GET WHAT YOU WANT

Designing a new website? Looking to learn the latest IT trends? Need to make your site faster and smarter? No matter what part of technology you’re into, you’ll find courses to meet your needs at the UWM School of Continuing Education!

**IT**

- .NET 2.0
- ASP.NET
- Defining and Managing Business Requirements
- Relational Database Design Essentials
- SharePoint Design and Implementation & Foundations
- Silverlight
- SQL
- VBA for Access & Excel

**WEB DESIGN & DEVELOPMENT**

- .NET 2.0
- ASP.NET
- Cascading Style Sheets – I & II
- Crystal Reports – I
- Defining and Managing Business Requirements
- Dreamweaver – I & II
- Flash - Web Animation and Interactivity
- HTML – I & II
- PHP – I
- Photoshop – I & II
- Relational Database Design Essentials
- SEO - Search Engine Optimization
- SharePoint Design and Implementation & Foundations
- Silverlight
- SQL
- Technology Behind the Internet
- VBA for Access & Excel
- Using Social Media to Drive Customers to Your Website
- Website Design Essentials – I & II
- Website Design for Mobile Devices
- XML Essentials

STAND OUT FOR SUCCESS

Complete your Web Design or Development Certificate!

See page 21.
# Table of Contents

## Web and IT Classes

- .NET 2.0 - Practical Application Development ........................................... 4
- ASP.NET ........................................................................................................... 4
- Cascading Style Sheets - I ............................................................................... 5
- Cascading Style Sheets - II ............................................................................. 5
- Crystal Reports - I .......................................................................................... 6
- Defining and Managing Business Requirements ............................................. 6
- Dreamweaver - I ............................................................................................. 7
- Dreamweaver - II ............................................................................................ 7
- Flash - Web Animation and Interactivity ....................................................... 8
- HTML - I .......................................................................................................... 8
- HTML - II ........................................................................................................... 9
- Photoshop - I ................................................................................................. 9
- Photoshop - II .................................................................................................. 10
- PHP - I ............................................................................................................ 10
- Relational Database Design Essentials ........................................................... 11
- SEO - Search Engine Optimization ................................................................. 11
- Sharepoint Design and Implementation ....................................................... 12
- Sharepoint Foundations - I NEW .................................................................... 12
- Sharepoint Foundations - II NEW ................................................................. 13
- Silverlight ........................................................................................................ 13
- SQL - Introduction .......................................................................................... 14
- SQL - Database Administration NEW ........................................................... 14
- SQL - Joins ...................................................................................................... 15
- SQL Business Intelligence - Reporting Services ............................................. 15
- SQL Server 2008 - Developer ...................................................................... 16
- Technology Behind the Internet ...................................................................... 16
- Using Social Media to Drive Customers to Your Website ................................ 17
- VBA for Access .............................................................................................. 17
- VBA for Excel ................................................................................................. 18
- Website Design Essentials - I ....................................................................... 18
- Website Design Essentials - II ...................................................................... 19
- Website Design for Mobile Devices ............................................................... 19
- XML Essentials ............................................................................................. 20

## Web Certificate Program

................................................................. 21

## Related Classes

................................................................. 22

## Customized Training Solutions

................................................................. 23

## General Information

................................................................. 23

## Directions and Parking

................................................................. 23
.NET 2.0 – PRACTICAL APPLICATION DEVELOPMENT

Prerequisite: Basic understanding of programming concepts and structures

Discover how straightforward it is to create computer applications and websites with Microsoft Visual Studio 2008. Explore ASP.NET, VB.NET and C# languages in this all inclusive development solution. You will leave this course with the skills necessary to create these applications on your own. Sample code from classroom examples and projects will be provided.

TOPICS INCLUDE:
- Setup in Visual Studio 2008
- Configuration files
- Source control and management
- User Interface
- Master pages
- Session
- Menus, panels, labels
- Buttons, radio buttons, checkboxes
- Grid and list view
- Form and control event handlers
- Transferring data to controls
- Encryption
- Username and passwords
- Connection objects
- Connecting databases to controls
- Saving and loading data

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

 DEC. 12-14
  #5071-1114
  Time: 8:30am-4:30pm
  Fee: $699
  Instructor: Scott Lovy
  CEUs: 2.1

ASP.NET

Prerequisite: Intro to .NET programming course or knowledge of VB.NET

ASP.NET is the Microsoft solution for building dynamic and scalable enterprise eCommerce/Web applications. Examine the essential features of this technology using Visual Basic.NET as the programming language of choice.

TOPICS INCLUDE:
- IIS and the ASP.NET runtime environment
- Compilation in current ASP.NET
- Managing state
- Web forms
- Partial classes and the code-behind model
- Server controls
- Master pages
- Themes and skins
- Form validation
- Caching page output
- ASP.NET security
- Web application configuration
- Database access using LINQ
- Building a web service using WCF
- AJAX
- Server side AJAX
- Using the AJAX control toolkit
- Client side AJAX to invoke web services

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

 OCT. 17-18
  #5071-1119
  Time: 8:30am-4:30pm
  Fee: $699
  Instructor: Scott Lovy
  CEUs: 1.4
**CASCADING STYLE SHEETS - I**

**Prerequisites: HTML - I and II, Technology Behind the Internet**

Cascading Style Sheets are an important component of dynamic HTML pages. Learn the basics of separating style from structure within an HTML document. The HTML 4.0 rules rely on Style Sheets for all stylistic presentation. The Web Accessibility Initiative makes use of CSS for improving access for the disabled, and new work on HTML and XML will continue to make heavy use of CSS for the future.

**TOPICS INCLUDE:**
- Importance of style sheets
- Syntax
- Three different types of style sheets
- Class and ID selectors
- Inheritance/Cascading
- Introduction to positioning

**OCT. 8**

#5071-1103
Time: 8:30am-4:30pm
Fee: $299
Instructor: Andy Biewer
CEUs: 0.7

**CASCADING STYLE SHEETS - II**

**Prerequisite: Cascading Style Sheets - I**

Take Cascading Style Sheets to the next level. Focus on using style for positioning, visual formatting of web pages, control of media types and interaction with scripting. The result is dramatic control over web page design.

Take basic skills in HTML and CSS and explore the advanced design techniques possible using style. Investigate user design strategies that can be applied in almost any site. With a special focus on browser compatibility the course makes sure that designers know what is possible – and what is risky – using CSS. The advanced designer gains a real hands-on appreciation for the potential of style-enhanced design.

**TOPICS INCLUDE:**
- Positioning of objects and texts
- Layers and z-index
- Content clipping
- Controlling
- Managing browser compatibility
- Validation of CSS documents and test suites
- Tables and CSS
- Style elements in forms
- Menus and user interface design using CSS
- The future of CSS

**OCT. 31**

#5071-1116
Time: 8:30am-4:30pm
Fee: $299
Instructor: Andy Biewer
CEUs: 0.7

“The things I’ve learned have opened new outlets for creativity.”
CRystal Reports - I

Prerequisite: Understanding of databases. Knowledge of SQL a plus but not required

Learn how to create professional reports with Crystal Reports. Survey all the features including new ways of implementing parameter reports.

TOPICS INCLUDE:
• Report formatting and organization
• Expressions, formulas and functions
• Introduction to complex reports
• Visual elements

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

OCT. 13-14
#5071-1125
Time: 8:30am-4:30pm
Fee: $525
Presenter: Hannah Goodman
CEUs: 1.4

DESINING AND MANAGING BUSINESS REQUIREMENTS

Prerequisites: None

Understanding and articulating business requirements for automated systems is the weakest link in systems development. Using realistic cases, participants practice discovering, understanding and documenting clear and complete business requirements that speed development, reduce maintenance and delight customers.

TOPICS INCLUDE:
• Requirements role and importance
• Discovering “REAL” requirements
• Data gathering and analysis
• Documentation formats
• Getting more clear and complete
• Managing the requirements

Counts as two courses toward the Web Design or Development Certificate (See p. 21 for details).

OCT. 24-25
#5025-0398
Time: 8:30am-4:30pm
Fee: $845
Instructor: Robin Goldsmith
CEUs: 1.4
DREAMWEAVER - I

Prerequisite: HTML - I and II or equivalent experience

This course is an introduction to the productivity aspect of Macromedia's visual editor, Dreamweaver, the standard for web page layout.

Define a site in Dreamweaver to organize and maintain the web pages; and create a basic web page by typing text and applying character and paragraph formatting. Use Site Panel to create and organize files and folders. Insert images, set image properties, create and format tables. Add links within a site, create anchors and specify external links, as well as use images as links, and create image maps. Build a frame-based set of pages. Upload a site to a remote web server.

TOPICS INCLUDE:
- Internet access and HTML
- Creating and building a website
- Adding content to web pages
- Working with links
- Enhancing navigation in a site
- Managing and uploading a website

OCT. 10
#5071-1107
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

DREAMWEAVER - II

Prerequisite: Dreamweaver - I

Dreamweaver - II concentrates on advanced concepts of the Dreamweaver web development application. Expand the knowledge gained in the Dreamweaver - I course. Work with advanced website creation features available in Dreamweaver, including libraries and behaviors. Use many new features available within the HTML 4 standard including style sheets and layers.

TOPICS INCLUDE:
- Rollovers and navigation bars
- Libraries
- Defining head elements and managing keyboard shortcuts
- Style sheets
- Layers
- The history panel
- Browser targeting and code tools
- Creating forms

OCT. 24
#5071-1112
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

Did You Know?
You Receive $100 Off Your Final Certificate Class.
FLASH - WEB ANIMATION AND INTERACTIVITY

Prerequisite: Experience with HTML and Windows or Macintosh operating system

Understand Adobe Flash and how it is used on the web to create low-bandwidth, cross-platform compatible animations and other interactive content. The course is task-based and you will learn by working through examples and creating your own content. Along with an introduction to the Flash authoring environment the course will focus on the importance of good design, publishing for the web and usability.

TOPICS INCLUDE:
• The Adobe Flash development environment
• Symbols, graphics, movie clips, instances and using the library
• Creating Graphics and text
• Working with layers, frames, the timeline and toolbar
• Animations, including frame-by-frame, motion tweens and shape tweens
• Using buttons for navigation
• Attaching ActionScript to buttons
• Sound
• Video
• Publishing for the web

Counts as two courses towards the Web Design Certificate (see pg. 21 for details).

SEPT. 22-23
#5071-1105
Time: 8:30am-4:30pm
Fee: $525
Instructor: Adam Hudson
CEUs: 1.4

HTML - I

Prerequisite: Familiarity with Windows, and process of browsing the web. No prior knowledge of Web authoring is expected

Use HTML code to create a basic web page with formatted text, images and links and gain a better understanding of how to edit more complicated web pages. Develop an understanding of the construction of HTML as a language and how to work more efficiently.

TOPICS INCLUDE:
• Overview of how HTML works with browsers
• Introduction to the place of HTML, XML and XHTML
• Basic structure of web pages
• Text layout using HTML
• Fonts, colors and formatting for web pages
• Incorporating graphics in web documents
• Understanding and creating hyperlinked pages
• Creating and editing HTML lists
• Introduction to how HTML interacts with servers

SEPT. 9
#5071-1100
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

DEC. 2
#5071-1106
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

SAVE MONEY AND TIME CUSTOMIZED TRAINING SOLUTIONS details on pg 23
**HTML - II**

Prerequisite: Web page development using HTML - I or equivalent experience

Learn intermediate HTML techniques to better organize pages and enhance communication. Class also introduces the importance of enhancing navigation, assessing information and adapting it to the web, and creating logical flow throughout a site. Gain greater layout control by using tables, creating image maps and developing the interactivity of a site with online forms.

**TOPICS INCLUDE:**
- How websites are structured
- Why XHTML is important to web design
- Using tables to present information
- Using tables to control web page layout
- How to create pages using frames
- Creating HTML forms for collecting information
- How HTML forms interact with web servers
- Building multi-linked image maps
- Overview of web authoring tools and technologies

**SEPT. 16**

#5071-1101
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

**DEC. 16**

#5071-1128
Time: 8:30am-4:30pm
Fee: $299
Instructor: Ericka Mendez
CEUs: 0.7

---

**PHOTOSHOP - I**

Prerequisite: Experience using Windows

In this introduction to the core tools of Adobe Photoshop, explore the basics of working with images and layers to produce sophisticated graphics for the web and print.

**TOPICS INCLUDE:**
- Using the Photoshop environment
- Working with images and selections
- Resizing images
- Creating and modifying layers
- Adjusting and retouching images
- Preparing finished images for the web and print

**OCT. 21**

#5071-1113
Time: 8:30am-4:30pm
Fee: $299
Instructor: Christian Keene
CEUs: 0.7

---

"I gained knowledge that will help me immediately at work."
PHOTOSHOP - II

Prerequisite: Photoshop - I or equivalent experience

Discover the powerful imaging and editing features of this program to build sophisticated graphics for the web and print. This course builds on the skills acquired in the Photoshop - I course.

TOPICS INCLUDE:
• Fills and overlays
• Adding masks
• Working with vector paths
• Adding image effects
• Automating tasks

OCT. 28
#5071-1115
Time: 8:30am-4:30pm
Fee: $299
Instructor: Christian Keene
CEUs: 0.7

PHP - I

Prerequisite: HTML - I or equivalent experience

Build dynamic websites using the PHP programming language even with limited programming experience. PHP is a rich programming language that many companies use to build database driven and dynamic websites. Discover the most important range of PHP features and functions in depth. The course is intended as an introduction and the pacing is adjusted to suit the needs of web developers and non-programmers.

TOPICS INCLUDE:
• Understanding PHP’s place in web application design
• Fundamental structure of PHP web pages
• How variables and forms work in PHP
• Numbers and math operations for web applications
• Controlling PHP program execution
• How arrays and strings are processed in PHP
• Basics of regular expressions and functions
• How PHP interacts with files and directories
• Creating, reading and deleting browser cookies
• Strategies for using PHP with databases to create dynamic web pages

NOV. 4
#5071-1104
Time: 8:30am-4:30pm
Fee: $299
Instructor: Dominic Schanen
CEUs: 0.7
RELATIONAL DATABASE DESIGN ESSENTIALS

Gain the tools to understand relational database terminology and the design process. If you are using Access, SQL Server and other relational DB products, it’s important you understand how to properly design a database, otherwise it could cost you valuable time and money.

TOPICS INCLUDE:
• Relational model
• Tables and fields
• Indexing
• Relationships
• Data integrity
• Retrieving data
• SQL
• Design process
• How do you design your own database?
• Create a sample using MySQL

SEPT. 14
#5071-1131
Time: 8:30am-4:30pm
Fee: $299
Instructor: Hannah Goodman
CEUs: 0.7

SEO - SEARCH ENGINE OPTIMIZATION

Today this is the most sought after skill in web design. Learn the latest techniques for getting more traffic to your website which inevitably increases your company’s bottom line.

TOPICS INCLUDE:
Tracking Website Statistics with Google Analytics
• Charts and data
• Visitors
• Page views
• Referral sources

Website Programming for Search Engines
• Meta tags
• Content
• Web page naming
• Domain names
• Keyword density for pages
• Competition pages
• Landing pages

Pay Per Click Traffic
• Keyword analysis
• Google AdWords
• Setting up your budget

Google Page Ranking
• Incoming and outgoing links
• Banner advertisement
• Blogs

SEO Plans
• Setting and monitoring goals
• Implementing plans

OCT. 26
#5071-1117
Time: 8:30am-4:30pm
Fee: $299
Instructor: Scott Lovy
CEUs: 0.7
SHAREPOINT DESIGN AND IMPLEMENTATION: INTRO TO SHAREPOINT 2007 DESIGNER

Prerequisites: General knowledge of HTML and Web Development Basics (a general intro of .NET will be discussed in class)

The Intro to SharePoint 2007 Designer course provides you with the knowledge necessary to work with SharePoint Designer, enhance SharePoint products and technologies, work with key integration points, use CSS editing tools to create and modify SharePoint themes and supplement SharePoint Designer functionality by using Microsoft Visual Studio to create a rich interactive experience.

TOPICS INCLUDE:
• Exploring SharePoint Designer
• SharePoint from the user’s perspective
• SharePoint from the administrator’s perspective
• SharePoint from a SharePoint/Designer’s perspective
• Customizing the SharePoint look and feel
• Applications without programming
• Programming on the client side
• Beyond SharePoint designer

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 7-9
#5071-1121
Time: 8:30am-4:30pm
Fee: $699
Instructor: Samir Kabelaoui
CEUs: 2.1

New!
SHAREPOINT FOUNDATIONS - I

Prerequisites: MS Office applications and ability to work with web applications

For individuals needing to access information on a SharePoint team, and who may need to create and/or manage team websites. Learn basic functions of SharePoint, and how to add and modify lists. Discover how to share documents, enhance communication and strengthen security.

TOPICS INCLUDE:
• Identify basic functions of collaboration technology and Microsoft SharePoint Foundation 2010 team sites
• SharePoint lists: add and modify list items and work with list views
• Document libraries and wikis
• Collaboration in SharePoint: communicate and collaborate with team members
• Accessing SharePoint remotely
• Site customization
• Create a team site
• Add and remove users, modify the site look and feel

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 1-2
#5071-1135
Time: 8:30am-4:30pm
Fee: $699
Instructor: Samir Kabelaoui
CEUs: 1.4

“I’ll definitely be coming back for more SCE courses.”
New!

SHAREPOINT FOUNDATIONS - II

Prerequisites: Sharepoint Foundations Level 1. Familiarity with basic windows server concepts. Basic knowledge of coding and scripting.

Designed for individual contributors or department staff such as administrative assistants, functional or operational managers, with basic SharePoint skills, and who have the responsibility for managing SharePoint sites as an enabling technology within their workgroups.

TOPICS INCLUDE:
- Working with site collections
- Working with lists
- Working with document libraries
- Working with form libraries
- Manage form libraries
- Content structures: manage content structures in a site collection
- Building and managing workflows: manage a workflow
- Improving performance using indexing: manage indexing and searching options
- Synchronization with offline content: enable offline work with SharePoint sites using SharePoint Workspace 2010
- Administering the SharePoint Application: manage a SharePoint application using central administration
- Security administration
- Maintenance and site management
- Manage site usage
- Perform site maintenance

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 3-4
#5071-1136
Time: 8:30am-4:30pm
Fee: $699
Instructor: Samir Kablaoui
CEUs: 1.4

SILVERLIGHT - CREATING ENGAGING, INTERACTIVE APPLICATIONS

Prerequisites: .NET 2.0 - Practical Application Development.

Silverlight is a powerful development platform for creating engaging, interactive applications for many screens across the Web, desktop and mobile devices. In this 2-day introductory course, you will learn the how to create rich Silverlight applications using MS Visual Studio and Expression Blend. The course will cover layout management in Silverlight, Silverlight controls, data binding and Silverlight list controls, styling in Silverlight, transformation and animation, local storage, an introduction to expression blend, and hands-on development using Microsoft Visual Studio.

TOPICS INCLUDE:
- What is Silverlight
- Silverlight in Visual Studio 2008
- Layout management in Silverlight 3
- Silverlight 3 controls
- Data binding and Silverlight list controls
- Local Storage
- Introduction to expression blend
- Styling in Silverlight
- Transformation and animation

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 10-11
#5071-1122
Time: 8:30am-4:30pm
Fee: $699
Instructor: Samir Kablaoui
CEUs: 1.4
SQL - INTRODUCTION

Prerequisite: Experience using Windows and a web browser

Learning how to retrieve information from a database can be quite perplexing. Discover how to query a database properly and effectively, and how to translate the question or task into the correct query. Understanding these skills is critical, otherwise incorrect data and ineffective queries can result.

TOPICS INCLUDE:
• Relational databases
• Select statement
• Column aliases
• Performing calculations
• Conditional operators
• Logical operators
• Nulls
• Where clause
• Order by clause
• Expressions
• Inner and outer joins
• Aggregate functions
• Groupings
• Having clause
• Sub queries
• Unions

Counts as two courses toward the Web Design or Development Certificate (See p. 21 for details).

OCT. 3-5
#5071-1110
Time: 8:30am-4:30pm
Fee: $649
Instructor: Hannah Goodman
CEUs: 2.1

New!

SQL - DATABASE ADMINISTRATION

Prerequisites: Understanding of relational databases and database server architecture

Acquire the necessary skills to implement, administer and maintain a SQL Server 2008 database server environment.

TOPICS INCLUDE:
• Installing and configuring SQL Server 2008
• Maintaining SQL server instances
• Managing SQL server security
• Maintaining a SQL server database
• Performing data management tasks
• Monitoring and troubleshooting SQL server
• Optimizing SQL server performance
• Implementing high availability

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 14-16
#5071-1126
Time: 8:30am-4:30pm
Fee: $699
Instructor: Samir Khablaoui
CEUs: 2.1
SQL - JOINS

Prerequisites: SQL - Intro (or equivalent experience). Previous knowledge with writing expressions in SQL, as well as how to write a WHERE statement.

Master the concept of joins. Learn about inner and outer, as well as self joins.

TOPICS INCLUDE:

• Understanding table relationships
• Venn diagrams
• Inner joins – two ways
• Outer joins
• Mixed joins
• Self joins
• Subqueries as joins

NOV. 3
#5071-1120
Time: 8:30am-4:30pm
Fee: $299
Instructor: Hannah Goodman
CEUs: 0.7

SQL BUSINESS INTELLIGENCE – REPORTING SERVICES

Prerequisites: None

Learn the role that Reporting Services plays in an organization’s reporting life cycle, the key features it offers and the components that make up its architecture.

TOPICS INCLUDE:

• Defining report data
• Manipulating data sets
• Creating and using report models
• Publishing and executing reports
• Creating, managing and using subscriptions to distribute reports
• Reporting server administration
• Performance and reliability monitoring
• Administering report server databases
• Security administration
• Reporting server administration
• Programming reporting services

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

NOV. 17-18
#5071-1127
Time: 8:30am-5:30pm
Fee: $699
Instructor: Samir Kablaoui
CEUs: 2.1

“Very well instructed. Made SQL easy to learn!”
SQL SERVER 2008 - DEVELOPER

Prerequisite: Basic understanding of relational databases and knowledge of any flavor of SQL languages

Discover how to work with Microsoft Visual Studio 2008 to develop data-access portions of .NET applications. Address working with .NET Data Providers; working with Object, SQL and XML data Sources, the new MS Entity Framework; and understanding the new LINQ language for data access.

TOPICS INCLUDE:
- Implementing tables, views and programming objects
- Working with query fundamentals
- Applying additional query techniques
- Working with additional SQL server components
- Working with XML data
- Gathering performance information

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

SPRING 2012
Fee: $699
Instructor: Samir Kblaoui
CEUs: 2.1

TECHNOLOGY BEHIND THE INTERNET

Prerequisites: None

Cover basic technical concepts and services that make the Internet work. Discover what goes on “behind the screens” when connecting to and using the Internet. Learn about key standards, services and protocols that make communication possible and provide the foundation for all services on the Internet.

TOPICS INCLUDE:
- History and structure of the Internet
- The effect of interoperability on the Internet
- How people and computers get connected
- Roles of key providers of Internet services
- Basic Internet technologies (IP, TCP, UDP, etc.)
- Understanding the technology behind key services
- Multimedia and the Internet
- The Internet’s ecommerce environment
- Internet security and personal protection

SEPT. 26-29
#5071-1134
Time: 6-8pm
Fee: $299
Instructor: Steve Robinson
CEUs: 0.7

SEPT. 29
#5071-1123
Time: 8:30am-4:30pm
Fee: $299
Instructor: Steve Robinson
CEUs: 0.7
USING SOCIAL MEDIA TO DRIVE CUSTOMERS TO YOUR WEBSITE

Prerequisites: None

Popular social media websites like Facebook, Twitter, MySpace and Blogger are becoming mainstream marketing tools. Learn how to use social media and online networks to help your business become part of the cultural conversation, drive traffic to your website and build strong brand awareness. This course covers basic usage of social media, as well as the latest market trends in using these tools. Additionally, you learn how to use these platforms in creative ways to reach your intended audience.

TOPICS INCLUDE:
- Social media overview and stats
- Key demographic data
- Platform overviews
- Micro-content
- Social and professional networking
- Video
- Others
- Strategic approach
- Company or project goals
- Targeting your audience
- Hub and spoke
- Website as home base
- Outposts for key audiences
- Traffic drivers
- Metrics and conversion
- Analyze and adapt

VBA FOR ACCESS

Prerequisites: Access - IV or equivalent experience. Previous programming experience is not necessary, but definitely a plus

Turn an Access database into a full fledged application. Learn where to put code and the structure of the VBA language. Create a variety of forms and master various programming techniques.

TOPICS INCLUDE:
- Customizing applications with Visual Basic
- Finding and filtering records in a form
- Responding to data entry events
- Writing your own functions
- Monitoring and debugging your code
- Gathering information in a dialog box
- Navigating through applications

Counts as two courses toward the Web Development Certificate (See p. 21 for details).

DEC. 5-6
#5070-3009
Time: 8:30am-4:30pm
Fee: $525
Instructor: Hannah Goodman
CEUs: 1.4

SEPT. 26
#5071-1130
Time: 8:30am-4:30pm
Fee: $299
Instructor: Jamey Shiels
CEUs: 0.7
VBA FOR EXCEL

Prerequisite: Excel - III or equivalent experience

Gain skills necessary to apply VBA to develop macros, format worksheets, create user-interactive macros, work with multiple worksheets and perform calculations. Apply this new knowledge to simplify work in the Excel environment by automating many of the repetitive tasks that are part of spreadsheet development.

TOPICS INCLUDE:
- Developing macros
- Macros for formatting worksheets
- Creating an interactive worksheet
- Macros for working with multiple worksheets
- Performing calculations

NOV. 14
#5070-3013
Time: 8:30am-4:30pm
Fee: $299
Instructor: Hannah Goodman
CEUs: 0.7

"Macro-rrific!"

WEBSITE DESIGN ESSENTIALS - I

Prerequisite: Experience using Windows and a web browser and HTML - I

Be introduced to web design principles that can be applied to your own web pages. Receive guidance on planning the design of websites and good practices of web design by evaluating other websites. Explore a model for web authors publishing online and experience web design from the visitor's perspective.

TOPICS INCLUDE:
- Why "designing for users" matters
- Criteria for usability
- Guidelines for producing "usable" web content
- Introduction to site types and architectures
- Design of effective navigation tools for users
- Strategies for page layout and page design
- How <META> tags affect design and usability
- New technologies affecting web design
- Basic issues for incorporating multimedia
- DHTML and web design
- Accessibility

SEPT. 15
#5071-1108
Time: 8:30am-4:30pm
Fee: $299
Instructor: Adam Hudson
CEUs: 0.7

OCT. 3-14
#5071-Z132
Fee: $299
Instructor: Adam Hudson
CEUs: 0.7

ONLINE
WEBSITE DESIGN ESSENTIALS - II

Prerequisite: Web Design Essentials - I or equivalent experience

This course extends the lessons learned in Website Design Essentials - I. It provides the tools for better web design, including an emphasis on graphics and JavaScript. Making a site more interactive for the user is also covered, using a variety of tools and technologies. Additionally, managing and maintaining a site is covered to make administration easier.

TOPICS INCLUDE:
- What makes a site "good"
- Graphics and web design
- Client-side scripting using JavaScript
- Validation and Doctypes
- The role of CSS (cascading style sheets)
- Editors and content management
- Adding interactivity to your site

SEPT. 30
#5071-1109
Time: 8:30am-4:30pm
Fee: $299
Instructor: Adam Hudson
CEUs: 0.7

WEBSITE DESIGN FOR MOBILE DEVICES

Prerequisite: HTML - I and Cascading Style Sheets - I

With the increasing popularity of Web-enabled portable devices, it’s important to know how to create sites for mobile devices. In this course, you will learn about the benefits and techniques to create sites for mobile devices.

TOPICS INCLUDE:
- Benefits of having a mobile site
- Mobile standards
- Differences between PCs and mobile devices
- Mobile site structure and design
- Navigation and access
- Mobile domain names
- Best practices

OCT. 28
#5071-1118
Time: 8:30am-4:30pm
Fee: $299
Instructor: TBA
CEUs: 0.7

“I took a concept to reality at work in just a few months because of the lessons I learned.”
XML ESSENTIALS

Prerequisite: Exposure to web page design and development and knowledge of HTML

XML (Extensible Markup Language) provides a standard approach for describing, capturing, processing and publishing data. The openness and extensibility of this language has made it very popular for a variety of applications. Receive an introduction on how to create an XML document; validate an XML document using Document Type Definition (DTD) and XML-Schema; and rendering options for an XML document. Hands-on exercises help students get familiar with the material.

TOPICS INCLUDE:
• What is XML and why do we need it
• The basic syntax of XML
• Well-formed and valid XML documents
• Creating and using a DTD
• Different options for rendering an XML document
  - XML and Cascading Style Sheets (CSS)
  - XML and Extensible Stylesheet Language (XSL)
  - XML and XML Document Object Model (DOM)
• Creating and using XML Schemas (XSD)
• XML – today and tomorrow

SEP. 30
#5071-1111
Time: 9am-5pm
Fee: $299
Instructor: TBD
CEUs: 0.7
A Web Certificate arms you with the knowledge and skills you need to advance your career. And now you have two areas of specialization to choose from, making your Certificate even more tailored to your specific career path.

**WEB DESIGN TRACK**
*Must complete six core courses and four electives*

Focus on effective site construction and consistent page design. Learn to design sites that communicate effectively, are accessible to the widest audience and are attractively designed. Discuss information flow, designing pages and building web graphics.

**CORE COURSES**
- HTML - I *
- HTML - II *
- Cascading Style Sheets - I
- Technology Behind the Internet
- Website Design Essentials - I
- Website Design Essentials - II

**WEB DEVELOPMENT TRACK**
*Must complete five core courses and five electives*

Learn basic technologies that integrate the Web browser and server into an organization’s application environment. From simple interactivity through access to legacy applications, the variety of applications are all part of this track’s objectives. Learn to build Internet enabled applications, linking older databases and applications, and designing new applications.

**CORE COURSES**
- HTML - I *
- HTML - II *
- Cascading Style Sheets - I
- Relational Database Design Essentials
- Technology Behind the Internet

**ELECTIVES**

* Courses can be taken from either track:

- ASP.NET (DEV)
- .NET 2.0 - Practical Application Development (DEV) **
- Cascading Style Sheets - II (DES, DEV)
- Crystal Reports - I (DEV) **
- Defining and Managing Business Requirements (DES, DEV) **
- Dreamweaver - I (DES, DEV)
- Dreamweaver - II (DES, DEV)
- Flash - Web Animation and Interactivity (DES) **
- Photoshop - I (DES)
- Photoshop - II (DES)
- PHP - I (DEV)
- Relational DB Design Essentials (DES, DEV)
- SEO - Search Engine Optimization (DES, DEV)
- SharePoint Design and Implementation (DEV)**
- SharePoint Foundations - I (DEV)**
- SharePoint Foundations - II (DEV)**
- Silverlight (DEV) **
- SQL - Database Administration (DEV)**
- SQL - Intro (DES, DEV)
- SQL - Joins (DES, DEV)
- SQL Business Intelligence - Reporting Services (DEV)**
- SQL Server 2008 - Developer (DEV) **
- Understanding the Technical Aspects of Facebook, Twitter and LinkedIn (DEV)
- Using Social Media to Drive Customers to Your Website (DEV)
- VBA for Access (DEV) **
- VBA for Excel (DEV)
- Website Design Essentials - I (DES, DEV)
- Website Design Essentials - II (DES, DEV)
- Website Design for Mobile Devices (DES, DEV)
- XML Essentials (DES, DEV)

**TAKE ONE OR THE ENTIRE SERIES**

**RECEIVE $100 OFF**

YOUR FINAL CERTIFICATE CLASS

* Courses can be substituted for those with prior experiences.
** Counts as 2 courses
## RELATED CLASSES

**AGILE PROJECT MANAGEMENT**  
FEB. 21-22  
#5025-0350

**DEFINING AND MANAGING BUSINESS REQUIREMENTS**  
MAR. 28-29  
#5025-0391

**DETERMINING AND COMMUNICATING THE PROJECT VALUE**  
MAR. 30  
#5025-0389

**MAKING SOCIAL MEDIA WORK FOR YOU (AN INTRODUCTORY COURSE)**  
MAR. 22  
#5050-3613

**PROJECT MANAGEMENT FOUNDATIONS**  
FEB. 17-18  
#5025-0353

MAY 9-10  
#5025-0354

## RELATED AREAS

**COMPUTER APPLICATIONS**  
sce-computerapps.uwm.edu

**TALENT ENGAGEMENT**  
sce-hr.uwm.edu

**MANAGEMENT**  
sce-mgmt.uwm.edu

**PROJECT MANAGEMENT**  
sce-pm.uwm.edu

**SMALL BUSINESS DEVELOPMENT CENTER**  
sce-sbdc.uwm.edu

## LOOKING FOR A JOB IN IT?

bigshoesnetwork.com

## CENTER FOR THE STUDY OF THE WORKPLACE

**TODAY’S WORKPLACE IS CHANGING RAPIDLY. ARE YOU PREPARED?**

With rapid globalization, technology advancements and demographic shifts, today’s workplace is constantly evolving. Visit the new Center for the Study of the Workplace (CSW) at StudyofWork.com where leaders from the business and academic worlds educate you on the latest transformations.

- Gain insight from academic scholars
- Analyze professional perspectives from real-world experts
- Connect with a global community of change-makers
- Join the conversation:
  - Comment on Video
  - Discuss on Blogs
  - Participate in Polls
  - Follow News Feeds
  - Share Insights

Check back often for updated discussion topics!
REGISTRATION:
Call 414-227-3220 or visit sce-it.uwm.edu to register. Often seminars are filled early; registrations are confirmed in the order in which they arrive. Fee is payable prior to program start date. The program fee includes continental breakfast, lunch, break refreshments, instructional material and tuition.

CANCELLATION:
Our policy of limited enrollments makes it necessary to assess a $25 administrative fee for cancellations or transfers received during the final five business days. You may transfer to a future seminar without penalty if the University is notified five business days prior to the start of the program. Enrollees who fail to attend without properly canceling will be liable for the total fee. Substitutions are always accepted. To transfer, substitute or cancel an enrollment call 414-227-3220.

CONTINUING EDUCATION UNITS:
Participants earn Continuing Education Units (CEUs) by attending the programs listed in this catalog. CEUs are a means of recognizing and recording satisfactory participation in nondegree programs. One CEU is awarded for each 10 contact hours (or equivalent) in an organized continuing education experience. All CEUs earned through the School of Continuing Education noncredit programs become a part of your permanent record.

INSTRUCTOR BIOGRAPHIES:
Read instructor bios at sce-it.uwm.edu.

MAILING LIST:
To be added to our mailing list or if you know of someone who would benefit from receiving this catalog, visit sce-keepmeposted.uwm.edu and select Information Technology or call 414-227-3220.

UWM School of Continuing Education
161 W. Wisconsin Avenue, 7th Floor

DIRECTIONS:
For the latest information on getting to and from the UWM School of Continuing Education, visit sce-directions.uwm.edu. The webpage includes access to printable PDFs of current maps, information about parking, public transportation and other details relevant to our location.

PARKING LOCATION:
Parking is available in the adjacent Shops of Grand Avenue parking structure. It is easily entered from Plankinton Ave. between Wisconsin Ave. and Michigan St. Additional lots and structures are nearby.

PARKING DISCOUNT:
We provide a parking discount for participants who park in the Grand Avenue structure. Please bring your parking gate ticket to the 7th floor reception desk to have it validated, and to receive a $3 voucher. The validation means you are entitled to the special UWM rate of $6, regardless of day, time, or length of stay. The $3 voucher can then be applied toward that $6 charge resulting in you paying only $3.

FOR FURTHER INFORMATION:
For general information or logistics: 414-227-3220.
For course content: Lauren Strharsky, les4@uw.edu or 414-227-3216.

NOTE:
Please advise in advance if you desire special accommodations. Requests will be kept confidential.
PICK YOUR PATH

No matter what part of web technology you're into, we have a program for you. From coding and creative design, to SEO and system functionality, you'll find a course to meet your needs.

*Look inside to find your path to success!*

SCE-IT.UWM.EDU