Web Department Training Structure
2nd Batch 2024 - 2025

*PHASE – 1: **3 Months Training** (2 Hours Daily)	**PHASE – 2: **3 Months Internship** (4 Hours Daily)
11th November 2024 to 11th February 2025	17th February 2025 to 16th May 2025
02:00pm to 04:00pm (Monday to Friday)	**02:00pm to 06:00pm** (Monday to Friday)

**Only candidates selected from Phase-1 (training) based on performance will move on to Phase-2 (internship).*
***Only selected interns from will be considered for full-time employment.*

Module-1 – 1st Month

1. **Introduction to Web Development**
   - 1.1 Brief history of the web and internet
   - 1.2 Importance of websites for businesses and individuals
   - 1.3 What is a server?
   - 1.4 Role of hosting and domain
   - 1.5 Comparing static and dynamic websites
   - 1.6 Difference between frontend and backend development

2. **Key Practices in Coding**
   - 2.1 Proper use of commenting
   - 2.2 Writing simple, formatted, and scalable code
   - 2.3 Reusability in development

3. **HTML5 Refresher**
   - 3.1 Overview of HTML5
   - 3.2 Working with tags, attributes, and basic elements
   - 3.3 Linking pages, media, tables, forms, and iFrames

4. **CSS3 Refresher**
   - 4.1 CSS syntax, selectors, and types
   - 4.2 Using class and ID selectors
   - 4.3 Structuring web pages using DIV and CSS
   - 4.4 Advanced CSS properties (shadows, gradients, spacing)
   - 4.5 Responsive design (media queries, layout positioning)

5. **JavaScript Concepts Refresher**
   - 5.1 Basic programming concepts (variables, loops, functions)
   - 5.2 Working with the Document Object Model (DOM)
   - 5.3 Triggering functions using form elements

6. **Bonus Material**
   6.1 Introduction to Bootstrap and web templates
   6.2 Publishing a website live on a server
   6.3 Email Signature Principles and Designing

Module-2 – 2nd Month

7. **Introduction to Content Management Systems (CMS)**
   7.1 Overview of top CMS platforms
   7.2 Introduction to WordPress
   7.3 WordPress themes and plugins

8. **Installing WordPress**
   8.1 Revisiting servers, cPanel, and databases
   8.2 Installing WordPress locally using XAMP/WAMP
   8.3 Exploring the WordPress Dashboard

9. **Working with WordPress Themes & Plugins**
   9.1 Using different themes and plugins
   9.2 Introduction to page builders (WP Bakery, Elementor)
   9.3 Importing theme demos for website creation
   9.4 Creating a SEO friendly webpage structure

10. **Mockup to WordPress Conversion**
    10.1 Converting PSD to WordPress
    10.2 Basic Adobe Photoshop/Canva skills for web development
    10.3 Creating powerful landing pages
    10.4 Styling and finalizing a layout
    10.5 Media queries and responsive design for mobile

11. **Working with WooCommerce**

    11.1 Introduction to WooCommerce
    11.2 Setting up WooCommerce
    11.3 Working with product categories
    11.4 Understanding product attributes
    11.5 Creating simple and variable products
    11.6 Export/Import Products
    11.7 Setting up Shop and Category pages
    11.8 Configuring payment methods

11.9 Setting up WooCommerce Emails
11.10 Customizing Checkout page

Module-3 – 3rd Month

12. **WordPress File Structure**
    12.1 Understanding the WordPress file architecture
    12.2 Exploring the WordPress directory tree

13. **Introduction to PHP**
    13.1 Understanding of PHP Syntax
    13.2 Basics of PHP (Variables, Loops, Conditions)
    13.3 Working with Functions
    13.4 Adding shortcodes and HTML into your PHP code

14. **Advanced WordPress Customization**
    14.1 **Advanced Custom Fields (ACF)**: Installation and usage
    14.2 **Custom Post Types (CPT)**: Creating custom content types
    14.3 Creating and customizing templates using ACF & CPT
    14.4 Using hooks, actions, and filters in WordPress
    14.5 Enqueuing styles and JavaScript in WordPress
    14.6 Introduction to plugin development

15. **Custom WordPress Development**
    15.1 Creating child themes
    15.2 Developing shortcodes
    15.3 Working with WordPress hooks and filters
    15.4 Customizing themes and plugins

16. **Introduction to Webflow**
    16.1 What is Webflow?
    16.2 Webflow interface overview
    16.3 Designing a basic landing page using Webflow
    16.4 Webflow and Figma Integration

17. **Advanced Webflow Techniques**
    17.1 Using Webflow's CMS Collections for dynamic content
    17.2 Creating interactions and animations in Webflow

17.3 Publishing a website using Webflow

18. **Real World Web Tasks Scenarios**
    18.1 Setting up SMTP for Websites
    18.2 Setting up reCAPTCHA on Websites
    18.3 Configuring Web Application Firewall (WAF) with Wordfence for WordPress
    18.4 Integrating Payment Gateways (Stripe, PayPal)
    18.5 Pre and post launch website optimizations

Module-4 – Project-Based Learning and Tools Usage

- **Project: Full Website Development**
  - End-to-end project on WordPress with ACF and CPT
  - Advanced design principles using Webflow
  - Deploying website from test link to actual domain (Manual and Plugin based)

- **Task and Communication Tools**
  - **Task Management Tools (Asana, Planner)**: Best practices for task tracking and team collaboration
  - **Communication Tools (Slack, Teams)**: Using channels and managing team communication

- **Testing & Optimization**
  - Testing website responsiveness
  - Best practices for website speed optimization
  - Website security practices

Learning Objectives for Continued Growth

- **Shopify**
  - Learn how to set up a store using Shopify, including:
  - Selecting and customizing a theme.
  - Adding products, managing inventory, and configuring shipping settings.
  - Integrating payment gateways (Stripe, PayPal, etc.).
  - Exploring apps and extensions available in Shopify.
- **Wix**
  - Get familiar with the Wix Editor and its drag-and-drop functionality.
  - Creating a professional-looking website with Wix templates.

- Customizing site layout, adding media, and using Wix's in-built tools for SEO optimization.
- Managing mobile responsiveness and advanced site features.

Self-Led Projects

- Complete one project each on Shopify and Wix.
- Your project should involve:
  - Setting up a full e-commerce site (Shopify) or a portfolio/business site (Wix).
  - Demonstrating proficiency in customizing templates and adding functionality using built-in features or apps.

Presentation and Feedback

- At the end of the self-led projects, candidates will present their work for review by the program lead and team.
- Feedback will be provided based on:
  - Site design and customization.
  - Functionality, responsiveness, and user experience.
  - Integration of third-party tools and overall creativity.