

Information Technology Courses

Pre-Degree Computing Course (PDC) 20 weeks Tue and Wed 6.00-9.45 pm

Fee- €900 Starts 26/09/2017

Offered in partnership with DIT, this course grants successful students a place on the part-time Bsc. In Information Systems & Information Technology (DT249) in DIT, Kevin St. **Note: Students must pass all modules in one sitting in order to progress to DIT.** QQI Level 5 Component Certificate in Computer Programming (Java); Maths for Information Technology; Web Authoring.

Tuesday 6.00 – 9.00pm Computer Programming and Design Principles

Wednesday 6.00 -8.00 pm Maths for Information Technology

Wednesday 8.00- 9.30 pm Web Authoring.

Application: Contact Kathy O'Neill by email at adulted@ccfe.cdetb.ie. You may also enrol at our public enrolment sessions in Crumlin College from Monday 4th September 2017, 6.30 to 8.30 pm, Monday to Thursday for two weeks until the start of classes. You can enrol by phone or post from mid-August by calling 01-4540662. Postal enrolments should be sent to Evening School Crumlin College of FE, Crumlin Road, Dublin 12.

Short Computer Courses

Computers for Beginners– Monday 6.30 -8.00 pm 10 weeks €150

Week 1 – Introduction, Computer Terms, Learning to use a mouse

Week 2 – Learning about the Desktop, Using a keyboard

Week 3 – Word Processing I

Week 4 – Word Processing II

Week 5 – Introduction to Internet & Technology, Browsers, Search Engines, Website Navigation

Week 6 – Locating information online, Storing information.

Week 7 – Email – Setting up an email account, Gmail functionality, Email creation

Week 8 – Email Etiquette, Attaching documents to emails

Week 9 – Basic Computer Navigation, Opening and Saving files, Creating Files and Folders

Week 10 – Storing and Organising Files/Folders, Copying, Cutting and Pasting, Online Storage.

Microsoft Excel(Basic) - Monday (PQ)8.00 – 9.30 pm 5 weeks €80

Microsoft Excel(Basic) - Wednesday(PQW)8.00 – 9.30 pm 5 weeks €80

Week 01 – Introduction to Excel, Basic Formulas

Week 02 – Layout & Formatting a Spreadsheet/Absolute & Relative Cell References

Week 03 – Spreadsheet Functions

Week 04 – Simple IF Functions, Naming Spreadsheet Ranges

Week 05 – Linking Data /Introduction to Charts

Advanced Excel – Monday 8.00 -9.30pm 5 weeks €80 starts 7/11/2016

Week 01 – Excel Charts

Week 02 – Sorting Spreadsheet Data, Filtering Spreadsheet Data, Spreadsheet Protection

Week 03 – Simple Macros, Complex IF statements

Week 04 – Horizontal / Vertical Look-Ups

Week 05 – Pivot Tables



Digital Photography Imaging and Photoshop.(DPP) 10 weeks Monday 6.30-8.00pm Fee €90

This hands on course will guide you through the fundamentals of photography and is designed to help you get the most out of your bridge or DSLR camera while developing your creativity. Taught by professional photographer, this course is ideal for participants who want to move away from shooting in Auto so that you can get the results you want from your camera.

Through practical exercises, field trips and a night shoot we will explore the key principals of photography like aperture shutter speed, ISO, metering and depth of field as well as lens choice and other technical considerations.

By experimenting with a range of photographic styles and analysing the work of great photographers each participant will learn how to develop their own style and create images that they treasure.

Time in each session will also be dedicated to downloading and editing your images using Adobe Bridge and Photoshop so that you can begin to catalogue, print and share your images. We will also look at how to restore old photographs.

Requirements: To get the most from this course it is recommended that you have a DSLR or good quality bridge or mirrorless camera. Notes are provided but we advise that you bring a pen and a memory stick or hard drive to bring home some of the digital course materials as well as your edited photographs.



Introduction to Graphic Design (GRA) 10 weeks Monday 8.00-9.30 pm €150

Using Adobe Illustrator and Adobe InDesign, discover the key design principles when creating graphic designs and working with typography through this introductory 10 week course.

Course comprises of two design blocks:

Part 1/ Illustrator Skills

5 week project: Create a film poster using Adobe Illustrator

Part 2/ InDesign Layouts

5 week project: Create a magazine layout using Adobe InDesign

Skills to develop:

Participants will engage with design principles, colour theory, typography and layout.

Please bring a notepad and pencil

No previous experience is required



Javascript Coding Wrrorkshop for Teens (COT) Wednesday 4.30 -5.45 pm 10 weeks €80

This course is reserved for Senior Cycle Secondary students and limited to 12 places

Coding is viewed as one of the most important skills we can learn. JavaScript allows us to learn coding without the need to install complex development tools or purchase expensive software licences. All exercises will execute in any modern web browser.

This workshop is suitable for absolute beginners without any previous experience and for intermediate programmers with some HTML, CSS, Scratch and/or any other coding language knowledge. Students will learn important programming techniques such as looping, conditional logic, variable types, arrays and functions through practical coding

exercises, tutorials and quizzes. We will also cover some basic HTML/CSS and software development techniques.

All students will follow the same course syllabus and the guided workshop structure allows students to progress at their individual pace. A great opportunity for students to explore the wonderful world of programming.

JavaScript Coding Workshop (JAV) Wednesday 8.00 -9.30 pm 10 weeks €150

Coding is viewed as one of the most important skills we can learn. JavaScript allows us to learn coding without the need to install complex development tools or purchase expensive software licences. All exercises will execute in any modern web browser.

This workshop is suitable for absolute beginners without any previous experience and for intermediate programmers with some HTML, CSS, Scratch and/or any other coding language knowledge. Students will learn important programming techniques such as looping, conditional logic, variable types, arrays and functions through practical coding exercises, tutorials and quizzes. We will also cover some basic HTML/CSS and software development techniques.

All students will follow the same course syllabus and the guided workshop structure allows students to progress at their individual pace. A great opportunity for students to explore the wonderful world of programming.

Computers for the 21st Century (ISP) Wednesday : 6.30 -8.00 pm 5 weeks €80

This is a 2 part Computer course introducing individuals to computers as we use them today. It is designed to remove the fear of technology and replace it with confidence. Each part is independent of each other so offers a flexible learning experience. This course is designed for users with some computer experience but not essential

Part 1

This section covers Smart phones/Tablets (not iPhone/iPad)

In this section you will learn:

- How to navigate around modern smart phones
- Understanding phone menus
- How to download apps(Top 10 Must have apps)
- Adding Contacts & adding photos to your contacts
- Using your smart phone as a Sat-Nav using Google Navigation/ Maps(this feature is great for pedestrians as well as Drivers)
- Uploading your photos to the cloud for backup (never lose precious memories again)

Computers for the 21st Century Part 2 (ISP2) Wednesday : 6.30 -8.00 pm 5 weeks €80 starts 8/11/2017

This section covers Internet security, social media & Cloud computing

In this section you will learn:

- Learn to use Social media. Introduction to Twitter, Facebook & Google+
- Cloud computing with Google Apps (creating documents online, Email, Photo management & satellite navigation)
- Creative ways to entertain yourself online (crosswords)
- Introduction to e-readers (kindle)

Introduction to Web Design Wednesday 6.15-7.45 pm 10 weeks €150

Learn to design and build a website with HTML and some CSS

Learn the basics of HTML in Dreamweaver:

- How to apply CSS (cascading style Sheets)
- How to structure your webpage/site
- Make a 5 page website in HTML with
 - Links
 - Imagery
 - Content
 - Gallery
 - Contact Form
- How to Make your site live
- How to Add feeds like
 - Google Maps
 - Twitter Feed
 - TripAdvisor Feed etc



Digital Marketing and Social Media Workshops: Maximum 10 students

We are delighted to introduce a series of four workshops for individuals or small businesses to assist you in getting the most out of social media. Each workshop costs €50 and can be done independently of the others. You must register for each workshop separately.



All you need to know about Digital Marketing and Building a WordPress Website (SM1)

Saturday 7th October 2017 9.30 -1.30 pm. Fee €50

Part 1 (2 hours): Understanding Online Marketing to include

- Online Marketing V Traditional Marketing
- Understanding Web page structure
- Characterisation of Websites (5 I's of Interaction, integration, Independence, Intelligence and individualisation)
- How to build a website & market it
- Lab: Building a site with basic notepad html to show how Google bots work

- Lab: Using Wordpress / Strikingly to build a beautiful site

Part 2 (2hours): The Importance of Content Online:

- Understanding Google
- Search Engine Optimisation V Paid Search Advertising
- Keywords
- Lab: Creating Google AdWords Campaign
- Lab: Creating Blogs / Videos etc. Using free programmes [Animoto](#), [Moovely](#) to create videos and animated content.



Workshop 2: Social Media Marketing: Facebook and Twitter(SM2)

Saturday 21st October 2017 9.30-1.30 pm Fee €50

- What is Social Media Marketing
- The Types & Effectiveness of Social Media
- Twitter & Facebook Campaigns, Case studies, Stats etc.
- Lab: Creating campaigns part 1: Photoshop tutorial to create graphics. Also look at free online tools [Postermywal.com](#) and
- Lab: Creating campaigns part 2: Setting Up Facebook Business Page and creating campaigns
- Lab: Creating Twitter Profile part 3: using [TinyURL](#) to shorten links etc., how to retweet and the importance of fresh posts & content.
- Lab: Manage everything! Part 4: Learn how to manage multiple social media accounts, schedule content, and engage with free tool [Hootsuite](#)



Workshop 3: Building the Sales Funnel with Digital Marketing (SM3)

Saturday 4 November 2017 9.30-1.30 pm Fee €50

Build online confidence using Reach. Act. Convert. Engage.

In this lab based workshop we develop a digital plan which meets the challenges of marketing online today. By looking at the four components as parts of a funnel, whereby by you need your audience to progress from one stage to the next to eventually generate a sale, you can easily begin to outline a basic structure to plan and manage your activities.

Reach: How to put yourself out there and be found online. It's all about creating touch points that will drive traffic to your site. How to create a simple website & use Search Engine Optimisation techniques and Ad Words to get your website discovered via search engines.

Act: How to persuade visitors to take the next step now that they've found you. Ensure their journey onto and throughout your site is effortless, logical and engaging so that they don't hit the back button and bounce. 10 steps to building an effective site.

Convert: How to entice visitors to make that next step. Using email targeting tools such as [Mailchimp](#) to devise personalised campaigns.

Engage: Build relationships and loyalty overtime and maintain dialogue. Using social media to engage with audience. Encourage interaction and reward those who socially promote on your behalf. Concept of User Generated Content and portrayal of "Values" giving back to local community tap in to altruism, and social conscience.



Workshop 4: Social Media Marketing Additional Tools

Saturday 18th November 2017 9.30-1.30pm Fee €50

- Adopting additional Channels. In 2017 if you are a brand without Snapchat, Instagram, Pinterest, Tumblr & Weekly video content on YouTube –you risk being behind the times!
- Where is your Target Audience – knowing your target market and identifying the channels they use and engage with. Be sure you have a purpose on each social platform you choose.
- Identify "gatekeepers" – those brands or people that have an established audience, those you are trying to target.
- Personas: the development of a profile of your most typical or ideal customer and how to target these.
- Social Following: pushing content to your target audience and optimising a posting Strategy at least x1 a day! Frequency = more followers. How to manage this concept SMARTLY and ensure the content you share is of value to your audience.
- The importance of link building for Google
- Lab: Setting up and optimizing a You Tube Channel
- Lab: Instagram – setting basic goals and how to portray your brand
- Lab: Analytics & Understanding how to monitor social activities