

uCertify

Course Outline

**CIW: Web Design Specialist
(1D0-520)**



Lesson



Practice test



Live-Lab

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Here's what you get

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Here's what you get

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1. Course Objective

Gain the skills and expertise required to pass the CIW Web Design Specialist certification exam with the CIW Web Design Specialist course. The course focuses on the 1D0-520 exam objectives and covers topics like site development essentials, web design elements, basic and advanced web technologies; website development process, website accessibility and usability; navigation concepts, and many more. The course is best suited for professionals willing to start a career in the field of web designing.

2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

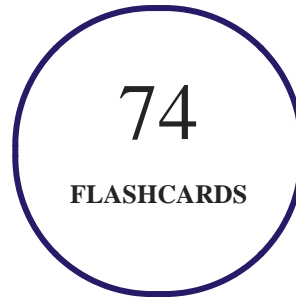
3. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

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QUIZZES

4. Flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



5. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



6. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

7. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

8. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

9. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- 2014

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- 2019
 1. Best Virtual Learning Solution
 2. Best Content Authoring Development or Curation Solution
 3. Best Higher Education Learning Management Solution (LMS)

- 2020
 1. Best College and Career Readiness Solution
 2. Best Cross-Curricular Solution
 3. Best Virtual Learning Solution

10. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Overview of Web Design Concepts

- Web Technology

- The Nature of the Web

- Web Design Concepts

- New Technologies
- Evaluating Your XHTML Skills
- Lesson Summary
- Optional Lab

Chapter 2: Web Development Teams

- Web Teams and Tasks
- Web Project Management
- Web Project Collaboration
- Your Web Design Portfolio
- Your Web Design Business
- Lesson Summary
- Optional Lab

Chapter 3: Web Project Management Fundamentals

- Web Project Management Phases
- Project Documentation and Communication
- Lesson Summary

- Optional Lab

Chapter 4: Web Site Development Process

- Bottom-Up Approach to Web Development
- Understanding the Business Process
- Defining a Web Site Vision
- From Vision to Strategy
- Web Site Specifications
- The Metaphor
- Mystery Meat Navigation
- The Mindmapping Process
- Creating a Web Site Wireframe
- Creating a Web Page Wireframe
- Lesson Summary
- Optional Lab

Chapter 5: Web Page Layout and Elements

- Web Users and Site Design

- Effective Web Page Layout
- Branding and the Web
- Color and Web Design
- Fonts and Web Design
- Lesson Summary
- Optional Lab

Chapter 6: Web Site Usability and Accessibility

- Audience Usability and Accessibility
- Defining Usability
- Web Site Usability Testing
- Web Page Accessibility
- Lesson Summary
- Optional lab

Chapter 7: Browsers

- Browsers and Navigation
- Browsers and Design Considerations

- Browser Adoption
- Major, Minor and Alternative Browsers
- Creating Aliases with TinyURL
- Utilizing CAPTCHA
- Lesson Summary
- Optional lab

Chapter 8: Navigation Concepts

- Why Is Navigation Critical?
- Primary and Secondary Navigation
- Navigation Hierarchy
- Site Structure, URLs and File Names
- Familiar Navigation Conventions
- Guided Navigation
- Navigation Action Plan
- Lesson Summary
- Optional lab

Chapter 9: Web Graphics

- Web Site Images
- Digital Imaging Concepts
- Raster vs. Vector Graphics
- Graphics Applications
- Image File Formats
- Creating and Optimizing Images

- Essential Graphic Design Concepts
- Lesson Summary
- Optional lab

Chapter 10: Multimedia and the Web

- Multimedia and Web Sites
- Current Multimedia Capabilities
- Animation and the Web
- Audio and the Web
- Video and the Web
- Goals of a Multimedia Site
- Multimedia Site Design Basics
- User Interaction
- Selecting Multimedia Elements
- Lesson Summary
- Optional lab

Chapter 11: Ethical and Legal Issues in Web Development

- Ethics and Law in Web Development
- Ethical Issues and the Web
- Legal Issues and the Web
- Lesson Summary
- Optional Lab

Chapter 12: HTML and the Evolution of Markup

- Function of Markup Languages
- SGML: A Short History
- What Is HTML?
- HTML Goals
- The HTML Standard
- HTML 1.0 and 2.0
- HTML 3.0 and 3.2
- HTML 4.0 and 4.01
- Separating Format from Structure in HTML
- Extensible HTML (XHTML)

- Reference Sites for Web Developers
- Lesson Summary
- Optional lab

Chapter 13: XML and XHTML

- What Is XML?
- XML Goals
- What Is an XML Document?
- Rules for Well-Formed XML
- HTML Transition to XML
- What Is XHTML?
- Applying a Single Standard Consistently
- Lesson Summary
- Optional Lab

Chapter 14: Web Page Structure — Tables and Framesets

- Creating Structure with X/HTML Tables
- Diagramming a Basic X/HTML Table

- Borderless Web Page Structure
- X/HTML Frames and Framesets
- The X/HTML <frameset> Tag
- The X/HTML <frame> Tag
- Targeting Hyperlinks in X/HTML
- The X/HTML <noframes> Tag
- Lesson Summary
- Optional lab

Chapter 15: Cascading Style Sheets

- Style Sheets
- Cascading Style Sheets
- Defining and Using Styles
- Changeable Style Attributes
- Style Guides
- Changes from CSS1 to CSS2
- Page Layout with CSS

- The CSS Box Model
- Document Flow and Positioning
- CSS Positioning Schemes
- Lesson Summary
- Optional Lab

Chapter 16: Site Content and Metadata

- Written Web Site Content
- Internet Marketing and Search Engine Optimization (SEO)
- Metadata
- The <meta> Tag and Document Identification
- The <meta> Tag and Search Engines
- The <meta> Tag and Delayed File Change
- Lesson Summary
- Optional lab

Chapter 17: Site Development with Microsoft Expression Web 4 — Introduction

- The Transition from FrontPage

- Microsoft Expression Web 4
- Expression Web Views
- Expression Web Menus and Toolbars
- Opening Web Sites and Files in Expression Web
- Developing W3C-Compliant Code with Expression Web
- Lesson Summary

Chapter 18: Site Development with Expression Web 4 — Basic Features

- Page Layout Options in Expression Web
- Creating a New Web Site Using Expression Web
- Page Layout with CSS
- Inserting Images with Expression Web
- Creating Hyperlinks with Expression Web
- Creating Image Maps with Expression Web
- Creating Navigation Bars Using CSS
- Expression Web's Dynamic Web Templates
- Pasting Formatted Text with Expression Web
- Pasting X/HTML content with Expression Web

- Lesson Summary
- Optional lab

Chapter 19: Site Development with Expression Web 4 — Advanced Features

- Expression Web Styles
- Adding Interactivity to Web Pages
- Creating Web Forms with Expression Web
- Connecting to Databases
- Expression Web Reports
- Options for Replacing Old Webbots
- Lesson Summary
- Optional Lab

Chapter 20: Site Development with Adobe Dreamweaver CS6 — Introduction

- Adobe Dreamweaver CS6
- Dreamweaver Layout Options
- Lesson Summary
- Optional lab

Chapter 21: Site Development with Dreamweaver CS6 — Basic Features

- Page Layout in Dreamweaver
- Creating Image Maps in Dreamweaver
- Creating Templates in Dreamweaver
- Importing Content in Dreamweaver
- Lesson Summary
- Optional Lab

Chapter 22: Site Development with Dreamweaver CS6 — Advanced Features

- Rollover Images in Dreamweaver
- Dreamweaver Web Forms
- Dreamweaver Behaviors
- Dreamweaver Assets and Library
- Editing X/HTML in Dreamweaver
- Jump Menus in Dreamweaver
- Site Search Forms in Dreamweaver
- Adobe Exchange

- Lesson Summary
- Optional lab

Chapter 23: Creating Web Pages Using Open-Source Tools

- Open-Source GUI Editors
- GUI HTML Editors vs. Text Editors
- Open-Source Text Editors
- Creating a Static Web Page
- Using Templates
- Checking Spelling
- Lesson Summary
- Optional Lab

Chapter 24: Image Editing with Adobe Fireworks CS6

- Adobe Fireworks CS6
- Creating an Image Document in Fireworks
- Adding Text to Images in Fireworks
- Cropping Images in Fireworks

- Image Layers in Fireworks
- Image States in Fireworks
- Transparent Images in Fireworks
- Image Slices in Fireworks
- Lesson Summary
- Optional lab

Chapter 25: Multimedia with Adobe Flash Professional CS6

- The History of Flash
- Flash Technology Features
- Developing with Flash
- Flash Shapes
- Color and Fills in Flash
- Lesson Summary
- Optional Lab

Chapter 26: Multimedia with Flash Professional CS6 — Timeline, Layers, Symbols and Buttons

- Flash Timeline
- Flash Layers
- Saving and Publishing Flash Movies
- Flash Symbols
- Flash Buttons
- Customizing the Flash Library
- Lesson Summary
- Optional lab

Chapter 27: Multimedia with Flash Professional CS6 — Tweens

- Flash Tweens
- Motion Tweens in Flash
- Shape Tweens in Flash
- Tweening Text in Flash
- Lesson Summary
- Optional Lab

Chapter 28: Multimedia with Flash Professional CS6 — Movie Clips

- Flash Movie Clips
- Adding Sound to Flash Files
- Adding Flash Movies to X/HTML Files
- Testing for the Flash Player Plug-In
- Lesson Summary
- Optional lab

Chapter 29: Multimedia with Flash Professional CS6 — ActionScript, Masks and Practical Uses

- Flash ActionScript
- Mask Layers in Flash
- Using SWF and SVG Files on the Web
- Flash and Accessibility
- Lesson Summary
- Optional Lab

Chapter 30: JavaScript and DHTML Fundamentals

- Why Script?

- JavaScript and Common Programming Concepts
- What Is JavaScript?
- JavaScript vs. Other Languages
- Embedding JavaScript into X/HTML
- Using JavaScript to Communicate with the User
- JavaScript Functions
- Using JavaScript for Browser Detection
- Dynamic HTML (DHTML)
- Lesson Summary
- Optional lab

Chapter 31: Plug-Ins and Java Applets

- Plug-In Technology
- Plug-In Installation
- Adobe Shockwave and Flash Players
- Adobe Reader
- RealNetworks RealPlayer
- Rich Media Content

- Creating a Downloadable File
- Introduction to Java
- Java Applets
- Applets and Animation
- Applet Authoring Tools and Resources
- Lesson Summary
- Optional Lab

Chapter 32: HTTP Servers and Web Applications

- What Is an HTTP Server?
- Accessing Servers and Services
- Basic HTTP Server Administration
- Server-Side Technologies
- Web Servers and Cookies
- Enabling, Disabling and Deleting Cookies
- Setting Cookie Files
- XML and Web Applications

- Syndicated Feeds
- Lesson Summary
- Optional Lab

Chapter 33: Databases

- Web Design and Databases
- Database Anatomy
- Database Queries
- Database Management System (DBMS)
- Connecting Web Pages to Databases
- Database Tools, Products and Programs
- Lesson Summary
- Optional Lab

Chapter 34: Web Site Publishing and Maintenance

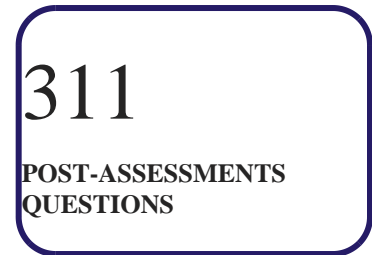
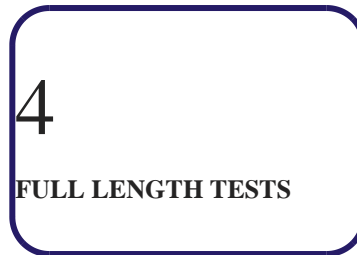
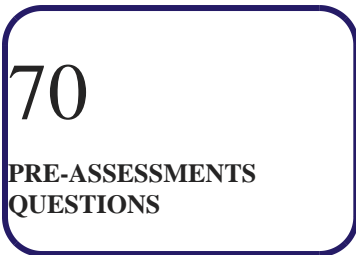
- Web Site Testing
- Web Site Publishing
- Web Site Hosting

- Web Publishing with an FTP Client
- Web Publishing with Expression Web
- Web Publishing with Dreamweaver
- Comparing Web Publishing Tools
- Maintaining Web Sites
- Web Server and Web Site Security
- Lesson Summary
- Optional lab

11. Practice Test

uCertify provides full length practice tests. These tests closely follow the exam objectives and are designed to simulate real exam conditions. Each course has a number of test sets consisting of hundreds of items to ensure that learners are prepared for the certification exam.

Here's what you get



Features

Full Remediation

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Learn, Test and Review Mode

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

12. Live Labs

Live-Lab is a real computer equipment, networked together and conveniently accessible over the internet using virtualization. A live-lab has equipments such as a computer, server, switch or router in it that a user is free to configure.

The benefits of live-labs are:

- Exam based practical tasks
- Real equipment, absolutely no simulations
- Access to the latest industry technologies
- Available anytime, anywhere on any device
- Break and Reset functionality
- No hardware costs

Lab Tasks

Overview of Web Design Concepts

- Creating a basic Web page in XHTML
- Practicing your XHTML skills by creating a basic Web page

Web Development Teams

- Creating a Web design portfolio
- Using a Wiki Web site

Web Site Development Process

- Creating a vision statement for a Web site
- Developing tactics to support a Web site strategy
- Developing the specifications for a Web site
- Analyzing the competition's strategy and tactics

- Analyzing Web site and Web page wireframes

Web Page Layout and Elements

- Using Web page colors and fonts to convey a message

Web Site Usability and Accessibility

- Identifying common accessibility issues
- Determining usability

Browsers

- Creating an alias with TinyURL
- Adding a CAPTCHA to a Web page
- Investigating Google Chrome
- Exploring various browsers

Web Graphics

- Comparing image file formats
- Adding tags to a digital photo using Picasa

Multimedia and the Web

- Evaluating multimedia site design principles

Ethical and Legal Issues in Web Development

- Exploring the public domain
- Discovering copyright infringement

HTML and the Evolution of Markup

- Learning about HTML standards

XML and XHTML

- Examining XML documents

Web Page Structure — Tables and Framesets

- Creating a simple XHTML table
- Creating a simple Web page structure
- Creating a rows frameset in XHTML
- Creating a column frameset in XHTML
- Hyperlinking frame content in XHTML
- Targeting links to the top frame in XHTML
- Combining columns and rows in nested framesets
- Combining frames in XHTML
- Adding attributes to the frameset
- Adding the <noframes> tag
- Creating targeted hyperlinks in XHTML

Cascading Style Sheets

- Creating and using embedded styles
- Applying inline styles
- Linking an external style sheet to an XHTML document
- Using CSS class selectors
- Creating a basic two-column layout with CSS
- Creating a three-column layout with CSS
- Converting a table-based page layout to CSS positioning
- Validating your style sheets using the W3C CSS Validation Service

Site Content and Metadata

- Using the <meta> tag to refresh a page automatically
- Using Web site metadata

Site Development with Microsoft Expression Web 4 — Introduction

- Launching Expression Web and creating a Web site
- Validating code with Expression Web
- Exploring different options of Expression Web for creating Web sites

Site Development with Expression Web 4 — Basic Features

- Creating a new Web site with Expression Web
- Preparing to lay out the home page with Expression Web
- Nesting divisions with Expression Web
- Inserting images with Expression Web
- Modifying division properties with Expression Web
- Creating hyperlinks with Expression Web
- Creating an image map with Expression Web
- Creating navigation bars using CSS
- Adding and styling links using CSS
- Creating a dynamic Web template with Expression Web
- Adding supporting Web pages with Expression Web
- Detaching pages from a dynamic Web template with Expression Web
- Pasting formatted text with Expression Web
- Pasting XHTML data into an Expression Web document
- Modifying Expression Web-generated code

Site Development with Expression Web 4 — Advanced Features

- Working with external style sheets in Expression Web
- Creating embedded styles with Expression Web
- Using inline styles in Expression Web
- Attaching multiple style sheets with Expression Web
- Adding behaviors with Expression Web
- Creating Web forms with Expression Web
- Observing the effects of multiple style sheets in Expression Web
- Modifying a manually coded X/HTML page in Expression Web

- Using Expression Web reports

Site Development with Adobe Dreamweaver CS6 — Introduction

- Creating a Web page in Dreamweaver
- Viewing XHTML code created by Dreamweaver

Site Development with Dreamweaver CS6 — Basic Features

- Creating a Web site in Dreamweaver
- Creating an image map in Dreamweaver
- Creating templates in Dreamweaver
- Developing a site structure in Dreamweaver
- Importing content into Dreamweaver
- Importing Microsoft Word documents into Dreamweaver
- Analyzing proprietary use of HTML code

Site Development with Dreamweaver CS6 — Advanced Features

- Creating rollover images in Dreamweaver
- Creating Web forms in Dreamweaver
- Applying behaviors in Dreamweaver
- Applying behaviors to AP elements in Dreamweaver
- Dragging AP elements in Dreamweaver
- Using assets and the Dreamweaver Library
- Editing X/HTML code manually in Dreamweaver
- Creating jump menus in Dreamweaver
- Adding a site search form in Dreamweaver

Creating Web Pages Using Open-Source Tools

- Creating and choosing templates in KompoZer
- Editing a page in an open-source text editor
- Conducting a spelling and grammar check using open-source tools
- Creating an image using open-source tools

- Using an open-source GUI HTML editor to create and evaluate code
- Creating a standard Web page in KompoZer

Image Editing with Adobe Fireworks CS6

- Adding text to images in Fireworks
- Cropping images in Fireworks
- Creating buttons in Fireworks
- Creating pop-up menus with Fireworks
- Modifying image size and resolution in Fireworks
- Creating image slices in Fireworks
- Working with image layers in Fireworks
- Creating animated images in Fireworks
- Creating a transparent image in Fireworks

Multimedia with Adobe Flash Professional CS6

- Using the Flash interface, toolbars and palettes
- Adding shapes to the Flash stage
- Using the Pen tool in Flash
- Changing colors, fills and gradients in Flash

Multimedia with Flash Professional CS6 — Timeline, Layers, Symbols and Buttons

- Identifying frames in Flash
- Using layers in Flash
- Saving Flash movies
- Creating symbols in Flash
- Using Flash Library buttons and ActionScript
- Creating buttons using Flash shapes
- Creating buttons in Flash using imported images
- Customizing the Flash movie library
- Working with layers in Flash
- Modifying symbols in Flash

Multimedia with Flash Professional CS6 — Tweens

- Creating a straight-line motion tween in Flash
- Modifying a motion path in Flash
- Creating shape tweens in Flash
- Creating a text tween in Flash
- Creating tweens with Flash

Multimedia with Flash Professional CS6 — Movie Clips

- Creating a Flash movie clip
- Resizing the Flash stage
- Adding sound to a Flash movie
- Importing a Flash movie into an X/HTML page
- Testing for the Flash Player plug-in
- Installing Flash extensions

Multimedia with Flash Professional CS6 — ActionScript, Masks and Practical Uses

- Creating actions in Flash
- Manipulating properties in ActionScript 3.0
- Adding objects to the stage using ActionScript
- Creating mask layers in Flash
- Using Adobe Site for reviewing case studies

JavaScript and DHTML Fundamentals

- Using the JavaScript alert() method
- Using the JavaScript prompt() method
- Determining navigator object properties with JavaScript
- Creating a sniffer and redirection with JavaScript
- Preloading images with JavaScript
- Using DHTML to position page elements
- Using the JavaScript open() method

- Using the confirm() method
- Embedding an animation applet
- Run a Java applet

Plug-Ins and Java Applets

- Downloading the Adobe Reader plug-in
- Downloading and Installing the RealNetworks RealPlayer plug-in
- Creating a rich media ad
- Viewing and analyzing rich media ads on Youtube
- Using a database in a Web site

HTTP Servers and Web Applications

- Creating a Web form to be handled with CGI
- Modifying cookie settings in Internet Explorer browser
- Setting cookies with JavaScript
- Creating an RSS news feed
- Using an RSS reader
- Comparing feed-burning service providers
- Modifying cookie settings in the Firefox browser

Web Site Publishing and Maintenance

- Publishing a Web site with Expression Web (for demonstration only)
- Using an open-source FTP client
- Publishing a Web site with Dreamweaver (for demonstration only)

Here's what you get




13. Post-Assessment


After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

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