Web Designer

Diploma

Program Objective

This program provides students with the necessary skills and knowledge to build a web design foundation, learn industry-standard software programs, and produce a well-rounded and exciting portfolio. Students learn how to plan and design compelling and interactive websites and learn to use industry-related programs, such as Adobe Photoshop, Illustrator, Dreamweaver, and Animate, for website designs.

Students will also explore HTML and CSS for web publishing alongside essential topics, such as accessibility standards, color, typography, and composition, as well as dig into PHP and WordPress development. Web Design graduates develop a professional design process for building a website from concept to launch.

Program Notes

Tuition fees include student manuals and all other course materials. Financial assistance may be available for those who qualify.

Graduation requirements:
Students must achieve a 75% average to obtain a diploma.

Method of Delivery

Combination of:

- Integrated Learning™ System training facilitated by Academy of Learning College facilitators.
- Online training supported by Academy of Learning College facilitators or online instructors.

Career Opportunities

Recent studies indicate that strong growth in web design jobs, particularly in the consulting sector, is expected over the next few years. Career opportunities that will allow students to communicate and captivate with the skills learned in this program include:

- Web Designer
- Internet Site Designer
- Website Developer
- Intranet Site Designer

Duties and Responsibilities

Web designers source and combine the textual content, graphics, interactive elements, and navigation structures that comprise websites. Web designers use their artistic and creative vision to design the look and feel of a website and use web software and programming skills to create websites. Duties may include:

- Presenting creative ideas
- Assessing client and end user needs
- Consulting with IT professionals to determine how best to incorporate a website into existing frameworks
- Designing the typography, layout, look, and feel of web pages
- Designing and incorporating graphics and interactive elements
- Sourcing, selecting, and organizing information for inclusion in a website
- Testing website functionality
- Updating web content and maintaining websites

Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instruction.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

Part-time students may set their own schedules to a minimum of two training sessions per week. These times may be scheduled during the day, evenings, or on weekends.

Academy of Learning
CAREER COLLEGE

Required Skills and Personal Attributes
- Conceptual and analytical skills
- Presentation skills
- Time management skills
- Software and hardware troubleshooting skills
- Problem solving skills
- Ability to embrace and incorporate new technology
- Ability to keep abreast of web and graphic design trends
- Ability to work both independently and as part of a team
- Ability to balance competing creative visions
- Ability to handle criticism
- Ability to communicate complex thought processes and ideas in simple terminology
- Artistic and creative vision
- Willingness to work overtime when required

Competencies upon Completion
CORE COURSES
- **Keyboarding**
  Minimum 25 words per minute (WPM)
- **Operating Systems**
  Basic level of proficiency in a Windows operating system
- **Word Processing**
  Basic level of proficiency in Microsoft Word
- **Office Skills**
  Internet Fundamentals and Personal Computer Fundamentals for Technical Users, and Microsoft Outlook
- **Business Skills**
  Workplace Success/Entrepreneurship, and Customer Service
- **Web Design**
  Introduction to Web Design, Web 101, HTML and CSS Essentials, Color Theory, Fundamentals of Typography, Dreamweaver 1 and 2, Information Design, Animate, JavaScript for Designers, Web Design 1, Dynamic Web Development with PHP, WordPress Development, Web Practical Simulation, and Web Portfolio Design
- **Graphics/Presentation**
  Photoshop Basics and Illustrator Basics
- **Job Readiness/Employability Skills**
  Job Search and Résumé Writing and Thought Patterns for a Successful Career

Academy of Learning
CAREER COLLEGE