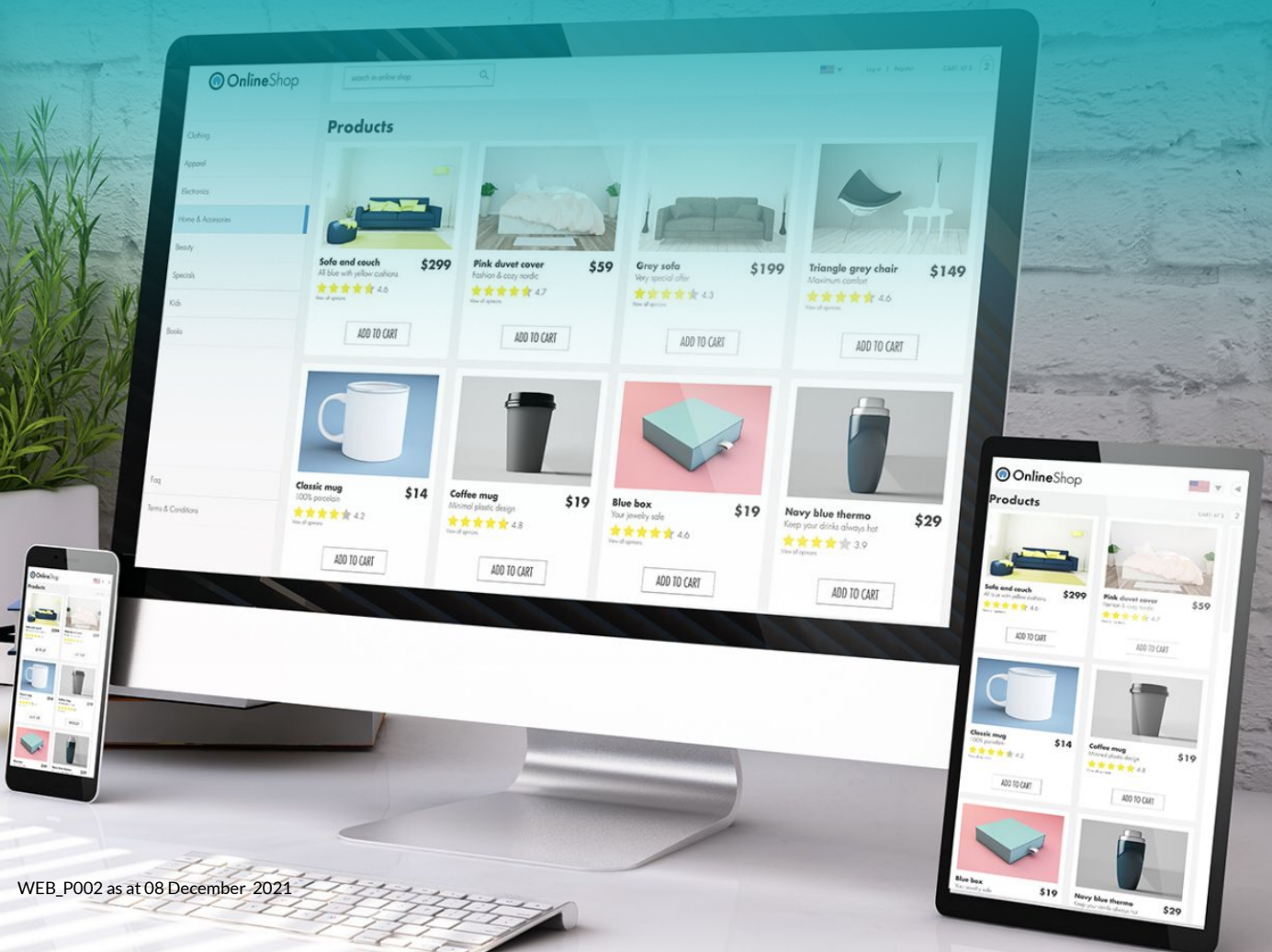# Custom-Build Multi-Functional Websites

Build your own website with no coding or design skills needed.

Web design is the process of planning and creating the look and feel of your website. As the backbone of a business' online presence, **a website supports all your digital marketing efforts**. Knowing how to build websites is an in-demand skill that can be applied to your business immediately or be developed as a specialist career. In this course, you will learn how to use one of the top website builders, Wix, to build beautiful websites without coding or design skills.

Create eye-catching websites that function the way you want them to.
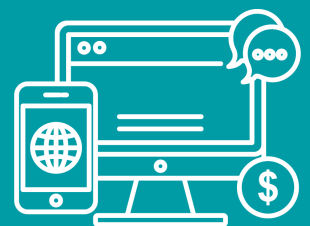
WiX

NO CODING OR DESIGN SKILLS REQUIRED.

Improve Business Credibility

Make Your Business 24/7

Design for Conversions

Impress Customers

Increase Engagement

Enhance Digital Marketing Efforts

Build your website with Wix:

a user-friendly and design-centric platform suited for beginners.

UI / UX Features   Customisable Templates   Functional Features

E-Commerce Stores

➔ Manage online inventories
➔ Display products
➔ Enable purchase functions

Appointment Booking

➔ Set up availability
➔ Customise booking pages

Menu Display & Order Taking

➔ Build professional menus
➔ Table booking 24/7
➔ Take online orders

Online Services

➔ Offer services as package
➔ Sell services with secure payments

Blogs & Portfolio

➔ Access library of artistic templates
➔ Schedule content easily
➔ Add contributors to your site

Lead Management

➔ Collecting leads
➔ Set up forms and design features for engagement

Create an "Experience" on your website with UI and UX

"Having a beautiful website is one thing; transforming it into a whole experience that mesmerizes users and meets their every need is a different story altogether."

UX vs UI

UX:
- Interaction Design
- Wireframes & Prototypes
- Information Architect
- User Research
- Scenarios

UI:
- Visual Design
- Colours
- Graphic Design
- Layouts
- Typography

How to:

- Influence visitors to check out other pages on your website

- Keep visitors reading to the end of page

- Ensure visitors understand your products / services

- Provide information to encourage purchase

How to:

- Beautify your website to impress viewers.

- Include design elements to engage viewers

- Match visual displays with your branding

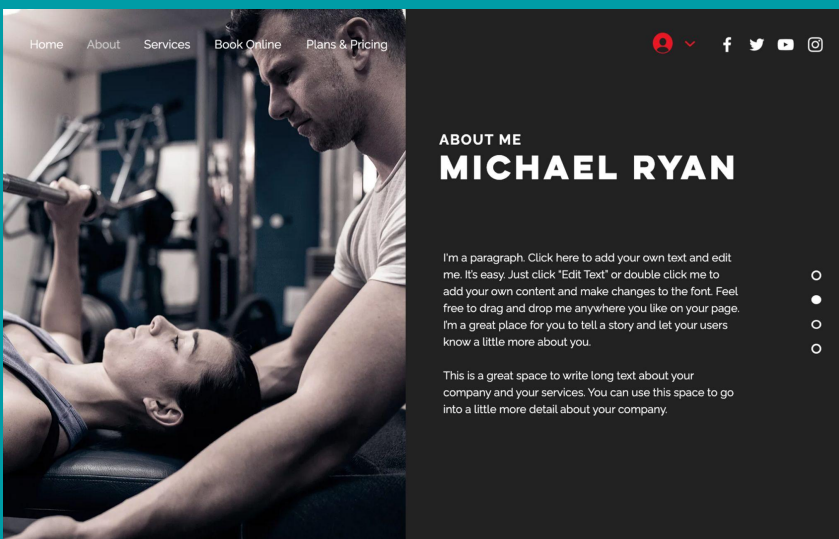- Create beautiful layouts to make content more readable.
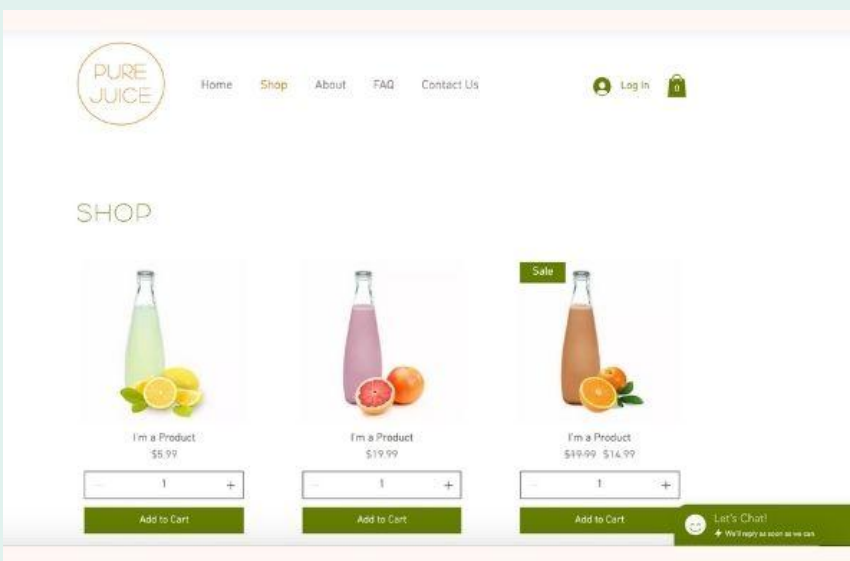
Examples of websites you can build using WIX
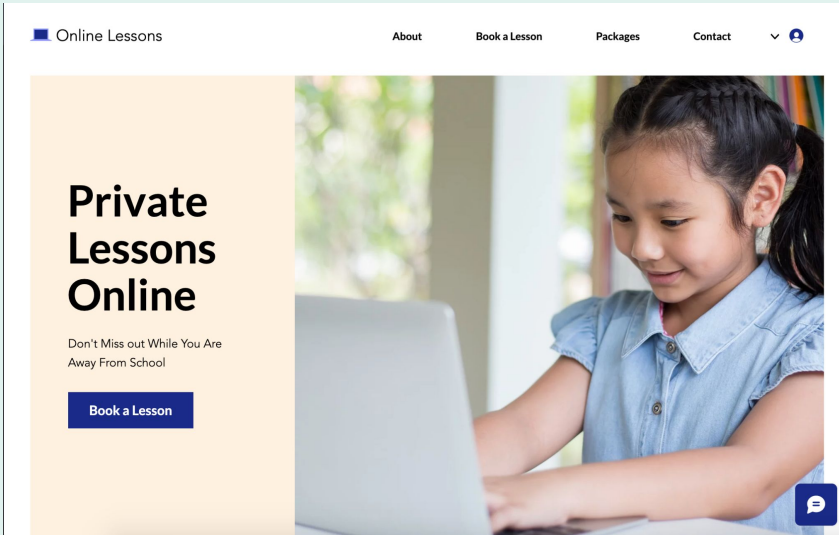
Professional Service Website

Suitable for Education, Beauty & Wellness, Fitness and other service providers ...

Personal Branding Website

Suitable for Consultants, Freelancers, Coaches, Real Estate Agents & more...

Online Store Website

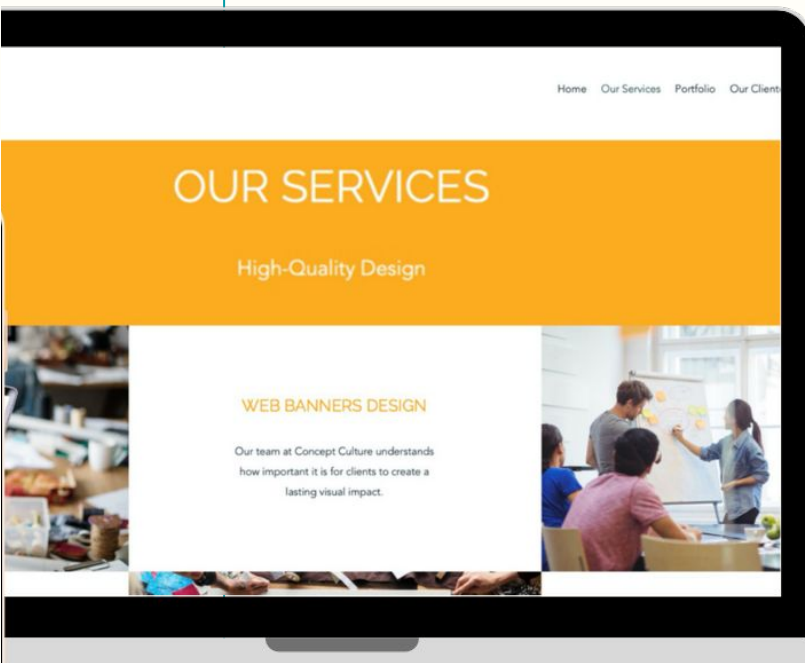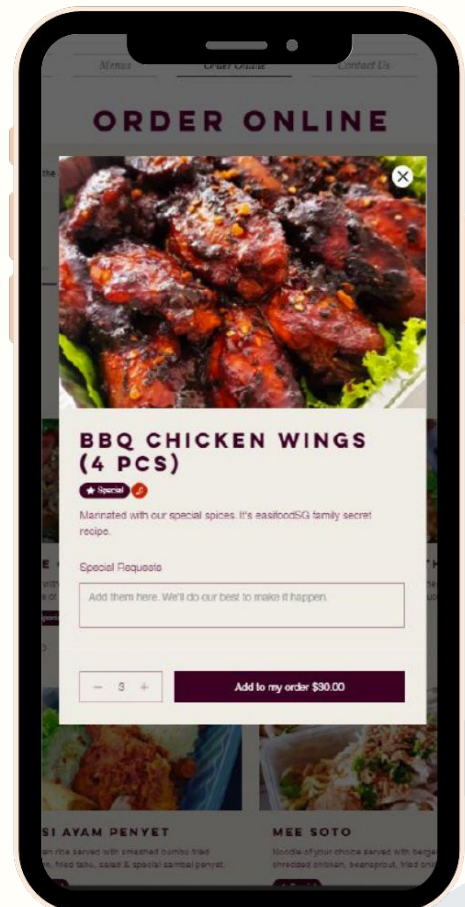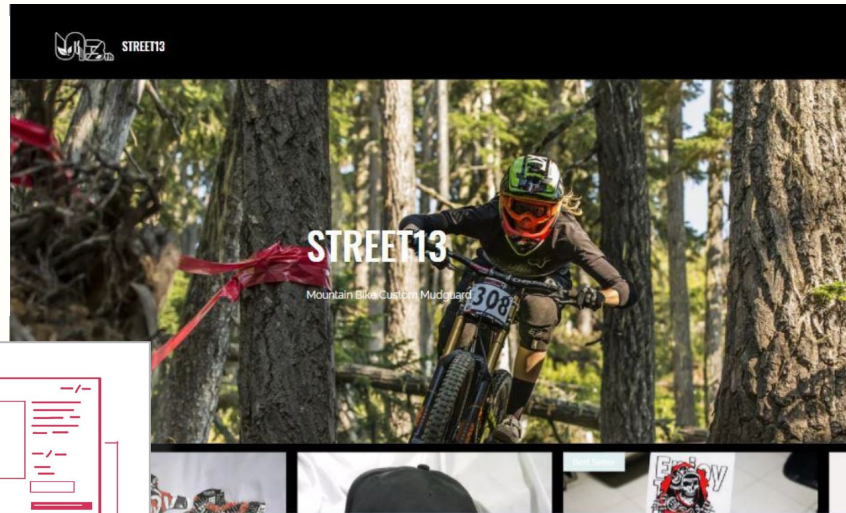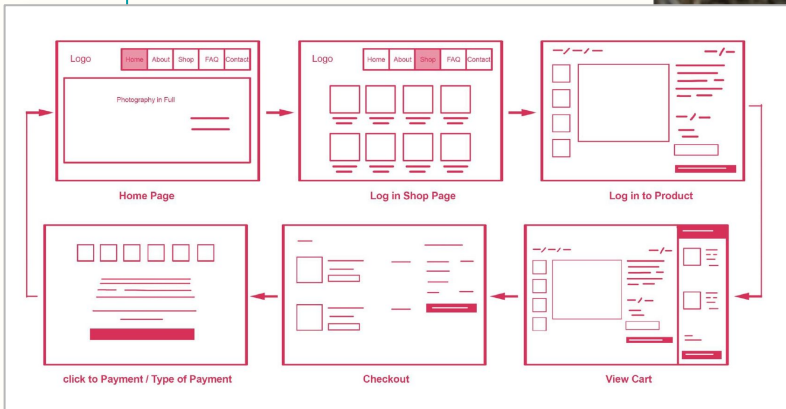Suitable for Small Business Owners, Selling All Sorts of Products...

Websites Built by our Course Graduates
From photography to F&B and professional services

Wireframing Planning
Mr Chee Yong, freelancer photographer & graphic designer, Graduate, 2021

Professionals Service Listings
Ms Jaye Chan, Freelance Graphic Designer, Graduate, 2021

Input Online Order Features
Ms Alizah, Admin, Graduate, 2021

The Wix Editor at a Glance

Drag and drop components to create a professional website.

Mobile & Desktop-Friendly
Ensure your website fits well on the screens of all mobile devices.

Multi-Functional Features & Plugins
Customise with e-commerce features, appointment booking, chat plugins, order form, blogs and more.
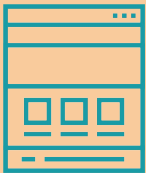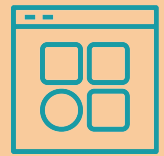
Designer-made Templates
Not a designer? No problem. Choose from over 500 website templates to start editing.

Visual Consistency
Ensure that your site components are neat and balanced.

100s of Design Elements
Add text, galleries, videos, vector art and more to illustrate your products / services.

No Coding and Design Background Required
Drag and drop features and customise it to match the look and feel of your site.

Build from scratch or by customising ready-to-use templates!

Overview

A high quality website is key to your online success. Designed strategically, you can use it to impress customers and encourage purchases all at the same time.

Good design is good business.

This course will equip you with the design-thinking skills and practical knowledge to build multi-functional websites without coding skills.

You'll learn how to create a website from the ground up through storyboarding, understanding design principles and familiarising with the Wix editor to improve user experience (UX) and user interface (UI).

This course is developed by BELLS SG Pte Ltd, a training organisation that empowers professionals with tech skills that they can apply in their existing or prospective career.

Course Outcomes

Build a multi-functional website in 3 days.

Improve Your Website with UX & UI Strategies

Drive better customer experience and sales with a good user interface and user experience.

Use Wix Editor to Build Websites with Ease

Get hands-on experience in creating a website with Wix, a drag-and-drop web builder.

Apply Design-Thinking Principles to Build Websites

Engage leads and web visitors with high quality content and visuals that help you tell your story.

Engage Viewers with Meaningful Content Flows

Use wireframe and storyboarding techniques to design your information flow.

Visualise, storyboard and design your website's interface and user experience.

Course Details

Module
Building a Multi-Functional Website without Coding Skills

Course Code
TGS-2020503366

Mapped to
Skills Framework
ICT-DES-4008-1.1 User Interface Design

Total Training Duration
22 hours

Mode of Training
Classroom-based

Pre-Requisites

- Have at least GCE 'N' level education
- Basic computer literacy is required for this programme
- You are encouraged to bring your own laptop and charger to class. However, one will be provided to you if necessary

Course Outline
Total Training Duration: 22 hours
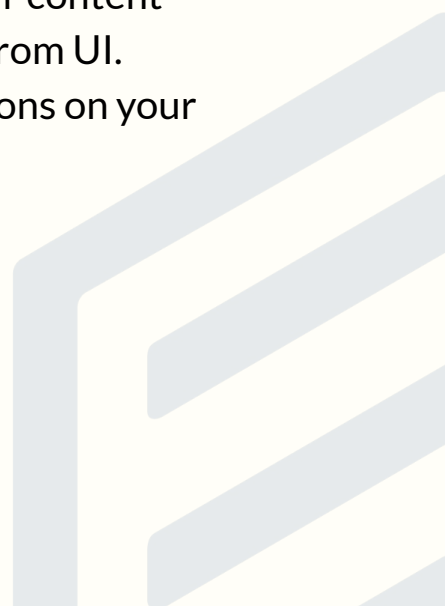
Design-Thinking	Learn about the principles of good design and how to use design principles to drive user interaction on websites. Learn about widgets to enhance your site's functionality and plan high-quality visual elements to attract leads.
UI & UX	Get to know your target audience so you can design a powerful user interface. Use widgets to improve the user experience. Analyse the experiences of UI and UX and match them to the web design.
Content Flow	Determine user information and process flow. Improve the engagement of your content with components from UI. Guide users to actions on your website.

What You'll Learn

Introduction to Design-Thinking Concepts

Explore the basic design concepts in UI and UX.

> Understand fundamental design concepts like font, colour, hierarchy, consistency and icons.

> Get to know design principles in relation to user interface (UI) and user experience (UX).

Basics of User Interface and User Experience

Understand how UI and UX affects behavior on websites.

> Understand components of user interface.

> Plan a user-centred design by analysing the user, task, domain and requirements.

> Develop the software architecture and user interface, in relation to the user.

>Methods, techniques and critical components in creating a user-centred design.

> Best practices for designing powerful user interface and user experience.
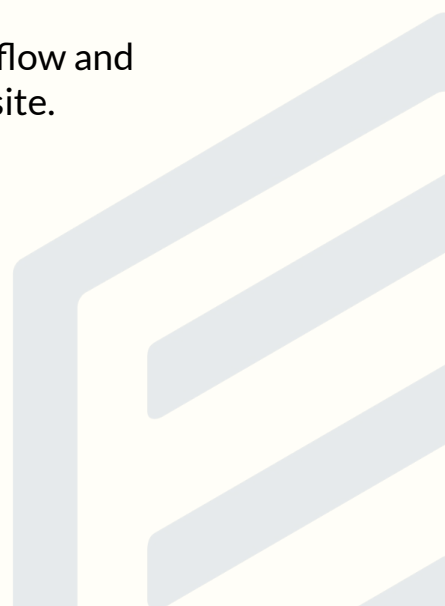
Wireframing and Storyboarding

Plan the look and feel of a website with wireframes and storyboards.

> Use storyboarding and wireframing techniques to plan your website.

> Sketch your website in desktop and mobile views.

> Understand other prototyping methods (paper and computer) to plan for your website.

Hands-on Exploration of Wix Platform

Demo of how to navigate Wix platform and hands-on experience.

> Explore Wix editor to access templates and various design elements.

> Access real business case studies as points of reference.

> Select template to customise according to design-thinking concepts.

> Plan information flow and messaging for website.

Usability Testing and Refining UI and User Guides

Conduct testing on user interface and user experience.

> Test functionality of website with 3 testing types: Moderated vs Unmoderated, Remote vs. In Person as well as Explorative vs. Comparative.

> Conduct A/B testing to compare 2 versions of web pages for performance.

> Examine the results of usability tests and inspections, and make any necessary changes to the product's user interface.

> Improve user guides in order to effectively implement new / revised user interfaces.

Receive a WSQ Statement of Attainment in Infocomm Technology.

Unlock a skill that improves your career or business prospects.

SAMPLE

NATIONAL INFOCOMM COMPETENCY FRAMEWORK

Jointly developed by IMDA and SSG

STATEMENT OF ATTAINMENT

is awarded to

ID No:

for successful attainment of the following industry approved competencies

ICT-DES-4008-1.1 User Interface Design

at

26 Oct 2021

Ong Tze Chin, Chief Executive
SkillsFuture Singapore Agency

The training and assessment of the abovementioned learner are accredited in accordance with the Singapore Workforce Skills Qualifications System. This WSQ programme is aligned to the Skills Framework.

www.ssg.gov.sg
For verification of this certificate, please visit
https://www.myskillsfuture.gov.sg/verify_eCert.html

Cert No.

SF SOA IT 001

SINGAPORE WORKFORCE SKILLS QUALIFICATIONS **SKILLSfuture SG**

A good website has a solid design, a great website is unique and meets the needs of the customer and the business it represents.

- Joseph Lancaster

BELLS

ACADEMIC GROUP

With over 14 years of conducting nationwide training programmes, BELLS has catalysed real change in the workforce. From highly-skilled trainers to accessible learning pathways, we'll equip you with the skills you need in an ever-evolving world. Here are more fast facts about our company:

We've taught more than **>120,000 students** the skills they need to find work they love.

We've opened **6 training centres** island-wide to meet the upskilling demand.

We have more than **170 staff members** who help to make quality tech education easily accessible.

We **partner with industry experts**, the likes of award-winning digital agencies and field experts to develop our curriculum.

We've brought **40 skilled instructors** into our community.

Our Trainers

Learn from experts in the field with more than 10 years of experience.

Hua Lim | Trainer
10 years of hands-on and strategic experience in online marketing technologies

Shermann | Trainer
Over 10 years of experience in Marketing & Public Relations

Keith Yuan | Trainer
Over 10 years of experience in Social Media Management, Content Producing & Personal Branding.

Wei Terk | Trainer
More than 10 years of management and practical experience in communications in both public and private sectors.

What Our Graduates Say

BELL's website development course was very useful as I learnt how to create a multifunctional website using WIX!

Serine, Sim, Course Graduate 2021

BELLS' website development course was very useful and helped me to perform better at work. I highly recommend this course's trainer. The trainer guided us very closely and patiently.

Hui Hsien, Course Graduate 2021

I enrolled in the web development course to learn how to design a website for my massage business. The trainer was competent and I found the experience very fulfilling.

Jimmy Chia, Principal Massage Therapist, Course Graduate 2021

Course Fee & Details

Module	Building a Multi-Functional Website without Coding Skills TGS-2020503366
Course Duration	3 days (9am - 6.30pm)
Total Training Hour	22 hours
Mode of Training	Classroom-based

	Class start on or after 1 Jan 2022*[1]	
	SG Citizen (21-39 years old) or SG PR (up to 50% course fee subsidy)	**SG Citizen (Above 40 years old)** (up to 70% course fee subsidy)
Self-sponsored	$600.00	$360.00
Company-sponsored (Enhanced Training Support for SME)	$360.00	$360.00
Company-sponsored (Non-SME)	$600.00	$360.00

Original course fee: $1200.00

Fees can be further offset by **SkillsFuture Credit** for Singapore Citizens aged 25 and above. Singapore Citizens aged 21 to 31 may also offset fees with the **Post Secondary Education Account (PSEA)** Funds for self-sponsored.

*[1] *For courses commencing on or after 1 Jan 2022, SkillsFuture course funding will be revised to a baseline of 50% subsidy, with an additional 20% subsidy (up to 70% subsidy) for eligible SMEs and mid-career individuals (Singapore citizens above 40 years old).*

*[2] *For courses commencing on or before 31 Dec 2021, course fee subsidy is capped at 50% of course fee or $15/hour, whichever is lower for Singapore Citizens aged 21-39 years old or Singapore Permanent Residents 21 years old and above.*

Grant & Subsidies for SMEs

Enhanced Training Support for SMEs (ETSS Funding)	Class starting after 1 Jan 2022, will receive up to 70% of full course fee subsidy.
Absentee Payroll Funding	From 1 Jan 2022, AP hourly rate will be standardised at $4.50/hour and capped at $100,000 per calendar year.
SkillsFuture Enterprise Credits (SFEC)	Eligible employers will receive a one-off S$10,000 credit to cover up to 90% of out-of-pocket expenses on qualifying costs for supportable initiatives.

Grant & Subsidies for Individuals

SkillsFuture Credit	Our courses are SkillsFuture Credit Eligible. All Singaporeans aged 25 and above are entitled to SkillsFuture Credit.
Post-Secondary Education Account (PSEA)	Singapore Citizens aged 21 to 31 may also offset fees with the **Post Secondary Education Account (PSEA)** Funds for self-sponsored students.

FAQs

I have zero experience, is it very difficult to do a website?

Wix website builder is user-friendly platform for beginners.

This course covers basic theories and concepts as well as a demo and hands-on component where the trainer will guide you on how to use the Wix editor with step-by-step approaches.

Do I need to have basic design skills or programming skills to attend the course?

You don't need to. In this class, you'll learn to build websites from scratch by understanding design principles and guided on how to use the Wix editor.

Wix also has a library of designer-made templates so that you don't have to start from scratch if you prefer not to.

Wix is a drag-and-drop builder and therefore does not require programming skills.

What kind of features can I apply to my website? What functionalities does Wix offer?

Wix offers a fast and easy way to create a great looking website. It has a wide array of templates and design features including blogs, portfolios, e-commerce, and more.

The platform also allows you to access payment and checkout features, social media integrations, appointment setting functions and more.

You may refer to Pages 3-6 to see more examples.

FAQs

What's the difference between WordPress and Wix?

Wix and WordPress are both website builders.

Wix is a website builder that offers a variety of templates, design tools and does not require coding skills.

On the other hand, WordPress is more scalable, but it requires advanced technical knowledge and specific coding skills.

I'm a slow learner, not sure if I can catch up in class. Will this course be suitable for me?

In this class, you will learn how to build a website from scratch with the help of our trainers. Our trainers will guide you through the process of planning the website's flow and wireframing before building the website. If you encounter any technical difficulties, our trainers will guide you through them.

What is included in the subscription package? As well as the price of the package?

Wix offers a range of subscription plans priced from USD$4.50 to USD$26 a month. Your decision on which subscription package to purchase depends on your business need.

Please refer to that price plans for more information - https://www.wix.com/upgrade/website

Note that we will be using the free version during the course.

Have questions about our Website Development course?

Our Admissions team is here to help you determine if this course is right for you and your goals. For enquiries on the course and subsidies available, you may send us an email or WhatsApp us directly.

WhatsApp Us   +65 87111418

Follow us on Facebook and Instagram to keep up with the latest in-demand courses!

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⊙ @bellstechhub
@bellsacademicgroup

Additional Information

Enhanced Training Support for SMEs (ETSS Funding)

For courses commencing on or after 1 Jan 2022, eligible SMEs enjoy SkillsFuture Funding of up to 70% of the course fee subsidy when they sponsor their employees to attend courses supported by SkillsFuture Singapore (SSG)

Eligibility Criteria

SMEs that meet all of the following eligibility criteria:

- Registered or incorporated in Singapore
- At least 30% local shareholding by Singapore Citizens or Singapore Permanent Residents
- Employment size of not more than 200 (at group level) or with annual sales turnover (at group level) of not more than $100 million

SME-sponsored Trainees:

- Must be Singapore Citizens or Singapore Permanent Residents.
- Courses have to be fully paid for by the employer.
- Trainee is not a full-time national serviceman.

Access more information on this funding via these links:

About ETSS Funding (Click Here)
Guide for SME Declaration (Click Here)
BELLS Course Consultant Direct Chat (WhatsApp Us)

Absentee Payroll Funding

AP funding is a grant to help you defray the manpower costs incurred when you send your employees for training courses funded by SSG. For training outside working hours, AP funding is given to you to defray the overtime pay that was paid to your employees.

Eligibility Criteria

SMEs that meet all of the following eligibility criteria:

- Your organisation must be registered or incorporated in Singapore
- Non-business entities not registered with ACRA, such as VWOs and societies are eligible
- Sole proprietorships which meet all of the above criteria are also eligible

SME-sponsored Trainees:

- Must be full-time or permanent part-time employees of the sponsoring company;
- Continue to receive their salary when they attend training;
- Have achieved at least 75% attendance;
- Have sat for and passed the examinations/ assessments where applicable
- Complete the course whilst under employment of the sponsoring company.
- Trainees must be fully sponsored by their employer for supportable cost components (such as course fees) incurred on the training course

Access more information on this funding via these links:

About Absentee Payroll Funding (Click Here)
FAQs for Absentee Payroll (Click Here)
Guide for Absentee Payroll Funding Claim (Click Here)
BELLS Course Consultant Direct Chat (WhatsApp Us)

SkillsFuture Enterprise Credit (SFEC)

The SkillsFuture Enterprise Credit (SFEC) encourages employers to invest in enterprise transformation and skills capability development of their employees. Eligible employers will receive a one-off S$10,000 credit to cover up to 90% of out-of-pocket expenses on qualifying costs for supportable initiatives

Eligibility Criteria

Employers which meet the following conditions will qualify for the SFEC:
- Have contributed at least $750 Skills Development Levy (SDL) over a qualifying period
- Have employed at least three Singapore Citizens (SCs) or Permanent Residents (PRs) every month over the same period
- Have not been qualified at any of the earlier periods as below

There will be four qualifying periods:
- 1 April 2019 – 31 March 2020
- 1 July 2019 – 30 June 2020
- 1 October 2019 – 30 September 2020
- 1 January 2020 – 31 December 2020

There will be no qualification of employers after the last period.

How do I check the utilisation/balance for the SFEC?
- Eligible employers would be able to check on the SFEC utilisation and credit balance from 1 April 2021 via the Business Grants Portal (BGP), and SkillsFuture Singapore's SFEC microsite.
- For enquiries on the SFEC utilisation or credit balance, please contact Enterprise Singapore at 6898 1800 or email to enquiry@enterprisesg.gov.sg

How do I apply for SFEC?

There is no need to apply for SFEC. Employers that fulfil the eligibility criteria will be informed by Enterprise Singapore in writing.

Access more information on this funding via these links:

About SkillsFuture Enterprise Credit (Click Here)
FAQs for SkillsFuture Enterprise Credit (Click Here)
Guide for SkillsFuture Enterprise Claim (Click Here)
BELLS Course Consultant Direct Chat (WhatsApp Us)