

Program Name: Web and Multimedia Technology	Outcomes	WEB 101 Web Design I	WEB 110 Web Design II	WEB 115 Web Developer I
Outcome #1	Students will be able to write valid and accessible HTML.	Students are introduced to HTML and the validation process	Students will learn advanced HTML including XHTML and HTML5	
Outcome #2	Students will create images optimized for the web.	Students begin learning introductory Photoshop skills for creating and optimizing web graphics	Students learn advanced Photoshop techniques including Mockup-to-HTML.	
Outcome #3	Students will be able to write valid and accessible CSS.	Students receive an introduction to CSS	Students learn CSS techniques for advanced control over layout, updating and design	
Outcome #4	Students will be able to write valid client-side scripting with JavaScript.			
Outcome #5	Students will be able to write valid server-side scripting PHP to create dynamic, data-driven websites.			Students are introduced to the PHP server-side language and will complete a simple Content Management system by the end of the semester
Outcome #6	Students will create and interact with databases using SQL to create dynamic, data-driven websites.			Students are introduced to the SQL database language and will complete a simple Content Management system by the end of the semester.

Outcome #7	Students will be able to select and customize open source content management systems appropriate for a solution and according to client needs.			
Outcome #8	Students will create and implement multimedia solutions.	Students are introduced to video implementation on the web including compression and delivery techniques using Flash and YouTube.		
Outcome #9	Students will understand project management and planning for websites.		Students learn project management for the web including working in large teams, the planning process and managing client expectations	
Outcome #10	Students will learn, implement and demonstrate principals of interactivity.	Interactivity is essential to small static websites. Students implement proper interactivity techniques after learning about bad and good examples and making comparisons.	Interactivity is increased with the use of CSS to give instant and responsive feedback. User testing is also covered.	Students create CRUD-based systems that 'degrade gracefully' and interact with the user in useful ways.
Outcome #11	Students will be able to plan and implement handicap accessibility and 508 compliance on websites.	Students are introduced to handicap accessibility principals including alt tags, screen readers, validation and file size.	Students are introduced to more advance handicap accessibility principals including SEO, multiple style sheets, and screen reader page navigation.	
Outcome #12	Students will be able to analyze and select tools appropriate for a specific solution.	Students find and evaluate professional software tools for the projects they create.	Students find and evaluate professional software tools for the projects they create.	
Outcome #13	Compare, contrast and select appropriate technology to enhance personal and professional tasks	Students search the web for tutorials and reviews on software and give their own reviews on the validity and usefulness of the software.		Students search the web for tutorials and reviews on software and give their own reviews on the validity and usefulness of the software.
Outcome #14	Critically evaluate data through technology resources	Students must select appropriate information for each of their projects.		

Outcome #15	Process and communicate information through technology resources	Students must form responses to new technologies. Students must also find information and format it for the web in all 3 projects.		
Outcome #16	Evaluate and employ safe computing practices	Students are taught password safety, computer software maintenance, backup, and security in a module specifically design for the computer safety outcome.		Students include secure programming techniques to prevent SQL Injection and Anti-spam methodologies.