

Certified Internet Webmaster (CIW)

Course outlines



Become a certified expert and improve your career prospects and technical **ability**

These courses will help you :

- Gain recognised web industry standard certification
- Acquire core knowledge and understanding of internet, web authoring and networking fundamentals
- Pursue a range of different disciplines including Designer, Enterprise Developer, Administrator and Website Manager
- Develop your professional career

Certified Internet Webmaster (CIW) – The path to becoming a Certified Internet Professional.



These courses will help you :

- Gain recognised industry standard certification
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Certified Internet Webmaster

Who is it for?

CIW is offered for three disciplines - **Designer**, **Enterprise Developer** and **Administrator** - and one cross-functional area - **Web Site Manager**, which combines the other three disciplines, to allow learners to focus on pursuing personal interests and talents.

What is the course about?

An IT certification for the knowledge economy, CIW is an Internet vendor-neutral or job-role curriculum and certification designed to help career changers enter the IT industry and experienced and vendor-certified professionals build on existing IT skills.

Jobs roles and series

The Association of Internet Professionals (AIP) has defined the 12 critical job categories necessary for the Internet economy. The CIW program incorporates these job roles into our Professional CIW series which lead to becoming a Master CIW. Here is a list of AIP's job categories, job titles within each job category, and the associated Professional CIW series for each.



Job Category	Job Titles and Job Types	CIW series
Media Production	Graphics Audio Video	<u>Site Designer Series</u>
Design and Layout	Web Designer Media Designer Creative Director Art Director	<u>Site Designer Series</u>
Programming and Development: Web Interface Systems	Programmer Lead/Senior Programmer Systems Architect	<u>Application Developer Series</u>
Programming and Development: Back-end/Legacy Systems	Programmer Lead/Senior Programmer Systems Architect	<u>Enterprise Developer Series</u>
Programming and Development: Software Development	Programmer Lead/Senior Programmer Systems Architect	<u>Application Developer Series</u>
Systems Administration	Unix Admin (Mail, Web, DNS, Connectivity, etc.) Mixed OS Admin NT Admin (Mail, Web, DNS, Connectivity, etc.) Security Specialist	<u>Server Administrator Series</u>
Online Services Management	Project Manager (initial development/major upgrade) Site Manager (maintenance/ongoing development) Producer Executive Producer (manages multiple or major projects)	<u>Internetworking Professional Series</u>
Content Development	Writer Editor Senior Editor Editor in Chief Customer Experience Manager Navigation/Content Engineer	<u>Site Designer Series</u>
Executive Management	CxO (CEO, CIO, CTO, CKO, CFO) Technical Director or VP (Online, Interactive/E-commerce) Sales/Marketing Director or VP Salesperson/Account Manager (Marketing, Business Development, Sales)	<u>Site Designer Series</u>
Customer Service/Community	Online Community Manager Customer Service Representative	<u>Server Administrator Series</u>
Sales/Business Development	Sales Business Development Advertising Manager Traffic Coordinator Channels Management	<u>Foundations Series</u>
Technical Recruiting	Technical Recruiting	<u>Foundations Series</u>

CIW Certification and Paths :

The first step toward CIW certification is the CIW Foundations series. After successful completion of the Foundations exam, candidates are awarded a CIW Associate certification. After achieving CIW Associate status, candidates can choose from four Master CIW certification tracks. Candidates who pass the CIW Foundations can earn the CIW Professional designation upon passing any CIW job role series exam. CIW Professionals may earn Master CIW Administrator, Master CIW Designer, Master CIW Enterprise Developer, or Master CIW Web Site Manager designation after completing all the series in a track.

CIW Prerequisites :

CIW Foundations is a prerequisite for all CIW series. To become a CIW Associate, candidates must pass the CIW Foundations exam (1D0-410) administered by Prometric and VUE. CIW accepts score reports from candidates who have passed the CompTIA i-Net+ exam and will award Foundations exam credit to these individuals. For more information, refer to our i-Net+ web page.

CIW Associate :

After passing the Foundations exam, candidates are awarded the CIW Associate designation. To become a CIW Associate, candidates must pass the CIW Foundations exam (1D0-410) administered by Prometric and VUE. CIW accepts score reports from candidates who have passed the CompTIA i-Net+ exam and will award a CIW Associate designation to these individuals.

CIW Professional Designation :

To earn a CIW Professional designation, candidates must achieve the CIW Associate certification and pass any CIW job role series exam. Candidates who have passed multiple CIW series exams are still considered a CIW Professional until they pass the required exams for a Master CIW certification. Most CIW Professionals seek Master CIW certification and are in the process of passing the required series exams necessary to become a Master CIW Administrator, Master CIW Enterprise Developer, Master CIW Designer, or Master CIW Web Site Manager.

Master CIW Certification :

To become Master CIW certified, it is recommended that candidates take each training series in sequence. For example, to achieve a Master CIW Administrator certification, it is recommended that candidates get trained in CIW Server Administrator curriculum, then CIW Internetworking Professional curriculum, and then CIW Security Professional curriculum. It is also recommended, but not required, that candidates pass each CIW series exam before sitting the next CIW series training. This strategy allows them to focus on the technology for each

CIW series before adding more complex technologies into the mix. Having passed all of the series exams in a Master CIW track, candidates will receive their Master CIW certificate.

CIW Certification Path



CIW Foundations Series – Course 1

Internet Fundamentals : (CCL01-CFIFND-PR-107)

Internet Fundamentals is a one-day course designed to guide students through the Internet and its wide array of useful resources. Students learn how to use key Internet technologies, such as Web browsers, e-mail, newsgroups, File Transfer Protocol (FTP), Telnet, and search engines. Students gain experience configuring both Netscape Navigator and Microsoft Internet Explorer to access rich multimedia, including RealPlayer, Shockwave and Flash content. Students also use a variety of Web-based search engines to conduct advanced searches and learn the basics of electronic commerce and security issues.

Topics

Overview of the Internet

- The Internet
- Evolution of the Internet
- How the Internet Works
- Client/Server Model on the Internet
- Connecting to the Internet
- Internet Protocols
- Domain Name System (DNS)
- The Business of Domain Names
- Uniform Resource Locators (URLs)
- Intranets and Extranets

Browsing the World Wide Web

- Web Browsers and the Internet
- Evolution of the World Wide Web
- Technical Issues
- Introducing the Web Browser
- Viewing a Web Page with Netscape Navigator
- Viewing a Web Page with Microsoft Internet Explorer
- Customizing Your Browser
- Fonts
- Home Page
- History Folder
- Browser Cache
- Bookmarks and Favorites
- Image Loading
- Wireless Application Protocol (WAP)

FTP, Newsgroups, and Telnet

- Additional Internet Resource Tools
- File Transfer Protocol (FTP)
- Newsgroup Articles
- Telnet

Electronic Mail

- Electronic Mail (E-Mail)
- E-mail Address Format
- Sending and Receiving E-mail
- Netscape Messenger E-mail Basics
- Microsoft Outlook Express E-mail Basics
- Netiquette
- E-mail Signatures and Privacy
- E-mail Attachments
- Mailing Lists

Objects, Plug-ins, and Viewers

- Multimedia on the Web
- Objects and Active Content
- C, C++, Java, Java Applets, JavaScript, Jscript, ActiveX, and Visual Basic Script (VBScript)
- Objects and Security Issues
- Introduction to Plug-in Technology
- Plug-in Installation
- Types of Browser Plug-ins
- Viewers
- Miscellaneous File Formats

Search Engines

- Introduction to Search Engines
- Adding a Web Site to a Search Engine
- Search Indexes
- Basic and Advanced Search Techniques
- Boolean Operators
- Searching for Graphics, "People" Information, Mailing Lists, and Newsgroups
- Pre-Web Search Tools

Security

- Internet Security
- Cookies
- Sending Secure Data over the Web
- Authentication
- Digital Certificates
- Configuring Browser Security
- Encryption
- Viruses
- Proxy Servers
- Firewalls

E-Commerce

- Electronic Commerce (E-Commerce)
- Definition of Electronic Commerce
- Definition
- Electronic vs. Traditional Commerce
- Types of Electronic Commerce
- Electronic Data Interchange (EDI)
- Secure Electronic Transactions (SET)
- Advantages of Electronic Commerce
- Issues in Electronic Commerce
- Copyrights, Licensing and Trademarks
- E-Commerce Solutions
- Project Management Fundamentals

Target Audience

All professionals required to use the Internet in their daily job functions. Information in this course is required for all levels of specialization in the CIW program.

Job Responsibilities

Understand the common core of Internet knowledge, and apply the foundation skills required for further specialization.

CIW Foundations Series – Course 2

Web Page Authoring Fundamentals : (CCL02-CFWPAF-PR-107)

Web Page Authoring Fundamentals is a two-day course designed to teach students Web page creation and other aspects of Web authoring. Students gain experience developing Web pages in a text editor and a graphical user interface (GUI) editor. Students also learn how to use Cascading Style Sheets (CSS) and study the basics of Extensible Hypertext Markup Language (XHTML), JavaScript, Dynamic HTML (DHTML), and the Document Object Model (DOM). After completing this course, students will be able to create simple Web pages containing text, graphics, hyperlinks, tables, forms and frames.

Topics

Intro to Web Page Authoring

- Creating Web Pages
- Text Editors
- Graphic User Interface (GUI) Editors
- Web Page Accessibility
- Front-End Issues
- Back-End Issues

Hypertext Markup Language (HTML)

- What Is HTML?
- HTML Standards
- Extensible Hypertext Markup Language (XHTML)
- Web browsers and Standards

HTML Coding

- Creating an HTML Page
- Markup Tags
- Document Structure Tags
- Paragraph Formatting and Block-level Elements
- Text-level Elements
- Lists
- Adding Hidden Comments
- Good Coding Practice

HTML Horizontal Rules and Graphical Elements

- Adding Horizontal Ruling Lines
- Incorporating Images Into Pages
- Special Characters
- Specifying Colors in HTML
- The Web-Safe Color Palette
- Page Colors and Backgrounds
- Specifying Font Information

HTML Hyperlinks

- Understanding Links
- Anchor Tag
- Using Images as Links
- Creating Internal Links

HTML Tables

- Introduction to Tables
- Table and Data Alignment Options
- Changing Height and Width of Table Elements
- Column and Row Spanning

Forms

- Forms Overview
- <FORM> Tag
- Web Form Fields

HTML Image Techniques

- Image Techniques
- Image Maps
- Defining a Client-side Image Map
- Image Transparency
- Interlacing
- Animated GIFs

HTML Frames

- Introduction to Frames
- <FRAMESET> and <FRAME> Tag
- Frameset Document
- <NOFRAMES> Tag
- Targeting Frames with Hyperlinks
- Specifying a Base Target
- Borderless Frames

Graphical User Interface HTML Editors

- Graphical User Interface Editors
- Types of HTML GUI Editors
- GUI Editor Functionality
- Creating Web Pages in a GUI Editor
- HTML Text Editors vs. GUI Editors

HTML Extensions

- Extending HTML
- Cascading Style Sheets (CSS)
- JavaScript
- Dynamic HTML (DHTML)
- Document Object Model (DOM)
- Extensible HTML (XHTML)
- Extensible Markup Language (XML)

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CIW Foundations Series – Course 3

Network Fundamentals : (CCL02-CFNFND-PR-107)

Networking Fundamentals is a two-day class designed to teach students fundamental networking concepts and practices. Topics include network architecture and standards, networking protocols, TCP/IP, Internet servers, server-side scripting and database connectivity, and security.

Topics

Introduction to Networking

Networks Defined
Networking Evolution
Mainframes
Client/Server Model
Web-based Networking
Networking Categories
Network Topologies
Network Operating Systems
Novell NetWare
Microsoft Windows NT/2000
UNIX

Networking Protocols

The Need for Protocols
OSI Reference Model
Packets
OSI/RM Protocol Examples
Major Networking Protocols: TCP/IP, IPX/SPX, NetBEUI, and AppleTalk, Data Link Control (DLC), Systems Network Architecture (SNA)
Choosing and Combining Protocols

LANs and WANs

Basics of LANs and WANs
Local Area Networks (LANs)
Wide Area Networks (WANs)
Network Access Points (NAPs)
Common Network Components
Transmission Media and Types
IEEE LAN Standards
Additional LAN Standards
WAN Standards
T-Carrier and E-Carrier Systems

TCP/IP Architecture and Internet Addressing

Introduction to TCP/IP
Internet Architecture
Requests for Comments (RFCs)
Internet Protocols
Demultiplexing
Introduction to Routing
Routing Protocols
Port Numbers
Internet Addressing
Internet Address Classes
IP Addressing Rules
Reserved IP Addressing
Subnet Masks
Normal TCP/IP Desktop Configurations
Diagnostic Tools for Internet Troubleshooting

Internetworking Servers

The Role of Servers
Internetworking Servers
File and Print Servers
HTTP Server Essentials
Proxy, Caching, Mail, Mailing List, Media, DNS, FTP, News, Certificate, Directory, Catalog, and Transaction Servers
The Internet Daemon: inetd
Mirrored Servers
Choosing the Ideal Server
Popular Server Products

Server-side Scripting and Database Connectivity

Introduction to Scripting
Client-side and Server-side Scripting
HTTP Gateways
HTML Forms and Form Processing
Common Gateway Interface (CGI)
CGI Alternatives: Server Programming Interfaces, Scripting Technologies, and Java Servlets
Databases, Database Connectivity, and Connectivity Implementations

Network Security Essentials

Reasons for Security
Defining Security and Assets
Security Threats and Attacks
Viruses and the Hacker Process
Defeating Attacks
Auditing
Intrusion-Detection Software
Authentication
Encryption
Country-Specific Encryption Standards
Network-level Protocols and Encryption
Virtual Private Networks (VPN)
Secure Sockets Layer (SSL)
Digital Certificates
Firewalls, Packet Filters, Proxy Servers, and Firewall Topology
Firewall Summary

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Certified Webmaster Pricelist Breakdown

CIW Foundation + Dreamweaver & Flash	CIW Web Site Manager	CIW Master Designer
Course price £465 + VAT (£546.38 Inc)	Course Price: £695 + VAT (£816. 63 Inc)	Course Price: £895 + VAT (£1051.63 Inc)
Exam Price: £89 + VAT (£104.60 Inc)	Exam Price (4 Exams) £356 + VAT (£418.30 Inc)	Exam Price (5 Exams) £445 + VAT (£522.88 Inc)
Total Price Inc VAT: £650.98	Total Price Inc VAT: £1234.93	Total Price Inc VAT: £1574.51

Please Note: All exams can be paid up front or agreed instalments by standing order.

AM:PM Services Booking Form

Please complete this form and mail or FAX to:
 AM:PM IT Services, Tower Point , 44 North Road, Brighton BN1 1YR.
 TEL: 01273 243000 FAX: 01273 243966
 or e:mail : training@ampmittraining.co.uk

Your Name:			
Home No.	Personal No:		
Company & Address			
Home Address			
Course Date:	Course Fee per delegate: £		
Registration Fee £:		Total (excluding VAT): £	
Course Title:			
Candidate	Name	Course Title	Date

Authorised By:	Purchase Order No.:
Position:	
Address:	
Postcode:	
Telephone:	Fax:
Signed:	Date:

Address to which instructions should be sent to if different from above



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