



TERM 3

## TERM 1

- Concepts of Programming
  - **Building Next Generation Websites**
  - Web Development using Angular JS

TERM 2

- **Bootstrap**
- Design & Development using Programming Language
- Content Management System
- Search Engine Optimization
- Web AdWords
- Web Analytics
- Web Design & Development Portfolio

## Marketing Basics

- Internet Advertising with Search **Networks**
- Search Optimization Techniques
- · Creative Display Ad Solution
- · Marketing using E-mail 1
- Mobile Marketing in Practice
- Introduction to Analytics
- Digital Marketing Portfolio

- Concept of Graphics & Illustration
- Web Designing Concepts UI/UX for Responsive Design
- Typography Design
- Illustrations for Web
- Creating Artworks Layout Design
- Web Animation using Animate CC
- Web Design Portfolio

## **TOOLS**

Adobe Illustrator CC | Adobe Photoshop CC | CorelDRAW X8 | Adobe Animate CC HTML5 | CSS3 | Java Script | Angular JS | Bootstrap

