

## Course Assessment

Learners will be assessed using the following suggested methods (both self and instructor evaluation, customizable):

- Personal Journal and Weekly Design Worksheets: 20%
- Web Environment Plan: 10%
- Web Environment Design: 35%
- Web Environment Analysis: 25%

Upon completion, learners will receive a Certificate of Completion for a 39 hour course.



**CE Provider approved by the  
California Board of Registered Nurses.  
Provider #CEP 14891 for 39 Contact Hours**

## Course Tuition

**\$199 USD** which includes instruction, e-manual and worksheets. To register, go to

[www.nursing-informatics.com/nrbu100.html](http://www.nursing-informatics.com/nrbu100.html)

Once registered, your instructor will send you the entry "key" to access the course. You can register at any time, since this is a 1 to 1 course and is done at your own pace.

Fee may be paid using PayPal (credit card or bank processing on-line), or by mailed international money order or certified check.

**The Learning Center at  
Nursing Informatics.com**

*Infusing Nurses with Power for  
the 21<sup>st</sup> Century*

[www.nursing-informatics.com/courses](http://www.nursing-informatics.com/courses)

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# NRBU 100: WEB PRESENCE FOR NURSING BUSINESSES

**FROM**

**the Learning Center at**

**Nursing-informatics.com**

**CALIF. BOARD APPROVED**



## Overview of NRBU 100

This 13 module course introduces self-employed nurses and nurses wishing to provide health related web sites on the Internet to the theory, application, ethics, and process of creating web sites for business and patient education. The learner will create a personal web site as part of the assessment process. This course entails 39 instruction hours, equivalent in length to a standard 3 credit college course. This course is personalized, self-paced and taken entirely on-line in the privacy and comfort of your own home or office. You will receive one to one interaction with your instructor and your modes of assessment and study will be fine-tuned to suit your personal learning styles, preferences and needs.

Practice includes learning how to plan and create web environments to provide health related information and/or showcase a nursing business. The principles of usability, readability, design, aesthetics, metaphor, color, use of text and white space, navigation, ethics, and commerce will be incorporated and applied to the web site development process.

NOTE: It is recommended that you purchase a domain name and web hosting space before actually working on your assignments, so that your work will culminate in a permanent web business environment that you can use. Both can be arranged with the author for a nominal fee.

## OBJECTIVES

This course is intended to provide the opportunity to:

- Understand and apply theory related to computer-human interfaces, design and aesthetics, e-commerce, ethics, reliability and accuracy in the context of web environment creation.
- Explore the dynamics of planning health related web environments and/or nursing related commercial web sites.
- Apply principles of usability, readability, design, aesthetics, metaphor, color, use of text and white space, navigation, ethics, and commerce to the web site development process
- Create a selected nursing commerce or health related web environment.
- Practice html, css, graphic manipulation, multimedia application, forms and mailing list creation, shopping carts and catalog creation.
- Explore the use of on-line environments for instruction, content sharing, commerce, and provision of health related services.
- Plan and create an on-line nursing environment
- Apply, engage in and assess the utility of this on-line nursing environment

## Course Modules

**MODULE ONE:** Introduction to html and basic web design principles

**MODULE TWO:** The semantics of establishing a web presence in the virtual health sector

**MODULE THREE:** Domain registration, web hosting, picking peripheral programs, support

**MODULE FOUR:** Initial web layout, computer-human interface, conceptualizing your design

**MODULE FIVE:** Usability, Design and Aesthetics

**MODULE SIX:** Metaphors and Navigation

**MODULE SEVEN:** Graphics and other Visuals

**MODULE EIGHT:** Interactivity, planning forums, mailing lists, chat-rooms, contact forms

**MODULE NINE:** Planning your content: articles, teaching, copy-writing, presentation

**MODULE TEN:** Planning services: commerce, counseling, teaching, catalogs, brochures

**MODULE ELEVEN:** Intermediate html, css coding

**MODULE TWELVE:** Advanced html and integration of design and content

**MODULE THIRTEEN:** Launching your site, search engine optimization, reciprocal linking, directories