

Quarter-01 | SiteCraft Essentials™

Duration: 3 Months | Fee: 29,500.00

Certificate Program in Web Designing

Certificate Program in Web Designing referred as SiteCraft Essentials is the gateway to a rewarding career in web design and development. Participants embark on a comprehensive learning journey, mastering HTML, CSS, Canva for Web Designers, WordPress and Elementor. Our skilled trainers guide learners to create visually appealing and fully functional websites, ensuring proficiency in every aspect of the design process. By the program's end, participants not only possess a deep understanding of web design principles but also have the ability to craft online platforms with significant commercial value. With a focus on creativity, functionality, and real-world applicability, SiteCraft Essentials empowers aspiring web designers to thrive in the digital landscape. The program is designed to provide learners with the knowledge and skills needed to excel in the field of web design.

Purpose of the Program

By covering topics such as HTML, CSS, Canva for Web Designers, WordPress and Page builder Elementor, this certificate program equips learners with the tools they need to excel in web design, empowering them to create visually appealing, fully functional websites that meet the demands of today's digital landscape. Following are the purpose of the program:

Gateway to Web Design and Development:

This program is the first step toward a rewarding career in web design and development. It provides a solid foundation for those looking to enter this dynamic and in-demand field.

Creative Graphics and Visual Design: Participants will learn the art of creative graphics and visual asset design, enabling them to craft visually stunning and engaging websites.

WordPress Proficiency: The program offers comprehensive training in WordPress, including the use of essential plugins, empowering learners to build fully functional and attractive websites with ease.

Feature-Rich Website Development: Students will acquire the skills necessary to create websites with all the essential features required for a modern and functional site.

Live and Fully Functional Websites: The

program culminates in the development of live and fully functional websites, allowing learners to apply their newfound knowledge in a real-world context.

Commercially Valuable Websites: The outcome of the course is such that participants can create websites with commercial value in the marketplace, opening doors to freelance opportunities or a career as a web designer.

Engaging and Accessible Learning: Web designing skills are imparted in an easy, interesting, and engaging manner, making the learning process enjoyable and accessible to all.

Experienced and Skilled Trainers: The program is led by experienced and skilled trainers who bring their expertise to the forefront, ensuring that participants receive top-quality guidance and instruction.

Objectives of SiteCraft Essentials

Foundational Knowledge: Provide participants with a solid understanding of HTML and CSS, laying the groundwork for advanced web development skills.

Creative Design Mastery: Cultivate creative design skills using Canva for Web Designers, focusing on visually appealing layouts, graphics, and user interfaces.

WordPress Proficiency: Familiarize participants with WordPress, emphasizing essential plugins and the versatile page builder Elementor to create dynamic, responsive websites.

User Experience Focus: Instill principles of user-centric design, teaching participants to create intuitive, user-friendly interfaces optimized for diverse devices and screen sizes.

Real-world Project Implementation: Facilitate

hands-on learning through practical projects, allowing participants to apply acquired skills and develop a diverse portfolio of web design projects.

Problem-Solving Abilities: Develop participants problem-solving skills in web design, enabling them to troubleshoot and debug issues efficiently.

Responsive Web Design: Teach responsive web design techniques, ensuring participants can create websites that adapt seamlessly to various screen sizes, enhancing user experience.

Professional Development: Provide guidance on building a professional web design portfolio and offer insights into industry best practices and emerging trends, preparing participants for a successful career in web design.

Who should join SiteCraft Essentials?

This program is designed to accommodate a broad range of individuals with diverse backgrounds and aspirations in the field of web design.

Students: Both students currently pursuing their education and those looking to add a valuable skill set to their academic background are encouraged to join.

Beginners: This program is open to novices who are looking to start from scratch and develop a solid foundation in web design.

Aspiring Web Designers: Individuals keen on establishing a career in web design and development will find this program instrumental in building the necessary skills.

Creative Enthusiasts: If you have a passion for

creativity and want to channel it into web design, this program is an excellent fit.

Career Changers: Professionals seeking a career transition into the dynamic field of web design will find this program a valuable entry point.

Entrepreneurs: Business owners interested in enhancing their online presence and web design capabilities will benefit from this program.

Anyone Seeking Online Proficiency: Those who wish to turn their interest in web design into practical and marketable skills should consider enrolling in SiteCraft Essentials.

Program Contents

SiteCraft Essential quarter collectively provide a comprehensive foundation in web development, covering essential skills in markup languages, styling and practical experience with popular web development tools and platforms like WordPress and Elementor. Following are courses covered during the First Quarter, in the Post Graduate Professional Program for Web Development and Engineering:

HTML (Hypertext Markup Language): This course introduces the fundamental building block of web development. HTML is used to structure content on the web, defining the basic

elements and layout of a webpage.

CSS (Cascading Style Sheets): CSS is covered alongside HTML, teaching how to style and format web pages. It includes the use of

selectors, properties, and values to control the presentation of HTML elements.

Canva for Web Designers: This course focuses on leveraging Canva, a graphic design platform, for web design purposes. Canva allows users to create visually appealing graphics, images and layouts, making it a valuable tool for designing elements of a website.

WordPress with Important Plugins: Participants learn about WordPress, a popular content management system (CMS) used to build and manage websites. The course covers

the basics of setting up a WordPress site, customization, and the integration of essential plugins. Plugins enhance the functionality of a WordPress site and participants will learn how to use key plugins for various purposes.

Page Builder Elementor: Elementor is a drag-and-drop page builder plugin for WordPress. In this course, participants explore how to use Elementor to design and customize web pages without the need for coding. It allows for a more visual and interactive approach to building websites within the WordPress platform.

Prominent Job Roles and Work Opportunities

These are just a few examples of the diverse job roles and work opportunities available to graduates. The skills acquired during the program open doors to a range of rewarding careers in the rapidly growing field of web design and development.

Web Designer: Graduates of the program are well-equipped to work as web designers, creating visually appealing and functional websites. They design layouts, graphics, and user interfaces while ensuring the site is easy to navigate and visually engaging.

Front-End Developer: With proficiency in HTML, CSS and tools like Canva and Elementor, participants can pursue roles as front-end developers. They focus on the visual and interactive aspects of a website, ensuring its compatibility across different devices and browsers.

WordPress Developer: As WordPress is a key component of the program, participants can specialize in WordPress development. They build and customize WordPress themes and

websites according to client needs, leveraging their knowledge of essential plugins and page builders like Elementor.

UI/UX Designer: Understanding the principles of visual design and user experience, graduates can pursue roles as UI/UX designers. They focus on creating intuitive interfaces and user journeys, ensuring a seamless and enjoyable experience for website visitors.

Freelance Web Designer/Developer: The program equips participants with the skills to work independently as freelance web designers or developers. They can offer services to clients ranging from small businesses to large corporations, creating custom websites tailored to specific requirements.

Further Scope of Training

Digital Marketing Specialist: Knowledge of web design principles, WordPress, and online branding acquired through the program can lead to opportunities in digital marketing. Participants can work on strategies to optimize websites for search engines, manage content, and improve user engagement.

E-commerce Website Developer: With a focus on creating feature-rich and commercially

valuable websites, graduates can specialize in developing e-commerce platforms. They integrate payment gateways, shopping carts, and product catalogs, ensuring a smooth online shopping experience for customers.

Content Manager: Understanding WordPress and its plugins enables participants to pursue roles as content managers. They oversee the creation, organization, and publication of

content on websites, ensuring it aligns with brand guidelines and engages the target audience effectively.

Small Business Website Consultant: Graduates can offer consultancy services to small businesses looking to establish an online presence. They advise on website design, content strategy, and digital marketing techniques, helping businesses achieve their online objectives

within budget constraints.

User Support Specialist: Participants can also explore roles in user support, assisting website visitors with technical issues, navigation and troubleshooting. Their understanding of web design and development enables them to provide effective solutions and enhance user satisfaction.

Objective and Purpose of these Technologies

HTML (Hypertext Markup Language)

Objective: To introduce participants to the fundamental building blocks of web development, i.e., HTML.

Purpose: To provide learners with the ability to structure content on webpages effectively, defining basic elements and layouts necessary for website creation.

CSS (Cascading Style Sheets)

Objective: To teach participants how to style and format web pages using CSS alongside HTML.

Purpose: To enable learners to control the presentation of HTML elements, including aspects such as layout, typography, color and responsiveness, thus enhancing the visual appeal and user experience of websites.

Canva for Web Designers

Objective: To familiarize participants with Canva, a graphic design platform, for web design purposes.

Purpose: To empower learners to create visually appealing graphics, images and layouts essential

for crafting engaging and attractive website elements, contributing to the overall aesthetics and user engagement.

WordPress with Important Plugins

Objective: To provide comprehensive training in WordPress, a popular content management system (CMS), along with essential plugins.

Purpose: To equip participants with the knowledge and skills needed to build, customize, and manage fully functional websites using WordPress, integrating essential plugins to enhance functionality and meet diverse client requirements effectively.

Page Builder Elementor

Objective: To explore the usage of Elementor, a drag and drop page builder plugin for WordPress.

Purpose: To enable learners to design and customize web pages without coding, utilizing Elementor's intuitive interface to create visually appealing and interactive website layouts, thereby streamlining the website development process and enhancing efficiency.

Benefits of Career in Web Designing

High Demand: In today's digital-centric world, there is a continuous demand for websites and online platforms. Businesses of all sizes, as well as individuals, require web presence, creating a consistent demand for skilled web designers and developers.

Flexibility: Many SiteCraft professionals work as freelancers or remote employees, offering flexibility in work hours and location. This flexibility allows individuals to balance work with other commitments and achieve a better work-life balance.

Creativity: Web design and development allow for a high degree of creativity. Professionals have the opportunity to express their artistic talents while solving problems and creating visually appealing and functional websites.

Continuous Learning: The field of web design and development is constantly evolving, with new technologies, trends, and tools emerging regularly. A career in SiteCraft offers the opportunity for continuous learning and skill development; ensuring professionals stay up-to-date with industry standards and best practices.

Variety of Projects: SiteCraft professionals have the opportunity to work on a wide range of projects across different industries and sectors. Each project presents unique challenges and opportunities for creativity, keeping the work interesting and engaging.

Competitive Salaries: Skilled web designers and developers are highly sought after, leading to competitive salaries and potential for career advancement. As professionals gain experience and expertise, they can command higher salaries and secure more lucrative opportunities.

Global Reach: The internet has a global reach, allowing SiteCraft professionals to work with clients and collaborators from around the world. This global perspective opens up opportunities for diverse projects and collaborations, enriching the professional experience.

Job Security: With the increasing importance of online presence for businesses and individuals, the demand for web design and development skills is expected to remain strong in the foreseeable future. This provides a sense of job security for SiteCraft professionals.

Impactful Work: Websites play a crucial role in communicating messages, promoting businesses, and facilitating interactions online. SiteCraft professionals have the opportunity to create impactful digital experiences that reach and engage audiences worldwide.

Personal Satisfaction: Seeing a project come to life, from concept to implementation, can be highly rewarding. SiteCraft professionals derive personal satisfaction from bringing their creative visions to fruition and seeing the positive impact of their work on clients and users.

Intended Outcome of SiteCraft Essentials

The SiteCraft Essentials web design program aims to empower participants with a range of skills and knowledge essential for a successful career in web design. Upon completion of the program, participants are expected to have the skills, knowledge and confidence necessary to pursue opportunities in web design, whether as freelance designers, in-house web developers or entrepreneurs managing their online presence. By the end of the program, participants can expect to achieve the following outcomes:

Proficiency in Web Technologies: Attain a strong grasp of HTML and CSS, enabling participants to create well-structured, visually appealing web pages.

Creative Design Expertise: Develop creative design skills using Canva for Web Designers, allowing participants to craft engaging layouts, graphics, and user interfaces.

WordPress Mastery: Become proficient in WordPress, including essential plugins and the versatile page builder Elementor, enabling

participants to build dynamic, responsive websites.

User-Centric Design: Acquire principles of user-centered design, ensuring the ability to create intuitive, user-friendly interfaces optimized for diverse devices and screen sizes.

Hands-On Project Experience: Apply acquired skills through real-world projects, building a comprehensive portfolio that showcases expertise in various web design aspects.

Problem-Solving Skills: Develop effective

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Location: 497, CCIT Building, Model Town, Ludhiana, Punjab-141002, India.

Phone No. +91-9878100815, +91-9878200815

Email: info@ccit.in, **Website:** www.ccit.in