Web Page Design graduates can find positions with advertising agencies, government agencies, non-profit organizations and businesses.

WEB PAGE DESIGN CERTIFICATE PROGRAM

Degree: Certificate
HEGIS Code: 5104
Curriculum Code: 1418.WPD

Campus Location: South
Engineering & Technologies Division

For gainful employment information, please visit this link: elinks.ecc.edu/gainfulemployment/webdesign/Gedt.html

Program Description

Erie Community College’s Web Page Design Certificate Program is designed to address the industry’s need for designers to possess greater competency in language, visual communication and graphic design skill, as well as formal training in essential industry standard software programs. The program will be beneficial for both Web page designers who want to upgrade their skills and students who want to obtain the necessary skills to obtain an entry-level Web page designer position.

Students will enjoy small class sizes and hands-on opportunities to utilize the latest in hardware and software as they take courses such as Orientation to Graphics, Photoshop I, Publishing IV Web Basics, Multimedia and Web Page Design with Dreamweaver.

This is a growing field and graduates will find positions with advertising agencies, government agencies, non-profit organizations and businesses. In addition, graduates may transfer credits to obtain an Associate in Applied Science degree in Visual Communications Technology: Graphic Arts and Printing. Graduates may also transfer credits to obtain an Associate in Applied Science degree in Information Technology with a concentration in Web Page Design.

Program Competencies

Upon completion of the Web Page Design Certificate Program, the student will be able to:

• identify basic design principles and the historic influence on graphic design, including the fundamentals of typography as they relate to digital and print media;
• apply related techniques such as the principles of design and layout, copyfitting, page anatomy, copyright laws and proofreading when applicable to the production of printed and electronic Web-based products and information;
• demonstrate competency in operating a computer including current versions of industry-related software applications for design, illustrations, page assembly, photo/image manipulation and HTML Web publishing;
• apply the theory of color and its relationship to the electronic process;
• identify the terminology associated with special effects for image manipulation and how to produce each effect;
• apply a variety of measurement systems including points and picas to a diversity of job specifications/products in the graphics industry and apply correct mathematical processes to specific procedures;
• apply the basics of multimedia authoring and development to incorporate sound, still and moving images for use with such items as Web pages and multimedia CD ROMs;
• apply the basics of Web design and Internet competencies including the rules and regulations of the Internet; and
• create an interactive Web page utilizing current Web editing software.

**CURRICULUM**

*Total Degree Credits: 30.5 - 35.0 credits*

**First Year, Fall Semester**

- GA 101 Orientation to Graphics (2 cr)
- GA 131 Photoshop I (2 cr)
- GS 111 College Success Skills (3 cr)
- EN 110 College Composition (3 cr)
- Math/Science Elective (3-4 cr)

**First Year, Spring Semester**

- GA 140 Publishing IV Web Basics (3 cr)
- GA 144 Multimedia (2 cr)
- GA 145 Web Page Design with Dreamweaver (3 cr)
- Social Science/Humanities Elective (3 cr)

**Choice of three Career Field Electives 6.5 - 10 credits** *

*GA 102 Publishing I Basics (2 cr)
*GA 125 Create with Illustrator (2.5 cr)
*GA 141 PhotoShop II (2 cr)
*GA 146 Intro to 3D Modeling and Animation (3 cr)
*AT 222 Digital Photography (3 cr)
*AT 230 Design I (3 cr)
*CS 103 Web Development and Programming Fundamentals (3 cr)
*EN 201 Writing for Graphic Publications (3 cr)

* Students are to select any three of the career field elective courses for a total of 6.5 - 10.0 credits.

**NOTE:** The Visual Communications; Web Page Design Certificate program is a sequenced program. Course availability for career field core requirements and career field electives may be affected. Students are advised to check with the Visual Communications; Graphic Arts and Printing Technology Department before registering for courses. Total certificate program credits may vary; however most certificate programs are between 30 and 34 credits. The Visual Communications; Web Page Design Certificate program carries 30.5 - 35.0 credit hours. Students without Macintosh computer skills are encouraged to take GA 102 Publishing I (Macintosh) Basics as one of the three career field electives.