



**THE MUSTACHE ACADEMY
OF TECHNOLOGY**

WWW.MTACHE.COM

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**Address: Suite 5A, 5 Tai Ping Shan
Street, Sheung Wan, Hong Kong**

WEB

DESIGN

IMMERSIVE

BEGINNER

COURSE OUTLINE (15 HOURS)

Our course focuses on the latest technology on web design and development. Not only we are teaching you the basic concepts and programming skills, one of our main focuses is teaching you to use templates. You can finish your website in a few hours instead of YEARS of development. You will also learn how to market and keep track of your websites to achieve your goals.

Lesson (1.5 hours per lesson)	1	2	3	4	5	6	7	8	9	10
Basic Concepts	Yellow	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
Coding 101 - HTML/ CSS/ Bootstrap	Orange	Orange	Orange	Orange	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
Intro to Javascript/ jQuery/ PHP	Light Gray	Light Gray	Light Gray	Orange	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
UX Design/ Frameworks/ RWD	Light Gray	Light Gray	Light Gray	Light Gray	Dark Orange	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
Wordpress Development	Light Gray	Light Gray	Light Gray	Light Gray	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red
Search Engine Optimization	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Dark Purple

EXPLORE THE SYLLABUS

01. BASIC CONCEPTS

- WWW Basic Concepts
- Frontend and Backend Development
- Domain, Web and Email Hosting
- Development Tools and environment

02. CODING 101 - HTML/ CSS

- HTML5/ CSS3 Development
- Bootstrap/ RWD
- Using HTML templates
- Exercises: HTML/ CSS/ Bootstrap development

03. INTRO TO JAVASCRIPT/ JQUERY/ PHP

- Introduction to javascript/ jQuery
- Introduction to AJAX
- Introduction to jQuery Frameworks
- Introduction to PHP

04. UX DESIGN/ FRAMEWORKS/ RESPONSIVE DESIGN

- Web Development Cycle
- Wireframing/ Sitemap/ Navigation
- UX Design Concepts
- Exercises: Using Kuler/ UXPin for web design

05. WORDPRESS DEVELOPMENT

- Basic usage of Wordpress
- Themes/ Plugins/ Shortcodes
- Exercises: Code your website
- Exercises: Code your ecommerce website

06. SEARCH ENGINE OPTIMIZATION

- On-Page and Off Page SEO
- SEM - keywords planning, conversion rate tracking
- Link Buildings and digital marketing
- Real case study: How I rank my keywords into the 1st page of google gradually

THANK YOU :)

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