

WEBDEV-132: Rich Media for the Web

Course Description:

This course provides students the knowledge and hands-on practice needed to integrate rich media solutions into websites. This course focuses on web marketing principles and effective integration of animation, sound and video to implement advertising solutions. The course utilizes WYSIWYG software as well as introduces development concepts to create animation and interactivity for the web.

Total Credits: 3.00

Course Competencies

- 1. Analyze rich media and its role in web and digital media advertising.**
- 2. Evaluate rich media marketing channels and best practices.**
- 3. Analyze rich media terminology and techniques and features.**
- 4. Create a professional planning proposal document to meet the client's project need for their intended target audience.**
- 5. Demonstrate knowledge and skills of incorporating WYSIWYG software to create rich media content for web and digital media applications.**
- 6. Demonstrate knowledge and skills of incorporating the use of markup languages, and JavaScript to create rich media content for web and digital media.**
- 7. Utilize appropriate graphic creation software to create assets to be incorporated into rich media content.**
- 8. Demonstrate knowledge of creating and incorporating video into web and digital media application.**
- 9. Deploy rich media content for to web and digital media applications.**