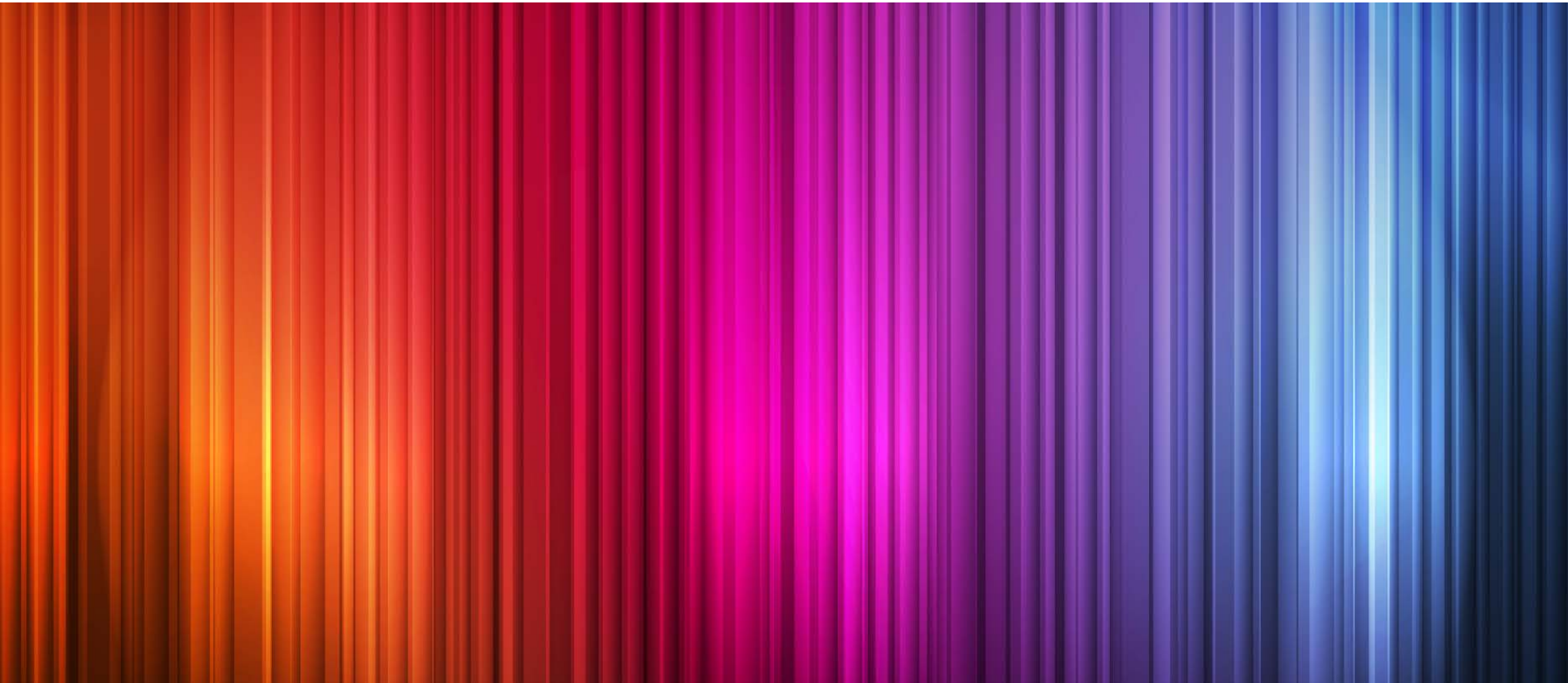


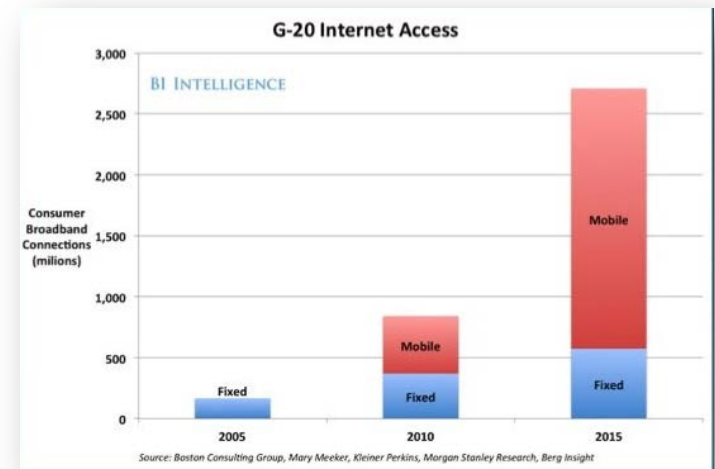
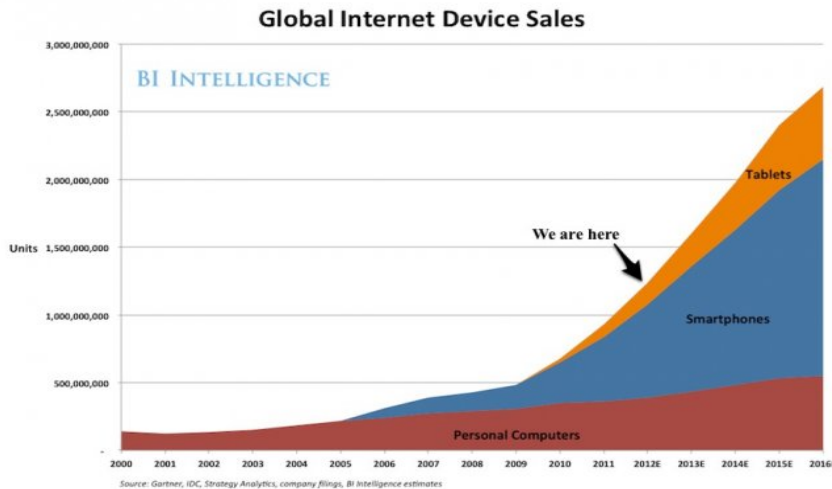


Introduction to Web Development – A web development courseware from Adobe



Mobile

- Rapid innovations year over year
- Shifting towards client side – JavaScript!
- Mobile application development is becoming synonymous with web application development



- Content consumption moved decisively to the devices
- Modern applications taking the a MOBILE-FIRST approach

State of the web application curriculum available today

- Not up to date with rapid changes of web
- Focused entirely on client side or server side development – not holistic
- Less or no focus on mobile application development

Differentiators of the new curriculum being created by Adobe

- Bridge the gap with a new curriculum for web application development
- Overview of what it takes to build a web site end to end
- Focused on web application design, client side development and server side development
- Geared towards students who are interested in learning the basics of web application development
- Instructors have enough flexibility to customize both the core as well as extension parts of the curriculum

Main sections of the curriculum

- Core Curriculum (35 hours)
 - Design - Exploring the design process and evaluating considerations for multiscreen development (desktop, tablet and smartphones)
 - Client side development - HTML, CSS, JavaScript and jQuery
 - Server side development – illustrated by ease to use Adobe ColdFusion technology, relational databases, SQL, displaying dynamic data, managing data and creating search interfaces
- Extension Curriculum (6-8 hours)
 - Session Management, cookies and users
 - JSON, AJAX with JQuery and CFAJAXPROXY tag
 - HTML5 charts and websockets
 - JQuery mobile
 - Twitter bootstrap

Practical approach to learning

- In class learning
 - Concepts discussed in class reinforced through code from a real world web application
- Focus on Project/Lab
 - Students apply the learning from the class into building a personal portfolio website by the end of the course, either in the lab or through a term project

Free Courseware includes

- Lecture book/Slide decks
- Detailed videos for entire duration of the curriculum – a guide to instructors
- Testing materials
- In-class code examples
- Student project topic and detailed description
- Instructor guide
- Free educational licenses of Adobe ColdFusion and Adobe ColdFusion Builder

What next?

- Curriculum ready to be used
- Three different colleges/universities are using the curriculum for Fall semester - 2013. Five colleges signed up to adopt in Spring semester - 2014
- Looking to partner with colleges for Spring semester and beyond
- If interested, reach out to Rakshith Naresh (rakshith@adobe.com), Product Manager at Adobe Systems



Adobe