

## **1. Introduction to Internet & Web –**

- Client – Server Architecture
- The History of Internet & the Web
- Evolution of Web Standards
- Web Standards Model – HTML, CSS, JavaScript, PHP, MYSQL
- Color Schemes & Design Mockups
- Typography on the Web
- Overview of Web Frameworks & Platforms
- Building up the site wireframe
- Introduction to Domain and Hosting
- Managing the DNS Server
- Domain Registration and Website integration
- Website Planning

## **2. Web page design with HTML, CSS, PHP & JavaScript Basics –**

- The Basics of HTML
- Open and Closing Tags
- Marking up Textual Contents in HTML
- HTML Lists, Images in HTML, HTML Links, HTML Tables, HTML Forms
- Lesser Known Semantic Elements
- Validating your HTML Elements
- HTML Editors, HTML Forms, HTML Iframes, HTML Formatting
- Creating Forms & Validations
- Creating Contact Form in PHP
- Web Server Setup
- CSS – Inheritance and Cascade
- Text Styling with CSS
- CSS layout Model – Boxes, Borders, Margins, Padding
- CSS – Floating & Clearing, Static and Relative Positioning
- Introduction to Headers, Footers, Columns & Templates
- Introduction to JavaScript & their functions
- Development and project management in Aptana Studio
- Adaptation of website design into development stage using Adobe Photoshop

### **3. Introduction to HTML5 –**

- Journey of HTML to HTML5
- Get Familiar with HTML5
- HTML5 Canvas – The Basics
- Usage of Dreamweaver and Expression Web
- HTML5 Client Controls
- Enhancements in CSS3
- JQuery basics
- Encryption Support by HTML5 – Security
- Conversion of PSD to HTML
- Creating Interactive Web Pages

### **4. Content management Systems –**

- Introduction to CMS Platforms
- Designer and Admin Panel – The Basics
- Newsletter Management
- Introduction to Mobile Web Development
- E-Commerce Web Development
- Installation of Word press & Joomla Platforms

### **5. Money Making, SEO & Security –**

- Security of a Domain Panel
- Security with HTACCESS
- Forbidden Directory Listening
- Meta Tags and Back-linking
- PHP Encryption & Decryption
- SQL Security
- Security from XSS, CSRF, SSI Attacks
- Input Validation Security
- Buy/Sell Domains
- Domain Trading
- Make Money from Online Projects
- Introduction to Freelancing
- Freelancing – Basics to Advanced
- Website Promotion
- Responsive Web Design
- Search Engine Overview
- Social Media Optimization
- Reporting & Monitoring
- Paid Advertising (CPC and PPC)