

Web Foundations Certificate

Learn to create basic yet functional, well designed web sites
2 month daytime classes or 5 month evening classes

The Program

Learn the skills you need to create basic yet functional, well designed websites in this dynamic, instructor-led 120 hour program. As an adult learner, you want to apply your skills to actual websites, not just classroom assignments. Therefore, you will choose a business or organization (real or fictitious) and build a live website throughout the program that demonstrates all of the skills taught. From start to finish, you will focus on the most critical elements of web design and development that are the least likely to change over time. Standards matter. Therefore, your site must be WC3*compliant. (*World Wide Web Consortium).

The program instructors are experienced, high-energy web professionals that love to teach. Between classes you will use online course materials to stay connected with other students including graduates, therefore creating a learning community that you can continue to access over time.

What you will study

Upon completion of the program you will be able to:

- Apply Information Architecture principles to actual websites
- Apply basic Graphic Design principles to the creation of Web pages
- Demonstrate proficiency with standards based W3C* validated and semantic XHTML (*World Wide Web Consortium)
- Demonstrate proficiency with XHTML, CSS, Adobe Photoshop and Adobe Dreamweaver
- Apply basic social media strategy to a website using Facebook and Twitter
- Deploy websites (register domains, establish hosting services)
- Plan for effective web site maintenance
- Demonstrate ability to work and communicate effectively with clients
- Demonstrate ability to research and discern online resources

When can you start?

- **Evenings** **March 6 to July 19, 2012**
Tues/Thur 6:30-9:30pm Interurban Campus
- **Daytime** **April 2nd to May 25th, 2012**
Mon/Wed/Fri 9am-4pm Interurban Campus
(no classes Apr 6, 9, May 21, 23)

Apply early to avoid disappointment!

As a graduate

Graduates are prepared to work independently or as part of a team in business and organizational settings where basic skills in creating and maintaining web sites are required.

Cost and assistance

- Total tuition is \$2,995 (no HST)
- Textbooks and online supplies approx. \$100
- You must have access to a computer with:
 - High speed Internet connection
 - Adobe Dreamweaver, Fireworks, Photoshop CS5.5
Students are eligible for academic software approx. \$375
 - Your computer must meet or exceed the minimum specifications stated by Adobe to run these software products
- The program is eligible for sponsorship through some agencies

For information on the PACE Bursary for part-time adult learners phone 1-800-663-1293.

Free Information Session

Come and meet the instructor, ask questions, and find out all about the program.

Tuesday Jan 10th 5-6pm Interurban, CBA Room 276
Registration Code: 2012W BSCM 990V 001

To reserve your seat, call 250 370 3550 or www.camosun.ca/ce/register.html and register.

Follow-up training

Once you complete the Foundations program, you will decide what follow-up training you will require and how to attain it. Intermediate and advanced workshops will be offered by Camosun and will include new and emerging software and web related technologies. Examples include but are not limited to Social Media, PHP/MySQL, Illustrator, Joomla and WordPress, Advanced CSS3 and HTML5.

Program Website

For lots more information including links to samples of student projects, check out www.camosun.ca/webfoundations



How to apply

Submit the following to Enrollment Services:

- Camosun College application form (\$36.41 fee)
- Proof of successful completion of **Web Foundations Precourse**, BSCM 710V. See grey box in next column for details.

OR

Assessment-email the program coordinator at sofbus@camosun.bc.ca with links to websites you have created.

About the Web Foundations Instructors

Joel Friesen is the main instructor for the program. He is a talented and experienced web designer, working since 2000 exclusively in print and web design. He has studied design academically, developing his skills under his mentor, Canadian comic book illustrator Ken Steacy. Joel assisted Ken on projects for creative development companies such as Lucas Film and Marvel Comics.

Working for local web design companies and institutions like UVic, Joel is found comfortably creating solutions for online problems ranging from templates for every department at UVic to fostering a community of 2000 followers on twitter.

"I have a great passion for teaching and an ability to make complicated ideas easy to understand. I love teaching best when I can see the student understand complex concepts. I love to see my students use their lessons in the work they develop."

Chris Deakin is an Adobe Certified Instructor for web development software with over 10 years in the multimedia industry. He brings experience as an advertising manager and a background in photography and design.

Clarke Wright, @shoutwithjoy is an experienced communications and marketing executive, graphic designer, and web developer specializing in assisting businesses with developing creative ideas to enhance their marketing objectives and strategies with an emphasis on new media and social media marketing.

Web Foundations Pre-Course

If you have never created a webpage, this course will get you started with the basics. It includes explanations of how the Internet works, how to decipher Internet terminology and jargon, and the planning steps you need to take before building your first website. The course is hands on, applied and interactive. You will learn to use XHTML to create simple web pages that include hyperlinks, tables, images, maps, video clips and more. Includes a brief introduction to Dreamweaver software, the industry standard for web design. Successful completion of this course is a prerequisite for the Web Foundations Certificate program, as well as other web related courses. Prerequisites: BSCM 504V - File Management or equivalent skills, plus Internet navigation skills using Internet Explorer browser.

2012W BSCM 710V 001 Jan 23-Feb 1 (4 sessions)
Mon/Wed 6:30-9:30pm \$275 Interurban J. Friesen

2012W BSCM 710V 002 Feb 4-11 (2 sessions)
Saturdays 9am-4pm \$275 Interurban J. Friesen

2012W BSCM 710V 003 Mar 9-16 (2 sessions)
Fridays 9am-4pm \$275 Interurban J. Friesen

To register:

Call 250-370-3550

or follow the links at

camosun.ca/ce/register.html

Comments from recent students

"The program gives all the necessary knowledge as a basic foundation for web development. Really good content for such a short course." T.O.

"The strength of the Web Foundations program is the great teachers and their willingness to adapt to meet student's levels of understanding. They took us from a very basic level to a level I didn't believe I could achieve!" A.N.

Have questions? We can help.

Visit camosun.ca/webfoundations

Questions about applying? Call 250-370-3550 or 1-877-554-7555.