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**create**

## Web Project Management Introduction

<b>Who</b>	This course is designed for those with limited web experience or technical knowledge who need to plan, manage and deliver web projects.
<b>Why</b>	This two day course covers all the fundamental areas of web development and will equip you with the knowledge you need to confidently take charge of your project. Focusing on each stage of the web production process– planning, designing, building and publishing as well as a strategic overview of the options available to project managers. The course also covers managing client expectations, selecting creative and technical agencies, allocating responsibilities and resources within a web team, dealing with budgets and setting deadlines.
<b>Length</b>	2 days

### Day 1 Introduction

The basics of web technology  
How domain names work  
Understanding the difference between browsers  
Understanding plug-ins

### Simple site technology

What is mark up  
What mark up language to use  
What are web standards (W3C compliance)  
What is CSS (cascading style sheet)  
About javascript  
Accessibility awareness

### The fundamentals of (x)HTML

Semantic formatting in (x)HTML  
Font limitations  
Hexadecimal colour  
Page layout  
Using hyperlinks  
Organising pages and assets  
Working with tables  
Understanding keywords and meta data  
Email functionality

### Web graphics

An overview of graphics software  
What are jpeg, GIF and png?  
Optimising graphics for the web  
Inserting images into web pages  
What are image maps?  
What are GIF animations?

### Dynamically driven sites

How websites are linked to databases  
Advantages of dynamic web publishing  
About dynamic web architecture  
Dynamic technology choices and options

### Emerging technologies

Wireless devices and handheld's XML  
Latest trends  
Questions and answers

### Day two - planning and management

Tools of the trade  
What does Dreamweaver actually do?  
Dreamweaver essentials  
The capabilities and limitations of Dreamweaver  
What does Flash actually do?  
When to use Flash and when not to use Flash content  
How animations are created  
Interactivity in Flash  
Sound and video - advantages vs disadvantages

### Site planning and organisation

Creating a site plan  
The three clicks rule  
Ease of use

### Project management for web

Project tools and methods  
A project process and model for web projects  
Estimating time and costs  
Setting deadlines  
About the critical path  
Delivering to deadlines  
Managing budgets  
The different roles and skills within a web production team  
Managing the workflow

### Client issues

Defining client requirements  
Planning the content  
Managing client expectations  
Maintaining continual client contact  
Dealing with a changing brief

### Selecting an agency

Deciding what you want  
Where to look for a partner  
What agencies worry about  
How to brief prospects  
Setting out a selection process  
Getting the best from agencies

### Publishing a site

Uploading your site  
Making your site search engine friendly  
Accessibility issues

### Questions and answers