

Designing Web Landing-Page for Entrepreneurship

Each day consists of the following activities:

1. **10:00 - 12:00 (EEST time)** A lecture or another supervised activity.
2. Two-three hours of individual or group work, time should be agreed between students.
3. **18:00 - 19:00** Feedback chat when the teachers answer students' questions and issues.

| | 10:00-12:00 |
|---|--|
| Day 1 Monday 12.07.2021 | <ol style="list-style-type: none"> 1. Introduction (instructors/students) + course plan 2. Web Design as a discipline 3. Landing Page as a specific type of product 4. Web-design business strategy 5. Value proposition design |
| Day 2 Tuesday 13.07.2021 | <ol style="list-style-type: none"> 1. User-Centered Design 2. Designing Lean Personas 3. Designing Communication 4. The Art of Copy and Tone of Voice |
| Day 3 Wednesday 14.07.2021 | <ol style="list-style-type: none"> 1. Web Information Architecture 2. Landing Page Common Information Blocks |
| Day 4 Thursday 15.07.2021 | <ol style="list-style-type: none"> 1. Adaptive and Responsive Web Design 2. Creating scenarios |
| Day 5 Friday 16.07.2021 | <ol style="list-style-type: none"> 1. Layout Design and Grid Systems; 2. Prototyping in Figma |
| End of the first week | |
| Day 6 Monday 19.07.2021 | User-based and expert-based and Evaluation methods. |

| | |
|---|--|
| Day 7 Tuesday 20.07.2021 | Using Fonts in web. |
| Day 8 Wednesday 21.07.2021 | Colours, Images and Aesthetics |
| Day 9 Thursday 22.07.2021 | Putting all in the code. Introduction of web frameworks |
| Day 10 Friday 23.07.2021 | Final presentations of the projects |