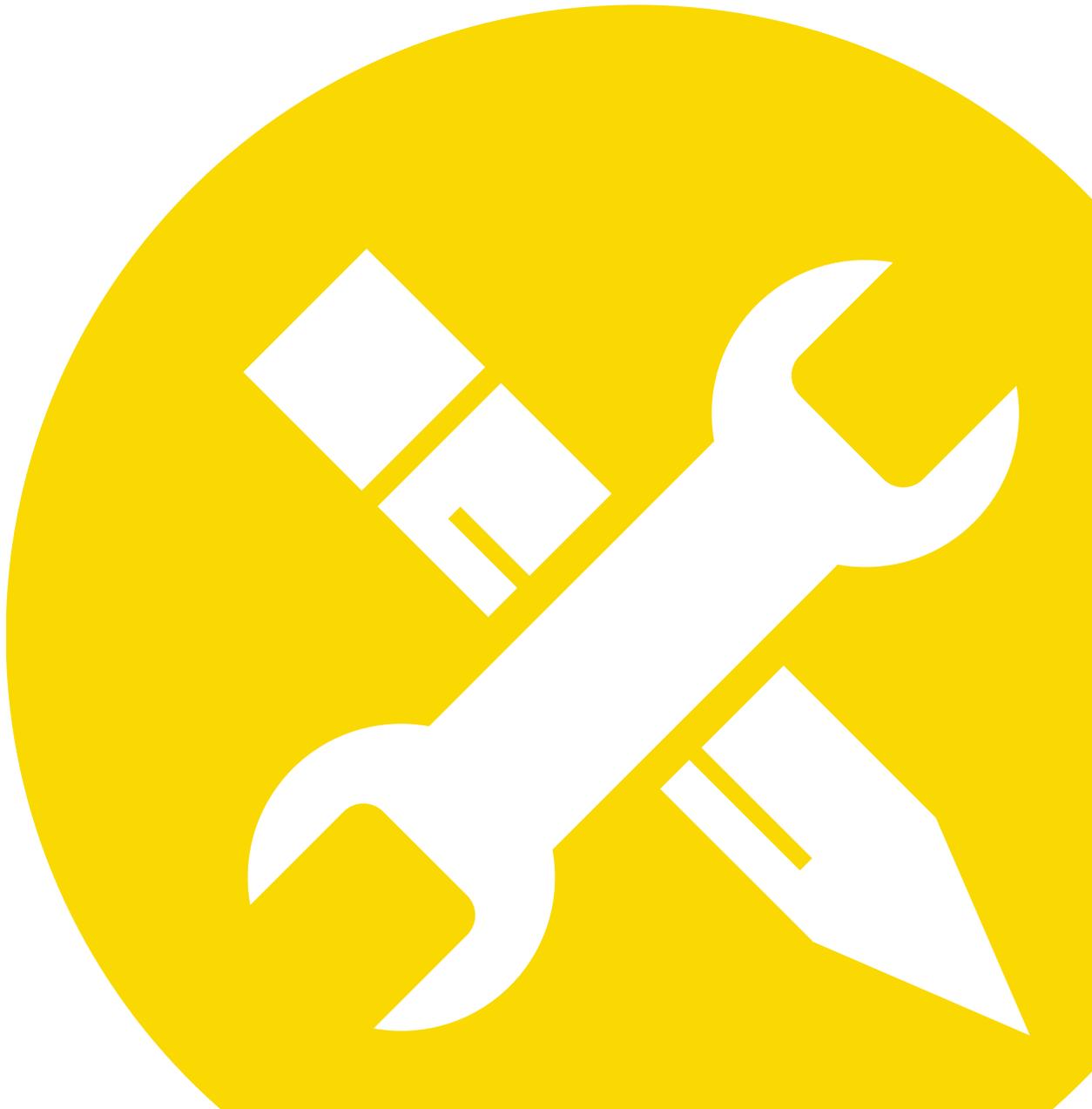


FUNDAMENTAL SKILLS CLASSES

INTRO TO WEB DESIGN







ABOUT OUR FUNDAMENTAL SKILLS CLASSES

Our marketing, design, and coding classes provide you with a supportive community as you learn the fundamentals. We combine instructors from the local tech community, in-person evening classes, and online resources to create a personalized learning network.

Students will gain a solid foundation in best practices and complete the class with a finished website, application, or marketing campaign to add to their portfolio.

This is a great option for those who are investigating a new career path, or who want to learn a new skill to advance their career.

CLASS OVERVIEW

This class will teach you the fundamentals of HTML5, CSS3, and the principles of responsive design.

Gain front-end coding skills and build a web experience for your portfolio that will function seamlessly across devices.

This class is perfect for aspiring UX/UI designers, graphic designers who want to learn to code, back-end developers who want to build a front-end skill set, web designers who are new to responsive design, and entrepreneurs who want to build their own website.



CURRICULUM

Week 1: Intro to The Web & HTML

- Set up your environment and explore the web inspector on a live website
- Understand how to organize files and directory
- Learn HTML basics, including tags, images, containers, and semantic tags
- Discover how to use Github gists for sending questions/code snippets
- Discuss expectations and ideas for projects

Week 2: Design Process, Principles, & Tools

- Explore the web design process, including external research, feature lists, wireframes, aesthetic direction, and markups
- Discuss basic design principles and best practices
- Experiment with typography to uncover the importance of letterforms and typefaces in design
- Survey design tools, such as Adobe Color, Hailpixel, design blogs, Google Draw, Baslamiq, etc.
- Scope project ideas and the design process

Week 3: Intro to CSS

- Link a CSS document to your existing HTML
- Manipulate HTML elements using CSS selectors
- Understand the hierarchy of style rules
- Learn basic CSS properties, such as color, font, etc.

Week 4: Group and Personal Projects

- Use the CSS box model to manage padding, borders, and margins
- Manage display, alignment, and pseudo-selectors

Week 5: Conversion Rate Optimization

- Practice debugging your code and learn trouble-shooting strategies
- Participate in a design critique to challenge and expand on your ideas

Week 6: Responsive Design

- Experiment with responsive design, using media queries, fluid elements, and flexible grid
- Understand responsive design frameworks
- Know the difference and use cases for sizing with both EMS and REMS

Week 7: Review Responsive, Continued Project Work & Presentation Prep, CSS3

- Review and delve further into responsive design techniques
- Check-in with your instructor on your progress as you prepare for your final presentation
- Explore CSS3 transitions and transforms

Week 8: Presentations & Next Steps

- Present your final product for your cohort
- Discover and compare options for building on your new web design and development skills
- Receive expert guidance on how to move forward in pursuit of your personal learning goals



“

My experience at Startup Institute for a Fundamental Skills Class was fantastic! My instructors were very knowledgeable and always available to help with projects or answer questions. My classmates made the class fun and interesting, and brought their own insights and experiences to our group.

– Kelsey Weiss, Fundamental Skills Class

GET IN TOUCH

Want to talk? We're here to answer your questions and help you determine which of our skills trainings is the right fit for your career goals. Reach out to schedule a conversation with the admissions manager in your city.

Email: info@startupinstitute.com

Phone: 888-425-5557

Connect With Us



Other Classes Offered:

Intro to Web Design

Create digital experiences that balance utility and aesthetics.

Intro to JavaScript

Build interactive and performant websites with this versatile web development classic.

Intro to Technical Marketing

Explore the tools and best practices you need to know to be a full-stack digital marketer.

*Available courses differ by location. Visit our website to find out which classes are being offered in your city.



Building an inspired workforce,
knowing the world is a better place
when people do what they love.

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Global HQ
50 Milk Street, 14th Floor
Boston, MA 02109
USA

startupinstitute.com
info@startupinstitute.com
888-425-5557
