



## Website Development Training

### Module II 16 hrs

#### **TRAINING DESCRIPTION:**

Website Development Training Module II is designed to continue with concepts learned in Module I. Instructors will guide participants in the development and implementation of knowledge and skills to address the website needs identified. This training will include interactive conferencing, and On Site training.

#### **TRAINING OBJECTIVE:**

This training will focus on the development of designing web pages, utilizing content management systems (CMS), website templates, and feedback exercises.

#### **SKILL ATTAINMENT:**

Participants will be trained in a proprietary method for development of effective website design, including CMS organization and management, template selection and installation, refining of page copy, imagery selection and utilization of feedback rounds to determine page design.

#### **TRAINING CONTENT:**

Training provide will include:

- Training in website redesign and coding; how content management systems (CMS) are used to manage information and when predesigned, templated designs may be used
- Training in conducting feedback rounds – format of one to two rounds per page with 48-hour turnaround
- Training in auditing current imagery to determine if imagery is adequate or needs to be updated
- Training in determining if stock imagery needs to be purchased and selection thereof; and/or if photoshoots are needed
- Training in copy editing, refinement and implementation