



USI students - Web Development Minor

Cutting-edge concepts for USI students in web development through an interdisciplinary, collaborative, and engaged approach to serving organizations and businesses

Students study

Web-page programming
User interface design
Web writing skills

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COURSES

7 Courses Required for Interdisciplinary Minor in Web Development (21 hours)

- CIS276 Introduction to Enterprise Web Development (3) (Available Fall 2012)**
Introduction to the socio-behavioral impact of the Internet and the world wide web shows how this drives development of web site solutions for effective business use. This is accomplished through a multifaceted approach consisting of theory in graphics, technical writing, and information technology solutions.
- CIS376 Programming for Enterprise Web Development (3)***
Intermediate course in the web development curriculum focusing on specific technical skills. Concentration for this course will be on HTML, XHTML, CSS, and Javascript, though supplementary topics on client side web page design will be covered.
- JRN374 Internet Communications (3)***
History of Internet, how it works, how to do effective data searches, building web sites and home pages, establishing links, importing graphics, effective layout and design, scanning photos, doing in-depth research, ethics, legal concerns, and specialty uses. Prereq: JRN 281 or ADV 347 or CMST301 or PRL 362 or RTV 256 or consent of instructor. F, Sp
- CIS477 Applied Software Development Project (3)**
Application of computer programming and system development concepts, principles, and practices to a comprehensive system development project. A team approach is used to analyze, design, document, and implement realistic systems of moderate complexity. Use of project management methods, project scheduling and control techniques, formal presentations, and group dynamics in the solution of informal systems problems. Prereq: CIS 305, CIS 375, CIS 377, and an advanced programming language. Senior standing.
- ARTD231 Introduction to Graphic Design (3)**
An introduction to the creative principles and processes in visual communication. Emphasis is placed on thinking visually, exploring the relationship between words and images, and developing appropriate solutions to the problems assigned. An overview of the history of graphic design also is covered. F, Sp
- ARTD381 Interactive Web Design (3)**
An introduction to the theory, tools, and techniques for creating interactive web pages. Introduces HTML coding as well as web page layout software. Focuses on designing the look, structuring the information, sequencing the pages, and integrating text and graphics as well as preparing and producing web pages. Prereq: ARTD 275 or consent of instructor. F, Sp
- PRL101 Introduction to Public Relations (3)****
Lecture, discussion, and practical application of basic public relations concepts and processes including public relations in corporations, government, and institutions, public opinion, communication media, ethics of public relations, and public relations campaigns. F, Sp, Su
- PRL368 Strategic Writing (3)****
An applied writing course that focuses on strategically planning and preparing goal-oriented messages, and the selection of appropriate delivery techniques to communicate with an organization's target publics. Prereq: PRL 362 or consent of instructor. F, Sp.
- JRN 281 Basic Reporting (3)****
Basic fundamentals of how to gather and report news events for the mass media in such a way as to be meaningful to the public. Stress is on the need for developing writing skills, learning technical terms, writing feature stories and other materials in a newspaper. Prereq: sophomore standing. F, Sp, Su.
- JRN388 Online Journalism (3)****
As traditional media move to the Internet, the skills of journalism students must expand to meet the more intense demands of the Internet. The course will show how traditional newsrooms are merging with web products. Prereq: JRN 381.

*Choose one of the two courses.

**Choose either two public relations or two journalism courses.