

Digital Vocational Training Curriculum

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1- Basic Web Development:

Program Objective

The objective of this training is to provide learners with the knowledge and skills necessary to create functional and visually appealing websites. By the end of the program, participants will have a solid understanding of web development concepts, including HTML, CSS, and JavaScript. They will be able to design well-structured web pages, enhance the visual appearance using CSS, and implement responsive design techniques for optimal viewing on different devices. Participants will also gain proficiency in JavaScript for adding interactivity and dynamic content to web pages, as well as form handling and validation. Familiarity with popular web development frameworks, version control systems, and content management platforms will enable learners to work efficiently in real-world web development projects. Additionally, participants will learn about the importance of web accessibility and apply best practices to ensure websites are accessible to all users.

Learning Outcomes

- Develop and deploy a functional website using HTML, CSS, and JavaScript.
- Apply responsive design principles to create websites that adapt to different screen sizes and devices.
- Utilize the Document Object Model (DOM) to dynamically manipulate web page elements using JavaScript.
- Implement basic form handling and validation functionality on web forms.
- Customize website layouts and styles using Bootstrap framework.
- Utilize version control (Git) for collaboration and project management in web development.
- Deploy websites to hosting platforms and manage domain settings.
- Create and manage content using popular Content Management Systems (CMS) like WordPress.
- Ensure web accessibility by incorporating semantic HTML and adhering to accessibility guidelines.
- Optimize website performance through techniques such as minification, image optimization, and caching.
- Implement basic SEO techniques to improve website visibility and search engine rankings.
- Track website performance and user behavior using web analytics tools like Google Analytics.

Below is the curriculum for the Web Development training program:

Introduction to Web Development

- Understanding the internet and the World Wide Web
- Overview of web technologies and their roles (HTML, CSS, JavaScript)
- Introduction to web browsers and their development tools



HTML Fundamentals

- HTML document structure
- Working with text, headings, paragraphs, and lists
- Inserting images and links
- Creating tables for data representation

CSS Fundamentals

- Introduction to CSS and its role in web design
- CSS syntax and selectors
- Applying colors, backgrounds, and borders
- Formatting text and typography

Responsive Web Design

- Understanding responsive design principles
- Media queries and breakpoints
- Creating flexible layouts with CSS Grid and Flexbox
- Adapting websites for different screen sizes

Introduction to JavaScript

- Overview of JavaScript and its role in web development
- JavaScript syntax and basic data types
- Working with variables, arrays, and objects
- Conditional statements and loops

JavaScript DOM Manipulation

- Introduction to the Document Object Model (DOM)
- Accessing and modifying HTML elements using JavaScript
- Event handling and responding to user interactions
- Dynamic content updates with DOM manipulation

Form Handling and Validation

- Creating HTML forms
- Capturing user input and form submission
- Basic form validation using JavaScript
- Implementing client-side form validation

Introduction to Bootstrap

- Overview of the Bootstrap framework
- Setting up Bootstrap in a web project
- Working with Bootstrap components (navbar, buttons, cards)
- Creating responsive layouts with Bootstrap grid system

Introduction to Version Control (Git)

- Understanding the concept of version control
- Setting up a Git repository
- Basic Git commands (add, commit, push, pull)
- Collaborating with others using Git and GitHub

Web Hosting and Deployment

- Overview of web hosting options
- Deploying websites using shared hosting or cloud platforms
- FTP/SFTP file transfer for website deployment
- Domain management and DNS settings

Introduction to Content Management Systems (CMS)

- Overview of popular CMS platforms (WordPress, Joomla, Drupal)
- Setting up a CMS-based website
- Managing content and plugins/extensions
- Customizing website themes/templates

Web Accessibility

- Understanding web accessibility and its importance
- Guidelines for creating accessible websites
- Semantic HTML and ARIA roles
- Testing website accessibility using browser tools

Website Optimization and Performance

- Techniques for optimizing website speed and performance
- Minification and bundling of CSS and JavaScript
- Optimizing images for the web
- Caching and content delivery networks (CDNs)

Introduction to Search Engine Optimization (SEO)

- Understanding SEO and its impact on web visibility
- On-page and off-page SEO techniques
- Optimizing website content and structure
- Analyzing SEO performance using tools like Google Analytics

Introduction to Web Analytics

- Overview of web analytics and its applications
- Setting up Google Analytics for website tracking
- Analyzing website traffic and user behavior
- Utilizing analytics data for website improvement



Soft/Life Skills:

- Communication skills
- Efficient way of CV Writing
- Job Search
- How to prepare well for an Interview

2- Digital Marketing Training:

Program Objective:

The objective of this training is to equip participants with the essential knowledge and practical skills needed to thrive in the digital marketing landscape. By the end of the program, participants will have a comprehensive understanding of digital marketing channels, strategies, and tools. They will be able to develop and optimize websites, implement effective SEO techniques, create and manage successful PPC campaigns, engage audiences through social media marketing, execute email marketing campaigns, produce compelling content, utilize influencer marketing, leverage display advertising and remarketing, implement mobile and video marketing strategies, analyze marketing data using analytics tools, optimize conversion rates, and manage online reputation. The program aims to empower participants to succeed in the dynamic world of digital marketing and make data-driven decisions to achieve marketing goals.

Learning Outcomes

- Understand the fundamental concepts and principles of digital marketing, including the various channels and strategies involved.
- Develop and optimize websites for better user experience and search engine visibility.
- Implement effective search engine optimization (SEO) techniques to improve organic search rankings and website traffic.
- Create and manage successful pay-per-click (PPC) advertising campaigns using platforms like Google Ads.
- Utilize social media marketing strategies to engage audiences, build brand awareness, and drive traffic.
- Design and execute targeted email marketing campaigns to nurture leads and drive conversions.
- Produce compelling and shareable content for content marketing initiatives.
- Identify and collaborate with relevant influencers to amplify brand reach and engagement.
- Plan and execute social media advertising campaigns to effectively target specific audiences.
- Implement display advertising and remarketing strategies to reach and re-engage website visitors.
- Develop mobile marketing strategies to effectively target and engage mobile users.

- Create and optimize video marketing campaigns to enhance brand visibility and engagement.
- Utilize marketing analytics tools to track and measure the performance of digital marketing campaigns.
- Analyze marketing data and generate meaningful reports to inform decision-making and campaign optimization.
- Implement conversion rate optimization (CRO) techniques to improve website conversion rates.
- Monitor and manage online reputation through effective reputation management strategies.
- Stay updated on industry trends and best practices in digital marketing to adapt to evolving strategies and technologies.

Below is the curriculum for the Digital Marketing training program:

Introduction to Digital Marketing

- Understanding the basics of digital marketing
- Overview of digital marketing channels and their importance
- Exploring the buyer's journey and customer personas

Website Development and Optimization

- Basics of website development and design principles
- Creating user-friendly and mobile-responsive websites
- Implementing on-page SEO techniques for website optimization
- Tracking website performance using Google Analytics

Search Engine Optimization (SEO)

- Understanding the fundamentals of SEO
- Conducting keyword research and competitor analysis
- On-page SEO optimization (meta tags, headings, content)
- Off-page SEO techniques (link building, social signals)

Pay-Per-Click (PPC) Advertising

- Introduction to PPC advertising and its benefits
- Creating effective Google Ads campaigns
- Setting up and optimizing ad groups and keywords
- Monitoring and analyzing PPC campaign performance

Social Media Marketing

- Overview of major social media platforms and their demographics



- Creating engaging content for social media channels
- Developing social media marketing strategies
- Utilizing social media management tools

Email Marketing

- Understanding the role of email marketing in digital campaigns
- Building targeted email lists and segmenting subscribers
- Creating effective email campaigns and optimizing open rates
- Analyzing email campaign metrics and performance

Content Marketing

- Basics of content marketing and its significance
- Developing a content marketing strategy
- Creating compelling and shareable content
- Promoting content through various channels

Influencer Marketing

- Introduction to influencer marketing and its impact
- Identifying and partnering with relevant influencers
- Developing effective influencer marketing campaigns
- Measuring the success of influencer collaborations

Social Media Advertising

- Utilizing paid advertising on social media platforms (Facebook, Instagram, LinkedIn)
- Creating targeted ad campaigns and audience segmentation
- Optimizing social media ads for better performance
- Analyzing social media ad metrics and ROI

Display Advertising and Remarketing

- Understanding display advertising and its formats
- Implementing remarketing strategies to target previous website visitors
- Creating effective display ad campaigns
- Tracking and analyzing display ad performance

Mobile Marketing

- Introduction to mobile marketing and its importance
- Creating mobile-optimized websites and ads
- Developing mobile app marketing strategies
- Utilizing SMS marketing and mobile advertising channels



Video Marketing

- Understanding the power of video marketing
- Creating engaging video content
- Optimizing videos for various platforms (YouTube, social media)
- Measuring video marketing performance and engagement

Marketing Analytics and Reporting

- Introduction to marketing analytics tools (Google Analytics, Google Data Studio)
- Analyzing and interpreting marketing data
- Creating meaningful reports and dashboards
- Making data-driven decisions for campaign optimization

Conversion Rate Optimization (CRO)

- Basics of CRO and its significance in digital marketing
- Conducting website usability tests and user surveys
- Implementing A/B testing and optimization techniques
- Improving conversion rates and user experience

Online Reputation Management

- Understanding the importance of online reputation
- Monitoring and managing online reviews and feedback
- Responding to customer reviews and addressing concerns

Soft/Life Skills:

- Communication skills
- Efficient way of CV Writing
- Job Search
- How to prepare well for an Interview

3- Mobile App training:

Program Objective:

The objective of this vocational training program on mobile app development is to equip participants with the knowledge and practical skills required to create functional and user-friendly mobile applications. By the end of the program, participants will have a solid understanding of mobile app development concepts, tools, and platforms, including Android and iOS. They will be able to design and develop mobile app interfaces, implement core functionalities, integrate APIs and external libraries, test and debug their applications, and deploy them to app stores. Additionally, participants will learn about app security, performance optimization, app store management, monetization strategies, app analytics, and marketing techniques. The program aims to prepare participants for entry-level positions in the mobile app development industry and provide them with a foundation for further learning and growth in this rapidly evolving field.

Learning outcome:

- Understand the fundamentals of mobile app development, including platforms, tools, and technologies.
- Design and create user-friendly interfaces for mobile applications, considering principles of mobile UI/UX design.
- Develop functional and interactive mobile apps for both Android and iOS platforms using respective development frameworks (Android Studio, Xcode).
- Implement core functionalities in mobile apps, such as data storage, network communication, and user authentication.
- Test and debug mobile apps to ensure they meet quality standards and perform as expected on simulators and devices.
- Deploy mobile apps to app stores (Google Play, App Store) and manage app updates and versioning.
- Apply mobile app security best practices, including secure authentication, data encryption, and secure network communication.
- Implement monetization strategies in mobile apps, such as in-app purchases, ads, or subscriptions.
- Utilize app analytics tools to track and analyze app performance, user behavior, and conversions.
- Optimize mobile app performance and responsiveness through techniques like memory management and performance profiling.



- Conduct mobile app testing, including functional testing, UI testing, and regression testing, to ensure app quality and stability.
- Develop marketing strategies for mobile apps, including app store optimization (ASO) techniques and user engagement tactics.
- Understand the legal and ethical considerations in mobile app development, including privacy and data protection regulations.
- Stay updated with emerging trends and technologies in mobile app development to adapt to industry changes.

Below is the curriculum for the Mobile App training program:

Introduction to Mobile App Development

- Overview of mobile app development platforms and technologies
- Introduction to Android and iOS ecosystems
- Understanding the mobile app development life cycle

User Interface Design for Mobile Apps

- Principles of mobile app UI/UX design
- Creating wireframes and mockups
- Designing user-friendly interfaces with appropriate navigation patterns
- Introduction to design tools like Sketch or Adobe XD

Android App Development - Part 1

- Introduction to Android Studio and Android SDK
- Building user interfaces with XML and UI components
- Implementing event handling and user interactions
- Testing and debugging Android applications

Android App Development - Part 2

- Working with data storage using SQLite databases
- Consuming and parsing data from web APIs
- Integrating external libraries and APIs into Android apps
- Implementing navigation and multi-screen functionality

iOS App Development - Part 1

- Introduction to Xcode and Swift programming language
- Building user interfaces with Interface Builder
- Implementing navigation and data passing between screens
- Testing and debugging iOS applications on simulators and devices



iOS App Development - Part 2

- Working with data storage using Core Data or Realm
- Integrating network requests and RESTful APIs
- Utilizing external libraries and frameworks in iOS apps
- Implementing advanced UI features like animations and gestures

Cross-Platform App Development with React Native

- Overview of React Native framework
- Setting up development environment
- Creating cross-platform components and UI layouts
- Accessing native device features and APIs

Mobile App Security

- Understanding common security vulnerabilities in mobile apps
- Implementing secure authentication and data encryption
- Securing network communications and API integrations
- Performing penetration testing and code review

App Store Deployment and Management

- Overview of app store guidelines and submission processes (Google Play, App Store)
- Creating app icons, screenshots, and metadata
- Managing app updates and versioning
- Analyzing app performance and user feedback

Monetization Strategies for Mobile Apps

- Introduction to app monetization models (in-app purchases, ads, subscriptions)
- Implementing in-app purchase functionality
- Integrating advertising networks and optimizing ad placements
- Analyzing revenue and optimizing monetization strategies

App Analytics and User Engagement

- Introduction to mobile app analytics tools (Firebase, Google Analytics)
- Tracking app usage, user behavior, and conversions
- Implementing push notifications and in-app messaging
- Using analytics data to optimize user engagement and retention

Mobile App Performance Optimization

- Techniques for optimizing app performance and responsiveness
- Managing memory usage and handling resource-intensive operations
- Improving app startup time and reducing loading times



- Analyzing and optimizing app performance using profiling tools

Mobile App Testing and Debugging

- Overview of mobile app testing methodologies
- Creating test plans and test cases
- Performing functional testing, UI testing, and regression testing
- Utilizing debugging tools and analyzing crash reports

Mobile App Marketing and Promotion

- Developing a mobile app marketing strategy
- App store optimization (ASO) techniques for improved visibility

Soft/Life Skills:

- Communication skills
- Efficient way of CV Writing
- Job Search
- How to prepare well for an Interview

4- Graphic Design

Program Objective

The objective of a graphic design training program is to provide trainees with the knowledge and skills needed to create visual designs using computer software and other tools. The program aims to develop trainees' abilities to conceptualize, design, and produce various types of visual communications, including logos, brochures, websites, advertisements, and other forms of digital and print media. The program also aims to provide trainees with an understanding of color theory, typography, composition, and other design principles. The ultimate goal of the program is to equip trainees with the skills needed to become professional graphic designers or to use graphic design skills in their careers.

Learning Outcomes

- Ability to use graphic design software, such as Adobe Photoshop, Illustrator, and InDesign, to create professional-quality designs.
- Understanding of color theory, typography, composition, and other design principles, and ability to apply these concepts in creating visual designs.
- Ability to develop visual concepts, including sketches and wireframes, and to create final designs that effectively communicate ideas.
- Knowledge of design trends, techniques, and best practices, and ability to use this knowledge in creating designs that are visually appealing and effective.
- Ability to work with clients or team members to gather requirements and to create designs that meet their needs.
- Knowledge of printing processes, file preparation, and other aspects of preparing designs for production.
- Understanding of web design, including HTML, CSS, and responsive design, and ability to create designs for websites and other digital media.
- Ability to critique and evaluate designs and to receive constructive feedback on their own designs.
- Knowledge of ethical and legal issues in graphic design, such as copyright and trademark laws, and the ability to create designs that are compliant with these laws.

Below is the curriculum for the Graphic Design training program:

Introduction to Graphic Design

- Overview of graphic design principles and concepts
- Historical perspective and evolution of graphic design
- Introduction to design software and tools



Design Fundamentals

- Color theory and its application in design
- Typography essentials and principles
- Composition and layout techniques
- Use of negative space in design

Adobe Photoshop Basics

- Introduction to Adobe Photoshop interface and tools
- Image editing and manipulation techniques
- Working with layers and masks
- Creating digital artwork and graphics

Adobe Illustrator Basics

- Introduction to Adobe Illustrator interface and tools
- Vector graphics and their applications
- Creating logos, icons, and illustrations
- Working with shapes, paths, and text

Adobe InDesign Basics

- Introduction to Adobe InDesign interface and tools
- Layout design for print and digital media
- Creating brochures, flyers, and magazines
- Incorporating images, text, and graphics in layouts

Branding and Identity Design

- Understanding brand identity and its importance
- Creating logos and visual branding elements
- Developing brand guidelines and style guides

Web Design Principles

- Basics of web design and user experience (UX)
- Designing effective website layouts
- Incorporating images, typography, and color in web design
- Introduction to HTML and CSS for designers

Portfolio Development

- Strategies for building a compelling graphic design portfolio
- Selecting and presenting design projects effectively



- Showcasing skills and creativity through portfolio design

Client Communication and Professionalism

- Effective communication with clients and understanding their needs
- Presenting design concepts and receiving feedback
- Project management and time management skills
- Ethical considerations in graphic design

Soft/Life Skills:

- Communication skills
- Efficient way of CV Writing
- Job Search
- How to prepare well for an Interview

5- Social Media & Content Creation

Program Objective

The objective of this training is to equip participants with the knowledge and skills necessary to effectively leverage social media platforms for business and personal branding purposes. Through comprehensive modules, participants will learn to create engaging content, manage social media platforms, implement influencer marketing strategies, optimize content for search engine visibility, run successful social media advertising campaigns, analyze data and metrics, and handle crisis situations. The program aims to enable participants to become competent social media professionals capable of creating compelling content, driving engagement, and achieving measurable results in the dynamic world of social media marketing.

Learning Outcomes

- Demonstrate a thorough understanding of various social media platforms and their applications in business and personal branding.
- Create engaging and shareable content across different formats, such as text, images, videos, and infographics.
- Develop and execute a comprehensive content strategy, including the ability to plan and schedule content effectively.
- Optimize social media profiles to attract and engage target audiences, building a strong and loyal community.
- Implement effective social media advertising campaigns, including audience targeting, budgeting, and performance optimization.
- Utilize influencer marketing strategies to connect with influential individuals and leverage their reach for brand promotion.
- Apply SEO techniques to optimize social media content for better search engine visibility and discoverability.
- Analyze social media metrics and interpret data to measure the success of campaigns and make informed decisions.
- Understand and adhere to legal and ethical considerations, such as copyright, privacy, and responsible social media practices.
- Develop crisis management skills to effectively handle negative feedback, address conflicts, and protect online reputation.
- Demonstrate effective communication and presentation skills in presenting social media campaigns and reports to clients or stakeholders.

Below is the curriculum for the Content Creation and Branding training program:

Introduction to social media and Content Creation

- Introduction to social media platforms
- Overview of the role of social media in business and personal branding
- Understanding the target audience and social media trends
- Basics of content creation and its significance in social media marketing

Creating Engaging Content

- Understanding different types of content (text, images, videos, infographics, etc.)
- Developing a content strategy and editorial calendar
- Writing compelling and shareable social media posts
- Design principles for creating visually appealing content
- Basics of video creation and editing for social media
- Utilizing storytelling techniques to engage the audience

Social Media Platforms and Management

- In-depth exploration of popular social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Creating and optimizing social media profiles
- Building and engaging a social media community
- Implementing effective social media advertising campaigns
- Understanding analytics and measuring social media success
- Social media etiquette and crisis management

Influencer Marketing

- Introduction to influencer marketing and its impact
- Identifying and connecting with influencers in your niche
- Developing effective influencer marketing strategies
- Negotiating and managing partnerships with influencers
- Measuring the success of influencer marketing campaigns

Social Media and SEO

- Understanding the relationship between social media and search engine optimization (SEO)
- Implementing SEO techniques for social media profiles and posts
- Utilizing keywords and hashtags effectively
- Optimizing content for searchability and discoverability

Social Media Advertising



- Introduction to social media advertising platforms (Facebook Ads, Instagram Ads, Twitter Ads)
- Setting up and managing social media ad campaigns
- Targeting specific audiences and demographics
- A/B testing and optimizing ad performance
- Budgeting and measuring return on investment (ROI) for social media ads

Analytics and Reporting

- Understanding social media analytics tools (e.g., Facebook Insights, Twitter Analytics, Google Analytics)
- Tracking and interpreting key social media metrics
- Generating comprehensive reports for clients or stakeholders
- Using data to refine social media strategies and improve performance

Legal and Ethical Considerations

- Copyright, fair use, and intellectual property rights in social media
- Privacy and data protection regulations
- Ethical practices in social media marketing and content creation

Social Media Crisis Management

- Identifying potential social media crises
- Developing a crisis management plan
- Responding to negative feedback and managing online reputation

Final Project

- Applying the knowledge and skills gained throughout the course
- Creating and executing a comprehensive social media campaign
- Presenting the final project to the class for feedback and evaluation

Soft/Life Skills:

- Communication skills
- Efficient way of CV Writing
- Job Search
- How to prepare well for an Interview