



INFORMATION MAPPING

Making Web Content Work™—Web-Based Training

An Information Mapping® Instructor-Led e-Learning Program

Making Web Content Work™—Web-based Training is an 8-week, instructor-led, e-Learning program designed to help writers and designers organize and present content effectively on the Web.

By devoting 3-4 hours on coursework per week, in the course of eight weeks, participants will learn to develop effective Web content through the expert guidance of a certified instructor in a virtual classroom.

Program Objectives

Participants in this program will learn to

- plan the content of a Web site using six tasks
- understand options for organizing the content of a Web site to support site purpose and user needs
- design a navigation plan for a Web site
- analyze page content using six Information Types
- organize content into short, modular units and labeling for the Web, and
- present content on the Web to take advantage of the full capability of the Web.

Benefits and Features

Making Web Content Work™—Web-based Training can be accessed 24x7 from home or work. Participants will

- attend live Web-based presentations on topics including "Paper to Web" and the "Basics of Web Technologies"
- receive individual attention and feedback from an instructor on all assignments
- communicate with fellow students and the instructor through chat, discussion boards, and e-mail, and
- create a small Web site as a project to assess progress and practice new skills.

Tools and Support

Helpful tools and support to use following the program include

- downloadable lesson summaries to print and keep for reference, and
- a Web gallery that provides access to online examples of concepts.

Who Should Attend

Making Web Content Work™—Web-based Training is designed for anyone who wants to

- create or reorganize information on the Web
- ensure or improve the usability of Web content, and
- apply the Information Mapping approach to the Web.

This e-Learning program will also serve the needs of organizations that want to train a dispersed audience who may have travel and scheduling constraints for multi-day live seminars.

Technical Requirements

Making Web Content Work™—Web-based Training is hosted in a Web-based environment. Technical requirements for participants include

- Pentium Processor 133 MHz or higher
- 16-bit color video processor with 800x600 resolution
- at least 64 MB RAM
- Internet access, network connection, or phone connection with 56 MHz or faster modem
- Microsoft Word 97 or 2000
- Adobe Acrobat Reader 5.0 or higher (free download)
- Internet Explorer 4.0 or higher, or Netscape Navigator 4.0 or higher, and
- ability to send and receive e-mails with attachments.

Pricing

The price to register in a *Making Web Content Work™—Web-based Training* public program is \$995. Private program pricing is also available upon request.

Registration

To register or obtain more information, please contact Information Mapping's Client Services at 800-INFOMAP (463-6627) or send an e-mail to inquiry@infomap.com.