

SPECIALIZED CERTIFICATE IN

Web Publishing



University of California
San Diego Extension

CERTIFICATE PROGRAM BENEFITS

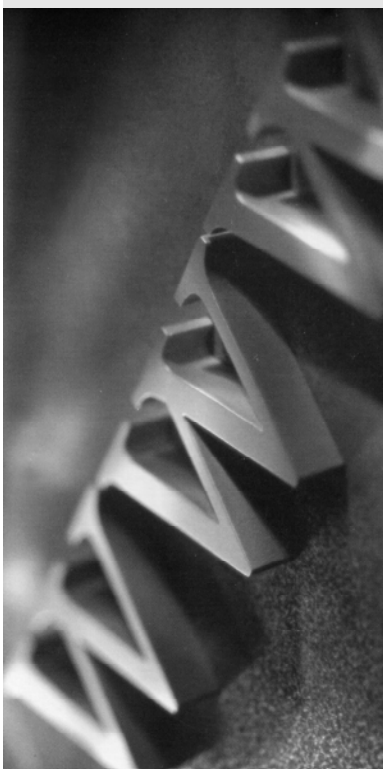
- Hands-On Training
- Industry Experienced Instructors
- Courses that are aligned with professional trends and standards
- Portfolio Development and Review

The World Wide Web has emerged as a highly effective tool for advertising, information gathering and e-commerce. As the Web matures, visitors expect sites that are professional, creative, interactive and functional. This expectation has led to a demand for highly skilled professionals with the ability to design and technically create functional, useful Websites.

The Specialized Certificate in Web Publishing provides working professionals with a comprehensive understanding of web navigation through real world, hands-on training in state-of-the-art web publishing techniques. It is designed for programmers, multimedia developers, and marketing professionals.

REQUIRED COURSES (12 units)

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| • Web Publishing I: XHTML, HTML and the Web Publishing Process (CSE-40116) | 3 units |
| • Web Publishing II: Dynamic Interactivity, Advanced XHTML concepts (CSE-40160) | 3 units |
| • Web Publishing III: Information Architecture and Usability Design (CSE-40290) | 3 units |
| • Web Publishing IV: Introduction to Web Programming (CSE-40880) | 3 units |



Web Publishing

COURSE DESCRIPTIONS



**Web Publishing I:
XHTML, HTML and the
Web Publishing Process
(CSE-40116)** 3 units

Develop the skills and knowledge to become a Professional Web Publisher. Employers have become more demanding and expect developers to build web sites that are well designed and of high caliber. This course provides the fundamentals of XHTML, HTML, web site design and the web publishing process.

**Web Publishing II:
Dynamic Interactivity,
Advanced XHTML
Concepts (CSE-40160)**
3 units

Students will continue to build knowledge and skill from Web Publishing I. Students will study Dynamic HTML (DHTML) and be introduced to concepts beyond HTML such as Server and Client side programming, CSS and XML. *Note prerequisite:* Web Publishing I (CSE-40116), or equivalent knowledge.

**Web Publishing III:
Information Architec-
ture and Usability
Design (CSE-40290)**
3 units

Professional web sites possess many qualities, one of which is specific design to enhance web usability as well as the efficient presentation and acquisition of information. Building on the skills acquired in Web Publishing I and II, this course covers topics and techniques on web site usability, information architecture, and web page optimization. *Note prerequisite:* Web Publishing II (CSE-40160), or equivalent knowledge.

**Web Publishing IV:
Introduction to Web
Programming
(CSE-40880)**
3 units

As the web matures, the technologies necessary to develop an effective and competitive web site increase. Professional Web Publishers must now possess knowledge beyond professional level XHTML and HTML. This course introduces the student to concepts of web scripting and programming - Java scripting, Perl/CGI, ASP and/or VB Scripting - and discusses strategy as to where each fits into the schema of web publishing. *Note prerequisite:* Web Publishing III (CSE-40290), or equivalent knowledge.