

SPEC  LOCALIZATION

WEB DESIGN COURSE



COURSE OVERVIEW

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Overview: This workshop is designed for individuals seeking to enhance their web design skills by learning to build responsive and visually appealing websites using WordPress and the Divi Builder. Participants will gain hands-on experience in setting up hosting, installing WordPress, and utilizing the powerful features of Divi for efficient and creative web design.

Key Learning Objectives:

1. Understand the fundamentals of web design.
2. Learn to set up hosting with Bluehost and install WordPress.
3. Explore the Divi Builder's drag-and-drop interface for intuitive page design.
4. Develop responsive and user-friendly websites.
5. Gain practical skills in customization, plugin integration, and SEO basics.

Course Structure:

- Duration: 6 weeks (4 weeks in-person, 2 weeks online 1-one-1 support)
- Format: In-person/Online
- Sessions: 1 sessions per week, 2 hours each
- Total Hours: 8 hours in person, 2-4 hours 1-on-1 support

Session Breakdown:

1. Week 1: Introduction to Web Design and WordPress Basics
2. Week 2: Designing with Divi Builder
3. Week 3: Advanced Design and Functionality
4. Week 4: Finalizing the Project and Launching the Website

Cost:

- Workshop Fee: ¥3000 (weekly payment plans available)
- Inclusions: Course materials, access to resources, and a completion certificate.

Place:

- In-person: Futian/Yantian, Shenzhen
- Online: Zoom or Classin

Time:

- In Person: Saturday, 30th March, 2025 to Saturday, 20th April, 2025
- In Person: 1pm-3pm each Saturday

Requirements:

- Laptop
- Basic familiarity with using a computer and the internet
- No prior web design experience required

Registration: To register, please visit www.speclocalization.com/workshops and complete the online registration form.

Note: *Limited seats are available, and early registration is recommended to secure your spot.*

WEEK 1

WELCOME AND COURSE
OVERVIEW

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1.1 Welcome and Course Overview

- Brief introduction to the instructor and course objectives
- Overview of the 4-week schedule
- Explanation of the final project: building a website with Bluehost, WordPress, and Divi Builder

1.2 Setting Up Hosting with Bluehost

- Creating a Bluehost account
- Selecting a domain name and setting up hosting
- Navigating the Bluehost dashboard

1.3 Introduction to WordPress

- Installing WordPress on Bluehost
- Understanding the WordPress dashboard
- Exploring basic WordPress settings

1.4 Overview of Divi Builder

- Installing Divi Builder on WordPress
- Understanding the Divi Builder interface
- Getting familiar with Divi modules and layouts

WEEK 2

DESIGNING WITH DIVI
BUILDER

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2.1 Creating a Site Structure

- Planning the website structure
- Setting up pages and navigation

2.2 Customizing Divi Theme Settings

- Exploring Divi theme options
- Customizing colors, fonts, and layouts
- Integrating social media and other plugins

2.3 Building Home and Landing Pages

- Designing an engaging home page
- Creating effective landing pages
- Using Divi modules for content and media

2.4 Adding Functionality with Plugins

- Installing and configuring essential plugins
- Enhancing the website with contact forms, galleries, and more

WEEK 3

ADVANCED DESIGN AND
FUNCTIONALITY

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3.1 Responsive Design with Divi

- Ensuring a mobile-friendly design
- Optimizing layouts for different devices

3.2 Advanced Divi Features

- Exploring advanced Divi modules
- Incorporating animations and effects
- Using Divi theme builder for custom templates

3.3 E-Commerce Integration

- Setting up an online store with WooCommerce
- Designing product pages and shopping cart
- Managing orders and inventory

3.4 SEO Basics for WordPress

- Understanding SEO principles
- Optimizing content for search engines
- Utilizing SEO plugins with WordPress

WEEK 4

WEBSITE TESTING AND
OPTIMIZATION

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4.1 Website Testing and Optimization

- Conducting usability testing
- Optimizing site speed and performance
- Debugging and troubleshooting common issues

4.2 Review and Feedback Session

- Peer review of class projects
- Providing constructive feedback
- Iterative improvements based on feedback

4.3 Domain Mapping and Final Touches

- Configuring domain settings
- Finalizing content and design elements
- Preparing the website for launch

4.4 Website Launch and Next Steps

- Deploying the website live
- Celebrating the accomplishment
- Exploring further WordPress and web design resources for continuous learning