

Website Design & Development Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Website Design & Development Course at GIDM is a **practical, job-oriented program** that trains students to design and develop **modern, responsive, and SEO-friendly websites**. This course covers UI design, front-end development, WordPress, and basic back-end concepts used by agencies and businesses.

What You Will Learn

- Website planning & UI/UX fundamentals
 - HTML, CSS & basic JavaScript
 - Responsive web design
 - WordPress website development
 - Website optimization & security basics
 - Portfolio building & career guidance
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Detailed Course Modules

Module 1: Introduction to Web Design & Development

- What is web design vs development?
 - Types of websites
 - Website architecture basics
 - Web design career opportunities
 - Understanding client requirements
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Module 2: UI/UX Design Fundamentals

- User experience principles
- User interface elements
- Wireframing & layout planning
- Color theory & typography for web
- Design best practices

Module 3: HTML Fundamentals

- HTML structure & elements
- Headings, paragraphs & links
- Images, lists & tables
- Forms & inputs
- Semantic HTML

Module 4: CSS Styling & Layouts

- CSS basics & selectors
- Colors, fonts & spacing
- Box model
- Flexbox & Grid basics
- Responsive layouts

Module 5: Responsive Web Design

- Mobile-first design
- Media queries
- Cross-browser compatibility
- Website speed optimization basics
- Accessibility basics

Module 6: JavaScript Basics

- Introduction to JavaScript
- Variables & functions
- Events & DOM manipulation
- Basic interactivity
- Form validation basics

Module 7: WordPress Website Development

- WordPress installation & setup
- Themes & plugins
- Page builders (Elementor basics)
- Blog & page creation

- Customization & optimization
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Module 8: Website SEO & Performance

- On-page SEO basics
 - Website structure for SEO
 - Page speed optimization
 - Image optimization
 - Core Web Vitals basics
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Module 9: Hosting, Security & Maintenance

- Domain & hosting management
 - SSL & HTTPS
 - Website backups
 - Security best practices
 - Website maintenance checklist
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Module 10: Portfolio, Freelancing & Career

- Portfolio website creation
 - Freelancing platforms overview
 - Client handling & proposals
 - Pricing & project management
 - Career roadmap
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✂ Practical Training & Projects

- Personal portfolio website
 - Business website project
 - Responsive landing page design
 - WordPress website setup
 - Final live website project
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Certification & Career Support

- Industry-recognized certification

- Internship assistance
 - Resume & interview preparation
 - Freelancing & client handling support
 - 100% placement support
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Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, job seekers, designers, and entrepreneurs.

Q2. Do I need coding experience?

No, the course starts from basics.

Q3. Is this course practical?

Yes, 100% hands-on with real website projects.

Q4. Will I get placement support?

Yes, GIDM provides internship and placement assistance.

Q5. Can I do freelancing after this course?

Yes, we guide you to start freelancing as a web designer/developer.

Build Professional Websites with GIDM

Learn to design, develop, and launch modern websites with real-world skills.

