COURSE FEATURES

- Receive professional development credit.
- Class meets mostly online for your scheduling convenience.
- Practice what you learn with a hands-on practicum or case study analysis, which you can use with your students.
- Experienced instructor.
- Easy access from major highways.
- Free parking.
- NJIT is convenient to public transportation—only a five minute subway ride from NJIT Penn Station.
- Reasonable fees.

What Teachers Say...

- Great! Instructor was very knowledgeable and patient.
- Hands-on experience was great.
- I learned a great deal today and will take more courses in this series.
- Good use of specific examples from a variety of disciplines.
- Very interesting and useful
- I wouldn’t change a thing. Great presentation.
- Exceeded my wildest expectations. Will recommend to fellow teachers.
- You were excellent. I give you an A+
- Excellent course (all sessions)
- Perfect! - Thanks!

Instructor - Keith Williams

Keith, Director of B.S. in Web and Information Systems, holds a M.S. in Instructional Technology from Bloomsburg University of Pennsylvania. He has a lifelong interest in programming and software development with a special interest and passion for web application development that he expresses through his other passion, which is helping people learn and seeing them succeed.

Email: teacher@njit.edu
For Information & Registration: is.njit.edu/teachertech
Description

This course discusses the concepts and skills required to plan, design and build websites. It is taught in a lab to ensure hands-on experience with each of these tasks. The course begins with an overview of web technologies. Students learn to plan websites, which includes determining the business and end-user requirements for the site. Design includes learning to develop "mockups" of how the site will look and how people will use it. The major tools for building websites will be industry standard XHTML to describe webpage content, and Cascading Style Sheets (CSS) for flexibly formatting the content. Using entire site, as well as "future-proofs" a website, allowing it to be viewed on every major web browser (such as Firefox or Chrome) and easily adapt to changes in future browser technology. The course features substantial hands-on projects comprising websites of several interlinked pages and images, enabling students to thoroughly learn the course's important concepts and skills.

Topics Covered

- History of the Internet
- Website wireframe and mockup creation
- Information architecture for website navigation
- Git Version Control - Basics
- Current Issues: Net Neutrality, Careers, Privacy, Social Media, Online Advertising
- Internet technologies and processes: SFTP/FTP/HTTP/SSH/DNS
- Fundamental website graphic design concepts: typography, color, composition, and layout
- CSS and HTML Coding
- JavaScript Fundamentals
- Server Scripting Fundamentals
- Web Analytics: Bounce Rate, Visitors, Page Views, Etc…
- Search Engine Optimization: Content, Keywords, Inbound Links, Page Views, Search Frequency

WEB SITE DEVELOPMENT FOR TEACHERS

Our focus is on technology you can use in classes and prep, and making it easy enough to teach to your students.

Details and registration information on the web at is.njit.edu/teachertech

Please register early!

Class meets on NJIT campus or synchronously online once a month. The rest of the class activities are conducted online asynchronously for your convenience.

QUESTIONS?

Email us at teacher@njit.edu

TAKE-HOME MATERIALS

Teaching materials provided for each session.