PRODIGY - PROmoting Digital and Green Skills for Youth

PRODIGY - PROmoting Digital and Green Skills for Youth, is a European project co-funded within the framework of ESF+ Social Innovation+..

The project is implemented thanks to an international partnership that includes Fondazione L'Albero della Vita ETS (lead partner), Fondazione Mondo Digitale ETS, Adecco Italia spa and Università degli Studi Roma Tre, together with the European partners ActionAid Hellas (Greece) and Partners Bulgaria Foundation (Bulgaria).

PRODIGY training offer focuses on the professional qualification of NEETS aged 15- 29 (young people who do not study, work or follow training courses) and young people in transition from education to work. The methodology envisages a personalised educational approach, individual coaching and the strengthening of social networks between different actors.

Particular attention is given to the most vulnerable NEETs, such as young people with a migratory background, those belonging to ethnic minorities – including Roma communities – and young people with disabilities, regardless of their level of education.

The training offer includes:

Basic digital skills

Advanced digital skills

and the following professional courses divided in 3 levels: basic, intermediate, and advanced:

Understanding self-assessing and presenting green competences in the new job market

Social media marketer

Data analyst

Sustainability manager

Web designer

The training courses, entirely online and free of charge, combine live lessons with asynchronous self-study through in-depth materials and exercises. The learning path is accompanied by individual coaching and company networking activities, promoting the job placement of participants. The skills acquired are validated with ESCO and DigComp 2.2 certification, guaranteed by the Roma Tre University. Successfully completing the final online competency assessment tests entitles participants to receive both a certificate of attendance and digital badges certifying their acquired skills.

Associated partner:

BASIC DIGITAL SKILLS

The course is designed to equip individuals with the essential skills needed to use digital tools effectively and responsibly. It focuses on developing competencies for online collaboration, covering areas such as office automation, digital security, well-being, and green computing. The course ensures that participants gain a comprehensive understanding of how to navigate the digital world with awareness and responsibility.

Duration in hours: 20 hours (10 synchronous + 10 Asynchronous)

Objectives: to develop the ability to assess and compare the features and performance of various devices, master key office applications, collaborate and share effectively online, and promote the responsible and sustainable use of information technology.

Reference professional figures: transversal pathway useful for any job position

Certificate: certificate of attendance and competences certification badge

Prerequisite Skills
•Possession of a computer to enjoy live lessons and put into practice what has been learned (Mobile devices not recommended) • Google or MS 365 account to be able to use office automation applications
Expected Acquired Skills
• General understanding of how computer systems work • Understanding the fundamental elements of a computing device and the ability to evaluate performance • Knowledge of search engines and the web • Knowledge of email service and how to use it • Fundamental knowledge of using a text processor • Fundamental knowledge of using a spreadsheet • Fundamental knowledge of using a multimedia presentation program • Basic knowledge of security aspects
Final Assessment
Based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts without referring to specific software.

Programme

MODULE	MACRO TOPICS
Concepts general on information technology	• Computers and devices • Desktop • Printers and output • File Management • Network

Web browsing and online communication	• Web browsing • Information collected on the web • Communication concepts • Use of e-mail
Text processing	• Using the application • Creating a document • Formatting • Objects • Preparation for printing
Spreadsheets	• Using the application • Cells • Spreadsheet Management • Formulas and functions • Formatting • Charts • Preparing prints
Presentation of multimedia content	• Using the application • Development of a presentation • Texts • Pages • Graphic Objects • Preparation of outputs
Online collaborative activity	• Concepts of collaboration • Settings for online collaboration • Use of online collaboration tools • Mobile collaboration
Transversal competences: Safety	• Security and well-being • Computer security concepts • Malware

Advanced Digital Skills

The course focuses on developing expertise in computer security, effective web research, and evaluating online information. It covers the fundamentals of database management systems and their core functions, along with advanced skills needed for using productivity software, in alignment with the EU's ICT user skills framework.

Duration in hours: 25 (15 synchronous + 10 asynchronous)

Objectives: to gain independence in using advanced ICT tools, conducting online research, and securely managing devices and databases.

Professional figures of reference: transversal pathway useful for any job position

Certificate: certificate of attendance and competences certification badge

Prerequisite Skills
• General knowledge of desktop system, file management, use of email and basic applications • Basic knowledge of search engines and the web • General knowledge of technology and the digital world
Expected Acquired Skills
• Perform advanced web searches and verify the veracity of information • Understand and apply privacy protection and cybersecurity strategies • Identify and protect against digital threats such as phishing, malware and social engineering • Use tools for the secure management of passwords and sensitive data • Adopt good practices for protecting devices and accounts • Implement data backup and recovery strategies • Understand the basics of artificial intelligence and its different types • Dive deeper into machine learning and how LLM models work • Explore generative AI tools and their applications in the professional world • Apply the knowledge acquired in the professional and personal sphere
Final Assessment
The evaluation will be based on 25 single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts

Programme

MODULE	MACRO TOPICS
Searching for information	• Evaluating information on the web and fact-checking • Advanced search with search engines • Image search • Reverse image search

	• Use of images and resources: restrictions, copyright, Creative Commons
IT Security & Privacy	• Basic concepts
	• Personal data, sensitive data, and information disclosure
	• GDPR – data protection, storage, and control
	• Cookies, profiling, and social engineering
	• Cybercrimes and hacking techniques
	• Spam and phishing
	• Types of malware
	• Procedures and tools for data protection
	• Wireless network security and hotspots
	• Secure password management
	• Account protection, 2FA authentication, biometrics, passkeys
	• Protection of personal files and documents through encryption
	• Device security (smartphones, PCs, tablets)
	• Backup and data recovery systems
	• Permanent data management and deletion
	• ICT guidelines for professionals and businesses
Artificial Intelligence	• Introduction
	• Definition of AI and origin of the term
	• Types of AI
	• Why AI is important
	• Threats and opportunities
	• AI applications for businesses
	• AI ACT
	• Training artificial intelligence (machine learning)
	• Generative AI tools and applications
	• LLM models

TRANSVERSAL COURSE

Understanding self-assessing and presenting green competences in the new job market

The course is designed for individuals looking to enhance their knowledge and skills in the growing field of green jobs. Participants will learn to identify and develop their green and digital competencies, build a sustainable career strategy, and leverage online tools for job searching. The course prepares participants to create an authentic digital identity, build a green CV, and explore global job opportunities, equipping them with the skills needed to thrive in a sustainable and digitally driven job market.

Duration in hours: 15 (6 synchronous + 9 asynchronous)

Objectives: learn how to plan, develop, and manage a sustainable career strategy, enhance green and digital competencies, and leverage online platforms for job searching and networking in the green sector.

Relevant Professional Roles: suitable for all roles across industries aiming to enhance green and digital competencies.

Certificate: certificate of attendance and competences certification badge

Prerequisite Skills
- Ability to work in a team   - Interest and dynamic approach to personal growth   - Interest in challenging oneself

Expected Acquired Skills
- learning through personal research and the use of digital tools analysing, evaluating and summarising data, information, ideas and media messages to draw logical conclusions) being and interacting in a group (understanding and managing interactions and conversations in different socio-cultural contexts and specific situations)   - awareness of personal skills to be used in job search (awareness and confidence in one's own and others' ability to learn, improve and achieve goals through work and dedication)   - ability to effectively communicate one's skills and professional value during interviews (awareness of the need for a variety of communication strategies, language registers and tools that are appropriate to the context and content)   - ability to define a personal career development plan (planning and implementing objectives, strategies, resources and learning processes)   - Ability to write a CV/digital portfolio"

Final Assessment
The evaluation will be based on multiple-choice quiz on topic covered.

Programme

MODULE	MARCO TOPICS
Valuing Your Existing Green and Digital Competences	● Understanding and Reflecting on Digital and Green Skills: GreenComp, digital tools for job search. ● Defining and Describing Green Competences: Defining green skills, creating a Green CV, preparing for interviews. ● Digital Skills and Online Assessment Tools: Using online platforms for self-assessment of skills.
Managing a Green Digital Identity	● Creating an Authentic Green Online Presence: Aligning your online identity with green goals. ● Planning Your Green Job Search: Identifying sustainable job offers, creating a Green CV/E-Portfolio. ● Building a Green Network and Engaging Online: Networking on digital platforms with employers and green communities.
Building Your Digital and Green Career	● Using Online Platforms for Green Courses: Creating a career development plan. ● Visualizing Your Ideal Green Job and Preparing for Interviews: Preparing for job interviews and using digital tools. ● Green Job Searches Beyond Borders: Exploring global green job opportunities, using digital tools for international job searches.

Associated partner:

l'Albero della Vita — PROGETTI D'AMORE PER I BAMBINI   actionaid   Adecco   FONDAZIONE Mondo digitale — Diritto alla conoscenza   PARTNERSBULGARIA FOUNDATION   ROMA TRE UNIVERSITÀ DEGLI STUDI — RED3 Dipartimento di Economia

PROFESSIONAL COURSES

Social Media Marketer

Social Media Marketer is the ideal course for those wishing to enter the world of digital communication. The course prepares participants to define a clear social presence strategy, create specific content for each channel and exploit the potential of advertising campaigns on the main social networks.

Duration in hours: 60 (40 synchronous + 20 asynchronous)

Objective:

Basic level - to gain an understanding of social media marketing fundamentals, explore career opportunities, and learn to set up basic social media profiles for a company.

Intermediate level - to develop the ability to analyse audience behaviour, create targeted content, and engage effectively with followers on various social media platforms.

Advanced level - to acquire advanced skills in planning, executing, and analysing social media marketing campaigns, with a focus on optimizing strategy, managing budgets, and using analytics tools to measure performance.

Relevant professional figures: marketing technician

Certificate: certificate of attendance and competences certification badge for each level

Level basic - Introduction to Social Media Marketing
Prerequisite Skills
• Basic digital skills (computer use, online browsing, file and document management)   • Familiarity with major social networks as a user
Expected Acquired Skills
• Understanding of industry trends and job opportunities   • Basic knowledge of major social media platforms and business tools   • Creating your first editorial calendar
Final Assessment
The evaluation will be based on single-choice theoretical questions derived from each topic covered in the syllabus. These questions will focus on key areas like the profession's fundamentals, platform characteristics, and content planning basics, aiming to assess your general understanding of these core concepts.

Level intermediate - Audience Engagement and Content Strategy
Prerequisite Skills
• Understanding of basic marketing concepts • Familiarity with social media platform • Basic experience with social media from a business
Expected Acquired Skills
• Understand how different digital channels (email, SEO, paid ads, etc.) integrate with social media • Understand how personas influence content strategy and platform choice • Identify market positioning, strengths, and content gaps • Understand the role of storytelling and funnel to boost interaction and community engagement
Final Assessment
The evaluation will be based on single-choice theoretical questions derived from each topic covered in the syllabus. These questions will focus on key areas to assess your general understanding of these core concepts.

Level advanced - Social Media Campaign Management, Analytics and AI
Prerequisite Skills
• Familiarity with content planning, platform-specific strategies and basic social media/Google Adv structures • Ability to navigate and manage professional accounts • Willingness to explore AI-based platforms, automation tools, and data dashboards
Expected Acquired Skills
• Understand how AI is transforming social media marketing • Acquire solid strategic skills of budgeting (evalueting, bidding, ROI, ecc) • Develop writing strategy that mix AI-based content and strategic communication methods • Understanding and selecting relevant KPIs (Key Performance Indicators) to analyze results and improve strategies
Final Assessment
The evaluation will be based on single-choice theoretical questions derived from each topic covered in the syllabus. These questions will focus on key areas to assess your general understanding of these core concepts.

Programme

MODULE	MACRO TOPICS
Level basic - Introduction to Social Media Marketing	

Introduction to the profession	• Professional outlets • Skills to be acquired • Planning one's growth path • Industry trends and job opportunities
Introduction to Digital Marketing	• Digital Marketing tool • Understanding Social Media Algorithms
Insights into individual social networks	• Youtube • Facebook • Instagram • X (Twitter) • Pinterest • TikTok • Linkedin
Introduction to the concept of planning content and establishing a publishing schedule.	• Content Editing Tools • Writing Techniques for the Web • Defining a Work Plan • Tools to stay organised and collaborating
Level intermediate - Audience Engagement and Content Strategy	
Social Media Marketing Digital Marketing Strategies	• Introduction to digital marketing • Defying a strategy for global marketing
Audience analysis tools	• Customer journey: what it is and how to describe it • Buyer persona: what it is and how to define it
Analysis and strategies	• Tools for Audience Analysis • Competitor Analysis
Strategies for standing out	• Communication Strategies
Level advanced - Social Media Campaign Management and Analytics	

Social media marketing with artificial intelligence	• Overview + buyer personas & editorial plan with AI • Graphics and videos: Canva and Opus Clip • Chatbot
Social media presence planning	• Goal setting • Budget allocation • Platform strategy • Content creation and curation (AI and methods)
Reporting tools	• Performance monitoring • What are KPIs • Qualitative analysis • Quantitative analysis • Advanced Analytics tools

PROFESSIONAL COURSES

Data Analyst

Data Analyst course is designed to help participants master advanced data analysis techniques. They will learn how to interpret, visualize, and extract valuable insights from large datasets, becoming experts in using data to drive decision-making and solve complex problems in today's digital landscape. The course aims to equip professionals with the skills to turn data into actionable knowledge, leveraging the power of data analysis to make informed decisions and support the success of their organization.

Duration in hours: 60 (40 synchronous + 20 asynchronous)

Objectives:

Basic level - to develop foundational skills in data extraction and transformation, introduce participants to basic analytical tools, and teach the fundamentals of data visualization. Participants will learn how to interpret simple data results and begin building problem-solving skills.

Intermediate level - to deepen their skills in data analysis, using more advanced tools for data transformation and visualisation. They will focus on interpreting more complex results, applying basic predictive analysis, and honing their ability to solve real-world data problems.

Advanced level - to master advanced data extraction, transformation, and analysis techniques. Participants will refine their skills in predictive analysis, problem-solving, and making data-driven decisions, while also enhancing collaboration and communication to present insights effectively to stakeholders.

Relevant professional figures: data analyst, data scientist, data engineer

Certificate: certificate of attendance and competences certification badge for each level

Basic level
Prerequisite Skills
● Basic mathematical knowledge: arithmetic operations, elementary algebra. ● General familiarity with computer use.
Expected Acquired Skills

- Introduction to Data Science:

- Understanding the role and impact of Data Science across industries.

- Knowledge of the data life cycle and its practical applications.

- Basic Python:

- Writing simple scripts (e.g., variable operations, loops, functions).

- Using libraries like NumPy for mathematical operations.

- Descriptive Statistics:

- Calculating and interpreting mean, median, mode, and standard deviation.

- Introduction to probability distributions (normal, binomial).

Final Assessment

The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Intermediate level

Prerequisite Skills

- Basic Python (loops, functions, data structures).

- Understanding fundamental statistical metrics (mean, standard deviation).

- Familiarity with development environments (e.g., Jupyter Notebook).

Expected Acquired Skills

- Data Preprocessing:

- Data cleaning (handling missing values, outliers) with Pandas and NumPy.

- Normalization and standardization techniques.

- Feature Engineering:

- Relevant variable selection using techniques like ANOVA or correlation.

- Creation of new features (e.g., categorical encoding, logarithmic transformations).

- Exploratory Analysis:

- Data visualization with Matplotlib/Seaborn (histograms, scatter plots).

- Using interactive tools like Plotly for dashboards.

- Diagnostic and Predictive Analysis:

- Applying descriptive models (e.g., hierarchical clustering).

- Interpreting metrics like R2 and p-values.

Final Assessment
The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Advanced level
Prerequisite Skills
- Intermediate Python (Pandas, NumPy, Matplotlib libraries).   - Knowledge of linear and logistic regression.   - Familiarity with Machine Learning concepts (train/test split).
Expected Acquired Skills
- Advanced Regression: - Managing multicollinearity and heteroscedasticity.   - Interpreting odds ratios and ROC curves for logistic models.   - Machine Learning: - Implementing supervised (linear regression, SVM) and unsupervised (k-means) models.   - Hyperparameter optimization.   - Advanced Statistical Analysis: - Dimensionality reduction techniques (PCA).   - Application of advanced statistical tests (multivariate ANOVA, Wald test).

Final Assessment
The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Programme

MODULE	MACRO TOPICS
Level Basic	
The World of Data Science	• The power of Data Science and how it is revolutionising industries • Exploration of applications
Basic Statistical Concepts	• Fundamental statistical concepts (mean, median, mode, standard deviation) • Introduction to probability and distributions
Level Intermediate	
Data pre-processing	• Data collection and preparation analysis • Using Python and libraries such as Pandas to clean data, handle missing values and remove outliers
Feature Engineering	• Selection of the most relevant features Machine Learning models • Creation of new features
Pre-processing of data analysis	• Data cleaning techniques, handling missing values, and dimensionality reduction • Using Python libraries
Data Exploration	• Visualisation techniques for exploring and analysing data • Creation of interactive graphics
Level Advanced	
Regression analysis for continuous and discrete variables	• Linear regression: modelling relationships between continuous dependent and independent variables, assumptions and interpretation. • Logistic regression: techniques for modelling discrete outcomes, including binary data and counts, with practical applications.

Advanced statistical analysis	• Advanced statistical analysis techniques • Application of techniques using Python and libraries such as scikit-learn
Exploration of Data Science	• Case studies on data science in the real world • The data life cycle and the skills required of the data scientist
Machine Learning Models	• Introduction to Machine Learning concepts and its applications in Data Science • Implementation of supervised and unsupervised Machine Learning models with Python

PROFESSIONAL COURSES

Sustainability Manager

Participants will embark on a comprehensive exploration of the dynamic field of sustainability management. From understanding foundational concepts to mastering advanced tools and strategies, the course equips learners with the skills to drive sustainable transformation within organizations. Participants will gain expertise in measuring environmental and social impacts, implementing innovative solutions, and aligning business practices with global sustainability goals. The program aims to develop professionals capable of designing and managing sustainable strategies, fostering long-term resilience, and contributing to a more equitable and sustainable future.

Duration in hours: 60 (40 synchronous + 20 asynchronous)

Objectives: to develop skills in using defence strategies, designing secure architectures, threat analysis, compliance and governance, incident response, creating a security culture

Relevant professional figures: cybersecurity architect, cybersecurity engineer, cybersecurity analyst

Certificate: certificate of attendance and competences certification badge for each level

Level basic: Introduction to Sustainability with Digital Focus
Prerequisite Skills
• Basic understanding of environmental, economic, and social concepts • Familiarity with common digital tools • Interest in sustainability and innovation topics
Expected Acquired Skills
• Understanding of fundamental sustainability concepts and global goals (SDGs) • Ability to use basic digital tools for sustainability monitoring and measurement (e.g., dashboards, KPIs) • Knowledge of basic environmental regulations and principles of sustainable management applied to digital systems • Awareness of the environmental impact of technologies and green IT practices
Final Assessment
The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Level intermediate: Corporate Sustainability and Digital Integration
Prerequisite Skills
• Solid foundational knowledge of sustainability and digital tools • Data analysis skills and process management capabilities • Preliminary knowledge of environmental standards and certifications
Expected Acquired Skills
• Development and implementation of sustainability strategies integrated with advanced digital solutions • Efficient resource management and environmental impact reduction through smart technologies (e.g., IoT, energy monitoring systems) • Ability to ensure compliance with international standards (ISO 14001, EMAS, SA8000) supported by digital tools • Skills in stakeholder engagement and promoting sustainability through collaborative platforms
Final Assessment
The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Level advanced - Innovation, Impact Analysis, and Leadership
Prerequisite Skills
• Proven experience in sustainability management and use of complex digital technologies • In-depth knowledge of regulations, ESG standards, and impact assessment methodologies • Leadership and communication skills
Expected Acquired Skills
• Design and management of green technological innovations (AI, blockchain, digital twin) for corporate sustainability • Execution of advanced environmental and social impact analyses using specialized software (advanced LCA, ESG metrics. Es. OpenLCA) • Development of climate resilience strategies and environmental risk management supported by digital tools • Leadership in communication and cultural change towards sustainability, leveraging digital tools for green marketing and crisis management
Final Assessment
The evaluation will be based on single-choice theoretical questions on each topic covered. The questions will aim to assess the general understanding of the concepts.

Programme

MODULE	MACRO TOPICS
Level Basic	

Introduction to Sustainability	• The concept of sustainability: environmental, social, economic dimensions • United Nations' Sustainable Development Goals (SDGs) • Principles of the circular economy
Fundamentals of Sustainability Management	• Definition of Sustainability Management • Corporate governance and accountability • Overview of environmental regulations and compliance
Measuring Sustainability	• Sustainability indicators (KPIs) • Introduction to Life Cycle Assessment (LCA) • Basic tools for monitoring and reporting sustainability
Level Intermediate	
Corporate sustainability strategies and stakeholder engagement	• Creating Shared Value (CSV) • Developing long-term sustainability strategies • Stakeholder engagement and building sustainable partnerships
Resource Management and Environmental Impact Reduction	• Energy efficiency and carbon footprint reduction • Sustainable water and waste management • Renewable and biodegradable materials
Certifications and Sustainability Standards	• ISO 14001, EMAS, and other environmental standards • Product certifications (e.g., FSC, Fair Trade) • Corporate social responsibility (SA8000, GRI Standards)
Level Advanced	
Innovation and Sustainable Technologies	• Green and digital technologies for sustainability • Innovation in business models (e.g., sharing economy, circular models) • Investments in sustainable projects (green bonds, ESG)

Advanced Impact Analysis and Assessment	• Advanced Life Cycle Assessment (LCA)
	• Environmental, Social, and Governance (ESG) metrics
	• Risk management and climate resilience
Leadership and Communication in Sustainability	• Sustainable leadership and change management
	• Effective communication of sustainability (green marketing, storytelling)
	• Managing environmental crises and corporate reputation

PROFESSIONAL COURSE

Web Designer

The Web Designer course is tailored for individuals looking to enter the field of web design and development. Participants will learn how to design visually appealing, user-friendly websites and gain a comprehensive understanding of key tools, principles, and best practices in web design. The course covers everything from basic design fundamentals to advanced techniques in responsive design and website optimization.

Duration in hours: 60 (35 synchronous + 25 asynchronous)

Objective:

Basic level - gain foundational knowledge of web design principles, tools, and career opportunities. Learn to create simple, aesthetically pleasing websites using basic HTML and CSS.

Intermediate level - develop the ability to design user-friendly, responsive websites using advanced styling techniques, JavaScript basics, and UX/UI principles.

Advanced level - master professional web design by incorporating advanced JavaScript, frameworks, SEO techniques, and website optimization strategies.

Relevant Professional Figures: Web Designer, Front-End Developer, UX/UI Designer

Certificate: Micro-certification and digital badges with competence verification

Level Basic - Foundations of Web Design
Prerequisite Skills
• Basic computer literacy (file management, web browser usage) • Ability to navigate the internet • No prior programming experience required
Expected Acquired Skills
• General understanding of the web design profession and related career opportunities • Basic knowledge of web accessibility principles • Ability to structure a basic webpage using HTML • Skills to style content using CSS
Final Assessment
The evaluation will be based on 15 single-choice theoretical questions derived from each topic covered in the syllabus.

These questions will focus on key areas to assess your general understanding of these core concepts.

Level intermediate - Responsive and User-Centric Web Design
Prerequisite Skills
• Solid understanding of HTML and CSS fundamentals • Ability to structure and style basic webpages • Familiarity with basic design principles (color, typography, layout, accessibility)
Expected Acquired Skills
• Ability to apply mobile-first and responsive design principles • Understanding of user experience (UX) and user interface (UI) fundamentals • Basic understanding of JavaScript concepts relevant to designers • Creation of first interactive web components and user-driven interfaces
Final Assessment
The evaluation will be based on 10 single-choice theoretical questions derived from each topic covered. These questions will focus on key areas to assess your general understanding of these core concepts.

Level Advanced - Professional Web Design
Prerequisite Skills
• Experience with UX/UI design, wireframing, and prototyping • Knowledge of JavaScript and implementing basic interactivity • Understanding of the web design process from concept to prototype
Expected Acquired Skills
• Ability to use modern CSS frameworks such as Bootstrap and Tailwind CSS for efficient development • Understanding of SEO principles and techniques to enhance search engine visibility • Proficiency in testing and debugging across different browsers and devices • Understanding of best practices for presenting and showcasing design work to clients or employers
Final Assessment
The evaluation will be based on 10 single-choice theoretical questions derived from each topic covered. These questions will focus on key areas to assess your general understanding of these core concepts.

Programme

MODULE	MACRO TOPICS

Level basic - Foundations of Web Design	
Introduction to the Profession	• Career opportunities in web design • Skills required and growth pathways • Industry trends and emerging technologies
Design Fundamentals	• Principles of design (color theory, typography, layout) • Visual hierarchy and accessibility basics
Introduction to HTML and CSS	• Structure of a webpage (HTML) • Styling basics (CSS) • Building and styling a simple webpage
Introduction to Web Design Tools	• Overview of design tools (Figma, Adobe XD, Canva) • Version control basics (Git, GitHub)
Level intermediate - Responsive and User-Centric Web Design	
Responsive Web Design	• Media queries and flexible layouts • Mobile-first design principles
UX/UI Principles	• Understanding user needs and behaviors • Wireframing and prototyping
Advanced Styling with CSS	• Flexbox and Grid • Animations and transitions
Introduction to JavaScript for Designers	• Basic interactivity (forms, modals, buttons) • Understanding DOM manipulation • Basic concepts of JavaScript
Level advanced - Professional Web Design	
Web Development Frameworks	• Introduction to Bootstrap and Tailwind CSS • Using frameworks for faster development
SEO and Website Optimisation	• Basics of search engine optimization • Improving website speed and performance
Advanced JavaScript and Interactivity	• Introduction to libraries (React, jQuery) • Building dynamic user interfaces
Testing and Deployment	• Debugging and testing for cross-browser compatibility • Deploying websites to live servers

Portfolio Development	• Creating a professional portfolio
	• Best practices for showcasing work