

IMK241 : Fundamentals of Web Design

In the Fundamentals of Web Design course, students will learn the importance of facilitating an organization's success through the process of website creation. Students will be introduced to information architecture, HTML, and CSS and will analyze best practices in design to enhance the entity's marketing message and to promote consumer sales. This course covers advertising principles, website design and functionality, consumer experience, and branding, as well as the evolution of the web from the 1990s and into the future.

Credits 4