CAS 101
Week 2

Careers in Website Development & Design Certificate and Degree Program at PCC
Design and Development

- **Designer**
  - A Web designer is someone who designs websites
  - Focused on the front-end of the website
  - Concerned with how the site “looks” and how the site visitors interact with the site
  - Uses design principles to create an appealing site
  - Understands usability and create sites that are easy to navigate

- **Developer**
  - A Web developer is someone who programs Web pages
  - Focused on the back-end of the website
  - Concerned with how the site “works” and how customers get things done
  - Understands server technology and how to keep a site up and running
  - Uses programming skills to make a website “work”
Personal Skills

- Attention to detail
- Creative problem solving
- Written communication skills
- Keeping to deadlines
- Providing feedback on a timely basis
- Willing to learn new skills on an ongoing basis
Technical Skills

- HTML
- CSS
- JavaScript

Web Design Tools
- HTML Editors (such as Brackets, Dreamweaver) and graphics applications (such as GIMP, Photoshop, or Illustrator).

Content Management Systems (CMS)
- WordPress (required), Drupal

Designers: layout and design, multimedia, art

Developers: programming, databases, scripting languages such as PHP

Marketers: Search Engine Optimization (SEO), technical writing, marketing, social media
Freelance Web Design

What traits make a good freelance Web Designer?

- Introvert – someone who enjoys being by themselves, working alone or in a small group
- Strong communication skills – especially written
- Realistic goal setting and achieving
- Self-motivated
- Willingness to run own business
- Multitasker
- Well Organized
- Maintain a variety of support networks
Web Program at PCC

- 2 Career Pathway Certificates
- One-Year Certificate
- Two-Year AAS Degree
Web Assistant I

- 13 Credits
- Can be completed in 1 or 2 terms
- All classes count towards other certificates or degree
  - CAS 101: Intro to the Web Program
  - CAS 110: Web Graphics
  - CAS 111W: Beginning Website Design: WordPress
  - CAS 180: Search Engine Optimization
  - CAS 206: HTML and CSS
Web Assistant II

- 24 Credits
- Can be completed in 2 or 3 terms
- Includes courses in Web Assistant I, plus:
  - CAS 215: CSS and Pre–Processors
  - CAS 242: UX/UI Design for the Web
  - CAS 213: JavaScript and jQuery for Designers
  - CAS 280W: Co–Op (1 credit total)
1-Year Certificate

- 52 Credits
- Can be completed in 4 or 5 terms
- Includes courses in Web Assistant II, plus:
  - CAS 225: PHP and MySQL for Designers
  - CAS 222: Integrated Website Design
  - Business Course (choice of one of those 3)
  - Writing Course (choice of one of those 2)
  - CAS 280W: Co–Op (2 credits total)
  - 12 Elective Credits (choose from focus areas)
2–Year Degree

- 97 Credits
- Can be completed in 2 years (including summer terms)
- Includes courses in 1–year certificate, plus:
  - CAS 285: Capstone
  - BA 223: Marketing
  - WR 121: English Composition (college requirement)
  - 16 Additional Elective credits
  - 16 General Education Requirement credits
  - CAS 280W: Co–Op (4 credits total)
Elective Focus Areas

- 1-Year Certificate – select 12 credits
- 2-Year Degree – select 28 credits
- Elective Focus Areas include
  - Design
  - Development
  - Business
  - Video
Practice skills you have learned in the classroom in a real job setting
- Paid or Unpaid
- Worksite must offer experience which is directly related to your career goals
- 30 hours of work per co-op course credit hour
- Can enroll after you have earned 15 credits in the program

Co–Op Facilitators/ Employment & Career Specialists
- Sylvania: Gary Coleman (gcoleman@pcc.edu)
- Rock Creek: Tamara Williams (twilliam@pcc.edu)
- Cascade: Becky Washington (rwashing@pcc.edu)

http://www.pcc.edu/coop
Any Questions?