

AI + Generative AI

Be Future Ready



Since 1997 | One Lakh Students Trained

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Oxford Certified

Web Designing & Digital Marketing Course - 9 Months

Authorised Grade A Training Partner of National Skill Development Corporation,
Ministry of Skill Development, Government of India.

Web Designing & Digital Marketing - 9 Months

A job oriented course in today's Web World

Duration:- 9 Months

Affordable Fees

AI and Generative AI Tools

- ★ Canva
- ★ Freepik
- ★ Open AI
- ★ Cursor
- ★ GitHub Copilot
- ★ DeepSeek
- ★ AI Tools in Marketing



Photoshop Skills

- ★ Workspace & Layer Basics
- ★ Blending & Brush Styles
- ★ Color Adjustment Tools
- ★ Photo Retouching Skills
- ★ Image Masking Methods
- ★ Mock-up Creation Process
- ★ Typography & Layouts

Figma Designing

- ★ Wireframing Techniques
- ★ Icons & Color Types
- ★ Creating Prototypes
- ★ Adding Animations
- ★ Using Plugins Smartly
- ★ UI Collaboration Skills
- ★ Design Review Methods



Adobe XD Expertise

- ✧ Responsive Layout Design
- ✧ Prototyping Features
- ✧ Columns & Grids Setup
- ✧ Stacks & Components
- ✧ Interaction Mapping
- ✧ Prototype Animations
- ✧ Design to Development



HTML Essentials

- ✧ HTML5 Table & Lists
- ✧ Forms & Input Fields
- ✧ Semantic Elements
- ✧ Anchor Tag & IFrames
- ✧ Structuring Content
- ✧ HTML Layout Rules
- ✧ Accessibility Features

CSS3 Styling

- ✧ CSS Box Model Basics
- ✧ Display & Position Rules
- ✧ Animations & Transitions
- ✧ CSS Filters in Design
- ✧ Using Pseudo Classes
- ✧ Using Pseudo Classes
- ✧ Responsive CSS Tricks



JavaScript Basics

- ★ Functions & Variables
- ★ Events & Loop Handling
- ★ Arrays & Objects
- ★ Predefined Functions
- ★ Adding Web Effects
- ★ DOM Manipulation
- ★ Debugging JavaScript



Responsive Design

- ★ Responsive Concepts
- ★ Viewport Techniques
- ★ Media Query Usage
- ★ Width Property Rules
- ★ Responsive Text Size
- ★ Image Scaling Tricks
- ★ Cross-Device Design

Bootstrap Framework

- ★ Bootstrap Containers
- ★ Carousals & Sliders
- ★ Navigation Bar Styles
- ★ Bootstrap Icons
- ★ Bootstrap Cards
- ★ Form Validation Steps
- ★ Grid System in Use



Digital Marketing Intro

- ✧ What is Digital Mktg?
- ✧ Branding & Marketing Terms
- ✧ Online Channels Overview
- ✧ Planning Content Strategy
- ✧ Choosing Domain Names
- ✧ Building Digital Strategy
- ✧ Key Features of DM



SEO Fundamentals

- ✧ Importance of SEO
- ✧ Keyword Research Tools
- ✧ On-page SEO Practices
- ✧ Optimizing Site Content
- ✧ Meta Tags & Titles
- ✧ Webmaster & Sitemaps
- ✧ SEO Performance Tools

Advanced SEO & Content

- ✧ Link Building Basics
- ✧ Blogs & Image Strategies
- ✧ Improving Domain Rank
- ✧ Local SEO & GMB Setup
- ✧ Influencer Marketing Use
- ✧ Content Types in SEO
- ✧ Content Marketing Plans



Ads & Paid Campaigns

- ★ Google Ads Campaigns
- ★ CTR & Ranking Factors
- ★ Conversion Tracking Setup
- ★ Display & Video Ads
- ★ Performance Max Ads
- ★ Facebook & Insta Ads
- ★ LinkedIn & Twitter Ads



Analytics & Email Tools

- ★ Google Analytics Setup
- ★ Funnel & Traffic Reports
- ★ Bounce & Exit Analysis
- ★ Email Marketing Basics
- ★ Bulk Email Campaigns
- ★ Affiliate Marketing Tools
- ★ AI Tools in Marketing

Projects & Portfolio

- ★ Project Conceptualisation
- ★ Design Execution Skills
- ★ Portfolio Compilation
- ★ Presentation & Pitching
- ★ Reviews & Feedback
- ★ Mock Project Practice



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Open AI



Deepseek



Cursor



GitHub with
Copilot



Canva



Freepik



EXCELLENCE THROUGH INNOVATION
Quality Education & Affordable Fee



With AI



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Affordable Fee

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