



CREATE YOUR OWN WEBSITE

Course Mode	Part-time
Location	Arts & Media Campus (AMC)
Duration	8 Weeks
Level	N/A



Course Overview

The course gives a practical introduction to the software and skills needed to build, and market a personal or business website. All you need is an idea for a website, blog or an addition to an existing website, and some basic computer and internet skills. New material each week will allow you to develop your ideas as the course progresses.

This course will be useful for those employed in marketing, or those intending to support a business, community group or a school (for example) with online content.

Learning styles:

There will be taught elements, demonstrations and hands on practical tasks.

Personal study:

This course will involve some personal study outside the class, including research.

Over the 8 week course, you will cover the following topics:

- Planning - Plan your website with site maps and wireframes.
- Hosting - how to register a domain name, available hosting options, and how it all works together avoiding the technical jargon.
- Creating a template based website - use desktop or browser based software to create your website. Create content pages and customise themes.

- Images for the web - create simple web graphics and manipulate images for use online.
- Brief introduction to HTML and CSS - learn the basics of text markup.
- Search Engine Optimisation - glean some best practice for writing content for the web, and how best to structure your site to improve search engine ranking.
- Social Media - learn about Twitter, Facebook, and LinkedIn integration with your website and setting up your own email Newsletter.
- Website statistics - examine your website traffic, what to look for, and how to fine-tune your site based on the stats.

The programme is a non assessed training programme. Certification for participation can be provided on request.

Entry Requirements

No formal qualifications are necessary.

Some experience in using creative applications on a computer would help you.

There are no additional course costs, or equipment requirements.

After your course

This course will develop your web design skills and could lead onto a number of different IT courses and careers.

After completing this course, you may wish to progress onto:

Part-Time Courses:

- Introduction to Film Making
- Graphic Design, Level 1 or 2
- Photography, Level 1, 2 or 3

Full-Time Courses (3 days a week):

- Art & Design, Level 2
- Art & Design, Level 3
- Art & Design, Foundation Diploma
- HNC/ D Film & Photography

Fees

£130.00

Course fees are per year. The current fee information is related to the 2019/20 academic year and is subject to change before the start of the course. Fees for 2020/21 will be updated in the Spring Term. There may also be additional costs associated with the course.

This course is not funded by the government and is full cost. As such, the course is the price stated for all students. If you are paying for your course, there may be the option to pay by instalments if the course fees are over £200 and the course duration is 15 weeks or more. Please [speak to Student Services](#) for more information on course fees.