



# WEB DESIGNING & WEB DEVELOPMENT



**100% Practical Course with 18 Certifications**

**100% Job Assistance**

**Become a Certified Web Designer & Developer  
Digital Marketer with Graphic Skill Set**



# Advanced Web Designing & Development Diploma



## MODULE 1: WEB PROGRAMMING

### HTML5: HYPER TEXT MARKUP LANGUAGE-5

HTML and HTML5

History & Fundamental HTML  
Marking up body text  
Working With Images & Links  
Creating lists & Tables  
HTML5 Forms Audio and Video  
Embed fonts in a web page  
HTML5 Graphics  
HTML5 Canvas/SVG  
HTML5 Forms

#### 1. HTML – OVERVIEW

Introduction to HTML  
Getting started with HTML  
What is in the head?  
Metadata in HTML  
Element attributes  
Advantages of HTML  
HTML Doctypes

#### 2. BASIC TAGS IN HTML

HTML Heading  
Paragraph Tag

#### 3. ELEMENTS IN HTML

HTML Tag vs. Element

#### 4. FORMATTING IN HTML

Formatting Text in HTML  
Grouping in HTML

#### 5. HTML LISTS

Unordered Lists  
Ordered Lists  
Start Attribute  
Nesting Lists  
List Item Styling

#### 6. META TAGS

HTML <meta> tag  
Uses of Meta Tags in HTML

#### 7. COMMENTS

Valid vs Invalid Comments  
Multiline Comments  
Conditional Comments  
Using Comment Tag

#### 8. IMAGES

HTML Image  
Attributes of HTML img tag  
Use of alt attribute

#### 9. TABLES

HTML Table Tags  
HTML Table with Border  
HTML Table with cell padding  
HTML Table with colspan  
HTML Table with rowspan  
HTML table with caption

#### 10. IMAGE LINKS

Mouse-Sensitive Images  
Server-Side Image Maps  
Coordinate System

#### 11. EMAIL LINKS

HTML Email Tag  
Default Settings

#### 12. TEXT LINKS

Linking Documents  
The target Attribute  
Linking to a Page Section  
Download Links

#### 13. FRAMES

Creating Frames  
The <frameset> Tag  
Attributes  
The <frame> Tag Attributes  
Browser Support for Frames  
Frame's name and target attributes

#### 14. BLOCKS

Block-level Elements  
Inline Elements  
The <div> Element  
The <span> Element

#### 15. BACKGROUNDS

Html Background with Colors  
Html Background with Images  
Patterned & Transparent  
Backgrounds

#### 16. COLORS

Color Names, Background  
Color, Border Color, Color  
Values, HTML Color Coding  
Methods, Hex Codes – RGB

#### 17. FONTS

Set Font Size  
Relative Font Size  
Setting Font Face  
Specify alternate font faces  
Setting Font Color

#### 18. FORMS

HTML Form, HTML Form  
Syntax, HTML TextField  
Control, Label Tag in Form  
HTML Password Field Control  
Radio Button Control  
Submit button control

#### 19. EMBED MULTIMEDIA

HTML <embed> Tag  
HTML <bgsound> Tag  
HTML <object> Tag

#### 20. HTML HEADER

HTML Header Tag  
HTML Style Sheet  
External Style Sheet  
Internal Style Sheet  
Inline Style Sheet

#### 21. HTML LAYOUTS

Description of various  
Layout elements

#### 22. TAG REFERENCE

HTML tags

#### 23. ATTRIBUTE REFERENCE

Global event handlers  
Content versus IDL  
attributes  
Boolean Attributes

#### 24. SPECIAL THINGS

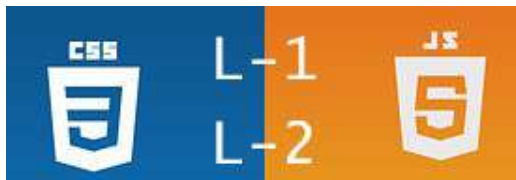
Special Characters  
Different graphic  
formats  
Interlacing/Progressive  
Display  
Putting your site  
Online

#### 25. PROJECT

## ☑ **MODULE 2: CSS (L – 1, 2) Web Programming**

### **CSS - CASCADING STYLE SHEETS (L-1, 2)**

- CSS different types of method
- HTML Style
- Class Style
- DIV Style
- Group Style
- Different link style



## ☑ **MODULE 3: JS (L – 1, 2) Web Programming**

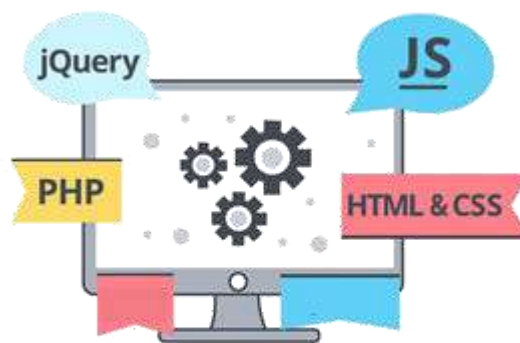
### **JAVA SCRIPT (LEVEL 1,2)**

- **JAVASCRIPT (LEVEL 1,2) COURSE DETAILS:**
- Fundamental Java Scripting
- Functions: Defining & Calling
- Using Variables local, global
- Programming (If, While, Loops)
- Strings & ARRAYS, Event handling,
- Objects, Methods & Properties.... etc.



**WEB DESIGN**

Continued ➡➡➡



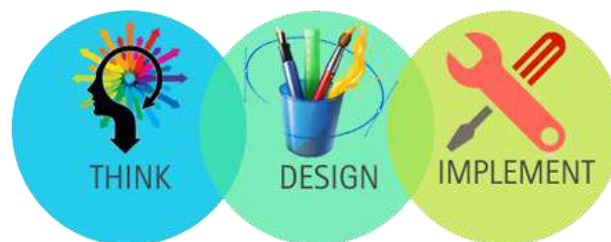
**DEVELOPMENT**

Continued ➡➡➡

## ☑ **MODULE 4: PROFESSIONAL WEB GRAPHICS**

### **ADOBE PHOTOSHOP™**

- You can create Patterns and Artistic
- Designs using Fills and Colours for Web Buttons
- You can Create Web Backgrounds
- You can Import and Export your Images.
- Retouch, Manipulate and Enhance Designs/ Logos
- Interface: Color Spaces, Document Window
- **THE TOOLBOX, MENUS, PALETTES, OPTIONS BAR**
- Shortcuts, Getting Assistance, Workplaces
- Image Editing, Resolution, Correction, Saturation
- Tool Box, Navigator, Info, Option, Swatches, Brushes
- Tool Bar: Rectangle Marquee Tool, Elliptical Marquee Tool:  
The marquee tools make rectangular, elliptical, single row, and single column selections.
- Edit Lasso Tool: The lasso tools make freehand, polygonal (straight-edged), and magnetic (snap-to) selections.
- Polygon Tool: The Polygonal Lasso tool is useful for drawing straight-edged segments of a selection border.
- Crop Tool: The Crop tool trims images.
- **IMAGE AND TEXT EDITING.**
- 1) Image Size
- \* Wireframe Wireframe — displays simple wireframe in addition to intermediate blend shapes.
- 2) Different Modes for filling colors
- Color Mode | Multiply Mode
- Screen Mode | Opacity of color
- Fill gradient | Merge Down
- Strokes/outlines | Rasterize the shapes
- Canvas Size | Type Tool
- Vertical Type Tool | Type Mask Tool
- Adjustments - Brightness/contrast
- Magic wand Tool: The Magic Wand tool selects similarly colored areas.
- Editing in Photoshop: Free Transform, Transform, Scale, Horizontal scale and vertical scale specify the proportion between the height and width of the type.
- Rotate: The Rotate commands let you rotate or flip an entire image
- Skew, distort: The Distort filters geometrically distort an image, creating 3D or other reshaping effects.



**LIVE PROJECTS: Image Mixing, Re-touching, Layering, WEB Buttons, WEBSITE Backgrounds, Image touch**

## ✓ **MODULE 5: WEB EDITOR**

### **ADOBE DREAMWEAVER™**

#### **Dreamweaver Course Details:**

- Using the Site Window, Set your local site
- Image Hyperlinks, Properties
- Insert Flash Animation, Flash Video
- Displaying Data with Tables
- Design a page layout using tables
- Div Tag, AP Div
- Spray Menu, Spray Tab
- **Rollover Image, Navigation Bar with Rollovers & links**
- Spray Accordion, Spray Collapsible
- Linking (Text Hyperlinks)
- Hyperlinks
- Internal Linking
- External and Email Linking
- Anchor Linking

#### **DISPLAYING DATA WITH TABLES**

- Create a table for data
- Add or remove rows & columns
- Design a page layout using tables
- Layout view, Standard view
- Add color to the table
- Turn the table into layers

#### **BUILDING FRAMES AND FRAMESETS**

- Create a frameset
- Set borders
- Load frames

#### **ANIMATING WITH TIMELINES**

- Use the timelines panel
- Record a simple animation
- Add a layer and keyframe
- Control layer properties with timelines
- Animating with timelines



#### **USING A FORM TO COLLECT DATA**

- Create a form
- Add text fields and labels
- Add different buttons
- Add checkbox, list or a menu
- Create a Jump Menu to navigate to different URLs
- Re-using items in your Web Site
- Create a library item from Existing content
- Add a library item to a page
- Make changes to a library item
- Use Behaviors and Styles in library items

#### **APPLYING A TEMPLATE**

- Create a template
- Apply a template to a Web page
- Make changes to a template
- Use Behaviour's, Styles and Timelines in Templates Web Authoring, Forms, Tables,
- Layout / Standard view, Building frames, framesets



## ✓ **MODULE 6: HOSTING WEBSITE & UPLOADING URL**

### **WEB HOSTING FTP: File Transfer Protocol**

- How to take a hosting plan
- Hosting Domains on Cpanel
- Using Cpanel to Create EMAIL's of your domain
- Pointing Name Servers to the domains
- Live Domain Registration
- Assigning Web Mails
- Creating Pop mails, Control Panel features
- How to buy Hosting plans : **Web Hosting**
- Website Hosting Basics
- Domain Name Registration
- Configuring DNS

Website upload and stabilization



## ✓ **MODULE 7: WORDPRESS BLOGS**

### **HOW TO CREATE BLOGS with WORDPRESS**

- Creating WordPress Blog
- Installing WordPress Themes
- WordPress Plug-ins, Widgets
- Using the WordPress Dashboard
- Get configured: customize your theme to make your blog your own.
- Upload a custom header
- Add specialized content with widgets: Widgets allow you to add interesting and useful text, images, or navigation elements to the sidebars of your blog (the parts other than your posts). To add and configure widgets, go to My Sites → Customize → Widgets. (To learn what's possible and how to put widgets to work for you, check out this section of the guide.)
- Personalize your blog with custom fonts and colors
- Creating pages / page title & body text
- Draft vs. Publishing Blogs.

## Basic & Advance SEO: Search Engine Optimization

### ☑ **MODULE 8: SEO (SEARCH ENGINE OPTIMIZATION) PART – 1**

#### SEO: Keyword Research & On-Page Optimization

- Types of Internet Marketing Methods
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Google INDEXES, how is data stored?

#### INTRODUCTION TO KEYWORD RESEARCH

- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keyword Proximity,
- Keyword Density
- Keyword Analysis
- IMAGE OPTIMIZATION
- Internal Link Building
- Robots file Optimization
- URL renaming/re-writing



### ☑ **MODULE 9: SEO ON-Page Optimization PART – 2**

- On-Page Optimization
- Meta Tags Optimization
- Canonical Tag
- Website Analysis
- Heading Tags In Contents
- Header Keyword Optimize
- WEBSITE Footer Keyword optimize
- Content Optimization.
- Write For Humans First and Search Engines Second
- Use Targeted Keywords in All the Right Places

## ☑ **MODULE 10: SEO OFF-PAGE OPTIMIZATION PART - 3**

- **Types of Linking Methods**
- Free Links / Paid Links
- Directory Submissions for SEO
- **WordPress SEO**
- Installing Plugin
- Activating Plugin
- Putting relevant tags
- Submission to Search E
- Directory Submission
- Deep Linking
- Article writing/directory
- Classified submissions
- Press Release
- Link building
- GOOGLE SITE MAPS
- Sitemap Creation, XML
- Creating Competitor Report for Analysis.
- Copy-scape
- Duplicate Content Issues
- Usage of all Tags

SEO

### REPORTING IN SEO

- COMPETITOR ANALYSIS
- **SEO Website AUDITING**
- USING THIRD PARTY TOOLS

## ☑ **MODULE 11: WEBSITE MARKETING ON GOOGLE**

### HOW GET YOUR WEBSITE on GOOGLE MAPS & SEARCH with LOCAL SEO

#### Local SEO and your Company's GMB Page Rankings

1. What's Local SEO?
2. Getting Your Company on Google's Local 3-Pack
3. How Can Local SEO Impact Your Organization?
4. Tips for ranking your GMB page high



#### WEB Page Rankings # 1

#### CLAIMING & SETTING UP GOOGLE MY BUSINESS OPTIMIZATION

1. Claim / Create a Google My Business Listing
2. Request Ownership of a Listing
3. Verify Your Google My Business Listing
4. Upload Photos & Videos to Your GMB Listing
5. Managing REVIEWS for growing your business.
6. Setting up entire Company information & username with advanced details.



## HOW TO CREATE MARKETING TOOLS TO ATTRACT MORE CUSTOMERS?

1. Learn to Create Offers on Google Search
2. Create Events on Google Maps & Search
3. Add latest Updates to your Listing.

## Analysing and Measuring Google My Business Traffic Data

1. Why You Should Track Google My Business
2. How Do I Track Google My Business Traffic To My Site?
3. Analytics insight from Traffic Source & Keywords
4. Analyse Customer Actions on your search & map listing



GOOGLE CERTIFICATE

## How to Setup of Essential of Updates Google My Business

1. Appointment URL's Function
2. Direct Messaging with your Customers
3. Setting up the Messaging and syncing with your mobile

## How to Setup / SETTINGS OF Your LISTING LOCAL SEO

### Categories, Services, Messaging, Appointments and Products on Google Search & Maps Updating Pricelist

- ✓ Setting up Google Business Essentials
- ✓ How to create your Admins, Users and give permissions to Managers, Site owners.
- ✓ Adding & Managing Multiple Locations
- ✓ Learn to manage SETTINGS of your GMB

## ☑ MODULE 12: MOBILE APP CREATION & MOBILE WEBSITE

### NO CODE APP DEVELOPMENT™

#### No-Code APP DEVELOPMENT Program for Students

The Goal is to democratize the design and development process of applications and help everyone create their own unique applications irrespective of their technical skills, knowledge or budget. However, getting the next generation of app developers accustomed with no-code app building is crucial if they want to utilize this software. That is the goal of our student app developer program.

### The MOBILE App Development gives Students hands on approach to Learning App Development

- Useful for both Personal & Business Purposes.
- Cloud Based Online App Builder Platform
- Test App on your mobile and web devices
- Easy Set-Up and Implementation

No Coding Skills  
Required  
Just Drag & Drop.



App Developer Program is specifically designed to help Students deliver mobile app development learning in the most innovative ways, which inspires creativity and foster entrepreneurship among students who want to achieve new heights in this fast-growing app industry.

You will easily learn and execute the basics of mobile apps, without any coding knowledge.

**The Select > Design > Build process guides students to create apps in a logical order, helping them cultivate critical and creative thinking**



This is a Mobile App Development Curriculum for Students with No Coding Skills

It allows students with no programming skills, to create mobile apps in a matter of minutes. There is no need to install or download anything, students can simply drag & drop the app pages to create the mobile apps online.

## ✓ **MODULE 13: WEBSITE ANALYTICS WITH GOOGLE**

### WEB ANALYTICS OVERVIEW

Introduction to Google Analytics

- Home Tab / Realtime Data
- Dashboard / Widgets
- Customize dashboard
- Intelligent Events / Shortcuts
- Interface Feature
- Date selection and comparison
- Exporting reports
- Audience / Overview
- Demographics / Behavior
- Technology / Custom Visitors Flow



- ✓ Analyzing Google Analytics Reports
- ✓ Understanding Dashboard, Bounce Rate
- ✓ Traffic Source, Traffic Behavior
- ✓ WEBSITE PERFORMANCE
- ✓ TOOLS – BROKEN LINKS
- ✓ SERP TOOLS

## ☑ **MODULE 14: WEB UTILITIES**

- **GIF ANIMATOR**
- Animation Wizard to create GIF
- Adjusting Colour, Special Effects
- Attributes- Menu, Commands, Creating Ads.
- **3D XARA**
- Positioning, Rotating, Sizing,
- 3D Extrude, Bevel, Altering Lights
- Creating Animated GIF / AVI
- **MORPHING**
- Makes Digital Movies, 2D Movies
- Transforms an Image to another image
- 3D XARA
- Morphing
- Social Media Marketing - Integrating Links
- Embedding YouTube Videos

## ☑ **MODULE 15: INFOGRAPHICS FOR WEBSITES AND MARKETING**

**Infographics MARKETING** are a visually compelling communication medium that done well can communicate complex data! Why Infographics for your Website Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking. An Infographic that is linked and compelling by its nature gets traffic to your website & blog as people “share” & “click”.

## ☑ **MODULE 16: FREELANCING & STARTING YOUR BUSINESS**

How to Start a Web Designing Agency  
Where do I get my clients from, places and areas to look for?  
Approach and Strategies to Convert your prospective clients  
How to Pitch to your clients, prove Digital Marketing is superior  
Target Oriented Marketing - Impress with Analytic  
Business Extensions with Upsell & Selling multiple products



## ☑ **MODULE 17: PERSONAL BRANDING – With LinkedIn – Job Search**

1. Define Personal Branding.
2. Understand the Main Concepts About Personal Branding.
3. Identify One's Personal Work Values, Abilities, Skills and Values.
4. Creating an Online Presence Strategy for Self
5. Understand Branding and Implementing Self-Branding.
6. How to get people on LINKEDIN TO SEARCH FOR YOU
7. Get Company Offers to HIRE YOU and How to Use **LINKEDIN** to APPLY FOR JOBS.



Advance  
Web  
Designing &  
Development



## Soft Skills:

### ☑ **MODULE 18: INTERVIEW PREPARATION**

1. How do you Introduce yourself in an Interview?
2. What should I say in & prepare in an interview?
3. How to Answer Technical Jargon Questions?
4. Learn to Answer the 3 types of Web & Digital Media Questions?
5. How to Answer Futuristic Questions?
6. PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW

### ☑ **MODULE 19: BUILDING RESUME**

1. Best Resume Writing Strategies & Tips
2. Creating Your Resume with Attractive Graphics
3. How to Lead with Your Best Information
4. Learn to Create a Format that Is Easy to Read
5. Dos and Don'ts of Resume - What to Add?
6. Creating a Professional & Uniform Look of Your Resume



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**9833900330 | 9930375161**

**ANDHERI WEST Near Station**  
Pearl Plaza, Office 704, 7<sup>th</sup> Floor  
**9324347326 | 9820936176**

## **MODULE 20: WORDPRESS CMS Programming Part 1 Syllabus**

### **What Is WordPress?**

- ~ Basics & Fundamentals of WordPress.
- ~ Domain names and website hosting
- ~ Choosing a domain name
- ~ Setting up a domain name URL
- ~ Setting up website hosting & email

### **Installing WordPress**

- ~ Installing WordPress using the C-Panel
- ~ Manual Installation of WordPress using FTP

### **WordPress First look**

- ~ WordPress Dashboard
- ~ Websites vs. Blogs
- ~ Post vs. pages
- ~ WordPress themes
- ~ WordPress plug-ins
- ~ WordPress widgets

### **Creating Pages**

- ~ Creating a new page
- ~ Using the WordPress toolbar
- ~ Working in Full Screen
- ~ Formatting text
- ~ Using Headers
- ~ Previewing your page
- ~ Draft vs. publishing
- ~ Editing exiting pages
- ~ Deleting pages

### **Images & WordPress**

- ~ Uploading images
- ~ The Image Library
- ~ Deleting images from the Image Library
- ~ Inserting images into a page or post
- ~ Customising images
- ~ Resizing images, Alternative Text
- ~ Deleting images, Featured images

### **Managing Links**

- ~ Adding internal text links
- ~ Adding external text links
- ~ Linking from images
- ~ Linking to file downloads

### **YouTube Videos & WordPress**

- ~ Simple automatic video embedding
- ~ Embedding a YouTube video into a page or post
- ~ Creating a New Blog Posts
- ~ The difference between posts and pages
- ~ Creating a blog within your WordPress website
- ~ Text & image formatting in a post
- ~ Categories & Tags
- ~ Creating and using tags
- ~ Managing comments in WordPress
- ~ Changing comment settings
- ~ Spam protection
- ~ Managing comments

### **WordPress Widgets**

- ~ What are widgets?
- ~ The Widget area
- ~ Using installed widgets
- ~ Installing and customising new widgets

### **WordPress Themes**

- ~ Free & premium themes?
- ~ How to find a WordPress theme
- ~ Installing and activating a Free WordPress theme
- ~ Working with a PAID Themes
- ~ Exploring theme options



**WORDPRESS**



## ✓ **MODULE 21: ADVANCED WORDPRESS PART-2**

### WORDPRESS Continued

#### PLUGINS

- ~ Installing plug-ins
- ~ Plug-ins for WordPress websites
- ~ Must have SEO plugins
- ~ Slider Plugins
- ~ Sliders for pages, posts and pictures
- ~ Installing a slider plugin
- ~ Customising sliders
- ~ Contact Form Plugins
- ~ Using Form plugins
- ~ Social Media integration plugin
- ~ WordPress Backup Plugin
- ~ Backing up your WordPress data



#### WORDPRESS MENUS

- ~ Setting up and customizing a menu system
- ~ Installing a Paid Menu Plugin
- ~ Creating user-friendly permalinks

#### SPEEDING UP YOUR WORDPRESS

- ~ Speed Test Tools
- ~ Page speed Insights
- ~ Image Optimization
- ~ Optimizing Homepage
- ~ Browser Caching
- ~ W3 Total Cache



### Fees Structure



## Diploma in WEB DESIGNING, WEB DEVELOPMENT, Graphic Designing & DIGITAL MARKETING

Sessions & Duration in Hours  
Fees Rs.

**Limited Validity**  
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### Certificate Course in Web Designing

( HTML5 + Javas-Script + CSS L1, L2 ,  
Adobe Dreamweaver +  
CMS: WordPress,  
ADVANCE WordPress, FTP Server cPanel)

75 Hrs.

Rs.45,990

**Rs. 29,990**

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### Advance Diploma in Web Designing + SEO + Advance WordPress (1-21 Modules)

( HTML5, JAVA SCRIPT & CSS + Adobe  
Dreamweaver + Adobe Photoshop + Web  
2D Animation Utilities, SEO (Digital  
Marketing) + Website Google Business  
Marketing + Linking + WordPress Blogs +  
ADVANCE WORDPRESS PROGRAMMING +  
MOBILE APP Development + LinkedIn +  
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Adobe Photoshop + CorelDraw + Adobe  
Illustrator + Adobe InDesign + Web 2D  
Animation, Mobile APP Designing, SEO (Digital  
Marketing), Website Google Business Linking  
+ WordPress Blogs + ADVANCE WORDPRESS  
PROGRAMMING + FTP HOSTING cPanel)

9 Months  
225 Hrs.

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### Adv. WordPress Programming

(Must have knowledge of HTML or  
Dreamweaver)

1.5 Months  
20 Hrs.

Rs.25,990

**Rs. 18,990**

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**5000 Gift  
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# WEB DEVELOPMENT:

## ADVANCED JAVA SCRIPT SYLLABUS

### 1. INTRODUCTION TO JAVASCRIPT

- What Is Javascript?
- Features Of Javascript
- History Of Javascript
- Applications Of Javascript Programming
- Client-Side Javascript
- Advantages Of Javascript
- Limitations Of Javascript
- Javascript Development Tools
- Advantages Of External Javascript
- Disadvantages Of External Javascript

### 2. JAVASCRIPT BASICS

- Javascript Comment
- Advantages Of Javascript Comments
- Types Of Javascript Comments
- Javascript Variables
- Javascript Data Types
- Javascript Operators
- If...Else Statement
- Switch Case
- Loops
- Javascript Functions

### 3. Javascript Objects

- Javascript Objects
- Creating Objects In Javascript
- Javascript Object Methods

### 4. ARRAYS OBJECT

- Array Properties
- Array Methods

### 5. STRINGS

- String Properties
- String Methods

### 6. Javascript Math

- Javascript Math Methods
- Javascript Boolean
- Regular Expressions And Regexp Object
- Regexp Exec Method

### 7. Browser Object Model

- Window Object
- Navigator Object
- Screen Object

### 8. Document Object Model

- Properties Of Document Object
- Methods Of Document Object
- Inner HTML
- Inner text

### 9. Validation

- Javascript Form Validation

### 10. Javascript Oops

- Javascript Classes
- Javascript Objects

### 11. Javascript – Animation

- Manual Animation
- Automated Animation

### 12. Multimedia

- Controlling Multimedia

### 13. Debugging

- Error Messages
- Error Notifications

### 14. Image Map

- Usemap

### 15. Browsers Compatibility

- Navigator Properties

## ADVANCED CSS – CASCADING STYLE SHEETS SYLLABUS

- CSS SYNTAX
- CSS SELECTORS
- CSS HOW TO
- CSS COMMENTS
- CSS COLORS
- CSS BACKGROUNDS
- CSS BORDERS
- CSS MARGINS
- CSS PADDING
- CSS HEIGHT/WIDTH
- CSS BOX MODEL
- CSS OUTLINE
- CSS TEXT, CSS FONTS
- CSS ICONS
- CSS LINKS
- CSS LISTS
- CSS TABLES
- CSS DISPLAY
- CSS MAX-WIDTH
- CSS POSITION
- CSS Z-INDEX
- CSS OVERFLOW
- CSS FLOAT
- CSS INLINE-BLOCK
- CSS ALIGN
- CSS COMBINATORS
- CSS PSEUDO-CLASS
- CSS PSEUDO-ELEMENT
- CSS OPACITY
- CSS NAVIGATION BAR
- CSS DROPDOWNS
- CSS IMAGE GALLERY
- CSS IMAGE SPRITES
- CSS ATTR SELECTORS
- CSS FORMS
- CSS COUNTERS
- CSS WEBSITE LAYOUT

Cascading Style Sheets (CSS) is a stylesheet language used to describe the presentation of a document written in HTML or XML (including XML dialects such as SVG, MathML or XHTML).

**CSS makes the front-end of a website shine and it creates a great user experience.**

Without CSS, websites would be less pleasing to the eye and likely much harder to navigate. In addition to layout and format, CSS is responsible for font color and more.

### Types of CSS

- Inline CSS.
- Internal/ Embedded CSS.
- External CSS

### CSS key concepts:

- The syntax and forms of the language
- Specificity, inheritance, and the Cascade
- CSS units and values and functional notations
- Box model and margin collapse
- The containing block
- Stacking and block-formatting contexts
- Initial, computed, used, and actual values
- CSS shorthand properties
- CSS Flexible Box Layout
- CSS Grid Layout
- CSS selectors
- Media queries
- Animation

## • PHP – HYPERTEXT PREPROCESSOR SYLLABUS

**PHP (Hypertext Preprocessor)** is known as a general-purpose scripting language that can be used to develop dynamic and interactive websites.

### 1. Introduction

- Common uses of PHP
- Characteristics of PHP
- Using PDO
- Connecting to the Database
- Connection Strings
- Error Handling
- PHP Setup
- PHP CLI

### 2. PHP Data Object

- Introduction to PHP PDO
- Advantage of PDO
- PDO Classes
- Installation Process

### 3. PHP Data Types

- Scalar Types
- Compound Types
- Special Types

### 4. Cookies

- The Anatomy of a Cookie
- Setting Cookies with PHP
- Accessing Cookies with PHP

### 5. Sessions

- Starting a PHP Session
- Destroying a PHP Session
- Sessions without cookies

### 6. Operator Types

- Arithmetic Operators
- Comparison Operators
- Logical Operators
- Assignment Operators
- Conditional Operator
- Precedence of PHP Operators



## 7. LOOP TYPES

- The for loop statement
- The while loop statement
- The do...while loop statement
- The foreach loop statement
- The break statement
- The continue statement

## 8. Files & I/O

- Opening and Closing Files
- Reading a file
- Writing a file

## 9. Exception Handling in PHP

- Using die() function
- Error Handling Function
- Exceptions Handling
- Types of Errors

## 10. Control Statement

- If Else
- If-else-if Statement
- nested if Statement

## 11. PHP Functions

- PHP User-defined Functions
- PHP Function Arguments
- PHP Call By Reference
- PHP Parameterized Function
- PHP Call By Value

## 12. PHP Arrays

- Advantage of PHP Array
- Indexed Array
- Associative Array
- Multidimensional Array

## 13. PHP String

- Single Quoted
- Double Quoted
- PHP String Functions

## 14. PHP File Upload

- PHP \_FILES
- PHP Download File

## 15. PHP Mail

- PHP mail() function

## 16. PHP MySQL Connect

- PHP mysql\_connect()

## 17. PHP – Web Concepts

- Identifying Browser & Platform
- Display Images Randomly
- Browser Redirection

## 18. PHP & AJAX , XML

- What is AJAX ?
- XML

## 19. Object Oriented Programming in PHP

- Object Oriented Concepts
- Defining PHP Classes
- Constructor Functions
- Function Overriding
- Abstract Classes

## 20. PHP – Form

- What is the Form?
- What is Validation ?

## 21. PHP – Frame Works

- Some of frame works
- Framework – Solving Mathematical problem

## 22. Design Patterns

- Singleton
- Factory
- Strategy pattern



# jQuery SYLLABUS

## 1. Introduction to a jQuery

- Introduction
- What is jQuery?
- jQuery Features
- Why jQuery is required
- jQuery History
- jQuery Development Tools

## 2. Basics of jQuery

- String
- Numbers
- Boolean
- Objects
- Arrays
- Functions
- Arguments
- Built-in Functions

## 3. Attributes jQuery

- Get Attribute Value
- Set Attribute Value
- Applying Styles
- Attribute Methods
- Set Attribute Properties

## 4. jQuery Effects

- jQuery hide()
- jQuery show()
- jQuery toggle()
- jQuery fadeIn()
- jQuery fadeOut()
- jQuery fadeToggle()
- jQuery slideDown()
- jQuery slideUp()
- jQuery animate()
- jQuery delay()

## 5. Interactions jQuery

- Interaction Drag-able
- Interaction Drop-able
- Interaction Resize-able
- Interaction Select-able
- Interaction Sort-able

## 6. Widgets

- Widget Tab
- Widget Spinner
- Widget Slider
- Widget Select Menu
- Widget ProgressBar
- Widget Menu
- Widget Dialog
- Widget DatePicker
- Widget Button
- Widget AutoComplete
- Widget accordion
- Theming

## 7. jQuery HTML/CSS

- jQuery html()
- Parameters of jQuery html() method
- jQuery text()
- jQuery val()
- jQuery css()
- jQuery prepend()
- jQuery insertAfter()
- jQuery append()
- jQuery width()
- jQuery height()

## 8. Plugins jQuery

- How to use Plugins?
- Page Pilling
- Multiscroll.js
- Rowgrid.js
- Progressbar.js
- Tagsort.js
- Filer.js
- Blockrain.js
- Megadropdown.js
- Weather.js

## 9. jQuery Ajax

- jQuery AJAX Introduction
- Advantages of jQuery Ajax
- 10. jQuery Reference
- jQuery: Selector Reference
- jQuery: DOM Manipulation Methods
- jQuery: DOM Traversing Methods
- jQuery: Effect Methods
- jQuery: Events Methods

# WORDPRESS CMS Programming SYLLABUS

## What Is WordPress?

- ~ Basics & Fundamentals of WordPress.
- ~ Domain names and website hosting
- ~ Choosing a domain name
- ~ Setting up a domain name URL
- ~ Setting up website hosting & email

## Installing WordPress

- ~ Installing WordPress using the C-Panel
- ~ Manual Installation of WordPress using FTP

## WordPress First look

- ~ WordPress Dashboard
- ~ Websites vs. Blogs
- ~ Post vs. pages
- ~ WordPress themes
- ~ WordPress plug-ins
- ~ WordPress widgets

## Creating Pages

- ~ Creating a new page
- ~ Using the WordPress toolbar
- ~ Working in Full Screen
- ~ Formatting text
- ~ Using Headers
- ~ Previewing your page
- ~ Draft vs. publishing
- ~ Editing exiting pages
- ~ Deleting pages

## Images & WordPress

- ~ Uploading images
- ~ The Image Library
- ~ Deleting images from the Image Library
- ~ Inserting images into a page or post
- ~ Customising images
- ~ Resizing images, Alternative Text
- ~ Deleting images, Featured images

## Managing Links

- ~ Adding internal text links
- ~ Adding external text links
- ~ Linking from images
- ~ Linking to file downloads

## YouTube Videos & WordPress

- ~ Simple automatic video embedding
- ~ Embedding a YouTube video into a page or post
- ~ Creating a New Blog Posts
- ~ The difference between posts and pages
- ~ Creating a blog within your WordPress website
- ~ Text & image formatting in a post
- ~ Categories & Tags
- ~ Creating and using tags
- ~ Managing comments in WordPress
- ~ Changing comment settings
- ~ Spam protection
- ~ Managing comments

## WordPress Widgets

- ~ What are widgets?
- ~ The Widget area
- ~ Using installed widgets
- ~ Installing and customising new widgets

## WordPress Themes

- ~ Free & premium themes?
- ~ How to find a WordPress theme
- ~ Installing and activating a Free WordPress theme
- ~ Working with a PAID Themes
- ~ Exploring theme options





## WORDPRESS Continued

### PLUGINS

- ~ Installing plug-ins
- ~ Some recommended plug-ins for WordPress websites
- ~ Must have SEO plugins
- ~ Slider Plugins
- ~ Sliders for pages, posts and pictures
- ~ Installing a slider plugin
- ~ Customising sliders
- ~ Contact Form Plugins
- ~ Using Form plugins
- ~ Social Media integration plugin
- ~ WordPress Backup Plugin
- ~ Backing up your WordPress data

### WORDPRESS MENUS

- ~ Setting up and customizing a menu system
- ~ Installing a Paid Menu Plugin
- ~ Creating user-friendly permalinks

### SPEEDING UP YOUR WORDPRESS

- ~ Speed Test Tools
- ~ Page speed Insights
- ~ Image Optimization
- ~ Optimizing Homepage
- ~ Browser Caching
- ~ W3 Total Cache



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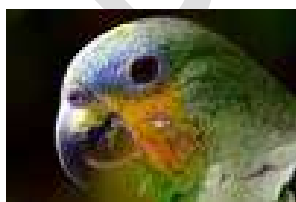
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8. Digital Art (Canva™ PRO)
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**Master Diploma Graphic Designing Course:** Professional Graphic Design is a very important course. It is practically used for everything in today's day and age. It is these software's which combine technology and creativity to create Website, Brochure Designs, Advertisements, Magazines, Photo-touch-ups, Mobile backgrounds, Packaging, Hoardings, Project Presentations . . . etc.

### Adobe Photoshop Module

Mixing & Manipulating of colours at a click of a button, You can Blend 2 Images, You can create Patterns & Artistic Designs, You can manipulate Design images with Special Effects!

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You can create Patterns and Artistic

Designs using Fills and Colours for Web Buttons

You can Create Web Backgrounds

You can Import and Export your Images.

Retouch, Manipulate and Enhance Designs/ Logos

Image Editing, Resolution, Correction, Saturation

You can paint a likeness of a physical object.

Mixing and Manipulating of colours at a click of a button.

Tool Box, Navigator, Info, Option, Swatches, Brushes

Layers: Adding, Deleting, Merge, Duplicating, Rotate

Filters: Built-in Effects Blur, Twirl, Stain,

Emboss, Spotlight, Fire, Embossed...etc.

Retouching, Colouring, Creating Buttons

MANDALA : Create Mandalas with Photoshop's Symmetry

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### PROJECTS YOU WORK ON

- Image Mixing, Re-touching
- Photo-Touch ups
- Monograms, Creating Logos
- Fashion Designing
- Brochure Designing
- Advertisements
- Label Design for a Series
- Albums Design + Effects
- MANDALA ART
- Creating Posters/ Banners.

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### PROJECTS YOU WORK ON

- Design a logo
- Business card
- Design a character
- Package Designing
- Banner Designing
- Tracing Work
- Layout Work
- LOGO

### Student Projects



### Student Projects



### STUDENT PROJECTS



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Vector Graphics Vs Raster, Property Bar, Welding

Drawing Tools, Modifying Tools, Skewing

Fill Types: Fountain, Pattern,

Textures, Mesh, Uniform, Special Effects: Contour

Extrude, Distort, Blend, Shadow, PowerClip

Perspective, Fit to Text, Character Converts

Importing & Exporting Images

### PROJECTS YOU WORK ON

- Monograms
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- Advertisements
- Fashion Designing
- Interior Designing
- Banner Designing
- Brochure & Package Designing

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### Adobe In-Design Module

Designers and Graphics production artists are the principal users, Creating and Laying out periodical Publications, Posters, and Print media. The Work Area, The Menu Bar, The Control Palette The Other Palettes, The Tools Palette , Contextual Menus Managing Adobe In Design Environment Structure of a Document, Develop Master Pages Manage Text, Graphic Placement, Develop Layers Utilizing Colors, Swatches, and Gradients Managing Transparency, Utilizing , Tables, Creating PDF Files, Controlling Text, Handling Page Elements & Graphics. Create a Book, Print Settings.



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- Book Design
- News Paper Publication & Ads
- Catalogue Designing (Portfolio)
- Printing Work

### Student In-design Projects



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### Adobe Dimension

### Product & Packaging

Design product packaging with more dimension.

Give your packaging design the extra push it needs with Adobe Dimension.

Quickly and easily design in 3D, create product mockups and develop brand visualizations.

Draw the eye with 3D.

Help your packaging stand out on the shelf by designing your products in Dimension.

Create Realistic Renderings that impress

Customize your packaging.

Overlay 2D decals and graphics on 3D objects to quickly mock up product packaging and communicate

Dimension's lighting tools are modeled after real-world physical lighting to give you the most realistic rendering for any packaging

### PROJECTS YOU WORK ON

- Product & Packaging Industry (as seen)



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### Social Media Branding

#### for Graphic Designers

Social media design refers to the planning, development, and creation of visual content on social media platforms. Design helps brands build recognition and create content that resonates with their target audience. Social platforms are often the first place consumers discover brands, **thus every graphic designer must know this!**

You will Learn Social Media Designing

- > Optimise your images for different social networks.
- > Include your logo in your profile image.
- > Your profile image and cover photo should complement each other.
- > Use a consistent style of images.
- > Use consistent branding.
- > Create a variety of valuable content



### Interview Preparation

1. How do you introduce yourself in graphic designing interview?
2. What should I say in graphic interview?
3. How to Answer Technical Jargon Questions
4. Learn to Answer the 3 types of Graphic Media Questions?
5. How to Answer Futuristic Questions?
6. PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW

### Building Resume

1. Best Resume Writing Strategies & Tips
2. Creating Your Resume with Attractive Graphics
3. How to Lead with Your Best Information
4. Learn to Create a Format that Is Easy to Read
5. Do's and Don'ts of Resume - What to Add?
6. **Creating a Professional & Uniform Look of Your Resume**



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### CANVA PRO for Graphic Designers

Canva allows designers to spend more time designing.

Advertisement & Media marketing teams are expected to post on-brand, designed social posts on every platform, including text-based, video, and photo-based formats. Feed posts and stories need to be designed, scheduled, and published daily.



As a designer, a great service to offer clients is a **Canva Brand Kit**

**Package.** It can include a beautiful, well-crafted logo, a set of branded backgrounds, a color palette, and font palette which articulates their brand — and you can go as far as building all these parameters into the company's Canva instance.

**Agencies can also offer tailored packages** that clients can mix and match: for example, a Presentation Package that includes branded backgrounds, branded presentation cover page templates, and several variations for inside pages. Not only will your clients love it, as their presentations will look professional and on-brand

### What designs will you learn to create on Canva?

Flyer maker.

**Banner** maker.

Poster maker.

**PRESENTATIONS.**

**Invitation** maker.

**Business card** maker.

Video intro

Meme.

**YouTube Thumbnails.**

**Intro Videos**

**Video Editing**

Creating **Insta Reels** & Youtube Shorts

**Sound Editing**

and much more



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