



Web Development

Final Report of Summer Internship Program

Presented to

Prof. Prajish Prasad

Sudheer Merugumalla

FLAME University

Noel Ventures Pvt. Ltd

July 2024

By

Deevankumar Gaddala

220495

In Partial Fulfillment of the Requirements for the UG Program 2022-2025

FLAME University, Pune

# INTERNSHIP COMPLETION CERTIFICATE FROM ORGANISATION



## Internship Completion Certificate

29-06-2024

This is to certify that Mr. Deevankumar Gaddala undergraduate student from FLAME University, Pune, has successfully completed the Summer Internship Program in this organization from 15-05-2024 to 29-06-2024. The title of the Summer Internship was **Web Development**.

The internship was in-person.

During the duration of the internship, the candidate worked under my supervision and carried out the responsibilities assigned. I had a chance to closely observe the internship work and overall, I am satisfied with the output of the internship work.

Date: 29-06-2024

Place: Chennai

  
Sudheer Merugumalla

Managing Director  
Noel Ventures Pvt. Ltd



## TABLE OF CONTENTS

|   |    |
|---|----|
| INTERNSHIP COMPLETION CERTIFICATE FROM ORGANISATION .....   | 2  |
| TABLE OF CONTENTS.....  | 3  |
| Abstract .....  | 4  |
| Introduction.....   | 5  |
| Background of the Organization (history and overview of the entire Organization).....                                 | 5  |
| Literature Review.....  | 6  |
| Internship learnings:.....  | 6  |
| Challenges faced .....  | 7  |
| Activities undertaken (Detail major projects and all-important activities taken up during the internship period)..... | 7  |
| Primary Activity.....   | 7  |
| Secondary Activities .....  | 8  |
| Project Outcomes .....  | 8  |
| Personal Learning .....   | 10 |
| Personal Reflections From the assigned work .....   | 10 |
| Connecting the internship work with the major area of specialization .....  | 11 |
| How the internship helped in chalking your future plans .....   | 11 |
| References.....   | 13 |

## Abstract

This report presents an inclusive overview of my internship experience as a Web Developer at Noel Ventures. It provides information about the organization, Nature of the work assigned, my roles and responsibilities, Project outcomes and Findings from the assigned work, learnings, challenges and personal outcomes. This internship was taken forward as part of my SIP (Summer Internship Program) at Flame University, it aims to provide a platform for students to integrate classroom knowledge with related practical applications and skills in a professional ecosystem.

Report starts with a brief introduction to Noel Ventures and the background of the company, work assigned, roles and responsibilities that I did during the internship, excluding my primary work and followed by the section of my learnings and challenges faced, Activities; Primary and Secondary that I have done and my personal learnings of the outcomes and how it interconnected to my major and my future plan based on this perspective side of my internship.

## Introduction

I joined as a Web Developer Intern at Noel Ventures and Started working on different landing pages of the website [Noel Ventures](#) started working on it. I also worked on the website of the [Noel Foundation](#). (Co-working Company) For designing pages, I had to learn WordPress and its tools I have been working on it for a couple of days after joining the internship, I got access to WordPress account of the organization. I started using WordPress and redesigned the pages by referring to the top websites across the internet related by figuring out the pain points of the website to the same theme to create pages and team suggestions of how the user wants to see the website and how the user can interact along with it, I also went through some of the UI/UX Courses as well, to learn and implement on pages and I started to learn HTML, CSS, JavaScript as well from LinkedIn Learning.

## Background of the Organization (history and overview of the entire Organization)

Noel Ventures Pvt. Ltd was started in the year 2013 It is a co-working company of [Noel Foundation](#) (base of the company) considering to develop the lives of children and women in India. Their motto is to help children with congenital heart defects, financial assistance, free education after successful recovery after the child by monitoring their academic performance, and emotional care, and break poverty by educating them as first-generation learners of the family. They aim to create a happy environment in the family and the successful recovery of the patient.

Noel Ventures is the fund gathering organization which organizes the Meeting Plans to gather funds for kids' surgery. They conduct meetings like Corporate Events, Seminars and Conferences etc., and also awareness by conducting the medical camps in rural areas in Chennai.

The organisation aim is to create a happy and healthy environment by supporting children health and their families during medical treatments. They raise funds for donations and support to continue their motto of lifesaving and life-enhancing initiatives.

## Literature Review

Before joining the internship of web development, I started learning the courses from different platforms like YouTube, Linkdin Learning (in references), Coursera, by that I came to know that 3 main pillars of web development are HTML, CSS, JavaScript for Front-end Web Development. Here are my findings of it.

### 1. HTML:

Hypertext Markup Language is the main pillar to see the text and contents like heading, images, links, etc., which we see on the website, which we see the main pillar of web development contains the structure of the website.

### 2. CSS:

Cascading Style Sheets has the ability to make it stylish design will different layout fonts, animations, colours etc., it is responsible for all the visual elements that appear on the Website.

HTML and CSS are responsible for full website what we see except all working functionalities.

### 3. JavaScript:

It's a language that enables dynamic functionalities and interactions happens across through the website to and pro just except links. JavaScript enables the user experience and their interactions.

## Internship learnings:

### 1. WordPress:

WordPress is an Open-source **Content Management System** (CMS) it's a popular tool Themes control the visual appearance and layout of a WordPress site. We can link to the hosting website with WordPress and publish it live, we can create the website using WordPress with zero coding.

## 2. Elementor:

It's a WordPress Plugin that enables us to create new pages that we move across the screen and to make different containers for aligning them side by side, vertically, etc., along with this we have some inbuilt advanced tools to add them which save our time

### Challenges faced

1. Maintaining and being up to date for the user friendly for easy adaptation to the new users and growing as day-by-day experiences.
2. Customization and thinking from the perspective of the users face some difficulties from the perspective of UI/UX

This literature review provides a meaningful understanding of the frontend development process as a web developer intern in building a website and getting familiar with the core technological development, practices, user experience, and hands-on practice. I can effectively contribute to WordPress projects and continue to grow my skills in this dynamic field of Web Development.

## Activities undertaken (Detail major projects and all-important activities taken up during the internship period)

### Primary Activity

#### *Website Redesigning Project*

The organization already has its [website](#), so I started working on redesigning the website to be up-to-date, updating the report and new meeting schedules as well. As a Web development intern, I started working on the templates of various pages like About, Donations, and Success Stories for Noel Foundation, and meeting schedules for Noel Ventures. The Primary task of the organization is to enhance the user experience, functionality, and appearance of the website in detail for the sponsors. My role is to create pages and show the developed templates on the website. I referred to various kinds of websites and started working

on what the user wanted and how to grab attention immediately as soon as he opened the page. Pages that I'm working on have full responsibility including user experience, website outlook, and referring to other sites to identify the pain points as a user and solving that on the website that I'm working on.

Throughout the internship, I got hands-on experience in web development, my main focus on creating a responsive design and all optimization of the website on various devices (System, Tablet, and Phone) as well as collaborating with the team after the work, that was assigned to me and modified the required changes according to the team.

## Secondary Activities

### *Designing*

Apart from web development, I also contributed with them in designing Posters, visiting cards, and started working on their brochures as well using Photoshop, Canva, and Figma.

### *Video Editing*

Moreover, not just Designing I have taken the role of editing after successful stories of the patients which helped Noel Foundations as well not only in Web Development and Design, I edited the videos and they are not more into social media but to show the Report for the Sponsors/ Donors I used Wondershare Filmora mainly for editing.

## Project Outcomes

During my internship as a web development intern, not only Web development but Editing and Design with all the dynamic stuff. This combination of technical and creative experience informed his ability to produce compelling digital content.

WordPress creates web pages without any coding, this was the main motto of WordPress but still, we have to use some HTML syntax for breaking and keeping focused text as well as CSS for animations. I had a completely new experience of customization and how important the plugins are in the perspective of functionality and responsive designs on my websites.



I also honed my video editing skills, which helped me create captivating and professional-looking videos. Not only did this make me a more competent editor, but I learned the most important thing is becoming a better STORYTELLER- because DULL STORIES = NO VIEWS.

I became adept with the design tools and also learned how I can apply user experience (UX) principles in designs to make them more intuitive and visually appealing. It was this mix of skills that led me to work on projects that incorporated both designed, visually beautiful layouts as well as user-facing ones.

All in all, the internship was a transformative voyage that made me professionally develop. This provided me with a good knowledge base in web development, video editing, and designing. Not only this but working in the organization made me improve my technical and problem-solving skills. I got to work on different projects that made me contribute more and learn more as well.

## Personal Learning

### Personal Reflections From the assigned work

Starting out from an internship as a (mostly) WordPress-oriented web developer, video editing and designing was really a new experience for me. I became endlessly attracted to grow any further just because it was... fun! To learn and implement it, looking back on my experience, I am struck by how much exposure and learning has happened in the course of these conversations.

#### *Mastering WordPress*

WordPress development was a challenge initially for me but it was interesting to learn and super exciting. After getting familiar with it, it became easier and solved most complexities of themes and templates very easily. The process of customizing it was very enlightening and made significant and creative designs with the help of it as well as the plugins made it very simple for customization. The integration of plugins was another critical area of learning. Through hands-on experience, I discovered how plugins could extend the functionality of a WordPress site.

#### *Video Editing Skills*

Along with my web development work, I also started video editing. This part of my internship was creative as well as technical writing, which helped me with developing an eye towards details and being fluent while narrating. I learned how to clip footage, apply effects and used audio editing software. I had always loved storytelling. It was a skill that not only helped me to create better quality videos, but also improved my visual storytelling abilities - which is very much crucial in the realm of digital communication.

#### *Enhancing Design Acumen*

Design wise, similar to most of the millennials, it has been one enriching journey for me. But more importantly, I learned to bring UX principles to my design projects. A major emphasis going forward was on making sure interfaces were not just pretty, but also usable and accessible. Through this holistic view of design, I learned that empathy is key when it comes to creativity — understanding and establishing user desires in the first place is what will set more efficient + fun digital experiences.

### *Personal Development*

The internship in itself went further than the technical skills, I saw remarkable improvement on a personal level. I developed the skill to handle issues from a problem-solving perspective and cut it into smaller parts which also prepared me for other things in situations. The other beneficial side of this is truly continual learning and being adaptable in development, website work & digital media.

### Connecting the internship work with the major area of specialization

As we know that Web Development is a part of Computer Science, during my web development internship specializing in WordPress, I managed to connect the studies (HTML, CSS) with practical application and try myself at video editing as well as design as I was interested in that. Interning as a student studying Computer Science with a minor in Business Analytics felt like an essential continuation to my coursework that enables me to put what I learnt theoretically into real-world practice.

This hands-on knowledge with WordPress let me see the coding standards, responsive and user interface development in action which further consolidated my theoretical know-how I gained through coursework.

The collaborative projects in my major repeatedly stressed team dynamics and project management, which were all mirrored during my work term. I learned how communication between team members is essential, the value and planning is important for project success as well as part of iterative development that are constantly discussed in major courses I take. This real-world experience really deepened my comprehension on how collaboration and effective project management plays a role in creating and completing web development projects.

I started working on my Website using HTML, CSS for my Portfolio, using Git.

### How the internship helped in chalking your future plans

My internship as a Web development intern, led into these roles as well (Video Editing and Designing), WordPress actually led my future career for web development. Not only does this experience have a crystallization effect on what I want to do for the rest of my professional life, but it also carved out signposts that show me exactly how to get there.

## Clarifying Career Goals

Heading into the internship, I was relatively convinced that Web Development and Digital media were general areas of interest for me but what I knew or how to be specific in those areas. During this internship. It was only through practice in WordPress, Figma, Filmora that I discovered a genuine passion for front-end development. This satisfaction led me down a path towards web development which I had not seen before, one in which customizing themes, combining plugins and improving UI and UX. I learned how my skills could be put to their very best use in a way that does make really user-friendly web sites, and most importantly concepts aesthetically delightful.

The same held true for multimedia production which is the field I fell in love with from video editing. It allowed me to unleash my creativity in visual storytelling and challenged me to more easily use editing videos, an area that I truly enjoy. The cross-section of web development and multimedia production has focused my career into these combined style roles.

## Boosting the professional skill set:

It helped me a lot in enhancing my technical skills like WordPress, HTML, and CSS which made me more desirable for the web development roles. I will be experienced in video editing and design, soft skills like problem-solving, project management or teamwork.

## Building Future Education and Career Goals - Building a Strong Vision for the Same!!

The internship gave me insight into the importance of lifelong learning and was central to what I wanted from my education. I am looking at enrolling myself in more advanced courses on web development, UX design and multimedia production. I want to now be a Professional with the skills of digital media and look for jobs that offer me learning experience.

Overall, the internship has helped me to specify my professional goal & objectives, strengthened my technical skills and understanding and broadened my horizon in this field of career-life. It helped me be more confident and clearer in my communication.

## References

Fahad, Jim. “How To Make a FREE Professional Website ~Step By Step~ 2023 (WordPress And Elementor For Beginners).” YouTube, Jim Fahad Digital, Mar 14 2023,

<https://youtu.be/JAApJsuviA0?si=DbqSwvv7npI8ZuQr>

Darab, Aviva. “Course: Getting Started with Elementor in WordPress” YouTube, Elementor, 13 December 2022,

<https://youtube.com/playlist?list=PLZyp9H25CboE6dhe7MnUxUdp4zU7OsNSe&si=3Ci27JeMt6zrqXZo>

Carnes, Beau. “Full Stack Web Development for Beginners (Full Course on HTML, CSS, JavaScript, Node.js, MongoDB).” *YouTube*, 1 Nov. 2022,

[https://www.youtube.com/watch?v=nu\\_pCVPKzTk&t=21736s&ab\\_channel=freeCodeCamp.org](https://www.youtube.com/watch?v=nu_pCVPKzTk&t=21736s&ab_channel=freeCodeCamp.org).

Simmons, Jen. “What Is HTML? - HTML Video Tutorial: LinkedIn Learning, Formerly Lynda.Com.” *LinkedIn*, 19 Feb. 2020, <https://www.linkedin.com/learning/html-essential-training-4/what-is-html?u=105789314>.

Kennedy, Ashley. “Welcome to the Exciting World of Video Editing - Video Editing Fundamentals Video Tutorial: LinkedIn Learning, Formerly Lynda.Com.” *LinkedIn*, 20 Oct. 2020, <https://www.linkedin.com/learning/video-editing-fundamentals/welcome-to-the-exciting-world-of-video-editing?u=105789314>.

Wood, Brian. “The Basics of Figma - Figma Video Tutorial: LinkedIn Learning, Formerly Lynda.Com.” *LinkedIn*, 5 May 2021, <https://www.linkedin.com/learning/figma-essential-training-the-basics/the-basics-of-figma?u=105789314>.