e-Rozgaar Center
Institute of Education and Research
University of the Punjab
Lahore

Program: Certificate in Web Development		
Course Title: Web Development		**Course Type:** Technical
Duration: 3 Months		
Prerequisites	FA/FSc /ICom/ICS/DAE/A-Level or equivalent qualification and above	
Introduction	The purpose of this course is to give the students a basic understanding of web development targeted for beginners. This course will enable the trainers to be able to build a website at the completion of the course.	

Learning Objectives	After the successful course completion students will be able to:
	● Learn and understand HTML CSS / Front-End.
	● Learn and know Bootstrap Framework.
	● Learn and know WordPress and its uses.
	● Be able to create websites using different Editors in WordPress.
	● Be able to deploy a theme using WordPress.
	● Be able to customize theme options and customize theme in WordPress.
	● Learn about freelancing and different online websites for freelancing.
	   o Fiverr
	   o Upwork
	   o Freelancer.com
	● Be able to optimize their profile and get projects on freelancing websites.	

Course Contents	**Topic & Contents** **1. HTML & CSS** 1.1. Introduction to Web Development 1.2. HTML elements, HTML forms 1.3. HTML Tables for Layout 1.4. Intro to Style Sheets 1.5. Build First HTML Document 1.6. Assignment 1.7. Build A CV/Resume using HTML Tables **2. CSS & Bootstrap** 2.1. Types of CSS 2.2. CSS properties 2.3. CSS Frameworks 2.4. Bootstrap 2.5. Discover CSS properties and practice CSS properties in the session 2.6. Assignment 2.7. Create a Full front for a website **3. Bootstrap and Front-End Development** 3.1. Bootstrap Layout 3.2. Bootstrap Elements and Components 3.3. Using Bootstrap Template 3.4. Bootstrap Helper tools 3.5. Quiz 1 3.6. Create a website using a bootstrap template 3.7. Assignment creates a portfolio website using bootstrap	

4. **Introduction to Freelancing**
   4.1. What is freelancing
   4.2. How to start Freelancing
   4.3. Different freelancing Websites
   4.4. Introduction to Fiverr
   4.5. How to Create a GIG in Fiverr
   4.6. Create Fiver Profile
   4.7. Create Fiverr GIG

   4.8. Assignment
5. **WordPress**
   5.1. Introduction to Dynamic Web
   5.2. Setting up XAMPP (Webserver)
   5.3. Installing WordPress
   5.4. Understanding WordPress Dashboard
   5.5. Installing WordPress
6. **Page Builders**
   6.1. Introduction to page Builders
   6.2. Block Editors
   6.3. Elementor Page Editor
   6.4. Divi Builder
   6.5. Class Discussion
   6.6. Building pages using different Page builders
7. **WordPress Themes**
   7.1. Introduction to WP Themes
   7.2. Popular WordPress theme
   7.3. WordPress Theme Demos
   7.4. Astra and OceanWP theme
   7.5. Installing WordPress theme Demo
8. **WordPress Plugins**
   8.1. What are plugins
   8.2. Popular plugins and their users
   8.3. Creating and setting up an Ecommerce store
   8.4. Creating and setting up a news website
   8.5. Creating and setting up a corporate website
   8.6. Quiz
   8.7. Lecture
   8.8. Class Discussion
   8.9. Creating WordPress Websites
   8.10. Ecommerce website
   8.11. News Website
9. **Freelancing topics**
   9.1. Optimizing Fiverr Gigs
   9.2. Introduction to Freelancer.com
   9.3. Creating Profile in Freelancer.com
   9.4. Creating Profile in Upwork.com
   9.5. Writing a Cover letter
   9.6. How to bid on projects
   9.7. Different tools in Freelancing
   9.8. Project Delivery and Deadlines
   9.9. Art of Upselling
   9.10. LinkedIn Profile optimization

	9.11. How to win direct clients
	9.12. Creating profile in PeoplePerHour.com
Textbooks	"WordPress For Beginners 2020" Dr Andy Williams
	HTML and CSS: Design and Build Websites – by Jon Duckett
	The Joy of PHP Programming
Suggested Readings	https://www.w3schools.com/
Teaching/Learning Strategies	● Lectures ● Class discussion on all topics ● Multimedia ● PowerPoint Slides ● Hands-on Practice
Course Activities	● Quizzes ● Assignment ● Projects ● Daily Hands-on Practice
Evaluation Criteria	**Assignments will be submitted on the Google Classroom portal for assessment.** Late assignments will not be accepted. Grades are weighted according to the following scale: 20%-- Quizzes (5+5) 30%-- Mid 20%-- Project 30%-- Final Evaluation 100%-- Total
Training Mode	Physical-Face to Face
Fee	Rs. 19,000/- Course Fee Rs. 1,000/- Registration Fee