



Welcome onboard

DEAR _____

WE ARE PLEASED TO OFFER YOU A POSITION FOR
WEB DESIGNER/ DEVELOPER & DIGITAL MARKETING EXPERT
AT THE END OF THIS COURSE (WEBPRO)

webpro



webpro

WEB PRO is a unique course in web design+ web development +internet marketing, developed at TGC. Webpro is probably the only course where we give written assurance on Job by signing a placement letter right at time of joining of this course. This confidence comes through our pledge to deliver the best in segment of web design training imparted on vocational basis. We are proud to retain industry's best coach in Navigation Design, Interactive Design, Web Programming, Advanced PHP, Framework programming, Responsive design (HTML5) & Internet marketing including SEO/SMO/SMM strategy. Apart from daily classroom sessions students joins web workshops, group exercises and Live projects.

PROGRAMME SCHEDULE

Normal Track
Course Duration: 1 Year
Schedule: 2 Hours/ 5 Days a week

Fast Track
Course Duration: 6 months
Schedule: 4 Hours/ 5 Days a week

TGC is a sincere attempt on part of a few committed professionals in the field of Multimedia & Digital Art Media. It is our endeavor to turn out self-driven, top class professionals in this field who derive utmost satisfaction from challenges at work and deadlines. This industry focus sets us apart from others in this field and if, we may say so, is also one of our competitive advantages.

TGC, an ISO 9001:2008 company, incorporated as digital design institute since 2000. For the last 14 years we have produced more than 12,000 hardcore skilled designers most of them are working with some of the most renowned Design studios, multimedia houses, e-learning companies, national dailies, & web design firms etc.

TGC is tied up with UGC approved Universities to provide Degree programmes to its students. Apart from that TGC is also in an Authorised Testing Center for Adobe, Students gets dual certification from one from TGC and other one from Adobe as Adobe Certified Associate at the end of the course.

At TGC, we innovate design study by giving an apt environment i.e. full of daily regular sessions, project works, assignments, environmental study, group discussions, celebrating design events, contest and excursion trips. Unified method of teaching also include, updating students through various workshops, symposiums & design shows.

AJAX

Google
AdWords



WEB DESIGN



MODULE 1. ILLUSTRATIONS & WEB IMAGING

Planning a website using a structured document
 UI/UX Design types
 Creating web illustrations like buttons, banners & Bars
 Typography for Web
 Scribbling the layout
 Creating web templates
 Slicing the templates
 Recognizing Good design vs. Bad Design
 Optimizing graphics and images for faster downloads

MODULE 2. CORE WEB DESIGN AND CONNECTIVITY

HTML/DHTML & HTML Editor tools
 Advanced Style Sheets (CSS) techniques
 Creating DIV based tableless websites
 Web 2.0 & 3.0 standards
 Forms and validations
 Java Script for web design
 Testing and Maintaining a website,
 FTP controls/ Domain Hosting and Maintenance

MODULE 3. INTERACTIVE MULTIMEDIA

Animated contents to be integrated in a website,
 Creating E-greetings, E-Zines
 Animated banners and other web components,
 Interactive E-Presentations as a substitute for PPT
 Creating contents for the E-learning,
 Advanced Action Script 3.0

Portfolio Design

- Creating a number of web templates with international look and feel using minimal/ flat and other themes
- Completely done website designs and hosting them on our web server
- Creating Flash website mockups
- Creating Animated E-presentations
- Java Script templates
- Tableless responsive website templates
- Forms types with submissions scripts
- Interactive limited animation gaming for mobiles
- Landing Page design templates
- Adwords display advertising banners
- Submitting web projects on portfolio hosting sites
- Design competitions
- Portfolio clinic sessions with industry experts

AMIT BASSI
 EMMAR MGF

TGC CHANGED MY LIFE AND INFUSED DESIGN
 THINKING IN ME. IN LAST 9 YEARS I WORKED
 WITH ALL THE BIG NAMES OF ADVERTISING
 AND CONTENT PUBLISHING. TGC IS TO DESIGN
 IS WHAT BRAIN IS TO THINK.



MODULE 2

WEB DEVELOPMENT

MODULE 1. CORE PHP & CONTENT MANAGEMENT SYSTEM

Installing Servers for PHP testing
Arrays, Super Arrays (\$_GET, \$_POST, \$_SESSION)
Strings, Form Functionality, Form Validations
Running MySQL Queries through PHP
Setting Joomla Content Management System
Setting Wordpress Content Management System
Admin controls and modifications in CMS Database
Designing Dynamic Websites using PHP

MODULE 2. ADVANCED PHP & E-COMMERCE INTEGRATION

Classes and objects in PHP (OOPS)
OOPs, OO programming or object oriented programming.
Inheritance, Abstraction, Polymorphism, Encapsulation
Difference between PHP 3, PHP 4, PHP 5 and PHP 6
AJAX- Connecting & checking server using JavaScript
Checking XML HTTP request object in browsers
Discussing PHP Frameworks
Integrating Shopping Cart integration in website
Setting up/ Checking E-Commerce in a website
Practicals and Live Projects

MODULE 3. HTML5/ JQUERY & CSS3

Vision and Future of HTML5
HTML5 elements and attributes.
Using the audio, video and canvas elements.
Using new JavaScript APIs. and JavaScript alternatives
Understanding of the CSS3 specifications
Data Storage in HTML5, Offline Applications, Geolocations
HTML5 Web Workers, Messaging APIs, Web Sockets
Applying JQuery, JQuery as alternative for Flash
Selecting and Manipulating DOM Elements with jQuery
Event-Driven Programming with jQuery
jQuery and Ajax

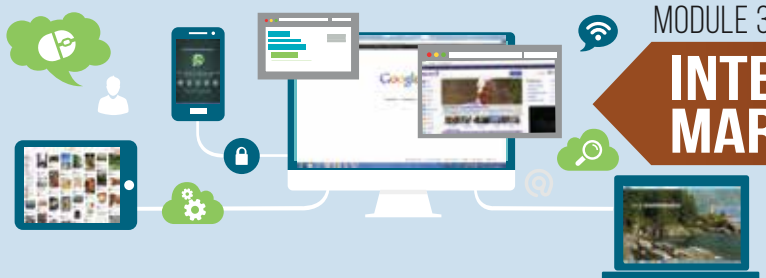
Portfolio Design

- Creating a number of Web templates with international look and feel
- Completely done website designs and hosting them on TGC web server
- Creating Flash website mock ups
- Creating Animated E-presentations
- Java Script templates
- Tableless responsive website templates
- Forms with submission examples
- Websites with complete Content Management System.
- SEO On-site / Off-site Optimization
- Proving SEO results on live projects
- Portfolio showcase
- Mock Interviews and on the spot web design competitions
- Placement

ARJUN
MYNTRA.COM

REMEMBER WHEN I JOINED TGC, THEY GOT
THE BEST TRAINING RESOURCE IN TOWN.
AND TRULY GIVEN WINGS TO MY CREATIVITY
AND GROOMED ME IN A PURE WEB DESIGNER.





MODULE 3

INTERNET MARKETING

MODULE 1. SEARCH ENGINE OPTIMIZATION (ON/OFFPAGE)

Understanding SEO and why is it required for your business?
Analysing site for SEO- Diagnosis Report Vs Treatment
Understanding Panda/ Penguin/ HummingBird/ Pigeon etc.
Working on URL/ Meta/ Title Alt/ HTags of your site
Setting up/ Managing Wordpress blog on your site
Competitor analysis & strategising your SEO
Quality backlink generation through High PR sites
Google Places/ Classifieds/ Forums/ Bookmarking content
Creating high quality and engaging contents
Video Sharing/ Content sharing through Web 2.0 data

MODULE 2. SEARCH ENGINE MARKETING (PPC)

Setting up first Adwords campaign for your website
Managing My Client Center for Adwords
Creating attractive ads with high quality scores
Landing page creation for better ROI and CPA
Setting up goals and funnels in Adwords Campaign
Strategising Keywords research for better ROI
Managing CPC & increasing Conversions for Campaign
Setting up and managing AdSense
Managing Ad Extensions & Display networks
Bing/ Facebook/ Twitter Paid ads management
Reporting and Case Study

MODULE 3. SOCIAL MEDIA OPTIMIZATION (SMO)

Understanding & leveraging value for your business through SMO
Setting up FB Business page and increasing ethical likes
Creating engaging posts/ contests/ culture/ events
Managing insights/ Talk-about and reviews from audience
Managing SM eg. LinkedIn, G+, Youtube, Pinterest, Twitter etc.
Video / Photo / Audio Sharing (YT, Vimeo, Flickr, Podcasting)
Managing Coupon based sites and Location based services
Scheduling posts for better results
Strategising SMO Proposals for Ecommerce sites
Integrating Social media marketing with SMO
Word of Mouth and Viral Marketing through SMO
Measuring ROI, financial, customer satisfaction, awareness

MODULE 3. ANALYTICS & WEBMASTER TOOL

Setting up Analytics/ Webmaster tool
Applying Analytics/ Webmaster code on site
Applying Data structure/ Highlighter/schema.org on site
Applying Disavow for removing bad spammy links
Removing errors on site reported by GWT, Bing WM
Setting up Authority on website
Managing "Google My Business" through GWT
Understanding Organic/Paid/Referral/ Direct Traffic in GA
Adding/ Managing more sites in Google Analytics
Observing traffic trends in GA

MODULE 4. EMAIL/ AFFILIATE/MOBILE MARKETING

Email content that drives more Conversions
Building and managing an Email list
Driving response with Psychology-based Marketing
Writing Conversion (copywriting & content essentials)
Email Newsletter foundations: A Roadmap for Success
Maximize Email deliverability to drive revenue
Best affiliate sites for monetization- Setting up accounts
Obtaining/ placing tracking code & getting approved for AP
Generating revenue through a membership site/ list building
Generating revenue through Mobile Messaging/ Apps
Whatsapp Advertising/Mobile Video sharing



Portfolio Design

- Creating SEO diagnostic report (Live Project)
- SEO on a client based project (Live Project)
- On-site changes on a real-time project (Live Project)
- Setting up and Managing Adwords (Live Project)
- Setting up Blog with AdSense (Live Project)
- Creating Case Study on Live Projects
- Handling Social Media Campaign (Live Project)
- Creating SMO Case Study for prospective employer
- Setting up Email & Newsletter campaign (Live Project)
- Publishing own Blogs in assistance of Content writers
- Publishing Case Study on Google algorithm updates
- Monetizing Youtube content through own channel
- Mock Interviews and presentation skills
- Assured Placement





TGC ANIMATION AND MULTIMEDIA

Registered Office: H-85A, South Extension Part-I, New Delhi-110049, Ph:+91-11-46026939, 41680790, +91-9582786407
Email: info@tgcindia.com Website: www.tgcindia.com



LEARNING
CENTER



PIMPRI CHINCHWAD
UNIVERSITY



AUTHORIZED TESTING
CENTER



Central Bank
of India



100% PLACEMENT ASSISTANCE
BY STUDY TRIPS

Facebook
YouTube
twitter
Whatsapp

www.facebook.com/tgcindia
tgcanimation
@tgcindia
9582786407