



Codetalk Curriculum Outline 2018

Technical Instruction Website Design Project Work

The Codetalk curriculum is designed to provide a foundation in the fundamentals of front end web development in an intensive 15 week program. The intention is to prepare graduates for immediate placement in entry level positions in the tech sector.

Cultivating a resourceful, adaptive, growth mindset approach to learning & problem solving, daily instruction is augmented with lab time for practical group & individual projects.

Through the first 10 weeks focus is technical instruction in the fundamentals of website development, web design, front end development, User Experience Design, Content Management Systems, QA & common tools & techniques.

Due to the dynamic nature of the technology sector the material covered in this program is continuously evolving to keep us in line with industry trends and emerging technology.

Module 1 - Orientation & Computer Basics, Browsers

- ❖ Orientation & Introductions
- ❖ Mac OS, OS & File System Architecture & Organization
- ❖ Gmail, Google Drive, Task/Project Management. Tools configuration

Module 2 - Graphic Design Concepts & Web Design

- ❖ Graphic Design Principals. Balance, Space, Hierarchy, Relation
- ❖ Design Concepts I - Overview. Website Review. Website Semiotics
- ❖ Social Media Usage. Pixelmator, image editing, image manipulation
- ❖ Design Concepts II - White Space, Negative Space, Alignment
- ❖ Design Concepts III - Color theory, Contrast, Usability. Typography
- ❖ Website layout, site mockup. UX Design Intro.

Module 3 - Development Environments

- ❖ Unix Command Line
- ❖ GIT, GitHub Source Code Control | Version Control Concepts
- ❖ Node, MAMP, Web server setup and configuration
- ❖ Site Hosting, cPanel, Domains. Stack Architecture
- ❖ Wordpress installation & configuration. Themes & customization

Module 4 - HTML

- ❖ HTML basic elements and tags. Sublime Text Editor
- ❖ Semantic structure, Inline elements. Nested structure, divs, containers
- ❖ Inspect element, developer tools. HTML Article assignment

Module 5 - CSS

- ❖ CSS Syntax. IDs & Classes, Box Model, Inheritance
- ❖ CSS for positioning, CSS for Styling. Media Queries
- ❖ SASS, Frameworks and Reusable Code
- ❖ Flex, Float, Display inline block & Best Practice Flex
- ❖ Gradients, Round Corners, Box Shadows
- ❖ Advanced CSS - Pseudo Classes, Transitions, CSS Animations
- ❖ Forms - HTML5 version of Project Form

Module 6 - UX UI IA

- ❖ UX Process. What is UX. UX Design Project.
- ❖ Sketch Wireframes. Sketch Workflow
- ❖ Research, Goals, Personas, User flow, Analysis, Evaluation, Iteration
- ❖ Responsive Design, Mobile First Design. Prototype Design, Usability
- ❖ Overview Interaction Design, Product Design, UI & GUI

Module 7 - Layouts

- ❖ Flex, Float, Inline Review
- ❖ Bootstrap 4.0
- ❖ Media Queries & Responsive Layouts
- ❖ Templates. SASS. Gulp. Layout Projects
- ❖ Tools - CDN, Font Awesome, Frameworks and ReUsable Code



Job Preparation Team Projects Agile Development

The primary goal of Codetalk is for graduates to attain full time entry level positions/ paid internships in Front End Web Development, QA, Content Management, UX or a related tech field.

During the latter weeks, emphasis is on job prep. Career exploration workshops, interview coaching, job skills work, resume workshops & ongoing career coaching.

Focus on project development in Agile sprints, project management and collaboration in a team environment.

Students develop digital website portfolios showcasing individual & group client projects & design work. Each student enters a focused job search based on an individualized employment evaluation and plan.

Career Skills & Assets

Employment Plan
Resume
Digital Portfolio
GitHub Portfolio
Linkedin Profile
Behavioral Interviews
Technical Interviews
Resume Clinics
Employment Evaluation
Job Search Tracking

Module 8 - JavaScript, jQuery, Advanced Concepts

- ❖ Fundamentals JavaScript, Basic programming concepts
- ❖ Operations, Strings, String Operators, Functions, Arguments, Parameters
- ❖ Objects, Methods, Arrays of Objects, DOM Tree, Access, Nodes. Regex
- ❖ Events, Animations, Drawing, Interactive elements
- ❖ Introduction to API's and Frameworks. Object-Orientation overview
- ❖ jQuery - Elements, Attribute Selectors, Basic functions, Chaining
- ❖ jQuery & Bootstrap Components. Plugins [SlickSlider, Masonry]
- ❖ Fundamentals of Programming. Development Best Practices. Logic

Module 9 - CMS

- ❖ Content Management Systems Fundamentals Client/Server Structure
- ❖ Wordpress, Drupal, Shopify, Magento & Ecommerce solutions
- ❖ WordPress Admin, Dashboard, Themes, Templates, Local Installation
- ❖ WordPress Custom Theme Development, Child Themes, PHP
- ❖ Plugins, Widgets, Custom Content Types
- ❖ Collaborative team project building WordPress website

Module 10 - Project Management & Agile

- ❖ Intro to Agile development & Project Management
- ❖ Collaboration, Accountability, Time management, Testing & Presentation
- ❖ Effective stakeholder communication
- ❖ SEO & Site Optimization
- ❖ Agile/Scrum, Sprint Planning & Project Development Management
- ❖ Group Projects - individual roles and MVP. 3x 1 Week Sprints

Module 11 - QA

- ❖ QA, manual & overview of automated testing
- ❖ Practical QA group projects. Testing methodologies. uTest.
- ❖ Smoke tests, issue tracking, test cases,

Module 12 - Practical Group Projects & Portfolio Development

- ❖ Individual Portfolio Design & Development. Agile development
- ❖ Working Freelance- Client strategies, contracts, proposals, rfp's
- ❖ Group project wrap up & presentations. Presenting Work

Professional Development & Employment Planning

- ❖ Ongoing career counseling & coaching throughout 15 week program
- ❖ Employment Evaluation, Individual Employment Plan
- ❖ Career Exploration Workshop & Skills Assessments,
- ❖ Interview Preparation, Resume Workshops, Career Assets
- ❖ Mock Behavioral & Technical Interviews. Career Coaching, Networking
- ❖ Weekly Job Search Workshops

Supportive Program Components

- ❖ Mentorship program with our partners at Snap Inc.
- ❖ Industry guest instructors & speakers
- ❖ St Joseph Center Agency Services & dedicated Case Manager
- ❖ Daily holistic health activities / Headspace Meditation

