

SASALEARN

# Web Design & Development Bootcamp

The Complete Curriculum

*Not a course you watch. A program you build through. Every week ends with something live, something real, something you can put in front of a client.*

## COHORT AT A GLANCE

<b>Start date</b>	July 6, 2026 (Monday)
<b>Duration</b>	9 weeks
<b>Sessions</b>	3 live sessions a week. Mon, Wed and Sat, evenings, Kenya time
<b>Format</b>	100% online via Zoom, plus a private cohort community
<b>Cohort size</b>	20 students only
<b>Investment</b>	KSh 5,000
<b>Stack</b>	Figma, Elementor, WordPress

## WHAT'S INSIDE

- **Week 02** · Visual Design Fundamentals for the Web
- **Week 03** · Page Builders & Real-World Website Design (Tesla Redesign)
- **Week 04** · Responsive Design & Portfolio Build Sprint
- **Week 05** · Hosting, Servers & Website Infrastructure
- **Week 06** · Website Migration, Performance & Optimization
- **Week 07** · SEO, Analytics & WordPress Security
- **Week 08** · Building, Branding & Marketing Your Digital Agency
- **Week 09** · Final Project – E-Commerce Website Build

# Visual Design Fundamentals for the Web

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## Module 1: Design Principles & Visual Foundations THEORY

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### COVERS

- What the principles of design are
- The core principles of design
- How design principles apply to websites
- The difference between design principles and design elements
- The role of structure, balance, and hierarchy in web design

**Purpose:** *Trains students to think visually and understand why some websites look professional while others don't.*

## Module 2: Elements of Design & Typography THEORY

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### COVERS

- The 7 elements of design
- How elements work together in web layouts
- What typography is and why it matters
- Types of fonts: Serif, Sans-serif, Script, Decorative, and more
- Spacing and alignment: tracking, kerning, and leading
- Font pairing basics for websites

**Purpose:** *Students learn how text and visual elements work together to create readable, polished, user-friendly designs.*

## Module 3: Color Theory & Visual Psychology THEORY

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### COVERS

- What color theory is
- Types of colors
- The color wheel
- Color properties
- Color harmonies
- Color models
- The psychology of color in web design

**Purpose:** *Teaches students to use color intentionally to guide user behavior, reinforce branding, and improve usability.*

### By the end of Week 02, you will:

- ✓ Understand core visual design principles
- ✓ Use typography correctly and professionally
- ✓ Apply color theory with purpose, not guesswork
- ✓ Be ready to apply these concepts in real website builds in Week 3

## WEEK 03

# Page Builders & Real-World Website Design (Tesla Redesign)

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## Module 1: Page Builders & the Elementor Ecosystem THEORY

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### COVERS

- What a page builder is
- Popular page builders: WPBakery, Divi, Elementor, Oxygen
- Strengths and limitations of page builders
- Why Elementor is the industry choice for modern WordPress sites
- When to use page builders versus custom development

**Purpose:** *Helps students understand why Elementor is used professionally, not just how to click buttons.*

## Module 2: Navigating Elementor & Environment Setup PRACTICAL

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### COVERS

- Optimizing a WordPress installation for Elementor
- Elementor Free versus Elementor Pro
- Installing the Elementor Free plugin and Hello theme
- Elementor tools and global settings
- Overview of Elementor Free widgets
- Elementor add-ons and Elementskit

**Purpose:** *Students get fully comfortable inside Elementor and learn to set up a clean, performance-ready design environment.*

## Module 3: Real-World Project – Tesla Website Redesign PRACTICAL BUILD

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### COVERS

- Installing Elementor Pro with a license file
- Understanding containers and Flexbox
- Gathering Tesla design inspiration and resources
- Redesigning the Tesla header
- Designing the Tesla hero section
- Building the Tesla body sections
- Designing a clean, modern Tesla-style footer

**Purpose:** *Students apply everything they've learned by redesigning a real, world-class brand website, focusing on layout, spacing, typography, and visual hierarchy.*

### By the end of Week 03, you will:

- ✓ Confidently use Elementor, Free and Pro
- ✓ Understand professional page builder workflows
- ✓ Build a real, high-quality website layout
- ✓ Be ready for responsive design and portfolio polishing in Week 4

# Responsive Design & Portfolio Build Sprint

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## Module 1: Fluid & Responsive Design Fundamentals THEORY

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### COVERS

- What fluid design is and why it matters
- Fixed versus fluid versus responsive layouts
- EMs versus REMs and when to use each
- Percentages in responsive layouts
- Viewport units: VH and VW
- Understanding breakpoints: desktop, tablet, mobile
- Responsivity concepts applied to real websites

**Purpose:** *Students understand how modern websites adapt across devices instead of designing desktop-only layouts.*

## Module 2: Portfolio Website Structure & Design System PRACTICAL

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### COVERS

- What a design system is and why professionals use it
- Defining site identity: brand, tone, layout style
- Setting global styles in Elementor: colors, fonts, custom fonts
- Buttons and form styles
- Breakpoints and layout planning
- Importing and exporting Elementor style kits
- Building reusable templates: headers, footers, single posts, and archives

**Purpose:** *Students learn to build scalable, consistent websites, not random pages stitched together.*

## Module 3: Buildathon – Portfolio Website Build Sprint PRACTICAL BUILDATHON

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### COVERS

- Planning the portfolio structure
- Building the full portfolio website using Elementor
- Applying the design system consistently
- Making the portfolio fully responsive across desktop, tablet, and mobile
- Live building under time constraints
- Final polish and performance checks

**Buildathon Challenge:** *Build a complete, responsive portfolio website showcasing your skills, a clean personal brand, and at least one project (the Tesla redesign or equivalent).*

**Purpose:** *This module turns students from learners into builders. They leave with a real portfolio website, not just notes.*

### By the end of Week 04, you will:

- ✓ Understand responsive and fluid design deeply
- ✓ Build and manage design systems in Elementor
- ✓ Create reusable templates
- ✓ Complete a full portfolio website
- ✓ Experience real-world pressure through a buildathon

# Hosting, Servers & Website Infrastructure

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**Focus:** *Getting websites online correctly and understanding how the web actually works.*

## Module 1: Web Hosting Fundamentals THEORY & PRACTICAL

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### COVERS

- Who a web host is and what hosting actually provides
- Types of hosting: Shared, VPS, Dedicated, WordPress, and Reseller
- Choosing the right hosting for different project sizes
- How to purchase hosting
- Understanding hosting resources and limitations

### LEARNING OUTCOMES

- ✓ Understand different hosting environments
- ✓ Choose the correct hosting type for a project
- ✓ Confidently purchase hosting without guesswork

## Module 2: Domains, DNS & Connecting Your Website THEORY & PRACTICAL

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### COVERS

- What DNS is and why it matters
- Understanding DNS zones
- Key DNS records: A, CNAME, MX, TXT, NS
- What TTL is and how it affects propagation
- Pointing a domain to hosting using nameservers
- Editing DNS zone files safely

### LEARNING OUTCOMES

- ✓ Understand how domains connect to servers
- ✓ Confidently edit DNS records
- ✓ Diagnose common DNS and domain issues

## Module 3: Web Control Panels & cPanel Navigation THEORY & PRACTICAL

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### COVERS

- What web control panels are and the common types
- Introduction to cPanel and logging in
- File Manager usage
- Managing databases with phpMyAdmin
- Email account creation and management
- Script installers
- Editing PHP.ini settings

### LEARNING OUTCOMES

- ✓ Navigate cPanel confidently
- ✓ Manage files, databases, and emails
- ✓ Perform basic server-level configurations

# Website Migration, Performance & Optimization

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**Focus:** *Moving, cleaning, and optimizing real websites like a professional.*

## Module 1: Website Migration Techniques **PRACTICAL**

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### COVERS

- What website migration is and when it's needed
- Manual website migration
- Plugin-based migration
- Exporting websites using Elementor and WordPress Import
- Updating URLs after migration
- Uploading large databases using Big Dump

### LEARNING OUTCOMES

- ✓ Migrate WordPress websites without breaking them
- ✓ Handle database imports confidently
- ✓ Fix common post-migration issues

## Module 2: WordPress Performance Optimization **PRACTICAL**

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### COVERS

- What page speed is and why it affects SEO
- Testing website page speed
- Caching concepts
- Minification of CSS and JavaScript
- Cleaning up WordPress installations and removing unused themes and plugins
- Image optimization: lossy versus lossless and WebP images

### LEARNING OUTCOMES

- ✓ Improve website loading speed
- ✓ Optimize WordPress installations
- ✓ Understand performance best practices used in production

## Module 3: Advanced WordPress Configuration **PRACTICAL**

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### COVERS

- Configuring emails using external SMTP
- Setting up and testing contact forms
- Handling email deliverability issues
- Understanding real-world WordPress configurations

### LEARNING OUTCOMES

- ✓ Configure reliable email delivery
- ✓ Set up professional contact forms
- ✓ Prepare websites for real client usage

# SEO, Analytics & WordPress Security

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**Focus:** *Making websites discoverable, measurable, and secure.*

## Module 1: Search Engine Optimization with RankMath **PRACTICAL**

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### COVERS

- Designing featured images using Photoshop
- Installing and configuring RankMath
- Technical SEO using RankMath
- On-page SEO best practices
- Image SEO using alt tags

### LEARNING OUTCOMES

- ✓ Optimize websites for search engines
- ✓ Perform technical and on-page SEO
- ✓ Understand SEO workflows used by agencies

## Module 2: Analytics, Search Console & Local SEO **PRACTICAL**

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### COVERS

- Google Analytics setup
- Google Search Console setup
- Tracking website performance
- Understanding basic analytics reports
- Local SEO using Google My Business

### LEARNING OUTCOMES

- ✓ Track and analyze website traffic
- ✓ Understand how users find websites
- ✓ Optimize websites for local search

## Module 3: WordPress & Server Security **PRACTICAL**

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### COVERS

- How hosting and SSLs affect security
- PHP native hashing
- Hiding the WordPress login page
- Securing WordPress with Wordfence
- Securing WordPress with Sucuri
- Server-side hardening using WP Toolkit and Softaculous

### LEARNING OUTCOMES

- ✓ Secure WordPress websites properly
- ✓ Understand common security threats
- ✓ Implement both plugin-based and server-side protection

## WEEK 08

# Building, Branding & Marketing Your Digital Agency

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**Focus:** *Turning technical skills into a real, sellable business.*

## Module 1: Setting Up & Operating a Digital Agency **PRODUCT**

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### COVERS

- Mastering your skills and defining your professional identity
- Choosing and defining a niche
- Client acquisition and client handling workflows
- Managing finances and invoicing
- Automating business processes: CRM systems, contracts, proposals, invoices
- Scaling your agency through outsourcing and recurring revenue models
- Business registration basics
- Setting up and running a hosting business

### LEARNING OUTCOMES

- ✓ Understand how digital agencies actually operate
- ✓ Define a clear niche and service structure
- ✓ Set up systems for clients, payments, and operations
- ✓ Understand how to scale beyond solo freelancing

## Module 2: Branding & Positioning Your Agency **PERCEPTION**

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### COVERS

- Defining brand mission, vision, and values
- Identifying the ideal client
- Understanding competitor positioning and differentiation
- Crafting a clear Unique Selling Proposition
- Brand classification: low-cost, value, premium, luxury, high-luxury
- Crafting offers: lead-generation, core, premium, and continuity offers
- Pricing strategies
- Creating a strong visual and brand identity

### LEARNING OUTCOMES

- ✓ Position their agency clearly in the market
- ✓ Build a strong, differentiated brand
- ✓ Create structured offers and pricing models
- ✓ Understand how perception affects buying decisions

## Module 3: Marketing & Communication for Agency Growth **PROMOTION & SOFT SKILLS**

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### COVERS

- The 3P framework: Product, Perception, Promotion
- Content marketing fundamentals
- Email marketing strategies, including MailPoet
- Social media marketing and personal branding
- SEO as a long-term acquisition channel
- Networking, online marketplaces, and WhatsApp groups
- Soft skills versus hard skills

- Verbal and non-verbal communication with clients

#### **LEARNING OUTCOMES**

- ✓ Market themselves and their agency confidently
- ✓ Choose the right marketing channels
- ✓ Communicate clearly and professionally with clients
- ✓ Build trust and long-term client relationships

## WEEK 09

# Final Project – E-Commerce Website Build

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**Focus:** *Proving end-to-end competence, from design to deployment.*

### PROJECT SCOPE

Students design, build, optimize, and deploy a complete e-commerce website using WordPress and Elementor.

### YOUR BUILD MUST INCLUDE

- Brand identity and visual design
- Homepage, shop page, product pages, cart, and checkout
- Responsive design across desktop, tablet, and mobile
- Product uploads and categorization
- Payment gateway setup with Paystack, demo or live
- Performance optimization
- Security configuration
- Deployment to live hosting

### HOW YOU'RE ASSESSED

- Design quality and usability
- Responsiveness
- Performance and optimization
- SEO readiness
- Security basics
- Overall professionalism

### By the end of Week 09, you will:

- ✓ Have a complete e-commerce website
- ✓ Demonstrate real-world web production skills
- ✓ Own a portfolio-ready, client-level project
- ✓ Be ready to freelance, get hired, or launch an agency

## THE PAYOFF

# What You Walk Away With

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You enter as someone who watches tutorials. You leave as a builder with live work to show and the business sense to charge for it.

- ✓ Multiple real projects: the Tesla redesign, your portfolio, and a full e-commerce store
- ✓ A live portfolio website with your name on it
- ✓ Agency and business fundamentals: pricing, proposals, and client acquisition
- ✓ The confidence to sell, deliver, and scale

## Ready to claim one of the 20 seats?

Register and enroll at [sasalearn.co.ke](https://sasalearn.co.ke)

Questions? Talk to us on WhatsApp: [0113 535 848](https://wa.me/0113535848)