

Fees: Rs-27,550
Offer: Rs. 19,980
All Inclusive
Dur : 3 Months



Advanced
Web
Designing
Diploma

Advanced Diploma In Web Designing

SPECIAL OFFER RS. ~~27,550~~ 19,980 ALL INCLUSIVE (MODULES 1 TO 12)

MODULE 1: WEB PROGRAMMING

HTML: HYPER TEXT MARKUP LANGUAGE

- **HTML COURSE DETAILS :**
- Body Attributes
- Text attributes
- Marquee tag & its attributes
- Headings, Font
- Ordered and Unordered Lists
- Blockquote, HyperLinks, Sound
- Alignment of images & Mapping
- Tables : Creating a Table
- Combine cells in a row or column
- Cells: Spanning, Padding
- Forms: Create List Box, Radio Buttons

MODULE 2 & 3: CSS & JAVA SCRIPT

CSS - CASCADING STYLE SHEETS (L-1) & JAVA SCRIPT (LEVEL 1,2)

- **CSS (L1)**
- CSS different types of method
- HTML Style
- Class Style
- DIV Style
- Group Style
- Different link style
- **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.



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MODULE 4: WEB EDITOR

ADOBE DREAMWEAVER™

COURSE DETAILS :

- Using the Site Window, Set your local site
- Image Hyperlinks, Properties
- Rollover Image, Navigation Bar with Rollovers & links
- Insert Flash Animation, Flash Video
- Displaying Data with Tables
- Design a page layout using tables
- Div Tag, AP Div
- Spray Menu, Spray Tab
- Spray Accordion, Spray Collapsible
- Hyperlinks: Internal & External Linking
- Email Linking & Anchor Linking
- Linking (Image Hyperlinks)
- Web Authoring, Forms, Tables,
- Layout / Standard view, Building frames, framesets
- Animating with timelines

MODULE 5: HOSTING WEBSITE & UPLOADING URL

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
- How to freelance Web designing



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MODULE 6 : 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
- Image Editing, Resolution, Correction, Saturation
- 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 Backgrounds, Buttons
- **LIVE PROJECTS : Image Mixing, Re-touching, Layering, WEB Buttons, Backgrounds, Image touch**

MODULE 7: WEB 2D ANIMATION

INCREDI-FLASH™

- Creating Images with exciting Animation
- The Flash Work Environment, The Stage & Timeline
- Symbols & Instances
- Creating Graphic / Button symbols
- Motion Tweening
- Shape Tweening
- Library Window and color mixer window.
- Blast effect & Ripples effect.
- Interactive Movies
- Working With Frames in Timeline
- Library Window and color mixer window.
- Adding sounds to a movie/presentation
- Layer Properties & Masking
- Creating interactive movies
- CD presentations
- Publishing And Exporting
- Optimizing movies & exporting movies for the web **Projects on : Short story, Film Titling, Web Advertisements, Web Buttons**



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MODULE 8: WORDPRESS BLOGS & WEBSITES

HOW TO CREATE BLOGS USING WORDPRESS

- Creating WordPress Blog
- Installing WordPress Themes
- WordPress Plug-ins, Widgets
- Using the WordPress Dashboard
- Creating pages / page title & body text
- Draft vs. Publishing Blogs.

MODULE 9: SEO (SEARCH ENGINE OPTIMIZATION)

SEO: ON-PAGE & OFF-PAGE OPTIMIZATION

- **Types of Internet Marketing Methods**
- How the search engine works ?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- **On-Page Optimization**
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Internal Link Strategy
- **Introduction to Keyword Research**
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- **Types of Linking Methods**
- Free Links / Paid Links
- Directory Submissions for SEO
- **WordPress SEO**
- Installing Plugin
- Activating Plugin
- Putting relevant tags



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MODULE 10 : 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
- Gif Animation
- 3D XARA
- Morphing
- Video Lightbox
- Visual Lightbox
- Facebook links
- Embedding Youtube Videos
- Live Chat ...etc.

MODULE 11 : 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 12 : WEBSITE MARKETING & HOW TO START 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



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DURATION : 3 MONTHS

SOFTPRO IS CELEBRATING ITS 25TH YEAR – ESTABLISHED SINCE 1992.



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