WEB Content Creation (Master) Certificate

Continuing Education

Non-credit
Online instructor led
18 week schedule (90 hours)

Contact:
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Program Description

This certificate program consists of three Master Classes that will prepare you to be a professional web writer or editor, working in a world of intense interactivity, fast feedback, complex content management, and constantly changing business models. The classes are:
(1) Writing Web Content
(2) Architecting Web Content
(3) Creating Popular Web Genres
First you'll learn how to adapt your writing for the web, developing a truly electronic style.
Then you'll learn how to think structurally when approaching new content, exploring information architecture from the point of view of a creator.
Then you'll write web content in half a dozen major genres, which will help you develop a portfolio of web samples for your job hunt, or career change.
You will stretch your writing muscles, exercise your mind with challenging ideas, and express yourself in a new way. You're going to become a maestro of web content.

Admission Requirements

Basic computer skills
Access to a computer with Internet access
Self discipline to complete the program

Curriculum

(1) Writing Web Content
Create text, links, paragraphs, elements of object-orientation, heading and menus.
(2) Architecting Web Content
Organize multiple menus, individual menus, enable precise searches, customize content for distinct groups, structure reference material and conceptual information, build processes and procedures that enable action.
(3) Creating Popular Web Genres
Write marketing copy, organize and write news releases, create answers to FAQ's, embedded assistance, news articles for web publication, successful email newsletters, create Web log (blog), produce ezine articles, create web portfolio of samples of your work.

Program Fees

Tuition & Fees	$1,200
Books	book is recommended $40
Other fees	none
Total	**$1,240**

Career Potential

Web designers, Webmasters,
The growth of electronic commerce means that more establishments use the Internet to conduct their business online. The spread of such new technologies translates into a need for information technology professionals who can help organizations use technology to communicate with employees, clients, and consumers. Web Design is a fast growing industry as more and more businesses are advertising and promoting on the web. A professional in this field has the potential to earn $25,000 to $100,000 per year. The expectancy is for continued growth in the industry due to market expansion.