

GLOBACATE CURRICULUM NOTES

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John Destacamento owns a start-up software company called Web Wizzy based in Silicon Valley.

Our company provides online web services to help grow companies

We focus specifically on web tools that can improve efficiency of a process OR a service along with web applications providing company and product information. Some of our successful projects include: EfitX, PageMall, East County Muscle. These are all web applications integrated with examples of data management.

What will participants get out of the Globacate Program?

Graduates will broaden their knowledge of a complete website configuration process. This will allow graduate to provide a robust one-stop Web Development Service which includes web hosting, configuring email accounts, integrating data servers and management databases. Participant will learn advance design techniques and web optimization skills. Upon completion, participant can be acknowledged as Grand-Stack Web Developer, ideally a step higher than the Full-Stack Web Developer.

Why hire from the Globacate Team?

- We focus on improving processes rather than just building a website
- We have the ability to build many types of online tools
- We are pro-active to fast pace changes in Web Technology
- Our infrastructure allows us to produce products at low costs

How to sell your freelancer services

Start by catching your customer's attention such as stating your services this way:

We (I) offer "*WEB DEVELOPMENT SERVICES TO HELP GROW COMPANIES.*"

Don't undersell yourself by saying you are a web designer. This term sounds generic.

WEB DEVELOPER ETHICS

1. We(I) provide Full Stack Development: meaning we will provide graphic design and back-end coding per request. We may suggest to outsource some of the services when required.

2. We(l) may support creating technical content, organizing and planning of your web project. However we may suggest that you try to hire personnel more appropriate for the task.
3. All web apps we provide will be of high standards according to Google Light House Audit requirements. Meaning all web-apps we create are Progressive Web Apps (PWAs)
4. We(i) offer training on how to update your site if I use the PageMall Web Building interface to build your project
5. As a standard feature we(l) will offer 2 hours labor credit for updates or changes to your site.

FEATURES

1. All of our web apps and designs will be responsive to mobile
2. Our signature full screen horizontal scroll is available as a standard feature
3. We can provide hosting and DNS configuration as a standard feature
4. We can provide 3 email account configurations as a standard feature

Freelance web developers are asked to do a lot more than just develop a site.

Being a Freelancer usually means most of your clients will come from start-ups and small companies. If so, these start-ups usually don't have the appropriate staff to fill all necessary technical positions.

You may run into a catch-22 dilemma. When designing a website for a start up company you will need text content, logo, artwork and photos. But this content is usually delivered to you incomplete, with improper web format and images are either in poor resolution or have copyright watermarks. Now you, as the freelancer developer can choose to NOT perform these tasks and have the hirer find someone else or you can choose to offer these additional services in the package.. The catch 22 is that it's more work and not usually recognized thus, most developers can't deliver these additional services with good quality. How many Web Developers can write content for an automobile repair service?

The point is, also the first step when communicating with customers is to state what exactly you can provide and to list other tasks that are required in order to complete a fantastic website. This usually starts with a needs analysis and purpose of site statement:

Purpose of Site:

- Provide information about company
- Purchase items online?
- Get information from visitors?

- High resolutions graphics required?
- Video requirements?

Once the developer has gathered enough information the next step is to provide the potential client a Statement of Work (SOW).

The SOW will provide:

- Description of the service you will provide
- What interactions will be needed such as involving other personnel
- What the client should provide
- Deadlines of each tasks
- Delivery schedule
- Price and Payment method and schedule
- Disclaimer and any legal information

[insert example SOW HERE]

FRONT-END CURRICULUM

We will be designing a website where backgrounds can be changed for every content block. The site will have a responsive navigator. We will start with a two column responsive layout. Top container must be full width. Designer will learn position attributes for the standard nav bar. Fixed, Sticky, Relative. Will also learn z-index. Containers should not have horizontal wiggles on all platforms! Designer will use internal CSS and will get images from images folder.

FRAMEWORK

CSS BODY FRAME

CSS BLOCK CONTAINER (will have background)

CSS CONTENT CONTAINER (will be centered within block container)

CSS Footer

CSS Design Button

[Repeat block on page as necessary]

STYLE CSS AND THE SITE

Make block containers material design

At least one container must have a button

NAVIGATOR

Create navigator CSS

Navigator will have 6 links.

Navigator to have logo container and menu button

BACK-END CURRICULUM

Basic PHP will be taught as a back-end language to extract and connect to SQL Databases. Some equations may be included. Developer will learn how to create variables and perform data queries. *I would like most of the below taught using Python as well.*

PHP Programming Basics

Print Variables and include simple variation equations

Connecting to a Database

Perform Query

Print Query in a While or For loop

Learn POST and GET functions

Using SESSIONS

GitHub

PHP Programming Intermediate

Creating a Table through Command line

Creating a Table through WebMin

Conditional Statements If and Else

Using Strtolower and substr

C.R.U.D. Configurations

Server Administration

Pointing DNS from GoDaddy

AWS Route 53 Hosted Zones and Record Sets

WebMin (user, email, Apache Webserver, Bind DNS, MySQL, File Management)

PHP Programming Advanced

PHP Modularizing and Optimization

Using the Include script

Learn Component Organization

Re-useable Integration PHP into CSS and HTML

Auto create server files and folders through scripts

Auto create Json file through PHP.

What skills sets are hot in Silicon Valley? Here are a few resources!

BIG DATA AND ANALYTICS

U.C. Berkeley BootCamp (EXAMPLE)

Real-World Data Analytics Training

Learn Advanced Excel, Python, JavaScript (D3.js, Leaflet.js), HTML5/CSS, API Interactions, Social Media Mining, SQL, Tableau, Fundamental Statistics, Machine Learning, R, Git/GitHub and more.*

<https://bootcamp.berkeley.edu/data/online/landing/>

A.I.

APPEN Data Annotation

To build a solution that thinks and acts like a human requires large volumes of training data. For a machine learning solution to understand this information, the data must be properly categorized and annotated for the application. With high-quality, human-annotated data, companies can build and improve AI and machine learning applications. The result is an enhanced customer experience for related solutions such as product recommendations, relevant search engine results, computer vision, speech recognition, chatbots, and more. <https://appen.com/services/data-annotation/>

TensorFlow

TensorFlow is an end-to-end open source platform for machine learning. It has a comprehensive, flexible ecosystem of tools, libraries and community resources that lets researchers push the state-of-the-art in ML and developers easily build and deploy ML powered applications.

<https://www.tensorflow.org/>

PyTorch

An open source machine learning framework that accelerates the path from research prototyping to production deployment.

<https://pytorch.org/>

Determined.ai

High performance deep learning software infrastructure

<https://determined.ai/>

Labelbox

“Build computer vision products for the real world”

A complete solution for your training data problem with fast labeling tools, human workforce, data management, a powerful API and automation features.

<https://labelbox.com/>