Product design deals with the design of user interface and experience of a website for a better performance.

1. Beginners will learn the fundamentals of design; focus is mainly on UI(user interface) design
2. What is UI design – difference between UI and UX design
3. Typography, colours, layout, hierarchy, whitespace, icons, balance and alignment
4. Wireframes: creating standard low fidelity and high fidelity wireframes
5. Concept of drawing, sketching and mockups
6. Interpreting customer briefs and converting it to great designs
7. Learn how to design landing pages, mobile apps and dashboard screens
8. Work interviews: showcasing your skills
9. A free 2 months mentorship program
10. Certificate of completion

Digital Marketing

Digital marketing deals with the electronic form of selling, advertising of goods and services across several online platforms

1. Introduction to digital marketing and social media Marketing

* Fundamentals of digital marketing
* Fundamentals of social media marketing
* Responsibilities of the digital marketing professional
* Digital marketing framework

1. Content Creation

* Auditing existing content and creation of new content
* Identifying and formulating a content plan
* Analyzing and Improving content

1. Social Media marketing channels

* Introduction to social media and its implications for businesses
* Social media marketing – Facebook, twitter, Instagram, YouTube

1. Search marketing

* Search Engine Optimization (SEO) and keyword Reasearch
* Search Engine Marketing (SEM), Pay Per click (PPC) and Google Adwords
* Content Development and optimization

1. Social Media Marketing Influencers

* Social media and crisis management
* Influencer marketing