Equinet Academy

Landing Page Design Course

Design Aesthetically-Pleasing Landing Pages That Convince and Convert

In-Person Classroom

Duration: 8.5 Hours (1 day)

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

You're in Good Company

Industry leading organisations who've sent their teams for upskilling at Equinet

Microsoft | new balance | SONY | IKEA | DHL | FUJI xerox

Course Fees & Fundings

Course Fee: S$388.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S$116.40** (inclusive of 9% GST)

SkillsFuture Credit, PSEA, UTAP Claimable

www.equinetacademy.com

Table Of Contents

- Course Overview

- Target Audience

- Course Objectives

- Course Outline

- Trainer Profile

- Certificate and Certification Track

- Testimonials

- FAQs

- Related Courses

Course **Overview**

Embark on your journey into the world of landing page design. This course is tailored for those new to web design, providing a solid foundation in key principles and modern practices.

In this course, you'll learn how an experienced web designer approaches creating landing pages, starting from initial concepts to final execution. We'll cover essential design methodologies, including user-centric design to ensure your websites meet user needs, and mobile-first design to ensure your sites perform beautifully on all devices.

By the end of the course, you will learn about all the basics and best practices of landing page design and development. You will also be able to complete a landing page design mockup for a website.

Target Audience

- **Complete Beginners:** Individuals with little to no prior experience in landing page design who are eager to learn the basics and start creating their own websites.

- **Aspiring Web Designers:** Those interested in pursuing a career in web design and looking for a comprehensive introduction to essential concepts and skills.

- **Hobbyists and Enthusiasts:** People who want to learn landing page design as a hobby or personal interest, aiming to create and manage their own websites.

- **Students and Recent Graduates:** Students from various fields who want to add landing page design to their skill set and enhance their career prospects.

- **Career Changers:** Professionals from other industries who wish to transition into the field of landing page design and need a beginner-friendly starting point.

- **Small Business Owners and Entrepreneurs:** Individuals who want to create or improve their business websites, enhancing their online presence and user experience.

- **Freelancers and Independent Creators:** Those looking to offer web design services to clients, build their portfolio, and develop their skills for freelance opportunities

Course Objectives

By the end of the course, participants will be able to:

- Apply fundamental landing page design principles, including layout, colour theory, typography, and visual hierarchy, to create visually appealing websites.

- Apply fundamental web content development principles, including what to write and guidelines for writing for websites.

- Plan and design landing pages with a focus on User Experience and User Interface (UX/UI)Design.

- Create mobile and desktop landing page wireframes and mockups that are intuitive, accessible, and user-friendly.

- Create a simple Cascading Style Sheet to be used during web development

- Enhance landing page designs through applying principles of user experience and marketing psychology.

3

Course **Outline**

Introduction to Web Design

Topics Covered:

- Understanding Web Design: The Basics
- Overview of the Landing Page Design Process
- Design Guidelines
  - Layout and Composition
  - Colour Theory
  - Typography
  - Visual Hierarchy and Balance

Instructional Methods:

- Instructor-led Lecture
- Demonstration and Practical Application

Content Development for Website

Topics Covered:

- What is UX Writing
- How to Write for Your Website
- Copyright Issues with Website Content Writing

Instructional Methods:

- Lecture
- Brainstorm
- Problem Solving
- Demonstration and Practical Application

Equinet Academy

4

User-Centric Design

Topics Covered:

- Introduction to User Experience (UX)
- Principles of User-Centred Design

Instructional Methods:

- Lecture
- Brainstorm
- Problem Solving
- Demonstration and Practical Application

The Design Process

Topics Covered:

- Research and Discovery
- Creating Sitemap
- Creating Wireframes
- Creating Content
- Prototyping and Mockups

Instructional Methods:

- Demonstration & Practical Application
- Class Activity

Cascading Style Sheets (CSS)

Topics Covered:

- What is CSS
- How to Create a CSS
- Using CSS in WordPress

Instructional Methods:

- Lecture
- Brainstorm
- Problem Solving
- Demonstration and Practical Application

Mobile-First Design & Responsiveness

Topics Covered:

- Principles of Mobile-First Design
- Responsive Design Techniques
- Mobile-Specific Content Adaptation

Instructional Methods:

- Lecture
- Brainstorm
- Problem Solving
- Demonstration and Practical Application

Equinet Academy

6

Course Fees & Fundings

Course Fees:

S$388.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:

From S$151.32 (inclusive of 9% GST) after Subsidies

Mobile-First Design & Responsiveness

Topics Covered:

- Principles of Mobile-First Design
- Responsive Design Techniques
- Mobile-Specific Content Adaptation

Instructional Methods:

- Lecture
- Brainstorm
- Problem Solving

Trainer Profile
Chan Teck Seng

Teck Seng founded Lemonade, an Award Winning Digital Experience Agency. Lemonade has focused on building high conversion digital presence for their clients for the past 11 years. Some of his clients include local companies like NinjaVan Singapore, Lee Ah Mooi Old Age Home, Fei Yue Community Services, OKI Singapore and Gold Bell Financial Services. Teck Seng is an ACLP-qualified trainer with over 15 years of industry experience in web design and development. He is also a Registered Management Consultant accredited by Enterprise Singapore.

Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Integrated Marketing under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Landing Page Design course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Management

Course Code: TPG-2024085205
Course Support Period: 24 Feb 2025 – 23 Feb 2027

Equinet Academy

WSQ LANDING PAGE DESIGN COURSE

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the WSQ Landing Page Design Course
(aligned to the Skills Framework Content Management)

DATE

Date

Dylan Sun
Training Director

Testimonials

"A highly beneficial supplementary course suitable for a diverse audience including digital transformation consultants, procurement managers, project/program managers, content managers, and more, offering valuable new insights. The training agency demonstrates exceptional thoughtfulness by even providing spare laptops."

Pebble Teo

"Trainer is very knowledgeable and friendly. He will kindly answer to every question asked by the students. I have also gained a lot of valuable information from him through this class. It has been very beneficial for me and I believe for everyone who has attended."

Fadhil

"Teck Seng was very helpful and interactice during the session. Content is also practical and we can apply immediately."

Chan Kok Li

Frequently Asked Questions

Do I need any prior experience in web design to take this course?
No prior experience is needed. This course is designed for complete beginners and will cover all the foundational concepts and skills you need to get started in web design.

What tools and software will I need for this course?
You will need a computer with internet access. We will introduce you to essential design tools such as Adobe XD, Figma, but we will also provide guidance on free alternatives.

How is the course structured?
The course is divided into modules that cover different aspects of web design, including landing page design principles, user-centric design, mobile-first design, and best practices. Each module includes lectures, practical exercises, and real-world projects.

How long will it take to complete the course?
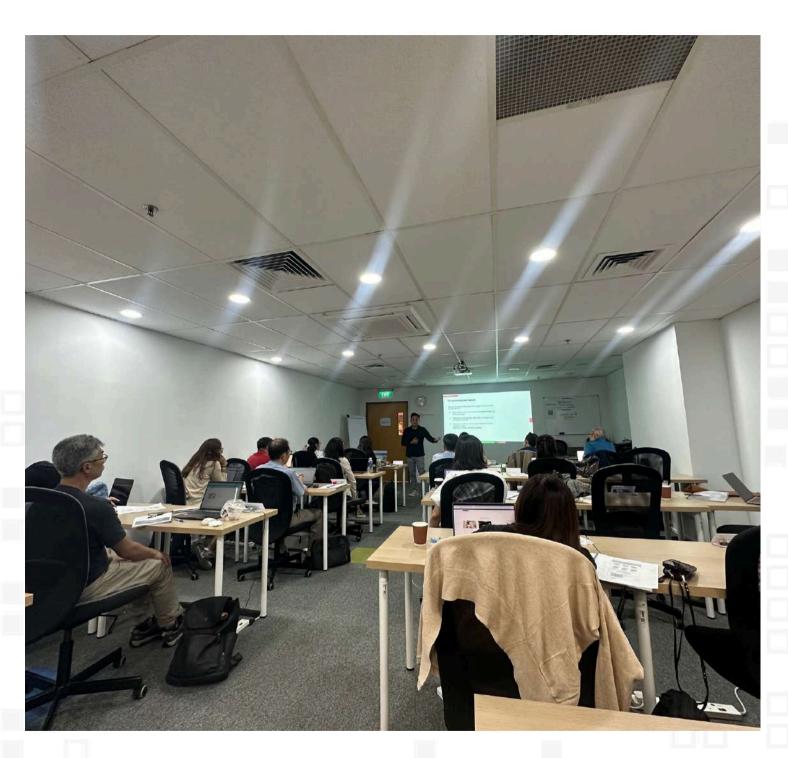The course is a 1 day course.

Can I access the course materials after I finish the course?
Yes, you will have 3 years access to the course materials, including any future updates, so you can revisit the content anytime you need.

Is there any support available if I have questions or need help?
Absolutely! You will have access to a community of fellow learners, as well as support from the course instructors through discussion forums and email.

Still have unanswered questions? Check out the FAQs page or submit an enquiry.

Related Courses

Certified Landing Page Design Specialist (CLPDS)

WordPress Website Creation

Website & Landing Page Conversion Optimisation

Design Aesthetically-Pleasing Landing Pages That Convince and Convert

Sign up for **Landing Page Design Course**

Reserve your seat here today.

Equinet Academy

![Equinet Academy logo]

Equinet Academy
10 Anson Road, #18-24
International Plaza,
Singapore 079903

www.equinetacademy.com

For More Information
Contact Us