

e-Unit Webmaster Skill and Competencies

Skills: Software Recommendations

- ★ Basic Computation Skills
- ★ Dreamweaver or other design program
- ★ Adobe Acrobat
- ★ Microsoft Office
- ★ Internet Explorer
- ★ Photoshop or Elements or Microsoft Publisher
- ★ Digital Cameras/Scanners/Copier/Printer

Skills: Professional

- ★ Locate copyright free graphics, scripts and audio files for use in web pages
- ★ Seek assistance and share expertise with others
- ★ Work together with a team to develop projects, activities, and programs

Skills: Basic

- ★ Create Word Processing Documents using Microsoft Word
- ★ Use a web browser
- ★ Utilize the help menu and tutorials in various software programs
- ★ Use email to send and receive messages and keep appointments

Skills: Graphic Design

- ★ Utilize a digital camera for the purpose of obtaining images
- ★ Set up and operate a scanner for the purpose of importing images
- ★ Manipulate images using a variety of graphics programs
- ★ Crop and resize graphics prior to web page insertion
- ★ Convert and export graphics as appropriate web formats (gif, jpeg, png)
- ★ Create web buttons and rollovers (opt)
- ★ Develop navigational devices (opt)
- ★ Design a masthead

Skills: Web Design

- ★ Utilize various WYSIWYG web editors to create web pages
- ★ Understand basic HTML tags for the purpose of troubleshooting
- ★ Set up and manage a web site using Dreamweaver or other design program
- ★ Set page properties (titles, fonts, links, background images)
- ★ Assign heading and paragraph settings to text (color, size)
- ★ Use numbered and bulleted lists in web pages
- ★ Insert images and image links
- ★ Utilize horizontal rules, layers and tables to develop page layouts
- ★ Create absolute and relative links
- ★ Link to e-mail addresses within web pages
- ★ Link to various multimedia files (pdf, ppt, etc.)
- ★ Embed a variety of multimedia files (mov, fla, swf, mid, etc)
- ★ Save and apply templates to web pages
- ★ Design and utilize stylesheets for site design
- ★ Set up and use FTP for Internet file transfer

Skills: Design

- ★ Practice the use of basic design concepts in the creation of web pages (line, value, color, shape, form, contrast, unity, emphasis, variety etc.)
- ★ Develop web pages and sites that are logically arranged and easy to navigate
- ★ Design web pages that are quick to load and easy to read
- ★ Proof pages, for grammar, punctuation, appropriateness, and style

Internet Site Development and Maintenance

- ★ Develop initial content for the public campus web site
- ★ Establish routines for making regular updates to web pages
- ★ Keep calendar events and activities current and up to date
- ★ Continually review content for accuracy and appropriateness
- ★ Expand and develop additional content for the campus site
- ★ Publish restricted information to private Internet/Intranet directories