



Web Design Certificate

Continuing Education & Customized Training

Five Easy Registration Options

- **Online:** century.augusoft.net
- **Phone:** 651.779.3341
- **Fax:** 651.779.5802
- **Mail to:** Century College, CECT Dept.
3300 Century Avenue North
White Bear Lake, MN 55110
- **In Person:** East Campus
Mon–Thu 8 am–7 pm
Fri 8 am–4 pm

Questions?

Contact **Joan Peterson**,
at joan.peterson@century.edu
or **651.773.1743**.

These programs can also be brought to
your business/organization!



Enter the exciting world of Web design! Whether you are already creating pages or brand new to mastering this medium, our certificate program will build a strong foundation in visual design and develop skills in a hands-on working environment. You will gain the knowledge to develop, design, write, and manage a website—for home, hobby, or work.

The Web Design Certificate includes:

- Web Graphics I
- Web Graphics II
- Dreamweaver Level I
- Dreamweaver Level II
- Setting Up a Website
- Writing for the Web
- Increasing Traffic to Your Website

Upon completion, please email joan.peterson@century.edu to receive your Web Design Certificate.

TAKE 7 AND SAVE \$83!*

Enroll in all 7 Web Design classes at
the same time and save
10 percent off the total cost!

**Note: You must enroll in all classes within a season, e.g. fall, winter, or spring sessions.*

Web Graphics I

In this hands-on introductory course, you will explore the Photoshop interface and use the various tools to learn the concepts of creating and optimizing graphical images for the Web. In addition, you will develop a basic command of layers and palettes techniques, image acquisition, color modes, resolutions, Web compatible file formats, and file size optimization required to create digital images for the Web. **REQUIRED TEXTBOOK:** *Adobe Photoshop CS5 Revealed*, approximately \$75. Online book code 1CPT 0041.

East Campus, Room 2207	\$135
Fri, Sept 9, 2011	8:30am-2:30pm
Fri, Jan 20, 2012	8:30am-2:30pm
Fri, Apr 6, 2012	8:30am-2:30pm

Web Graphics II

This course provides beginning-through-intermediate concepts in digital imaging. You will create composite images that incorporate text, apply special effects using layer blending modes, construct graphics with transparent backgrounds and save graphics for the Web, create rollover effects and animations optimized for the Web. **REQUIRED TEXTBOOK:** *Adobe Photoshop CS5 Revealed (ISBN-13: 9781111130411)*, approx \$80. Online book code 1CPT 0042. **Prerequisite: Web Graphics I.**

East Campus, Room 2207	\$135
Fri, Sept 16, 2011	8:30am-2:30pm
Fri, Jan 27, 2012	8:30am-2:30pm
Fri, Apr 13, 2012	8:30am-2:30pm

Dreamweaver Level I

This class will provide an overview of the Dreamweaver interface and how to use it in order to develop a static website. You will work with Dreamweaver to design, plan and build a webpage, work with text, manage images, and use cascading style sheets. **REQUIRED TEXTBOOK:** *Adobe Dreamweaver CS5 Revealed (ISBN-13: 9781111130664)* approx. \$70. Online book code 1CPT 0043.

East Campus, Room 2207	\$135
Fri, Sept 30, 2011	8:30am-2:30pm
Fri, Feb 3, 2012	8:30am-2:30pm
Fri, Apr 20, 2012	8:30am-2:30pm

Dreamweaver Level II

Learn to use Dreamweaver to create links and navigation bars, format tables, work with layers, and design HTML forms. In addition, you will develop a basic understanding of creating a dynamic website and using frames will enhance layout functionality. **REQUIRED TEXTBOOK:** *Adobe Dreamweaver CS5 Revealed (ISBN-13: 9781111130664)*, approx \$70. Online book code 1CPT 0077. **Prerequisite: Dreamweaver Level I.**

East Campus, Room 2207	\$135
Fri, Oct 7, 2011	8:30am-2:30pm
Fri, Feb 10, 2012	8:30am-2:30pm
Fri, Apr 27, 2012	8:30am-2:30pm

Setting Up a Website

Learn what elements are involved in creating and uploading a successful website. You will learn to list the goals and objectives of the site, define the content, develop a navigation strategy, plan the layout and directory structure, how to choose an Internet Service Provider (ISP), and ongoing maintenance and management issues.

East Campus, Room 2207	\$80
Fri, Oct 14, 2011	8:30am-10:30am
Fri, Feb 17, 2012	8:30am-10:30am
Fri, May 4, 2012	8:30am-10:30am

Increasing Traffic to Your Website

Gain an understanding of the key concepts of how to attract customers to your website. You will learn to identify elements of good and poor sites, the characteristics of the target audience, META tags, search engines, how to market online effectively, and other techniques that take advantage of the power of the Internet to bring more traffic to your site.

East Campus, Room 2207	\$80
Fri, Oct 14, 2011	11:00am-1:00pm
Fri, Feb 17, 2012	11:00am-1:00pm
Fri, May 4, 2012	11:00am-1:00pm

Writing for the Web

Today, the website of a company or organization is often the "marketing center of gravity." That's why, it is so important to write concise, compelling copy that captures attention. When



writing for the Web, "less is more." That's because users don't read websites; they skim and scan until they find the information they seek.

This fast-paced, interactive workshop will cover:

- How we really use the Web
- Importance of concise copy
- Developing a communications strategy
- Tenets of good website writing
- Tips for web content organization

WHAT TO BRING: You are encouraged to bring website copy samples to class.

East Campus, Room 2207	\$135
Fri, Oct 21, 2011	8:30am-12:30pm
Fri, Feb 24, 2012	8:30am-12:30pm
Fri, May 11, 2012	8:30am-12:30pm

Textbook Information

Textbooks should be purchased before the first class and are available at the Century College Bookstore located on the West Campus, 651.779.3281 or online at centurycollegebookstore.com

Century College is an equal opportunity, affirmative action employer and educator, and a member of the Minnesota State Colleges and Universities system.

This document can be made available in alternative formats to individuals with disabilities by calling 651.779.3354, 1.800.228.1978 or through the Minnesota Relay Service at 1.800.627.3529.

Web Design Certificate Registration Form

Please fill out all information completely. Date of birth **or** social security number is required. This data is for student tracking purposes only, and will not be released or used for any other purpose.

Name _____ Date of Birth ____/____/____ Home Phone (____) _____

Home Address _____ City _____ State _____ Zip _____

Social Security # _____ - _____ - _____ ___ Male ___ Female

Business Name _____ Business Phone (____) _____

Business Address _____ City _____ State _____ Zip _____

E-mail address _____

Course Name	Course Date	Course Fee
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
5. _____	_____	\$ _____
6. _____	_____	\$ _____
7. _____	_____	\$ _____
		Total Course Fees: \$ _____

PAYMENT INFORMATION

- Check(s) Enclosed (Please write a separate check for the exact amount of each course, payable to Century College.)
- Business purchase order attached
- Please charge to my: ___ VISA ___ MasterCard ___ Discover Account # _____ - _____ - _____ - _____

Cardholder's Name _____ Exp. Date ____/____/____