

THE CIW WEB DESIGN SERIES

This series is ideal for professionals with some Web development knowledge who work in the fields of Web site design, e-commerce and graphic design, as well as entrepreneurs who want to be able to develop and manage their businesses online. This series consists of two specialist certifications and one professional certification.

CIW Web Design Specialist

The CIW Web Design Specialist course is for the individual who wants to develop the skills necessary to specialize in Web site design. In this course, students will build upon their basic Web authoring skills to learn the essentials and best practices of Web design, including design theory, tools and technologies.

Topics include:

- Open-source technologies and W3C standards
- XHTML, GUI editors and image editing
- Cascading Style Sheets (CSS), multimedia and plug-in technologies
- Internet marketing and Search Engine Optimization (SEO)
- Blogging and syndicated feeds
- Web design for traditional and PDA-based browsers
- Database integration, site publishing and maintenance
- Mozilla Firefox and Microsoft Internet Explorer
- Microsoft Expression Web 3
- Adobe Dreamweaver, Fireworks and Flash CS5, including ActionScript 3.0

Certification Exams

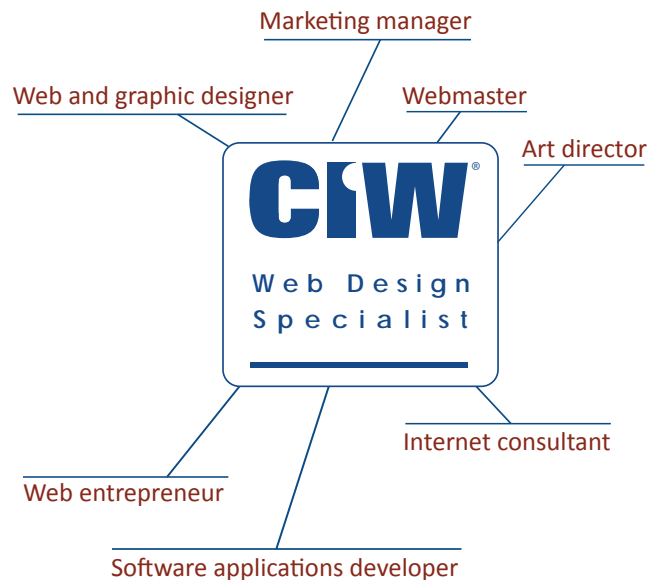
To earn the CIW Web Design Specialist certification, candidates must pass one exam:

CIW Web Design Specialist exam (1D0-520)
70 questions | 75 minutes

Typical Time to Teach

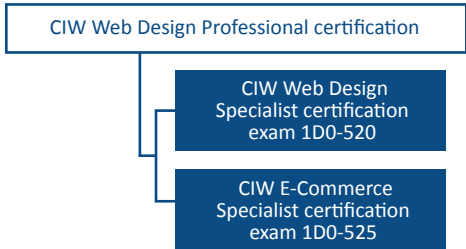
Secondary	one semester to a full year
Higher Education	eight to twelve weeks
Training Providers	one to two weeks

RELATED JOBS AND CAREER PATHS



CIW — The Industry Standard for Web Technology Education and Certification

CIW is the world's fastest growing vendor-neutral Internet skills training and certification program for students and professionals. More than a certification or a curriculum publisher, CIW is a Web technology standard adopted by academic institutions, governments and businesses worldwide. CIW includes applications and competencies, but our core curriculum focuses on the foundational standards that sustain the infrastructure of IT: Web design, e-commerce, security, networking and databases.



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CIW E-Commerce Specialist

To stand out as an increasingly valuable member of a Web development or marketing team, you need a working knowledge of e-commerce standards. The CIW E-Commerce Specialist course is for the individual who already understands the foundations of Web technologies and site design, and wants to become proficient in e-commerce practices.

Topics include:

- E-commerce site development, including ways to conduct business online and manage the technical issues associated with constructing an e-commerce Web site
- E-commerce technology and security, including e-commerce technologies at various levels of sophistication
- Customer Relationship Management (CRM) software, and practices for securing your online transactions as well as your customers' personal information
- E-commerce business, marketing and legal issues, including Web marketing strategies, online product promotion, and legal topics such as taxation and international shipping

Certification Exams

To earn the CIW E-Commerce Specialist certification, candidates must pass one exam:

CIW E-Commerce Specialist exam (1D0-525)
72 questions | 75 minutes

Typical Time to Teach

Secondary	one semester
Higher Education	eight to twelve weeks
Training Providers	one week

RELATED JOBS AND CAREER PATHS



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