Web Project Management

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

Designed for those with limited web experience or technical knowledge who need to plan, manage and deliver web projects. 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. The course focuses on each state of the web production process - planning, designing, building and publishing - as well as providing a strategic overview of the options available to project managers. The course also covers managing client expectations, selecting creative and technical agencies, allocating responsibilities within a web team, dealing with budgets and setting deadlines.This course can be tailored to your exact requirements if you wish – please call for details.

Course information

Course duration

Two days

Course cost

Public scheduled course: £675 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course costs: £990 plus VAT for two days of individual tuition.
£1,490 plus VAT for two delegates.
£1,870 plus VAT for three delegates.
Each additional delegate: £175 plus VAT.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Follow on courses

Search Engine Optimisation, Writing for the Web, Conforming to Acccessibility Guidelines.

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DAY ONE

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

Simple site technology
- What is mark up?
- Which mark up language to use?
- What are the web standards (W3C compliance)?
- What are Cascading Style Sheets?
- About JavaScript
- Accessibility issues - what you should know

Fundamentals of XHTML
- Semantic formatting in XHTML
- Font limitations
- Using Hexadecimal colour
- Page layout
- Using hyperlinks
- Organising pages and assets
- Working with tables
- Understanding keywords and metadata
- Email functionality

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

Questions and answers

DAY TWO

Emerging technologies
- Wireless and handheld devices
- What does XML do?
- Latest trends

Tools of the trade
- Web 2.0 - what does it mean?
- What does Dreamweaver actually do?
- The capabilities and limitations of Dreamweaver
- What does Flash actually do?
- When to use Flash and when not to use Flash
- How animations are created
- Interactivity in Flash
- Sound and video - advantages and disadvantages

Project Management issues
- Project tools and methods
- A project process and model for web objects
- 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
- 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 prospective agencies
- Setting out a selection process
- Getting the best from agencies
- Managing your agency
- Assessing the effectiveness of your agency

Questions and answers