in a New Window

#### **Unit 6: The use of lists**

- Why do we use Links
- The Ordered List <OL>
- The Unordered List <UL>
- Nested Lists
- Definition Lists <DL>
- Navigating with Lists – Hypertext Links & Anchors

#### **Unit 7: Advanced HTML formatting**

- Controlling Text and Background
- Adding Colour to Text and Background
- Download a HEX Code Generator
- Adding Colour to Body and Text
- Adding Colour to Hypertext Links
- Set the Colour for a Selection of Text
- Setting the Font Style
- Setting the Font Size
- Combine the Font Attributes
- And Alternative Way To Set the Font Size

#### **Unit 8: Forms and feedback**

- Feedback Via Email
- Feedback Via Forms
- Radio Buttons
- Check Boxes
- Selection Menu
- Text Boxes
- Align the Boxes
- Password Boxes
- Text Areas
- Submit the Reset Buttons
- Create Your Own Submit Button
- What Happens When the Submit Button Is Pressed?
- Using a Form in a Live Web Site
- CGI Form Handling

#### **Unit 9: Tables**

- HTML for Tables
- Set up Your First Table
- Tables within Tables
- What can be Placed in a Data Cell

### **Unit 10: More about images**

- Overcoming Image Loading Problems
- Create a Heading
- Create a Button Image
- Selecting Colours in PSP
- Advanced Image Placement
- Images as a Background
- Re-Sizing Images
- Compression of JPEG Images
- Displaying Photographs
- Saving Images From the Web
- Creating Animated Images
- The PNG
- Organising Files and Folders
- Using Layers

### **Unit 11: Frames**

- Creating a Basic Frames Site
- Nesting Frames
- Not all Browsers can Display Frames
- Formatting Options
- Creating a Heading
- Linking Frames
- Confused Search Engines

### **Unit 12: Image maps**

- What is an Image Map?
- Creating an Imagemap

### **Unit 13: Multimedia**

- Animations
- Video
- How to Inset a Video File
- Sound
- MIDI Files Explained
- Using Sound Files
- Obtaining Sound and Video Files

### **Unit 14: More creative techniques**

- Creating a 'Splash' Page
- Invisible Spacers
- Horizontal Rules-The Sequel
- Scrolling Text

Section 2 – bringing the student up to date with the latest web standards and the use of cascading style sheets. Includes an introduction to the 2 main types of web development software; a clear explanation of search engine optimisation methods that work, and information on web accessibility and usability issues. Culminates in the final assignment which requires the student to build and publish a complete web site.

### **Unit 15: HTML editors – introduction to TSW WebCoder 2005**

- Introduction
- HTML Editors

### **Unit 16: WYSIWYG web editors – introduction to Dreamweaver 8**

- What You See Is What You Get
- Macromedia Dreamweaver CS3
- Define a Site
- Create a New Document
- Adding a Style Sheet
- Adding More Style

- Design a Professional Site
- A Quick Rundown of Additional Features

**Unit 17: Preparing your website for the internet**

- W3C
- HTML 4
- Define The Nature of the Document
- Define the Contents of the Document
- Meta Information
- Meta Information for Search Engines

**Unit 18: Publishing your website**

- Publishing Your Site
- The FTP Program
- How to Use CuteFTP

**Unit 19: Promoting your website – SEO/SEM (search engine optimisation/marketing)**

- Offline Options
- Online Web Site Promotion
- SEO/SEM
- FAQ

**Unit 20: Aesthetics**

- Site Aesthetics

**Unit 21: Web accessibility guidelines**

- Web Accessibility and Why it is Important
- Disability Discrimination (DDA)
- Benefits of an Accessible Website
- Accessible Forms
- Label Prompt Text

**Unit 22: Web usability basics**

- Descriptive Link Text
- Sit Map Provided
- No Unannounced Pop-Ups

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A196	Paper & CD	£325.00	£293.00	6 Months at £54.17