



CAREER TRACKS

Do you have what it takes to be on the cutting edge of technology?

CAREER TRACKS: Web Development Specialist

Professional web developers work to build and maintain high-end websites for a multitude of clients. Recognizing the need for skilled developers, My Ed Today offer a Web Development Specialist program to produce skilled developers with the ability to take into account the client’s needs and vision along with the target market to create a website and accompanying mobile applications. Alongside these technical requirements, web developers must also be abreast of prevailing social media trends, search engine optimization strategies and other techniques to stand up an effective website. After completing the courses pulled together in the Web Development Specialist program, students will have the skills necessary to be successful in a development position from the start.



Programs
Search Engine Optimization
Mobile Applications: Android
Mobile Applications: HTML 5
Mobile Applications: iOS
Microsoft Office

Web Development Specialist Career Track Package w/ eBooks

Includes traditional text if no available eBook



Contact us to arrange a demo of these exciting new programs!

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Web Development Specialist Program

Search Engine Optimization

Search Engine Optimization (SEO) is the process of ensuring a website can be found in search engines using “free,” “natural,” “organic,” or “editorial” language relevant to what the site is offering. Search engines like Google, Bing and Yahoo provide search results to individuals ranked by what the search engine considers most authoritative or relevant to the users’ search. This goal is achieved through SEO strategies aimed at increasing their authority and relevance by writing pages that use keywords, words that people use in searches, and securing links from other pages to show how important one page is by comparison to another. This course provides an introduction to the basic principles and strategies of search engine optimization (SEO). The course is intended for students learn how to improve the online visibility of a given website. The course will review the overarching structure of search engines, and will also outline SEO best practices. This course will also provide students with the skills and knowledge to develop a comprehensive and competitive SEO strategy.

Mobile Applications: Android

The Mobile Android course provides students with the knowledge and skills necessary to develop Android mobile applications for the commercial market. The course covers the history and types of different Android applications, identify various user interface layouts and event and describe the use of different threads and persistence to extend Android applications beyond a single functionality. Students will learn to build robust, commercial-grade Android applications, and will gain an understanding of how to extend application functionality. The course will also cover the steps to finalize applications for external release.

MS Office

The Microsoft Office course introduces students to the standard business applications that most professional and academic entities use. Students will master computer basics including Windows, word processing, spreadsheets, data processing, graphics, internet, and email applications. From there, students will also learn how to transfer data from one application to another, what uses this capability has as applied to typical work functions. Having a basic mastery of the entire MS Office suite ensures you know how to navigate through the major programs and also interact between them to increase overall productivity even more.

Mobile Applications: HTML5

HTML5 course provides students with an introduction to HTML5 technology. You will learn about basic HTML, CSS, and JavaScript and will be introduced to the more complicated new features of HTML5. After completing this course, students will have a firm understanding of the history and purpose of the HTML5 technology as well as how it is enhanced with JavaScript and Cascading Style Sheets (CSS). Students will also learn to identify the features and functionalities of HTML mobile and web applications and actually learn to create these applications using HTML5 APIs. Students will receive hands-on experience building web pages and mobile applications using HTML5.

Mobile Applications: iOS

Interested in creating applications for iPhones and other Apple devices? This course shows you how it’s done from application architecture and interface through to various design and navigation considerations. This hands-on course on the Apple Mac OS X platform running iOS 4 x with device simulators. Students will be shown base-level devices to understand the attributes of various applications and be introduced to different types of applications, their uses and their benefits. Students will also learn to develop applications for iOS learning the tools and APIs required to build applications for the iPhone platform and take a look at interface designs for mobile devices and unique user interactions using multi-touch technologies. Further, students will be introduced to object-oriented design using model-view-controller pattern, memory management, and Objective-C programming language. Other topics include core animation, Bonjour networking, mobile device power management and performance considerations.



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