

WEB DEVELOPMENT MINI BOOTCAMP

Each course in this mini bootcamp delivers real-world skills essential in website development. Courses can be taken separately based on your previous experience, but no experience is necessary. Taken all together, these courses will provide a solid foundation in website development and the holistic business perspective one needs to implement a truly effective online business strategy, for your own project or for clients.

All our instructors are local, experienced professionals in the field of website development and technology, and are passionately involved in growing the local tech community. The technology skills presented in these courses are current, relevant to today's job market, and based on industry best practices.

INTRODUCTION TO INFORMATION ARCHITECTURE / WEBSITE PLANNING

Not all websites are created equal. For your online business presence to yield maximum benefit to your business, all content on the site must be designed to communicate value to your ideal customer in an easy and natural way. In this course, students will learn how to define and plan their website content for the optimal conversion to business goals. This course covers: content blocks and flow, user journey, graphic branding, calls to action, online marketing strategy, mockups and wireframes.

DCB 2170 R 1/30-2/20 6-9pm KSU \$399

WEBSITE DEVELOPMENT I WEBSITE CONSTRUCTION PRINCIPLES HTML5 & CSS

Students are provided with a hands-on introduction to the universal architecture of the web. This course covers website construction with HTML5 and CSS, file structure and hierarchy, design and usability concepts, accessibility-conscious coding, and website hosting and administration. Students will learn website development fundamentals hands-on by building a simple, professional-class website in class.

DCB 2171 M 2/24-3/30 6-9pm KSU \$499

No class 3/9

WEBSITE DEVELOPMENT II MULTIPAGE WEBSITES, CSS STRATEGIES

Students will extend their knowledge of HTML5 & CSS in building multi page websites. Students will explore CSS strategies for managing multi-column layout, responsive design principles, and how to code a website from a design mockup. The course will also cover CSS drop-down menus, tables, forms, and embedded media. Prerequisite: Website Development – Part I or equivalent knowledge (instructor-approved).

DCB 2172 M 4/6-5/4 6-9pm KSU \$499

WEBSITE DEVELOPMENT III BUILDING BLOCKS OF DYNAMIC WEBSITES

Students will discover the power of dynamic website coding with an introductory examination of PHP and MySQL. In this course, students will implement basic dynamic functions with PHP, and will hand-code a simple PHP-MySQL application to produce a dynamically-generated blog page. Students will examine similarities between their application and open source Content Management Systems like WordPress, and use what they learned to migrate an existing WordPress website. Prerequisite: Website Development II or equivalent knowledge (instructor-approved).

Students must bring a laptop to class.

DCB 2225-01 M 5/11-6/15 6-9pm KSU \$499

No class 5/25

WEB DEVELOPMENT INFO SESSIONS

Learn about the options for web development training.

DCB 2167	W	1/8	6:30-7:30pm	KSU	FREE
DCB 2167	W	1/15	6:30-7:30pm	KSU	FREE
DCB 2167	W	2/5	6:30-7:30pm	KSU	FREE



INTRODUCTION TO JAVASCRIPT & JQUERY

This course is designed for JavaScript novices who have little or no experience with the language. Students will learn the structure of JavaScript variables, scope, control flow and functions. Students will create code that interacts with DOM and adds interactive behavior to a website. The course will discuss best practices and introduce jQuery – a widely used JavaScript library. Prerequisite: knowledge of HTML and CSS or Website Development II.

DCB 2173 R Spring 2020 6-9pm KSU \$399

Date will be set based on student feedback.

WEBSITE OPTIMIZATION FOR GOOGLE

This course examines the interplay between clear business messaging and search engine optimization. Principles covered include: Niche Service, Location, Speed, Proper Website Structure, Blogs, Target Keywords, Tags, Metadata, Google Analytics basics, Google Search Console basics, AdWords basics and Tips and Tricks.

DCB 2174 R 6/18-7/9 6-9pm KSU \$399



NEW! LUNCH & LEARN

Join us for lunch and a free, hour-long, educational seminar in a casual environment at the Kingston Center. Our presenters are experts in their field. Examples of topics are finances, wildlife rehab and social media.

For a list of topics and dates visit:

www.sunyulster.edu/continuing_education/info_sessions