

# Cisco Networking Academy Program

## Fundamentals of Web Design Sponsored by Adobe Systems

**Changing the Way People Learn**  
The Cisco Networking Academy™ Program is a comprehensive e-learning program, which provides students with the Internet technology skills essential in a global economy. The Networking Academy program delivers Web-based content, online assessment, student performance tracking, hands-on labs, instructor training and support, and preparation for industry-standard certifications.

Launched in 1997, there are over 10,000 Networking Academies in 149 countries. Over 400,000 students are enrolled in Academies in high schools, colleges and universities, technical schools, community-based organizations, and other educational programs around the world.

The Networking Academy Curriculum  
The Networking Academy curriculum gives students at educational institutions and in-transition workers in-demand

Internet technology skills for designing, building and maintaining networks. Combining instructor-led, online education with hands-on laboratory exercises, the curriculum enables students to apply what they learn in class while working on actual networks. From building a Web site to basic networking skills to advanced VLAN troubleshooting, the Networking Academy curriculum prepares students for lifelong opportunities in the real world.

Curriculum success is rooted in the educational ecosystem that Cisco creates through its partnerships with schools and colleges, businesses, nonprofit organizations, international organizations, unions, and government agencies. This ecosystem allows the Networking Academy curriculum to feature optional courses, sponsored by IT industry leaders, in: UNIX; Java Programming; Web Design; PC Hardware and Software: Network Operating Systems; and Voice and Data Cabling.

Adobe Systems Inc. builds award-winning software solutions for network publishing, including Web, print, video, wireless, and broadband applications. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, publish, and deliver visually rich content for various types of media. Adobe is partnering with the Cisco Networking Academy Program by sponsoring a new course on Web design.

Fundamentals of Web Design  
Sponsored by  
Adobe Systems



## Fundamentals of Web Design

*Fundamentals of Web Design*, sponsored by Adobe Systems, gives Cisco Networking Academies the opportunity to provide a curriculum offering industry-standard Web design practices and tools. This 70-hour, hands-on Web design course is taught using Adobe Photoshop, Adobe Illustrator, Adobe GoLive, Adobe LiveMotion, and Adobe Premiere. Students will become familiar with overall Web site production processes, design exercises using Adobe applications, and design elements involving layouts, navigation and interactivity. This course will help students prepare for career opportunities as a Web designer, entry-level Graphical Designer, Web project manager, and Webmaster.

## Web Design Competencies

Upon successful completion of this course, students will receive a Certificate of Completion for *Fundamentals of Web Design*. Acquired Web Design competencies include:

- Understanding of basic Web page design principles, file formats for creating Web pages, accessibility, usability, and site management skills.
- Ability to create: basic HTML code, vector and bitmap graphics, SWF, GIF, and DHTML animations; images for Web pages; Web pages with interactive elements, Cascading Style Sheets; and a Web site.
- Skills required for site and banner advertising as well as other marketing techniques.
- Use of Adobe GoLive, Illustrator, LiveMotion, Photoshop, and Premiere.

## Industry-recognized Certification

*Fundamentals of Web Design* prepares students for the Web Designer Associate (CWDSA) certification sponsored by the World Organization of Webmasters (WOW).

Comprehensive Internet Skills for Economic Growth  
According to a May 2002 ITAA report, there will be a demand for more than 1.1 million new IT jobs in the next year with almost 600,000 jobs going unfilled due to a lack of qualified workers. The report also found that the five hottest, most in-demand jobs now and in the future are technical support, network design and administration, programming and software engineering, web development, and database development and administration. Moreover, a recent study conducted by Fairfield Research, Inc. and *Certification Magazine* on the correlation between industry certifications and earning power shows that, "the more certifications the IT professional has, the more he or she tends to get paid." (*Certification Magazine*, "CertMag's Salary Survey," by Gary Gabelhouse, December, 2001.)

*The Fundamentals of Web Design* course expands and strengthens the Cisco Networking Academy curriculum, which prepares students for industry standard, as well as vendor neutral certifications. These include Cisco Certified Network Associate (CCNA™); Cisco Certified Network Professional (CCNP™); A+, Linux+, Network+, Server+ certifications, administered by CompTIA, Sun Certified Programmer for Java 2 Platform, and Certified Web Designer Associate administered by The World Organization of Webmasters (WOW). Bottom line—the Networking Academy curriculum enriches the skill set required to succeed in a changing economy.

## Visit the following Web sites for more information on:

Cisco Networking Academy Program  
[www.cisco.com/edu/academy](http://www.cisco.com/edu/academy)

Locating a Networking Academy  
[www.cisco.com/edu/academylocator](http://www.cisco.com/edu/academylocator)

Cisco Workplace Learning Initiatives  
[wpl.netacad.net](http://wpl.netacad.net)



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