

Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"



Course Contents / Lesson Plan

Course Title: Web Designing & Graphic Designing

Duration: 6 Months

Revised Edition

Trainer Name	
Course Title	Web Designing & Graphic Designing
Objectives and Expectations	<p>Employable skills and hands-on practice for Web Designing & Graphic Designing</p> <p>Graphic designing and Web designing have always been a popular profession, but with more and more technology being introduced into our lives it's becoming an ever more important one too. All kinds of people use all kinds of technology every day. Making that technology as user-friendly as possible is vital, and graphic designing and web designing are one of the most important elements of this.</p> <p>This course is designed to start you on a path toward future studies in web designing and graphic designing, no matter how little experience or technical knowledge you currently have. In this course, you will learn the difference between graphic designing and web designing, skills and tools required to manage these two domains: graphic and web designing and their wide range applications in the IT, Web, Graphics and Advertising Industry.</p> <p>This course is aimed at aspiring graphic designers, web designers and digital artists who wish to develop a skill set needed to become a professional graphic designer, web designer and both. Suitable for both complete beginners and those who already have some knowledge of the industry; this course will prepare you for a career as a graphics designer, web designer and both through familiarizing you with the concepts, principles and – most importantly – the software you'll need to know.</p> <p>You will learn everything from working with layers and selections in Photoshop, to formatting, HTML, CSS, JS, React text and menus in Dreamweaver for web designing, to using pathfinders and special effects in Illustrator.</p> <p>Furthermore, this course equips you with a valuable skill set, you will also learn how to get your foot in the door of the graphic design world, from how to land your first job, to finding continued inspiration, to the ins and outs of joining the graphics design community.</p> <p>Participants will obtain an understanding of industry fonts & colour theory, artistic fonts & colour theory an extensive introduction to Adobe Photoshop and Illustrator, and the skills needed to design posts and posters. In addition to this, they will also gain insight into advertising a brand.</p> <p>On completion of this course, you will have the strong foundation needed to get started in the world of graphic design, web designing along with the skills needed to start working professionally straight away. By the end of the course, you will be able to turn a PSD into a beautiful, usable, and valid HTML5 & CSS3 website.</p> <p>Main Expectations:</p>

In short, the course under reference should be delivered by professional instructors in such a robust hands-on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion.

This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each trainee to prepare them for such market roles during/after the training.

- i. Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session, etc so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document.
- ii. To materialize the main expectations, a special module on **Job Search & Entrepreneurial Skills** has been included in the latter part of this course (5th & 6th month) through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and immigration laws of the most favored labor destination countries also form a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main requirements in this regard. It is also expected that a sense of civic duties/roles and responsibilities will also be inculcated in the trainees to make them responsible citizens of the country.
- iii. A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior in the workplace in the line with the best practices elsewhere in the world. An outline of such qualities has been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides +short video documentaries. Needless to say that if the training provider puts his heart and soul into these otherwise non-technical components, the image of the Pakistani workforce would undergo a positive transformation in the local as well as international job markets.

To maintain interest and motivation of the trainees throughout the course, modern techniques such as:

- Motivational Lectures
- Success Stories
- Case Studies

These techniques would be employed as an additional training tool wherever possible (these are explained in the subsequent section on Training Methodology).

Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and a proper record of the same

will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem-solving abilities of the trainees.

(i) Motivational Lectures

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following:

- Clear Purpose to convey the message to trainees effectively.
- Personal Story to quote as an example to follow.
- Trainees fit so that the situation is actionable by trainees and not represent a just idealism.
- Ending Points to persuade the trainees on changing themselves.

A good motivational lecture should help drive creativity, curiosity, and spark the desire needed for trainees to want to learn more.

The impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees' willingness to be engaged on the practical tasks for a longer time without boredom and loss of interest because they can see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years).

As this tool is expected that the training providers would make arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.

Course-related motivational lectures online link is available in **Annexure-II**.

(ii) Success Stories

Another effective way of motivating the trainees is using Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training.

A success story may be disseminated orally, through a presentation, or using a video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication, and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehensible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. The optimum impact is created when the story is revealed in the form of:-

- Directly in person (At least 2-3 cases must be arranged by the training institute)

	<ul style="list-style-type: none"> • Through an audio/ videotaped message (2-3 high-quality videos must be arranged by the training institute) <p>It is expected that the training provider would collect relevant high-quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document.</p> <p>Suggestive structure and sequence of a sample success story and its various shapes can be seen in Annexure III.</p> <p>(iii) Case Studies</p> <p>Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real-life specific problem/situation and to explore the solutions.</p> <p>In simple terms, the case study method of teaching uses a real-life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes the classroom atmosphere interesting thus maintaining the trainee interest in training till the end of the course.</p> <p>Depending on suitability to the trade, the weekly lesson plan in this document may suggest case studies be presented to the trainees. The trainer may adopt a PowerPoint presentation or video format for such case studies whichever is deemed suitable but only those cases must be selected that are relevant and of a learning value.</p> <p>The Trainees should be required and supervised to carefully analyze the cases.</p> <p>For this purpose, they must be encouraged to inquire and collect specific information/data, actively participate in the discussions, and intended solutions to the problem/situation.</p> <p>Case studies can be implemented in the following ways: -</p> <ol style="list-style-type: none"> A good quality trade-specific documentary (At least 2-3 documentaries must be arranged by the training institute) Health & Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute) Field visits (At least one visit to a trade-specific major industry/ site must be arranged by the training institute)
Entry-level of trainees	Intermediate
Learning Outcomes of the course	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understanding of Basic Graphic Designing • Understanding of Basic Web Designing • Understanding of difference of Web and Graphic Designing • Communicate ideas through artworks by selecting and applying media

	<ul style="list-style-type: none"> • techniques and processes, subject matter, and themes • Demonstrate a verbal-working use of the vocabulary relating to design • Develop an understanding of the properties and the preparation of graphic design • Communicate ideas through artworks by selecting and applying the elements of art and principles of design • Respond aesthetically to artworks based upon their personal experience and cultural values • Analyze, interpret, and evaluate the quality of artwork through art criticism • Understand the role and functions of art in history and culture • Students will produce a portfolio of art using a variety of graphic design techniques, styles, and media. • Understanding of HTML for Web Designing • Understanding of CSS for Web Designing • Understanding of JavaScript and jQuery for Web Designing • Understanding of React for Web Designing • Understanding of WordPress Web Designing
Course Execution Plan	<p>The total duration of the course: 6 months (26 Weeks) Class hours: 4 hours per day Theory: 20% Practical: 80% Weekly hours: 20 hours per week Total contact hours: 520 hours</p>
Companies offering jobs in the respective trade	<ol style="list-style-type: none"> 1. Software Houses 2. Digital Advertising Agencies 3. Web Agencies 4. BPO Services Industry 5. Freelance Industry 6. IT Departments of all Major Industries 7. Graphic Design Studios 8. Advertising and Marketing firms 9. Game Design Studios 10. Book/magazine publishers 11. Interior/furniture design houses 12. Textile design studios 13. Independent creators 14. Youtube / instagram / TikTok content creators
Job Opportunities	<p>All over the world there is a high demand in the Graphic Designing and Web Designing in various fields Such as: junior and senior web designer, junior and senior graphic designer, junior WordPress developer, senior WordPress developer, and full stack web designer. With the help of this course, we will be able to give technical trainings of web development to our youth. There are also opportunities for start-up entrepreneurship due to the high demand in the market in following designated jobs.</p> <ul style="list-style-type: none"> • Junior Graphic Designer / Photoshop Designer • Senior Graphic Designer / Photoshop and Illustrator Designer

	<ul style="list-style-type: none"> • Junior Web Designer • Senior Web Designer • WordPress Web Designer
No of Students	25
Learning Place	Classroom / Lab
Instructional Resources	<ol style="list-style-type: none"> 1. Interaction of Color' by Josef Albers 2. Designing Brand Identity' by Alina Wheeler 3. Grid systems in graphic design' by Josef Müller-Brockmann 4. Guide to become a Graphic Designer Ft. GFX Mentor - Imran Ali Dina https://www.youtube.com/channel/UCP3Alk974-PeB9bg1Mc7wug 5. HTML & CSS: Design and Build Web Sites Originally published: October 25, 2011 Author: Jon Duckett Original language: English 6. W3 Schools https://www.w3schools.com/

MODULES

Scheduled Weeks	Module Title	Learning Units	Remarks
Week 1	Orientation/Course Introduction Overview of Graphic Designing	<ul style="list-style-type: none"> • Motivational Lecture (<i>For further detail please see Page No: 3& 4</i>) • Job market • Course Applications • Institute/work ethics • Describe Industry Colors and fonts Theory • Describe Artistic Colors and fonts theory • Describe color coding techniques • Fundamentals of Typography • Fundamentals of Imagemaking • Fundamentals of Shape and Color • Fundamentals of Composition • Demonstrate finding, downloading, and uploading special fonts in your laptop/desktop • Download and Install Adobe Photoshop and Adobe Illustrator 	Home Assignment <ul style="list-style-type: none"> • Task 1 • Task 2 • Task 3 <p><i><u>Details may be seen at Annexure-I</u></i></p>

		<ul style="list-style-type: none"> • Implement the fundamentals of color: visual, rhythm, and pattern in photoshop design • Draw circle, cube, diamond, hexagon, triangle and rectangle in Photoshop 	
Week 2	Overview of Web Designing and Difference between Graphic and Web Designing	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Describe difference between graphic and web designing with respect to web fonts, colors, icons and other parameters. ▪ Difference between Static and Dynamic Designing ▪ Understanding of extensions of Web Pages (.html, .htm, .php .aspx) ▪ Understanding of basic HTML page structure ▪ Understanding of Notepad and its use to write the HTML code and make a web page 	<p>• Task 4</p> <p><u><i>Details may be seen at Annexure-I</i></u></p>
Week 3	Introduction to graphic design/ Introduction to design software	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Graphic design and the immense Professional opportunities it provides ▪ Survey career opportunities ▪ Survey industry requirements for each Career path in Graphic Designing ▪ Explore great graphic designing works of past and present <ul style="list-style-type: none"> (1) Iconic graphic designers (2) View samples of professional graphic design in the industry ▪ Discuss how graphic design impact Visual space and visual culture 	<p>• Task 5</p> <p><u><i>Details may be seen at Annexure-I</i></u></p>

		<ul style="list-style-type: none"> ▪ Various specialties within the industry of Graphic design ▪ An understanding of graphic design's role in future industries ▪ Software that is used professionally in the field of design ▪ Vector and raster-based design software ▪ How various software overlap to support and create bridges in various design situations and needs ▪ See real-time examples of how software supports the creation and execution of the design ▪ Explore professional portfolios ▪ Proper terminology associated with the design 	
<p>Week 4</p>	<p>Fundamentals of design/ exploring adobe illustrator</p>	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) <p>Students are introduced to learn:</p> <ul style="list-style-type: none"> • the fundamentals of two-dimensional design • the foundation of art, graphic design, and visual communication • the practice of creation of thumbnail sketches, rough sketches, and comprehensive design, the building blocks of the design process • the process of using a deliberate design process for generating ideas, and solving authentic real-world problems • the following art and design fundamentals: <ul style="list-style-type: none"> ▪ line ▪ shapes ▪ color ▪ value ▪ rhythm ▪ textures ▪ balance ▪ unity ▪ space ▪ contrast ▪ forms ▪ emphasis 	<ul style="list-style-type: none"> • Task 6 <p><u>Details may be seen at Annexure-I</u></p> <div style="background-color: #008000; color: white; padding: 5px; display: inline-block;"> <ul style="list-style-type: none"> • Monthly Test 1 </div>

		<ul style="list-style-type: none"> ▪ repetition • Adobe Illustrator and its user interface • the following functions: <ul style="list-style-type: none"> • create/open/save/import/export • new file using Illustrator as per design requirements • the function of the toolbox and various menus • the concept of layers in Illustrator • the concept of shapes, paths, and other • shape building tools <ul style="list-style-type: none"> ▪ the concept of masking in Illustrator 	
Week 5	Further Details of Tools of Adobe illustrator	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to the usage of following tools in Adobe Illustrator:</p> <ul style="list-style-type: none"> • various tool in Toolbar: • Selection tool • Direct selection tool • Magic wand tool • Lasso tool • Pen tool • Curvature tool • Type Tool • Line Tool • Shapes Tool • Paint Brush tool • Shaper Tool • Eraser Tool • Gradient Tool • Eyedropper Tool <ul style="list-style-type: none"> ▪ Slice Tool. 	<ul style="list-style-type: none"> • Task 7 <p><u><i>Details may be seen at Annexure-I</i></u></p>
Week 6	Advanced Tools of Adobe illustrator	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to learn various advanced tools of Illustrator:</p> <ul style="list-style-type: none"> • functions in Menu Bar: <ul style="list-style-type: none"> • File • Edit • Object 	<ul style="list-style-type: none"> • Task 8 <p><u><i>Details may be seen at Annexure-I</i></u></p>

		<ul style="list-style-type: none"> • Type • Select • Effect • View • Window • the use of color in real life as well as design • the meaning of color and its use in various cultures • color theory • color wheel • the knowledge of different types of color perception • the color vocabulary needed to communicate as a designer • ways in which color is created, <ul style="list-style-type: none"> ▪ manipulated and applied using software. 	
Week 7	Introduction to the design process/ introduction to typography	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3& 4</i>) Students are introduced to: <ul style="list-style-type: none"> • the design process and explore it how designers practice the design • process to find solutions to visual problems they take on • the process of identifying various steps in the design process, understand the importance of each step and implement them • the evolution of the alphabet and letterform, design, type families, type anatomy, and type principles • the process of illustrating the basic type of families and apply tools to them various typographic tools available in Adobe software • the use of text systematically as per the requirement of work • explore typographic design and its impact 	<ul style="list-style-type: none"> • Task 9 <i><u>Details may be seen at Annexure-I</u></i>
Week 8	Branding & identity design	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) Students are introduced to: <ul style="list-style-type: none"> • what branding means 	<ul style="list-style-type: none"> • Task 10 • Task 11

		<ul style="list-style-type: none"> • various fields of design that fall within branding • what is the process of creating branding for a client/project • projects created by professionals in the field of identity design 	<p><u>Details may be seen at Annexure-I</u></p> <p>• Monthly Test 2</p>
Week 9	Designing different logotypes	<ul style="list-style-type: none"> • Motivational Lecture(For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ the tools they can use to create logotypes ▪ vocabulary associated with logotypes ▪ how dynamic logotypes are made ▪ the creative process of logo design and ▪ will learn how to use it to create, analyze and manage concepts ▪ manipulate letterforms to create legible ▪ dynamic and meaningful logotypes ▪ Students are required to design: <ul style="list-style-type: none"> ▪ Modern Logo ▪ Vintage/Retro Logo ▪ Texture logo 	<ul style="list-style-type: none"> • Task 12 • Task 13 <p><u>Details may be seen at Annexure-I</u></p>
Week 10	Logotypes in detail	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Minimalist Logo ▪ Signature Logo ▪ Emblem Logo ▪ Mascots Logo ▪ Abstract Logo 	<ul style="list-style-type: none"> • Task 14 <p><u>Details may be seen at Annexure-I</u></p>
Week 11	Exploring Adobe Photoshop	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Adobe Photoshop and its user interface 	<ul style="list-style-type: none"> • Task 15

		<p>The following functions:</p> <ul style="list-style-type: none"> ▪ create/open/save/import/export ▪ new file using Photoshop as per design requirements ▪ the function of the toolbox and various ▪ menus <p>Getting Started with Adobe Photoshop:</p> <ul style="list-style-type: none"> • Change the image size • Work with layers • Adjust the image quality • Make Selections • Retouch Images • Use Colors • Add text and shapes • Combine Images • Apply filters • Photoshop on your system: • Use the touch shortcut for quick access • Open images and work with cloud documents in Photoshop • Make a composite with layers • Use selections to make a composite • Create a composite with a layer mask • Edit with adjustment layers • Remove objects from photos: • Remove objects with content-aware fill • clean up imperfections with the Spot healing • Retouch photos with the healing brush tool • Remove object with the clone stamp tool • Hide unwanted content with the patch tool 	<p><u>Details may be seen at Annexure-I</u></p>
<p>Week 12</p>	<p>Adobe Photoshop in Detail</p>	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Perform Photo editing: 	<p>• Task 16</p> <p><u>Details may be seen at Annexure-I</u></p>

		<ul style="list-style-type: none"> ▪ Crop and straighten a photo to improve composition ▪ Correct an unwanted color cast ▪ Improve contrast and brightness in a photo with levels ▪ Adjust the intensity of colors in a photo ▪ Sharpen the photo to bring out the detail ▪ save the photo in the best format you need ▪ Perform photo composition: <ul style="list-style-type: none"> ▪ Add photos into a composite ▪ Build a composite with layer masks ▪ Combine images with a smooth transition ▪ Create a composite with blend modes ▪ Match color in a composite 	
	Start Preparing your portfolio	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • the concept of design portfolios • the concept of present design work/projects in a professional manner • websites that provide free portfolio hosting such as Behance and Dribbble • creating a portfolio • how to select work for presenting in your portfolio 	
	Build your CV	<p>Download professional CV template from any good site (https://www.coolfreecv.com or relevant)</p> <ul style="list-style-type: none"> • Add Personal Information • Add Educational details • Add Experience/Portfolio • Add contact details/profile links 	
Week 13	Midterm		
Week 14	Webpage Designing with HTML Basics using Notepad	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Describe extensions of Web Pages and its priorities(.html, .htm, .php .aspx) 	

		<ul style="list-style-type: none"> ▪ Mandatory tags of HTML based Web Page vs Optional tags. ▪ Designing of HTML Web Page with Title tag. ▪ Designing of HTML Web Page with displaying Background Image ▪ Designing of HTML Web Page with displaying Inline Image/images ▪ Designing of HTML Web Page using inline styling of font, size and color ▪ Designing of HTML Web Page with embedding a YouTube video ▪ Designing of HTML Web Page with a table or multiple columns 	<ul style="list-style-type: none"> • Home Assignment • Task 17 <p><i><u>Details may be seen at Annexure-I</u></i></p>
Week 15	<p>Webpage Designing using CSS and JavaScript in Adobe Dreamweaver or Microsoft Expression</p>	<ul style="list-style-type: none"> • Motivational Lecture (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> ▪ Understanding of Dreamweaver software to create and manage html, php and dot net web pages ▪ Install Adobe Dreamweaver Software on the laptop/desktop ▪ Understanding of Microsoft Expression software to create and manage html, php and dot net web pages ▪ Install Microsoft Expression on laptop/desktop ▪ Different webpage layouts (view) of Dreamweaver and Microsoft Expression (code, design split). ▪ Understanding of Basic CSS ▪ Understanding of Basic JavaScript ▪ Define Basic Libraries ▪ Design a webpage using Basic CSS and JavaScript as library files. ▪ Design a basic HTML Form with JavaScript Controls. 	<ul style="list-style-type: none"> • Task 18 <p><i><u>Details may be seen at Annexure-I</u></i></p>
	<p>Introduction to Freelancing</p>	<ul style="list-style-type: none"> • Motivational Lecture (<i>For further detail please see Page No: 3& 4</i>) 	<ul style="list-style-type: none"> •

		<p>Students are introduced to:</p> <ul style="list-style-type: none"> • the concept of freelancing • how to become freelance and create a sustainable income • pros and cons of freelancing • the ethical and professional way of becoming a productive freelancer • resources available for freelancing in the field of design • how to join freelancing sites • the process of creating a freelancing profile 	
	Create an account profile on Fiverr (at least two gigs) and Upwork	<p>Create an account by following these steps:</p> <p>Step 1: Personal Info Step 2: Professional Info Step 3: Linked Accounts Step 4: Account Security</p>	•
Week 16	Designing a html-based website of Multiple Webpages with CSS and JavaScript, using Dreamweaver or Microsoft Expression	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) <p>Students are introduced to learn:</p> <ul style="list-style-type: none"> • Designing a complete HTML based website of multiple web pages, using basic CSS and JavaScript files in Dreamweaver or Microsoft Expression • Uploading the html website on Live Cloud Server / Web Hosting • Troubleshoot and resolve the html website issue 	<ul style="list-style-type: none"> • Task 19 <p><u>Details may be seen at Annexure-I</u></p>
Week 17	Introduction & Overview to PHP	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Setup PHP on the local Machine. • Basic Structure of PHP • Complete PHP Syntax and Programming Language Basics. • Handle Strings in Webpage with String Functions • Define Variables and Constants. • Write PHP program using Data Types - Strings, Numbers, Double, Boolean and null. • Learn the basics of defining Functions, Passing Parameters and Function Concepts • Describe types of loops • Describe usage of different types of loops. 	<ul style="list-style-type: none"> • Task 20 <p><u>Details may be seen at Annexure-I</u></p> <p>• Monthly Test 3</p>

		<ul style="list-style-type: none"> • Write conditions and looping statements in PHP • Describe Arrays, its types and their applications. • Handling Arrays in PHP. • Setup Apache Server Framework on the laptop/desktop • Setup Mysql Database on the laptop/desktop • Concept of already available complete packaged Linux framework (Apache+PHP+Mysql) for windows like xamp and wamp 	
Week 18	Introduction to WordPress and Xamp or Wamp.	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • WordPress and its directory structure. • Download, Install and Configure xamp on your laptop or desktop • Start Xamp services and Create mysql database using phpMyAdmin of xamp • Download, Install and Configure WordPress on your PC, so you can learn without having to pay hosting or domain fees, using xamp. • Understand the main features of WordPress 	<ul style="list-style-type: none"> • Task 21 • Task 22 • Task 23 <p><u><i>Details may be seen at Annexure-I</i></u></p>
Week 19	Understand plugins & themes and how to find/install them	<ul style="list-style-type: none"> • Motivational Lecture (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Find, Install, activate and configure any given WordPress plugins • Find, Install, activate and configure any given WordPress theme • Troubleshoot the errors and warnings 	<ul style="list-style-type: none"> • Task 24 <p><u><i>Details may be seen at Annexure-I</i></u></p>
Week 20	Customize WordPress Website	<ul style="list-style-type: none"> • Success stories (<i>For further detail please see Page No: 3& 4</i>) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Navigate around the WordPress dashboard, know what everything does and how to use it. • Create pages and posts, and most importantly, know the difference between the two. 	<ul style="list-style-type: none"> • Task 25 <p><u><i>Details may be seen at Annexure-I</i></u></p>

		<ul style="list-style-type: none"> • Correctly use post categories and tags and understand why these can cause you problems at the search engines if used incorrectly. • Create custom menus and navigation systems that both visitors and search engines will find useful. • Create a static homepage useful for most websites, or a blog like homepage useful for bloggers. 	
Week 21	Employable Project/ Assignment (6 weeks) i.e. 21-26 besides regular classes. OR On the job training (2 weeks)	<ul style="list-style-type: none"> • Guidelines to the Trainees for selection of students employable project like final year project (FYP) • Assign Independent project to each Trainee • A project-based on trainee's aptitude and acquired skills. • Designed by keeping in view the emerging trends in the local market as well as across the globe. • The project idea may be based on Entrepreneur. • Leading to successful employment. • The duration of the project will be 6 weeks • Final viva/assessment will be conducted on project assignments. • At the end of the session, the project will be presented in a skills competition • The skill competition will be conducted on zonal, regional, and National levels. • The project will be presented in front of Industrialists for commercialization • The best business idea will be placed in the NAVTTC business incubation center for commercialization. <p style="text-align: center;">OR</p> <p>On the job training for 2 weeks:</p> <ul style="list-style-type: none"> • Aims to provide 2 weeks of industrial training to the Trainees as part of the overall training program • Ideal for the manufacturing trades • As an alternative to the projects that involve expensive equipment • Focuses on increasing Trainee's motivation, productivity, efficiency, and quick learning approach. 	

<p>Week 22</p>	<p>Secure and Optimize WordPress Website</p>	<p>Success stories (For further detail please see Page No: 3& 4)</p> <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Know how to configure WordPress for best results • Protect their WordPress website from hackers and spammers using given modules/plugins • Create a Responsive Website that looks good on any browser • Optimize WordPress Website with relevant plugins /modules. 	<ul style="list-style-type: none"> • Task 26 <p><u>Details may be seen at Annexure-I</u></p>
	<p>How to search and apply for jobs in at least two labor marketplace countries (KSA, UAE, etc.)</p>	<ul style="list-style-type: none"> • Browse the following website and create an account on each website <ul style="list-style-type: none"> ✓ Bayt.com – The Middle East Leading Job Site ✓ Monster Gulf – The International Job Portal ✓ Gulf Talent – Jobs in Dubai and the Middle East • Find the handy ‘search’ option at the top of your homepage to search for the jobs that best suit your skills. • Select the job type from the first ‘Job Type’ drop-down menu, next, select the location from the second drop- down menu. • Enter any keywords you want to use to find suitable job vacancies. • On the results page you can search for part-time jobs only, full-time jobs only, employers only, or agencies only. Tick the boxes as appropriate to your search. • Search for jobs by: <ul style="list-style-type: none"> ✓ Company ✓ Category ✓ Location ✓ All jobs ✓ Agency 	

		✓ Industry	
Week 23	Deploying WordPress Website on cloud server / web hosting	<p>Motivational Lecture (For further detail please see Page No: 3& 4)</p> <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Getting the complete website backup from xamp (local machine) • Restoration of complete WordPress website backup on cloud server/web hosting • Connectivity of database with WordPress website file using wp-config file. • Correction of Permalinks/URLs 	<ul style="list-style-type: none"> • Task 27 <p><u>Details may be seen at Annexure-I</u></p>
Week 24	Learn Google Search Console & Google Analytics	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Describe the importance of google search console • Learn to add property in google search console • Learn the importance of sitemap and generate Website XML based sitemap using plugin or sitemap generating website and submit to Google Search Console • Learn the importance of Robots.txt file, its parameters and Generate or write a Robot.txt file and Submit to Google Search Console • Crawling and indexing web pages in google search console • Troubleshooting and fixing the web page errors. • Describe the importance of Google Analytics • Adding property in google Analytics • Configuring Property and managing views in google analytics 	
Week 25	E Commerce Website designing in WordPress using Plugin of WooCommerce	<p>Motivational Lecture (For further detail please see Page No: 3& 4)</p> <p>Students are introduced to:</p> <ul style="list-style-type: none"> • Describe E Commerce and its difference from Conventional Commerce • Describe major modules of E commerce website like inventory management system, order 	<ul style="list-style-type: none"> • Task 28

		<p>management system, delivery management, payment methods and customer support services.</p> <ul style="list-style-type: none"> • Find, Install and Configure WooCommerce Plugin at WordPress Website • Manage the WooCommerce settings as per the given criteria 	<i>Details may be seen at Annexure-I</i>
Week 26	Entrepreneurship and Final Assessment in project	<ul style="list-style-type: none"> • Success stories (For further detail please see Page No: 3& 4) • Job Market Searching • Self-employment • Introduction • Fundamentals of Business Development • Entrepreneurship • Startup Funding • Business Incubation and Acceleration • Business Value Statement • Business Model Canvas • Sales and Marketing Strategies • How to Reach Customers and Engage • Stakeholders Power Grid • RACI Model, SWOT Analysis, PEST Analysis • SMART Objectives • OKRs • Cost Management (OPEX, CAPEX, ROCE, etc.) 	Final Assessment
Final Assessment			

Annexure-I:

Tasks For Certificate in Web Designing and Web Engineering

Task No.	Task	Description	Week
1.	Find the career path	<ul style="list-style-type: none"> • Prepare a career path related to your course and also highlight the emerging trends in the local as well as international market 	Week 1
2.	Work Ethics	<ul style="list-style-type: none"> • Generate a report on Institute work ethics and professionalism related to your course 	
3.	Download and Install Adobe	<ul style="list-style-type: none"> • Download and Install Photoshop and Illustrator. 	

	Photoshop and Illustrator. Download and Install special fonts on the system	<ul style="list-style-type: none"> • Download and Install Special Fonts (upto 3) on the system (laptop or desktop) • Demonstrate the Fundamental fonts, colors, typography and shapes 	
4.	Design a Basic HTML Web page using Notepad	<ul style="list-style-type: none"> • Demonstrate the difference between a Graphic Design and Web Design • Design a Basic HTML based web page with basic tags in notepad with following tags: <ul style="list-style-type: none"> ○ Html ○ Head ○ Body ○ Text tags: Paragraph, h1, h2, h3 etc 	Week-2
5.	Demonstrate Industry Standard Dimensions, Pixels Rate and Layouts	<ul style="list-style-type: none"> • Design a Portrait Image • Design a Landscape Image • Design and Demonstrate an Image using different bit rate • Design and Demonstrate an Image using different Color Modes • Demonstrate resolution and design and HD image of 32bit resolution with 1080x720 pixels • 	Week 3
6.	Draw lines using graphics Adobe Illustrator Software and Geometric Diagrams	<ul style="list-style-type: none"> • Draw shapes by using pen and line tool • Draw shapes with brushes • Create and import new brushes • Draw geometric diagram 	Week 4
7.	Trace the Spiderman Icon	<ul style="list-style-type: none"> • Use the Pen tool to trace the spider man icon (For help: https://www.behance.net/gallery/29099185/Pen-Tool-Exercises) 	Week 5
8.	Create a custom tools panel	<ul style="list-style-type: none"> • Choose Window > Tools > New Custom Tools Panel. • In the dialog, enter a name for your tools panel, • To add tools to your custom panel, drag any tool individually from the standard Tools panel into the tools (top) area of your panel (plus sign pointer). 	Week 6
9.	Design a Pattern with the help of stars and rectangle Design an emblem with the help of a circle and square or triangle (Digital	<ul style="list-style-type: none"> • Use the shape to create patterns • Create text-based patterns • Create a Design with shapes • Use lines and shapes to create an illustration • Add color from the color library in an illustration 	Week 7

	art)		
10.	Personal Word Cloud	<ul style="list-style-type: none"> • Choose words that best describe yourself. Use as many words as you like with a minimum of 25 words. • Choose them so they make sense concerning each other. You will be working on an interpretive self portrait limited exclusively to type. Use the font and the scale of the words that convey a message. • Try using different weights and/or italic versions of typefaces where you think are appropriate. Consider the meaning behind the words and the fonts selected. • Explore the use of different cases (upper/lowercase versions). Start by creating at least 5 thumbnails on tracing paper – actually, trace fonts which can be found in your textbook or on your computer (remember to use fonts that are available in our lab). • When a design is finalized (discuss with instructor) you can create the final part of this exercise on the computer. <p>OBJECTIVES:</p> <ul style="list-style-type: none"> • To examine letters/words as forms and abstract shapes: • To utilize type as a visual element • Recognizing the subtle and obvious differences between fonts • The use of fonts that represent specific feelings and emotions • How to color usage contributes to the overall feel of the piece <p>TECHNICAL NOTE:</p> <ul style="list-style-type: none"> • Document Size: 8-1/2 x 11 (portrait or landscape) • Image Size: 6-1/2 x 9 (create 1 inch margin on your document.) Mount on 8-1/2 x 11 bristol board. • Media: Work in Adobe Illustrator for this project (4 colors). • Considerations: Work must be submitted the correct SIZE, otherwise, it will NOT be accepted! • Most importantly...be creative, be neat, be conceptual! <p>TIME FRAME:</p> <ul style="list-style-type: none"> • Week 5 	Week 8

		<ul style="list-style-type: none"> • 17 Graphic Designing • 1/15 Discuss in class – produce 5 thumbnails for • homework • 1/22 Create composition in class • 1/29 Continue in class • 2/5 Due before class 	
11.	Coffee Brand Identity Project	<ul style="list-style-type: none"> • For this assignment, you are asked to design an identity system and packaging for an imaginary coffee house. Think Starbucks, New Moon, or Planet Perk— all here in Oshkosh. Or Colectivo in Milwaukee and Madison. Before you start, have a good look at the existing design for this type of business. What looks good? What doesn't quite work? <p>Beverage packaging and identity are designed to grab consumer attention in a crowded marketplace. _____ * _____, with three planned locations around the Fox Cities (Oshkosh, Fond du Lac, & Appleton), wishes to attract the same kind of customers that already frequent the businesses listed above. It is up to you to understand the needs & desires of your target audience, and these findings need to shape your design choices. (If you wish, you may choose to target a subset of coffee shop clientele.) How can you grab their attention? And beyond a good product and a comfortable interior, what will make them come back for more? Begin by designing a strong logo/wordmark for your product. Go through the usual design process: sketch thumbnails, refine, and revise Choose a color scheme. Pick type.</p> <p>What sort of illustrations might you include? Photos, drawings, patterns... or maybe it's all type. I am looking for a comprehensive identity program here, something that can be applied to any number of promotional components, whether 2D, 3D, or digital.</p> <p>Next, apply the identity to these items:</p> <ul style="list-style-type: none"> • Bag for coffee beans • Cup • Sleeve for the cup • Sample of packaging to transport baked good(s) • Reloadable payment card (similar to Starbucks') 	

		<ul style="list-style-type: none"> One-page Brand Identity Guide listing typefaces, color the scheme, etc. 	
12.	Modern Logo	<ul style="list-style-type: none"> Create Modern Logo 	Week 9
13.	Vintage Logo Textured Logo	<ul style="list-style-type: none"> Create Vintage Logo Create Textured Logo 	
14.	Minimalist Logo Signature Logo Emblem Logo Mascots Logo Abstract Logo	<ul style="list-style-type: none"> Create Minimalist Logo Create Signature Logo Create Emblem Logo Create Mascot Logo Create Abstract Logo 	Week 10
15.	Use Adobe Photoshop Software	<ul style="list-style-type: none"> Download Adobe Photoshop Install Adobe Photoshop Patch the software 	Week 11
16.	Draw Shapes using Photoshop software	<ul style="list-style-type: none"> Create and edit shapes by using shape tools Import shapes from different files Perform image tracing to create shapes and art 	Week 12
17.	Design a HTML webpage using Notepad	<ul style="list-style-type: none"> Identify different web page extensions for html, php and asp.net. Build an HTML web page with background image, inline image, embedding youtube video, different columns and rows, table and inline styling of font size and color in notepad 	Week 14
18.	Design a webpage using CSS and JavaScript	<ul style="list-style-type: none"> Install Adobe Dreamweaver Install Microsoft Expression Demonstrate the settings/preferences in Adobe Dreamweaver Demonstrate the settings/preferences in Microsoft Expression Demonstrate basic html libraries in the main web page Build a basic CSS file with basic (sample) stylings code, call it in the main web page and check its working Build a basic JavaScript file with basic (sample) code, call it in the main web page and check its working 	Week 15
19.	Designing a html-based website of Multiple Webpages with CSS and	<ul style="list-style-type: none"> Designing a complete HTML based website of multiple web pages, using basic CSS and JavaScript files in Dreamweaver or Microsoft Expression 	Week 16

	JavaScript	<ul style="list-style-type: none"> • Uploading the html website on Live Cloud Server / Web Hosting • Troubleshoot and resolve the html website issue 	
20.	Download and Install PHP	<ul style="list-style-type: none"> • Download and Install PHP (latest version) on the laptop/desktop • Download and install latest version of Apache on the laptop/desktop • Setup MySQL database • Build a sample webpage in PHP and run it on the installed Apache/php/MySQL environment 	Week 17
21.	Xamp Application (for Windows- 32-64bit)	<ul style="list-style-type: none"> • Download, Install and Configure xamp on your windows based laptop or desktop • 	Week 18
22.	Wordpress Application (CMS)	<ul style="list-style-type: none"> • Download, Install and Configure WordPress on your windows based laptop or desktop using Xamp 	
23.	Demonstrate the basic settings of xamp, phpMyAdmin and wordpress	<ul style="list-style-type: none"> • Demonstrate the basic settings of php, apache and mysql in xamp • Create mysql database from phpMyAdmin via xamp. 	
24.	Download and Install plugins & themes and how to find/install them	<ul style="list-style-type: none"> • Download, Install and Activate plugins of Elementer, Really Simple SSL and Wordefence • Download, Install and Activate any free and available WordPress theme 	Week 19
25.	Customize WordPress Website Page and Post	<ul style="list-style-type: none"> • Customer WordPress Website with respect to: <ul style="list-style-type: none"> ○ Create Page ○ Create Post ○ Create and Manage Media in WordPress website ○ Create and Manage widgets and sidebars 	Week 20
26.	Secure and Optimize WordPress Website	<ul style="list-style-type: none"> • Find, Download, Install and Activate WordPress Security Plugins like Wordefence and Succuri • Generate API Key of Succuri Plugin and do the needful hardening settings • Scan the website using wordefence plugin and generate the report of infected files • Optimize website using plugin of Autooptimize • Optimize website images using Smush (Plugin) 	Week 21
27.	Deploying WordPress Website on cloud server / web hosting	<ul style="list-style-type: none"> • Complete website backup from xamp (local machine) manual: website files and database separately. • Complete website backup using WordPress plugin (WP Migrate) 	Week 22

		<ul style="list-style-type: none"> Restore WordPress on cloud server using cpanel or manually 	
28.	Create and Manage Google Search Console & Google Analytics	<ul style="list-style-type: none"> Adding website URL as property in google search console Generate Website XML based sitemap and submit to Google Search Console Generate Robot.txt file and Submit Crawl and index web pages in google search console Generate a report of errors and warning, if find any on the website, using google search console. Create Google Analytics Account and add property in google Analytics Configuring Property with verification code and managing views in google analytics 	Week 23
29.	E Commerce Website designing in WordPress using Plugin of WooCommerce	<ul style="list-style-type: none"> Demonstrate E Commerce website and its difference from Conventional Commerce Find, Download, Install and Activate WooCommerce Plugin in WordPress Website Manage Settings of WooCommerce Plugin with respect to: <ul style="list-style-type: none"> General Payment Shipping Emails Accounts and Privacy	Week 24
30.	Build your CV	Download professional CV template from any good site (https://www.coolfreecv.com or relevant) <ul style="list-style-type: none"> Add Personal Information Add Educational details Add Experience/Portfolio Add contact details/profile links 	Week 21-26
31.	Create an account profile on Fiverr (at least two gigs) and Up-work	Create an account by following these steps: Step 1: Personal Info Step 2: Professional Info Step 3: Linked Accounts Step 4: Account Security	Week 21-26
32.	How to search and apply for jobs in at least two labor marketplace countries (KSA, UAE, etc.)	<ul style="list-style-type: none"> Browse the following website and create an account on each website <ul style="list-style-type: none"> Bayt.com – The Middle East Leading Job Site Monster Gulf – The International Job Portal 	Week 21-26

		<ul style="list-style-type: none">▪ Gulf Talent – Jobs in Dubai and the Middle East• Find the handy ‘search’ option at the top of your homepage to search for the jobs that best suit your skills.• Select the job type from the first ‘Job Type’ drop-down menu, next, select the location from the second drop-down menu.• Enter any keywords you want to use to find suitable job vacancies.• On the results page you can search for part-time jobs only, full-time jobs only, employers only, or agencies only. Tick the boxes as appropriate to your search.• Search for jobs by:<ul style="list-style-type: none">▪ Company▪ Category▪ Location▪ All jobs▪ Agency▪ Industry	
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Annexure-II:

Motivational Lectures

Web Designing Full Course In Urdu / Hindi Language Class 1 Intro and Basic || Wasi

<https://www.youtube.com/watch?v=nq3IEtyrcpM>

How to Start working on Fiverr or Upwork? - Urdu/Hindi

<https://www.youtube.com/watch?v=a0c5n0Uec9Q>

WordPress Customization with Porto Theme For E Commerce - Urdu/Hindi

28 | *Web Designing and Web Engineering*

<https://www.youtube.com/watch?v=ju2QKM7Jdc4>

Hisham Sarwar Motivational Story | Pakistani Freelancer

https://www.youtube.com/watch?v=CHm_BH7xAXk

21 Yr Old Pakistani Fiverr Millionaire | 25-35 Lakhs a Month Income | Interview

<https://www.youtube.com/watch?v=9WrmYYhr7S0>

Success Story of a 23 Year - Old SEO Expert | How This Business Works | Urdu Hindi Punjabi

<https://www.youtube.com/watch?v=tIQ0CWgszI0>

Failure to Millionaire - How to Make Money Online | Fiverr Superhero Aaliyaan Success Story

<https://www.youtube.com/watch?v=d1hocXWSpus>

How To Propel Your Career- Women in Welding

https://www.youtube.com/watch?v=S_LuVnW-UdQ

Underwater Welder | I AM WOMAN | Lifetime

<https://www.youtube.com/watch?v=LZiIXOkE-rc>

SUGGESTIVE FORMAT AND SEQUENCE ORDER OF MOTIVATIONAL LECTURE.**Mentor**

Mentors are provided an observation checklist form to evaluate and share their observational feedback on how students within each team engage and collaborate in a learning environment. The checklist is provided at two different points: Once towards the end of the course. The checklists are an opportunity for mentors to share their unique perspective on group dynamics based on various team activities, gameplay sessions, pitch preparation, and other sessions, giving insights on the nature of communication and teamwork taking place and how both learning outcomes and the student experience can be improved in the future.

Session- 1 (Communication):

Please find below an overview of the activities taking place Session plan that will support your delivery and an overview of this session's activity.

Session- 1 OVERVIEW
Aims and Objectives:
<ul style="list-style-type: none"> • To introduce the communication skills and how it will work • Get to know mentor and team - build rapport and develop a strong sense of a team • Provide an introduction to communication skills • Team to collaborate on an activity sheet developing their communication, teamwork, and problem-solving • Gain an understanding of participants' own communication skills rating at the start of the program

Activity:	Participant Time	Teacher Time	Mentor Time
Intro Attend and contribute to the scheduled.			
Understand good communication skills and how it works.			
Understand what good communication skills mean			
Understand what skills are important for good communication skills			
Key learning outcomes:	Resources:		Enterprise skills developed:
<ul style="list-style-type: none"> • Understand the communication skills and how it works. 	<ul style="list-style-type: none"> • Podium • Projector • Computer 		<ul style="list-style-type: none"> • Communication • Self Confidence • Teamwork

<ul style="list-style-type: none"> • Understand what communication skills mean • Understand what skills are important for communication skills 	<ul style="list-style-type: none"> • Flip Chart • Marker 	
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Schedule	Mentor Should do
Welcome: 5 min	Short welcome and ask the Mentor to introduce him/herself. Provide a brief welcome to the qualification for the class. Note for Instructor: Throughout this session, please monitor the session to ensure nothing inappropriate is being happened.
Icebreaker: 10 min	Start your session by delivering an icebreaker, this will enable you and your team to start to build rapport and create a team presentation for the tasks ahead. The icebreaker below should work well at introductions and encouraging communication, but feel free to use others if you think they are more appropriate. It is important to encourage young people to get to know each other and build strong team links during the first hour; this will help to increase their motivation and communication throughout the sessions.
Introduction & Onboarding: 20mins	Provide a brief introduction of the qualification to the class and play the “Onboarding Video or Presentation”. In your introduction cover the following: 1. Explanation of the program and structure. (Kamyab jawan Program) 2. How you will use your communication skills in your professional life. 3. Key contacts and key information – e.g. role of teacher, mentor, and SEED. Policies and procedures (user agreements and “contact us” section). Everyone to go to the Group Rules tab at the top of their screen, read out the rules, and ask everyone to verbally agree. Ensure that the consequences are clear for using the platform outside of hours. (9am-8pm) 4. What is up next for the next 2 weeks ahead so young people know what to expect (see pages 5-7 for an overview of the challenge). Allow young people to ask any questions about the session topic.
Team Activity Planning: 30 minutes	MENTOR: Explain to the whole team that you will now be planning how to collaborate for the first and second collaborative Team Activities that will take place outside of the session. There will not be another session until the next session so this step is required because communicating and making decisions outside of a session requires a different strategy that must be agreed upon so that everyone knows what they are doing for this activity and how. <ul style="list-style-type: none"> • “IDENTIFY ENTREPRENEURS” TEAM ACTIVITY

	<ul style="list-style-type: none"> • “BRAINSTORMING SOCIAL PROBLEMS” TEAM ACTIVITY” <p><i>As a team, collaborate on a creative brainstorm on social problems in your community. Vote on the areas you feel most passionate about as a team, then write down what change you would like to see happen.</i></p> <p>Make sure the teams have the opportunity to talk about how they want to work as a team through the activities e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc. Make sure you allocate each young person a specific week that they are the project manager for the weekly activities and make a note of this. Type up notes for their strategy if this is helpful - it can be included underneath the Team Contract.</p>
<p>Session Close: 5 minutes</p>	<p>MENTOR: Close the session with the opportunity for anyone to ask any remaining questions.</p> <p>Instructor: Facilitate the wrap-up of the session. A quick reminder of what is coming up next and when the next session will be.</p>

SUCCESS STORY

S. No	Key Information	Detail/Description
1.	Self & Family background	<p>Abdul Mateen, a passionate and creative freelance website designer, graphic designer, and front-end developer who has earned four years of experience and skills in this field.</p> <p>He is from a small village in the Cholistan area where the residents make a living by raising livestock and farming. I belong to the area where the majority of the population live a nomadic lifestyle and have limited resources of income. Understanding the changing world's paradigm, businesses, and entrepreneurship opportunities, I decided to choose my own destiny and move to city area. Like every other rebellion face, I was also criticized for choosing a different path but history knows “when there is a will, there is always a way.”</p> <p>Later, he decided to move to Hasilpur Tehsil for my matriculation degree. I passed matriculation exam with distinctive marks and I got the laptop from Government of Punjab because of my good grades. This was the time when I started interacting with computer and tech gadgets and from here my love for computers and tech gadgets started. Because of this love for computers, I was even willing to work in a computer shop, but my friends and family were not allowing me to do this. So, he decided to shift to Islamabad primarily for a brighter future.</p> <p>Today due to his consistent efforts; He has made a respectable name in the freelancing industry and having an impressive portfolio in his hand.</p> <p>If at first, you don't succeed, try try again</p>
2.	How he came on board NAVTTC Training/ or got trained through any other source	<p>In Islamabad, he got a 3 Year diploma in Computer Information Technology from Iqra College of Technology and got the first position in Computer Information Technology from Khyber Pakhtunkhwa Technical Board along with learning of freelancing expertise.</p>

3.	Post-training activities	<p>Along with diploma, he started learning graphic designing as a student in the freelancing field. he also had support from my uncle who is a senior software engineer as helped me learn and upgrade the most in-demand skills in this field.</p> <p>He resumed my struggle by enhancing my expertise from different tutorials available on the YouTube channels and after almost one and a half years of struggle, I created an account on Fiverr and received the first order of my career of \$5 only. This created a spark inside me as I wasn't able slept that night due to sheer happiness.</p>
4.	Message to others (under training)	<p>Take the training opportunity seriously Impose self-discipline and ensure regularity Make Hard work pays in the end so be always ready for the same.</p>

Note: Success story is a source of motivation for the trainees and can be presented in several ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful trainee of the institute. He will narrate his success story to the trainees in his own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful trainee Audio-video recording that has to cover the above-mentioned points.*
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning, etc) and narrates his/her story in the teacher's own motivational words.

* The online success stories of renowned professional can also be obtained from **Annex-II**

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. Attendance:

Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. Character:

Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. Team Work:

The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

4. Appearance:

Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. Attitude:

Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. Productivity:

Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. Organizational Skills:

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. Communication:

Written communication, being able to correctly write reports and memos.
Verbal communications, being able to communicate one on one or to a group.

9. Cooperation:

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. Respect:

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.