



# Institute for Capacity Development (ICD)

Suite 3B, Third Floor| Capital Centre Building, Werner List Street| P O Box 10193, Khomasdal, Windhoek, Namibia|  
Phone: +264-61-401445 |Cell: +264816303279, +264813866883 |Fax: +264-61-401446 |E-mail: [coordinator@icdtraining.com](mailto:coordinator@icdtraining.com) |

## Website Development and Management

### Course Objectives

On completion of the course, participants should be able to:

- Define terms associated with the World Wide Web and the hypertext mark-up language.
- Demonstrate an advanced knowledge of the Internet and the various tools utilized
- Demonstrate an understanding of basic Web design principles.
- Demonstrate awareness of design considerations that affect Web page construction
- Demonstrate knowledge of how to design and create effective and structured Web pages using XHTML, CSS and other emerging Web technologies.
- Demonstrate an understanding of the importance of image compression; utilize various tools and techniques.
- Demonstrate a basic knowledge scripting languages including: JavaScript and PHP.
- Demonstrate knowledge of emerging technologies including: content management systems, blogging, wikis, and podcasts.

### Target Groups

- Graphic Designers
- Web developers
- E-marketing officers
- Website managers and technicians
- Technicians

### Course Outline

- Understanding communication and the need for websites
- Web site overview
- Site Definition
- Site Requirements
- Web Site Design
- Static Web Design
- Client-Centered/Collaborative Design
- Top Level Design
- Storyboarding/Detailed Design
- Design/Development Tools & Strategies
- Copyright Issues
- Image Editing Software
- Image hardware
- HTML Editors & Text Editors
- Dreamweaver

- HTML/XHTML
- JavaScript
- Photoshop CS4
- Flash
- Dynamic Web Design (E-commerce)
- PHP5/MySQL5
- Web Promotion and SEO
- Web Content Sharing
- Social Network Website
- Publishing to the Web/FTP
- Transferring FrontPage Files
- Internet Service Providers
- File Transfer Protocol Client Software
- Site Management and Security
- Site-Management Tools for Dynamic Sites
- Web Site Development and Management
- Action Planning

Dates : 09<sup>th</sup> – 20<sup>th</sup> January 2012

Duration : 2 weeks

Course costs : US\$3450

Venue : Pretoria, RSA



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## Application/ Nomination Form

Organisation \_\_\_\_\_

Department \_\_\_\_\_

Email address \_\_\_\_\_

Postal address \_\_\_\_\_

Phone numbers \_\_\_\_\_

Course Title/ Code \_\_\_\_\_

Attendance Month/ Dates \_\_\_\_\_

	<b>Surname</b>	<b>First Name</b>	<b>Position</b>	<b>Email</b>
Delegate 1				
Delegate 2				
Delegate 3				
Delegate 4				
Delegate 5				
Delegate 6				

*Attach a separate list in cases where the delegates are more than six ( Applications can also be submitted online or by email).*

Expected Benefits from participation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Authorised Signature: \_\_\_\_\_ Position \_\_\_\_\_ Date: \_\_\_\_\_