

# INTEGRATED WEB DESIGNING

## COURSE SYLLABUS

### ⦿ Introduction

- ⦿ Who is this Course for? (To whom does this course applicable for...)
- ⦿ Technical Fundamentals & Design Principles
- ⦿ The Best and Worst on the Web (The pros & cons of the web)
- ⦿ How to intelligently critique a Web Design?

### ⦿ Exploring the Web

- ⦿ What is Web Design?
- ⦿ Hobbyist or Professional?
- ⦿ Site Design
- ⦿ Information Architecture (Informative Architecture)
- ⦿ Interactive Design
- ⦿ Scripting and Programming
- ⦿ The multi disciplinary Approach

### ⦿ Web Terminology

- ⦿ How does the web works?
- ⦿ What is an URL?
- ⦿ The DNS and why it matters
- ⦿ HTTP and Web Protocols
- ⦿ What is HTML?
- ⦿ HTML document structure
- ⦿ What is DTD?
- ⦿ What is CSS?
- ⦿ What is XML?
- ⦿ RSS Feeds
- ⦿ JPEG, GIF and PNG
- ⦿ What is JavaScript?
- ⦿ What is AJAX?
- ⦿ PHP, .NET, JSP, PERL, CGI and ColdFusion
- ⦿ SQL
- ⦿ Content Management System
- ⦿ What is an API?

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### ⦿ Before Getting Started

- ⦿ What should you learn first?
- ⦿ Getting online quickly?
- ⦿ Tools for building logos and websites
- ⦿ Additional tools for building websites
- ⦿ Designing for Multiple Browsers
- ⦿ Designing for Accessibility
- ⦿ Progressive Enhancement
- ⦿ Registering a Domain Name
- ⦿ Choosing a Web Host
- ⦿ Uploading your website
- ⦿ Further process and development

### ⦿ Tool for designing Logo and Website

- ⦿ Adobe Illustrator
- ⦿ Adobe Photoshop
- ⦿ Adobe Fireworks
- ⦿ Adobe Flash
- ⦿ Adobe Dreamweaver
- ⦿ CorelDRAW

### ⦿ Before We Talk About Colors, Let's Talk About Your Business

- ⦿ What is Business Strategy?
- ⦿ Discussion with the Client
- ⦿ Defining your target audience
- ⦿ How can Web 2.0 support your business strategy?
- ⦿ How will you measure success?

### ⦿ Color Theory

- ⦿ Color Principles
- ⦿ Creating color relationships
- ⦿ Creating color relationships with tools
- ⦿ Working with Kuler

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### ⦿ **Typography**

- ⦿ Typography: Rules, Guidelines & Common Mistakes (Protocols)
- ⦿ Font Management
- ⦿ How to use fonts?

### ⦿ **Logo Designing**

- ⦿ Principles and types of Logo Design
- ⦿ Designing for the industry
- ⦿ Choosing the right color
- ⦿ Exporting the logo

### ⦿ **Template Designing**

- ⦿ Rules, Guidelines & Common Mistakes
- ⦿ Usability Principles of Modern Website Designs
- ⦿ Choosing the right theme and color
- ⦿ Designing for all resolutions
- ⦿ Web 2.0 Technology

### ⦿ **Layout Designing**

- ⦿ HTML & CSS
- ⦿ Designing layout using tables
- ⦿ Designing table less layout
- ⦿ Incorporating Flash Animations & jQuery

### ⦿ **Domain Registration**

- ⦿ What is a Domain Name?
- ⦿ Domain Extensions
- ⦿ Choosing the best registrar
- ⦿ Registering a domain name
- ⦿ DNS Management
- ⦿ Domain Privacy

### ⦿ **Web Hosting**

- ⦿ What is Web Hosting?
- ⦿ Types of Web Hosting
- ⦿ How to choose the best hosting company?



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## COURSE SYLLABUS

- ⊙ Creating Accounts
- ⊙ Managing Accounts
- ⊙ Control Panel
- ⊙ Web Hosting Management
- ⊙ **Search Engine Optimization**
  - ⊙ What is SEO?
  - ⊙ Why SEO?
  - ⊙ Types of SEO
  - ⊙ Benefits of SEO
- ⊙ **Conclusion**
  - ⊙ Website Maintenance
  - ⊙ Customer Support
  - ⊙ Add-on Services

### Contact Us

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