



# Web Designing

Normal Track - 6 Month

Fast Track - 3 Month



## Web Designing with Internet Marketing

- Introduction
- Understanding Web and its techniques
- Difference between print design and Web design
- Designing the Web page layout
- Creating Collage
- Colorizing an Image
- Add Special Effects
- Optimizing Images
- Creating Web Templates
- Setting up a site map
- Integrating Variable Script
- Creating Tableless Website
- Understanding Web Navigation on Web 2.0 & 3.0 Standards
- Link Building
- Link Modification
- Creating a website with multiple pages
- Adding navigation menu bars, images to other pages
- Creating a form
- Banner advertisements
- Flash presentations
- Site Uploading
- Maintenance of Site
- Site Promotion
- Search Engine Optimization
- On Page Optimization
- Off Page Optimization
- Google PPC Advertising
- Google Places Advertising
- Social Media Marketing.

### Software's & Tool's Used:

- Adobe Photoshop
- Flash
- Html
- Dreamweaver + css
- Java Script
- JQuery
- Cute FTP
- SEO/SMO/PPC