

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

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

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

Module 8: Website SEO & Performance

- On-page SEO basics
- Website structure for SEO
- Page speed optimization
- Image optimization
- Core Web Vitals basics

Module 9: Hosting, Security & Maintenance

- Domain & hosting management
- SSL & HTTPS
- Website backups
- Security best practices
- Website maintenance checklist

Module 10: Portfolio, Freelancing & Career

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

❖ Practical Training & Projects

- Personal portfolio website
- Business website project
- Responsive landing page design
- WordPress website setup
- Final live website project

🎓 Certification & Career Support

- Industry-recognized certification

- Internship assistance
- Resume & interview preparation
- Freelancing & client handling support
- 100% placement support

❓ 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.

