

AI + Generative AI

Be Future Ready



Since 1997 | One Lakh Students Trained

AN ISO 9001:2015 COMPANY

Web Design - Development & Digital Marketing with AI

12+2 Months

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

Web Design - Development & Digital Marketing with AI - 12+2 Months

A job oriented course in today's Web World

Duration:- 12+2 Months

Affordable Fees

AI and Generative AI Tools

- ★ Figma
- ★ Canva
- ★ Open AI
- ★ Cursor
- ★ GitHub Copilot
- ★ Deep Seek



Introduction to Web

- ★ Internet, Browser, Server Basics
- ★ Website Types & Structures
- ★ Static vs Dynamic Websites
- ★ Client & Server Concepts

HTML Basics

- ★ Structure of HTML Page
- ★ Headings, Paragraphs, Links
- ★ Images, Lists, Tables
- ★ Forms and Input Controls



HTML5 Advanced

- ★ Semantic Tags (header, nav)
- ★ Audio & Video Embedding
- ★ Iframes and Inline Elements
- ★ HTML5 Form Enhancements



CSS Fundamentals

- ★ Inline, Internal, External CSS
- ★ Colors, Fonts, Borders
- ★ Box Model Concepts
- ★ Backgrounds and Gradients

CSS3 Advanced

- ★ Flexbox Layout System
- ★ CSS Grid System
- ★ Transitions and Animations
- ★ Pseudo-classes & Elements



Responsive Web Design

- ★ Concepts of Responsive Design
- ★ Viewport and Device Scaling
- ★ Media Queries Explained
- ★ Responsive Images & Text



Bootstrap Framework

- ★ Introduction to Bootstrap
- ★ Grid System & Containers
- ★ Navigation Bars & Buttons
- ★ Forms & Tables Styling

UI & UX Principles

- ★ Colors and Typography Basics
- ★ Layout and Spacing Rules
- ★ Wireframing with Figma
- ★ Web Accessibility Guidelines



Web Graphics Tools

- ★ Photoshop for Web Graphics
- ★ Figma for UI Mockups
- ★ Image Optimization for Web
- ★ Icons and SVG Usage



Design Project

- ★ Personal Portfolio Website
- ★ Responsive Landing Page
- ★ Blog or Company Website
- ★ Group Design Showcase

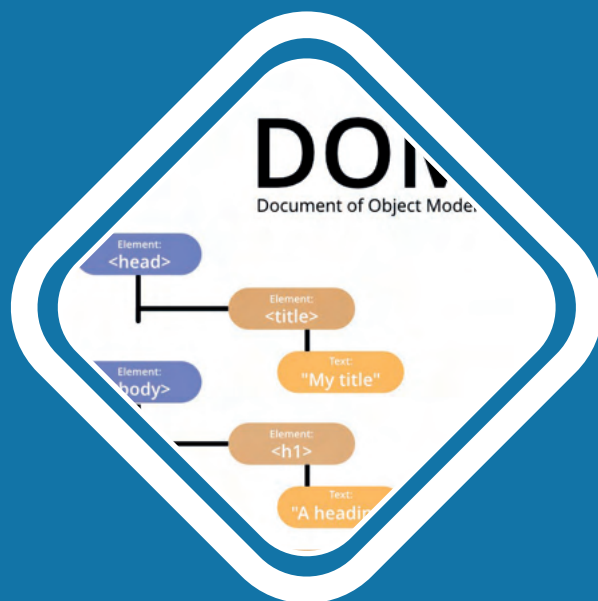
JavaScript Basics

- ★ Variables and Data Types
- ★ Operators and Expressions
- ★ Functions and Events
- ★ If-Else, Loops, Switch



JavaScript DOM

- ★ Document Object Model Basics
- ★ Get and Change HTML Content
- ★ Add, Remove, Modify Elements
- ★ Event Handling with DOM



JavaScript Advanced

- ★ Arrays and Objects
- ★ ES6 Features (let, const)
- ★ String and Number Methods
- ★ Date and Math Functions

jQuery Basics

- ★ Introduction to jQuery
- ★ Selectors and Filters
- ★ jQuery Events Handling
- ★ jQuery Effects and Animations



PHP Fundamentals

- ★ PHP Syntax and Basics
- ★ Forms Handling in PHP
- ★ Sessions and Authentication
- ★ PHP with HTML Integration



MySQL Database

- ★ Introduction to Databases
- ★ Creating Tables and Fields
- ★ Insert, Update, Delete Data
- ★ Database Connectivity

AJAX & JSON

- ★ Introduction to AJAX
- ★ Sending and Receiving Data
- ★ JSON Data Handling
- ★ AJAX with PHP



Hosting & Deployment

- ★ Domain and Hosting Basics
- ★ Upload with FTP / FileZilla
- ★ Free Hosting Platforms
- ★ Publishing Live Website



Development Project

- ★ Dynamic Blog Website
- ★ Student Record System
- ★ Small E-commerce Website
- ★ Group Project Showcase

Introduction to Digital Marketing

- ★ Basics of Digital Marketing
- ★ Traditional vs Digital Media
- ★ Channels of Online Marketing
- ★ Career Scope in Digital



Search Engine Basics

- ★ Introduction to SEO
- ★ On-Page Optimisation
- ★ Off-Page Optimisation
- ★ Local SEO Practices



Paid Advertising (SEM)

- ★ Google Ads Introduction
- ★ Search Campaigns Setup
- ★ Display and Video Ads
- ★ Remarketing Strategies

Social Media Marketing

- ★ Facebook & Instagram Ads
- ★ LinkedIn & Twitter Basics
- ★ YouTube Channel Growth
- ★ Content Strategy for SMM



Content & Email Marketing

- ★ Content Creation Strategy
- ★ Blogging and Copywriting
- ★ Email Campaign Creation
- ★ Automation Tools for Email



Analytics & Tools

- ★ Google Analytics Basics
- ★ Google Search Console
- ★ Keyword Research Tools
- ★ AI Tools for Marketing

Final Project & Careers

- ★ Creating Live Campaigns
- ★ Portfolio & Case Studies
- ★ Freelancing Opportunities
- ★ Job Roles in the Digital Field



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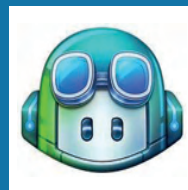
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Canva



Figma



EXCELLENCE THROUGH INNOVATION
Quality Education & Affordable Fee



With AI



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Affordable Fee

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