



Online Degrees and Certificates in
WEB DESIGN AND DEVELOPMENT



EARN YOUR WEB DESIGN & DEVELOPMENT DEGREE AT CHAMPLAIN COLLEGE



CHAMPLAIN
COLLEGE
ONLINE /

Champlain College

EARN YOUR WEB DESIGN AND DEVELOPMENT DEGREE WITH CHAMPLAIN COLLEGE ONLINE

Champlain College's online Web Design & Development program is designed to equip students with the knowledge and skills needed to create a user-centric web experience that achieves an organization's goals and objectives. You'll become adept in the web technologies of today, and be poised to critically examine and adapt to the technologies of tomorrow.

With an online associate degree, bachelor's degree or certificate in Web Design & Development from Champlain College Online, you are positioned to capitalize on the demand for skilled web developers and designers in a dynamic and growing field. And, you will be able to increase your career prospects in nearly any industry with a recognized and valued credential.

AS A WEB DESIGN & DEVELOPMENT STUDENT YOU WILL:

- > Design effective and usable websites (e.g., quality content, navigational structure, organized layout, site maps) using appropriate security principles.
- > Evaluate websites based on interactivity/design elements and principles (e.g., contrast, alignment, color, space, navigation, user feedback), and learn how to conduct usability testing.
- > Use advanced web creation techniques, and explore new Internet technologies, tools, and techniques and build, navigate, and interact within them.
- > Identify web accessibility issues and incorporate accommodations into design.
- > Apply eBusiness concepts to web-related projects (e.g., Google Analytics & Adwords, search engine optimization, etc.).
- > Develop the critical thinking, problem-solving and communication skills that employers seek.

Champlain College

WEB DESIGN & DEVELOPMENT CURRICULUM

PROFESSIONAL COURSES

- > Designing Digital Images for the Web
- > Writing for the Web
- > Web Site Design
- > Web Media
- > Usability in Website and Software Design
- > Introduction to Computer Systems
- > Web Page Development I - HTML
- > Relational Database Design & SQL
- > Server Side Scripting - PHP
- > Client Side Scripting - Javascript
- > Web Page Development II - CSS & XML
- > The Strategic Marketing Process
- > Retail Internet Business
- > Digital Marketing
- > Networking Fundamentals
- > Introduction to Operating Systems
- > Internet and Web Architecture
- > Foundations of Cybersecurity
- > Senior Seminar Project (15-week course)
- > Technical Electives

GENERAL EDUCATION COURSES*

- > Interpersonal Communication
- > Intercultural Communication
- > Critical Reading & Expository Reading I
- > Critical Reading & Expository Reading II
- > Project Management
- > Financial Systems for Management
- > Introduction to Statistics (15-week course)
- > Ethics in the Professions
- > Introduction to Psychology
- > Social Interaction/Digital Age
- > Critical Thinking
- > Microeconomics or Macroeconomics
- > Electives

*The majority of our students qualify for transfer credit and/or test out of professional and general education courses reducing the cost of their degree and time to completion.

PROGRAM STRUCTURE

Credits needed to earn the BS: 120

Professional Courses: 66 Credits

General Education: 54 Credits

Credits needed to earn the AS: 60

Professional Courses: 39 Credits

General Education: 21 Credits

Credits needed to earn a Certificate: 15

CERTIFICATE OPTIONS

Gain credentials while pursuing your degree by earning a certificate along the way.

Web Programming Certificates:

- > Advanced Client Side Scripting
- > Advanced PHP Programming

Digital Marketing Certificates:

- > Search Engine Optimization (5-week course)
- > Google Adwords (5-week course)
- > Web Analytics (5-week course)

CHAMPLAIN COLLEGE: AN EXPERIENCED LEADER IN ADULT ONLINE EDUCATION

Champlain College is a regionally accredited, private, not-for-profit college in Burlington, Vermont known for educating students for career success since its founding in 1878. Champlain has been a leader in online education since launching its first online degree programs more than 20 years ago, and now offers nearly 50 online programs of study.



Ranked among the Best Online Bachelor's Programs by *U.S. News & World Report*.



Regionally accredited by the *New England Commission of Higher Education*, which ensures that standards of academic quality are being met or exceeded.



Included in *The Princeton Review's* "The Best 381 Colleges" ranking especially high for its quality of life, "green" commitment and academics.

POSITION YOURSELF FOR SUCCESS WHEN YOU CHOOSE CHAMPLAIN COLLEGE ONLINE

At **Champlain College Online**, adult students are our priority, and our nationally acclaimed **100% online** programs are designed for busy working adults.

We structure our academic calendar to help you **finish your degree sooner** with three semesters a year, and two sessions in each semester.

You'll benefit from a personalized student experience with a **dedicated academic advisor** and a team to help you complete your degree.

Our faculty are **practitioner-experts** in their field and understand today's industry needs.

Curriculum is **built with working professionals in mind**, with coursework and assignments that can be immediately applied to the workplace.

When awarding transfer credits, we consider the **work and life experiences** that adult online learners bring to their academic pursuits, in addition to their prior college coursework.

With **no specific class times throughout the week**, you can **participate 24/7**, when it's **convenient for you**.



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