**1. Home Page: *Welcome & Overview***

* **Header**: Empowering Women Through Design
* **Introduction**: Brief and engaging intro to your courses, focusing on how design can unlock personal and professional growth.
* **Call to Action (CTA)**: A button or link leading to your course catalog or sign-up page (e.g., "Start Your Design Journey Today").
* **Testimonials**: A few quick quotes from students who have benefited from your courses.
* **Feature a Course**: Highlight one of your most popular or impactful courses with a CTA to learn more or enroll.
* **Why Choose Us**: A brief section explaining the value of learning design with you—focus on empowerment, flexibility, and practical skills.

**2. About Us: *Your Story, Your Mission***

* **Your Story**: Share your background, your passion for empowering women through design, and why you started this course.
* **Mission**: Highlight the purpose of your courses—helping women step into their creative power and learn marketable design skills.
* **Values**: Empowerment, creativity, accessibility, community, and professionalism.
* **Call to Action**: Encourage visitors to join your community of learners.

**3. Courses: *Explore Our Packages***

Here, each package will have its own dedicated section. The page could be laid out like this:

* **Intro**: A brief introduction explaining why design skills are essential in today's digital world, especially for women.
* **Course List**:
  + **Starter Package**: Details, what’s included, and why it’s perfect for beginners.
  + **Growth Package**: Benefits of having a solid brand, expanding your digital presence.
  + **Professional Package**: Elevate content creation with videos, animations, and more.
  + **Expert Package**: Learn advanced skills that’ll set you up for success in digital design and beyond.

Each course section should include:

* **What You'll Learn**: A list of specific skills.
* **Who It’s For**: Who would benefit from this course (e.g., beginners, small business owners, influencers, etc.).
* **Pricing & Enrollment**: Price of the package and a CTA button to enroll.
* **Call to Action (CTA)**: For visitors to sign up or get in touch for more info.

**4. Testimonials: *Hear from Women Like You***

* **Intro**: Explain how these testimonials reflect the real-world impact of your courses.
* **Student Stories**: Showcase success stories, feedback, and inspiring examples of students who have gone on to start businesses, land jobs, or gain confidence in their creative abilities.
* **Video Testimonials**: If you have video testimonials, these are a powerful tool for showing the emotional and practical impact of the courses.

**5. FAQ: *All You Need to Know***

This page will answer common questions and alleviate any concerns potential students may have:

* **What if I have no design experience?**
* **How long will it take to complete the course?**
* **Can I learn at my own pace?**
* **What tools do I need to get started?**
* **What if I can’t afford the course right now? Do you offer payment plans?**
* **Can I access the course material after I finish?**

**6. Blog (Optional): *Learn & Inspire***

* **Intro**: This page will offer valuable content that positions you as a thought leader in the design industry and highlights your expertise.
* **Content Ideas**:
  + Tips for women wanting to break into the design world
  + How to use design to boost your business or personal brand
  + Interviews with successful female designers and entrepreneurs
  + Design trends and how to stay ahead of the curve

The blog can also serve to keep your community engaged and provide an opportunity for SEO-driven content that drives traffic to your site.

**7. Contact Us: *Get in Touch***

* **Contact Form**: For inquiries about courses, pricing, or career advice.
* **Social Media Links**: Provide easy access to your social media accounts.
* **Support**: Mention where people can contact you for tech support or further questions about the courses.

**8. Enrollment Page: *Join the Movement***

* **Intro**: Explain why now is the time to enroll. Encourage women to take the leap and transform their careers and creativity.
* **Simple Sign-Up Process**: Provide an easy-to-use registration form or link to payment options for course enrollment.
* **Payment Plans**: Clearly show available payment options, if applicable.
* **Start Date**: Information about the next cohort or when classes are available.

**CURRICULUM:**

| **Package** | **Price** | **Duration** | **Modules** |
| --- | --- | --- | --- |
| **1. Starter Package: Canva Foundations** | ₹5,000 | 1 Week (5 Sessions) | 1. Introduction to Canva 2. Logo Design Basics 3. Basic Iconography 4. Typography Essentials 5. Simple Social Media Posts |
| **2. Growth Package: Visual Design Proficiency** | ₹15,000 | 2 Weeks (10 Sessions) | 1. Brand Kit Creation 2. Advanced Logo and Icon Design 3. Social Media Branding 4. Photo Editing with Canva 5. Business Collateral |
| **3. Professional Package: Video Editing & Animation** | ₹30,000 | 4 Weeks (20 Sessions) | 1. Canva for Video Editing 2. Intro to Motion Graphics 3. Interactive Social Media Content 4. YouTube Branding 5. Presentation Mastery |
| **4. Expert Package: Canva Website & Advanced Applications** | ₹50,000 | 6 Weeks (30 Sessions) |  |
| 1. Website Design in Canva 2. Comprehensive Branding Package 3. Advanced Video Editing 4. Ebook and Portfolio Design 5. Marketing Campaign Creation |

| **Add-ons (Optional Topics)** | **Description** |
| --- | --- |
| Canva AI Tools (Magic Design, Magic Write) | Learn how to use Canva's AI tools to enhance designs and content creation. |
| Canva for Teams (Collaborative workflows) | Tips for working as a team on Canva and streamlining collaborative projects. |
| Content Scheduling in Canva (Social Media Planner) | Learn how to schedule and plan your content using Canva’s social media planning tools. |
| Monetizing Canva Skills | Strategies for turning your Canva design skills into a profitable business. |