

# WDNR450: Goal-Oriented Web Design

One of the main goals of a company's website is to improve its bottom line. In this course, you will propose and build a new website for an existing company. This website should be optimized to boost conversion events for the company in question. In doing so, you will need to research customer behavior and industry trends in order to successfully generate leads and sales. This course will test all of the skills built up through the Web Design major - design, prototyping, optimization, and programming.

**Credit Hour(s):** 3

**Prerequisites:**

ART321

CSCR300

**Co-Requisites:**

WDNR300

**Department:** Mathematics, Physics, and Computer Science

**Semester Offered:**

Fall