

Intrax Career Training

Information Media and Communications Training Plan

Focus: Advanced Website Design

Program Goals

The Intrax Career Training Program is designed to provide young professionals with practical training and experience in their chosen field of study while exposing them to American business practices and culture. Upon completion of the program, participants will be prepared to return to their home country and secure a rewarding position in their chosen career field.

Trainee Information

Last Name:

First Name:

Middle Name:

E-mail Address:

Phone Number:

Mailing Address:

Host Company Information

Company Name:

Training Advisor's Name:

Title:

E-mail Address:

Website:

Phone Number:

Fax Number:

Mailing Address:

Internship Information

Start Date:

End Date:

Internship is: Paid Unpaid

Stipend is:

Additional Compensation:

Hours of Training per Average Week:

Training Objectives

To provide training and practical experience in advanced website design techniques.

Training Prerequisites

The Trainee should have at least three to four years experience in website design.

Skills to be Imparted

The trainee will learn to use advanced tools such as Shockwave, GoLive, Premier, Photoshop, and XML to create sophisticated websites featuring motion graphics, video, sound, and advanced data forms.

On the Job Training

Practical experience is essential to reinforce lessons presented in the formal training sections of the program.

Supervision and Evaluation

John Smith, the Creative Director of _____, will act as Program Advisor and Trainer for the program. He will evaluate the trainee's performance by asking him or her to produce a sample corporate website that includes advanced elements like Shockwave, Streaming Audio, Streaming Video, and XML forms.

Training Schedule

Phase I - Orientation

Weeks One to Two

Summary:

The Trainee will receive a basic orientation to _____, his or her housing and the surrounding area and an review of the program objective and methods.

Details:

Week One: Introduction to Host Family and Tour of _____ and the Surrounding Area

Week Two: Orientation on the History an Mission of _____ and a Program Preview

Review:

Upon completion of Phase I, the Program Advisor will ensure the Trainee is prepared to begin Phase II.

Phase II - Review of Website Design Theory and Practice

Weeks Three to Nine

Summary:

The Trainee will receive lessons on website design theory and current practices.

Details:

Week Three: Learning to Identify Common Elements of Successful Websites

Week Four: Learning Key Words and Terms Used in Website Design and Review of HTML Tags

Weeks Five and Six: Review of the Principles of User Interface and Identifying Elements Used in Websites to Steer the User and Enhance the Experience

Week Seven: Learning the Effective Use of Key Words to Improve Search Engine Rankings

Week Eight: Learning Psychographics Theory and How It is Applied to Website Design

Weeks Nine: Assignment to Identify Three Successful Websites and the Key Elements that Make them Successful

Review:

Upon completion of Phase II, the Program Advisor will review the Trainee's assignment to assure that he or she can identify the key elements in successful websites and understand how they contribute to the website's success. This will establish the groundwork for the following phases.

Phase III - Website Outlines and Flowcharts

Weeks Ten to Twenty-One

Summary:

The Trainee will learn to create an outline of the content to be included in a website and to create a flow chart to assist users in navigating the site.

Details:

Week Ten: Learning to Create an Outline

Weeks Eleven through Thirteen: Creating Sample Outlines for a Retail Site, an Informational Site, and an Entertainment Site

Weeks Fourteen through Eighteen: Learning to Create Flowcharts to Plan Website Navigation

Weeks Nineteen through Twenty-One: Creating Sample Flowcharts for a Retail Site, and Informational Site, and an Entertainment Site

Review:

Upon completion of Phase III the Program Advisor will review sample outlines and flowcharts to ensure that the Trainee is ready to progress to the next phase of website development.

Phase IV - Website Content

Weeks Twenty-Two to Thirty-Three

Summary:

The trainee will build upon his or her outlines and flowcharts by learning to select content and format it based upon the plan for the site.

Details:

Week Twenty-Two: Learning About the Various Forms of Content Used on Websites and How They are Used to Support the Outline and Flowchart
Weeks Twenty-Three through Twenty-Six: Learning to Identify and Evaluate the Effective Use of Text, Photos, Video, Sound, and Motion Graphics in Websites
Weeks Twenty-Seven through Thirty: Creating a Project that Shows Samples of Effective Use of Text, Photos, Video, Sound and Motion Graphics in Websites
Weeks Thirty through Thirty-Three: Select Content and Formatting to Fill-In the Sample Outlines and Flowcharts from Phase III

Review:

Upon completion of Phase IV, the Program Advisor will review the content and formatting selected by the trainee for his or her outlines and flowcharts and ensure that the Trainee is prepared to move on to Phase V.

Phase V - Using Adobe GoLive

Weeks Thirty-Four to Thirty-Nine

Summary:

Now that the trainee has sample outlines, flowcharts, and content elements, he or she will learn to put them all together using Adobe GoLive to begin creating advanced web pages.

Details:

Week Thirty-Four: Introduction to Adobe GoLive
Week Thirty-Five: Creating a New Web
Week Thirty-Six: Creating a Pages
Weeks Thirty-Seven and Thirty-Eight: Using Advanced Features
Week Thirty-Nine: Select One Website Plan and Create Pages for It Using Adobe GoLive

Review:

Upon completion of Phase V, the Program Advisor will review the sample website pages to ensure that the trainee has learned to effectively use Adobe GoLive before proceeding to Phase VI.

Phase VI - Adding Advanced Elements to the Website

Weeks Forty to Fifty-One

Summary:

Building upon the sample website created in Phase V, the Trainee will learn to use Photoshop, Premier and Shockwave to add advanced elements to the site.

Details:

Weeks Forty and Forty-One: Learning to Use Photoshop to Edit, Manipulate, and Format Photos for Use on the Web

Weeks Forty-Two through Forty-Six: Learning to Use Premier to Edit, Manipulate, and Format Videos for Use on the Web

Weeks Forty-Seven through Fifty: Learning to Use Shockwave to Create Motion Graphics and Interactive Programs for Use on the Web

Week Fifty-One: Learning to Create XML Forms for the Web

Review:

Upon completion of Phase VI, the Program Advisor will review the sample website with the Trainee and ensure that he or she is ready to complete the program in Phase VII

Phase VII - Practical Experience in Creating Advanced Websites

Weeks Fifty-Two to Fifty-Six

Summary:

The trainee will apply lessons learned in Phases I through VI to create advanced websites under the supervision of the Program Advisor in order to re-inforce the lessons prior to completing the program.

Details:

Week Fifty-Two: Create an Outline and Flowchart for a Website

Weeks Fifty-Three and Fifty-Four: Create Content for the Website Using GoLive, Photoshop, Premier, Shockwave, and XML

Weeks Fifty-Five and Fifty-Six: Review the Website with the Program Advisor and Make Any Required Corrections

Review:

Upon successful completion of Phase VII, the Trainee will be awarded with a Certificate of Completion and he or she will be allowed to add the sample websites and elements to his or her digital portfolio.