

CM 180 : Introduction to Website Technology

Studies and practices creative strategies for the build and maintenance of professional websites using powerful industry-standard tools and advanced methodologies. Explores social media, search-engine optimization, business and advertising paradigms, and emphasizes effective client and project management skills. Students are not required to have prior web-coding experience, but would benefit greatly if they do. This is a hands-on, intensive course for graphic artists to prepare them for entry level work in the field.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Designation

DA

Prerequisites

CM 123 with grade C or better, or consent.