



The Digital Bootcamp Overview

A. Fast Facts

- **What:** A project-based, online bootcamp to learn website design (HTML/CSS & Wordpress), digital marketing basics and soft skills
- **Who:** anyone with basic computer skills and passion for learning advanced digital skills
- **How:** Self-directed learning under the guidance of a local facilitator and online coaches
- **Duration:** 8 weeks (part time, 3-5 hours a day)
- **Outcome:** Digital website portfolio and a Google certificate
- **Fee:** 1,200 rand

B. Program Objectives:

The Digital Bootcamp offered by Trinity and WORK 4 A LIVING is a **8-week (part-time) program** that provides a solid digital foundation in website **design and digital marketing**- two skills critical for achieving success in business environments of the 21st century information age. The program also teaches soft, but essential, skills to improve business communication and help discern how to understand the world around you.

Upon successful completion, you will (1) earn a Google certificate of Online Marketing Fundamentals, and (2) create a digital portfolio to showcase your digital artifacts (Wordpress websites, marketing materials, videos, LinkedIn profile, etc.) to help attract new clients and grow your business.

C. Program Topics & Schedule (*****Approximately 3-5 hours a day**)

Week	Digital Skills	Soft Skills
1	HTML/CSS	Worldview
2	HTML/CSS	Worldview
3	- Design theory (font, typography, page layout) - Image & video editing -Portfolio project	Worldview
4	Wordpress website design	Worldview
5	Create a Wordpress website(Project 1)	Worldview
6	Create a Wordpress website (Project 2)	Business communication



7	Digital Marketing (Google tutorial)	Business communication
8	-Digital Marketing (Google tutorial) -Portfolio project	Business communication

C. Program Outcomes

Upon completion of the program, you will be able to:

(1) Website Design: Create beautiful websites using Wordpress and HTML/CSS. More specifically:

- Create a website using HTML/CSS
- Deploy a website using GitHub
- Apply basic design principles (such as typography, color theory, page layout) to create a beautiful website
- Design visually appealing marketing materials (such as a poster, business card, brochure, flyer, social media post, website banner) using Canva
- Edit images using Pixlr Express (or similar tools)
- Edit videos using YouTube and Animoto

(2) Digital/Online Marketing: Strategize and implement digital marketing practices using various Google tools and more.

- Present website information that is easy to navigate, well-organized, and customer-friendly
- Create an email marketing campaign using MailChimp and track receivers' responses using email analytics tools
- Craft compelling marketing emails
- Conduct keyword research using Google Keyword Planner
- Create and implement SEO strategies
- Create a basic PPC campaign using Google Adwords
- Analyze basic business metrics using Google Analytics
- Increase awareness of your business locally by creating a listing in Google Local Business
- Plan how to advertise a business locally online through Google Local Business, SEM, social media, and responsive website design
- Create a social media marketing strategy and manage it using Hootsuite, Buffer or Everypost
- Create a display advertising using Google Display Planner and Google Display Network

(3) Soft Skills

- Learn the necessary skills for writing professional emails

- Find out how to interpret various communication styles and method, as well as learn how to implement them in business communications, such as through email, presentations, negotiations, and marketing messages
- Understand how personality type influences work style and preferences
- Analyze time management skills and create a plan for better time management
- Understand how culture impacts business communications
- Reflect on cultural communication tendencies
- Focus on future goals and create professional goal action plan
- Understand the components of active listening
- Learn strategies for increasing detail-orientedness and efficiency at work
- Understand how to increase creativity

D. Program Delivery

This program is a **project based, online bootcamp** that is designed for self-motivated students. However, students will have ongoing interaction with their peers and onsite facilitator as indicated below.

- **Online:** Students will study independently own using highly-interactive online curriculum and receive feedback from online coaches.
- **Offline:** Students will freely interact with other students to discuss their learning and help each other with questions. An on-site facilitator will also provide support to keep students engaged in learning.

E. Admissions Process

	What
Step 1	<ul style="list-style-type: none"> ● Interview (10-15 minutes)
Step 2	<ul style="list-style-type: none"> ● Complete the Admissions Challenge (1 hours) ● Complete the application & pay tuition
Step 3	<ul style="list-style-type: none"> ● Start the bootcamp with CodeAcademy (2 weeks) and then continue with the course on Canvas