ABEDA INAMDAR COLLEGE PUNE

PG Diploma Course In Web Designing &

Digital Marketing

(Faculty of Science & Technology)

Web Designing

Choice Based Credit System Syllabus

To be implemented from Academic Year 2021-2022

Title of the Course: Post Graduate Diploma Course In Web

Designing & Digital Marketing

Preamble:

In today's era where having a website is a necessity in every field of business as well all various different fields of career, getting a well-trained and processual web designing becomes a challenge. That is why the faculty of the computer science department has felt the requirement to start with a certificate course in Web Designing & Digital Marketing. This course is of six month and has been prepared while keeping both students and working professionals in mind.

Introduction:

This course includes all the fundamental & technical knowledge required to help students to get in the field of web designing. The course begins with the fundamental concepts covering both theory and practical approaches of processual web designing. This course also covers the standard languages used for web designing like: HTML, CSS & JavaScript.
Apart from technical knowledge this course also provides and covers Entrepreneurship and soft skills required for start-ups

Prerequisite:

- Students must have basic operational knowledge of computers.
- Students must understand English language.
- Students must have basic knowledge of the Internet.

Duration: The Program comprises two semesters .

Evaluation: Two semesters program with the combination of 60% Semester End Examination and 40% Continuous Evaluation per semester.

Number of seats: 60

Eligibility: Graduation Any Stream

Semester - 1

Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
	Core Credit Theory	Fundamentals of Graphic & Web	4	-	40	60	100
	Core Credit Theory	HTML & CSS	4	-	40	60	100
	Core Credit Theory	Fundamentals of Javascript	4	-	40	60	100
	Core Credit Practical	Designing Graphics for Web	-	4	40	60	100
	Core Credit Practical	Creating Webpages with HTML & CSS	-	4	40	60	100
	Core Credit Practical	Creating Dynamic Effects using Javascript	-	4	40	60	100
	Core Credit Practical	Project/Portfolio	-	6	60	90	150
Total			**12**	**18**	**300**	**450**	**750**

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester - 2

Titles of Papers, Credit Allocation, and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
	Core Credit Theory	Creating Responsive Web Pages with Bootstrap	4	-	40	60	100
	Core Credit Theory	Developing Content Management System (CMS) with WordPress	4	-	40	60	100
	Core Credit Theory	Introduction to Digital Marketing	4	-	40	60	100
	Core Credit Practical	Responsive Web Designing	-	4	40	60	100
	Core Credit Practical	Project/Portfolio	-	8	80	120	200
	Core Credit Practical	On job training	-	6	60	90	150
Total			**12**	**18**	**300**	**450**	**750**

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester 1

Semester - I

Paper - I

Course Type: Core Course Theory   **Course Code: _____**

Course Title: Fundamentals of Graphic & Web

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives:

1. To introduce the foundation of Graphic designing.
2. To understand the importance of Graphics in Web Designing
3. To understand career paths of Graphic designing
4. To develop the basic concepts and terminology of Graphic Designing.

Course Outcomes:

On completion of this course, students will be able to :

1. Understand the need for good graphics in web development
2. Understand Design Principles
3. Implement Design Principals in their work
4. Understand and Use Typography Creatively
5. Understand and Use Colors Creatively
6. Design Graphic Elements for the Web

	Course Contents	
Chapter 1	**Introduction to Graphic Designing**	**6 Hours**

4.1 Color Balance & Chromatic Colors

4.2 Color Scheme

4.3 Monochromatic Color Scheme

4.4 Complementary Color Scheme

4.5 Split Complementary Color Scheme

4.6 Triadic Color Scheme

4.7 Tetradic Color Scheme

4.8 Traditional Color Theory

4.9 Warm and Cool Colors

4.10   Tint & Shades

4.11   Humans Emotional Response to Colors

4.12   Color System in Computer Graphics

4.13   Summary

4.14   Questions & Answers

Chapter 5	**Color Theory – Part 2**	**3 Hours**

5.1 Color System In Computer Graphics

5.2 Color System

5.3 Chroma

5.4 Saturation

5.5 Intensity

5.6 Luminance / Value

5.7 Shade & Tint

5.8 Primary Colors

5.9 Perceptually Based Models

5.10   Device-Based Models

5.11   Subtractive Colors

5.12   Additive Colors

5.13   RGB vs CMYK

5.14   Color Contrast

5.15   Summary

5.16   Questions & Answers

Chapter 6	**Principles of Design**	**3 Hours**

6.1 Design Principles
6.2 Emphasis
6.3 Balance & Alignment
6.4 Contrast
6.5 Repetition
6.6 Proportion
6.7 Movement
6.8 White Space
6.9 Summary
6.10   Questions & Answers

Chapter 7	**Creating Raster Graphics Using Adobe Photoshop**	**8 Hours**

7.1 Introduction to Adobe Photoshop
7.2 Understanding & Managing Workspace
7.3 Creating & Saving New Document
7.4 Layer Palette
7.5 Using Grids & Guides
7.6 Tool Palette
7.7 Color swatches
7.8 Masking
7.9 Applying Filters & Effects
7.10   Exporting Graphics for web

Chapter 8	**Creating Vector Graphics Using Adobe Illustrator**	**7 Hours**

8.1 Introduction to Adobe Illustrator
8.2 Understanding & Managing Workspace
8.3 Creating New & Saving New Document
8.4 Artboards
8.5 Layer Palette
8.6 Using Grids & Guides
8.7 Tool Palette
8.8 Color Swatches
8.9 Masking
8.10   Applying Filters & Effects
8.11   Exporting Graphics for Web

Chapter 9	**Introduction to the Web Development**	**3 Hours**

9.1 Introduction of Web Development

9.1.1   What is a Website?

9.1.2   Types of Websites

9.1.3   Tool & Technologies for developing a website.

9.1.4   Career Paths of Web Development

9.1.5   Role of a website in a successful business.

9.2 Web Terminologies

9.2.1   Internet & World Wide Web (WWW)

9.2.2   Server & Client

9.2.3   Hosting

9.2.4   Protocols (TCP/IP, HTTP, FTP, SMTP)

9.2.5   Blogs & Posts

9.2.6   Web Page, Website & landing Page

9.2.7   Root Directory

9.2.8   URL

9.2.9   Relative & Absolute paths

9.2.10 Domain Name

9.2.11 DNS

9.2.12 Static Vs Dynamic Websites

9.2.13 Responsive Web Design Approach

Chapter 10	**Web Production Pipeline**	**3 Hours**

10.1 Pre-Production

10.1.1 Collecting Information

10.1.2 Identifying Goals

10.1.3 Defining Scope

10.1.4 Defining Target Audience

10.1.5 Content Creation & SEO

10.2 Production

10.2.1 Creating Sitemap & Low fidelity Wireframes.

10.2.2 Creating High fidelity Wireframes & Designing UI

10.2.3 Development of Web Pages

10.2.4 Applying Style Sheet

10.2.5 Applying Interactive Effects

10.3 Post-Production

10.3.1 Testing

10.3.2 Hosting

Chapter 11	Typography & Color Theory for Web	3 Hours

11.1 Why Type Matters
11.2 Fonts & Types
11.3 Web Safe Fonts
11.4 Formatting Text using CSS
11.5 Using Google Fonts
11.6 Using Font-Awesome Icons
11.7 Color Theory
11.8 Web Safe Colors
11.9 Contrast
11.10 Complementation
11.11 Vibrancy
11.12 Emotional Implications of Color
11.13 Color Scheme
11.14 Color Assistance Tools For Web

Chapter 12	Preparing Graphics & Images for Web	3 Hours

12.1 Vector Graphics
12.2 Raster Graphics
12.3 Color Depth (Bit Depth)
12.4 Resolution
12.5 SVG Graphics
12.6 Web Supported Image Formats
12.7 Optimizing Images for Web

Chapter 13	Hosting Your Website	3 Hours

13.1 What is Hosting
13.2 Requirement for Hosting a Website
13.3 Storage Space
13.4 Bandwidth
13.5 Domain Name
13.6 Tools for Transferring Your Website

Reference Books:

1. Reference Books: Adobe Photoshop classroom in a book- (2018 Release)-Andrew Faulkner and Conrad Chavez

2. Adobe Illustrator Classroom in a Book (2020 Release)- Book by Brian Wood
3. How to be a Graphic Designer, Without Losing Your Soul-by Adrian Shaughnessy
4. Thinking With Type-by Ellen Lupton
5. Designing Brand Identity: An Essential Guide for the Whole Branding Team- by Alina Wheeler
6. Graphic Design: The New Basics-by Ellen Lupton, Jennifer Cole Phillips
7. The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science! - by Jason Beaird -SitePoint
8. Better Web Typography for a Better Web (Second Edition) - by Matej Latin (Author) - Blurb
9. Non-Designer's Design Book, The 4th Edition by Robin Williams (Author) -Peachpit Press
10. HTML & CSS: The Complete Reference, Fifth Edition - Thomas A. Powell (Author) - McGraw Hill Education
11. Learning Web Design: A Beginner's Guide -Jennifer Niederst Robbins (Author) - O'Reilly JavaScript For Web Designers - by Mat Marquis (Author) -A Book Apart.
12. Basics of Internet and Web - by Dr. Surendra Jhangra (Author)

Semester - I

Paper - II

Course Type: Core Course Theory **Course Code: _____**

Course Title: HTML & CSS

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks

Course Objectives:

1. To introduce the foundation of Web Designing.
2. To understand the importance of HTML & CSS in the field of Web Designing
3. To understand career paths of Web Designing
4. To develop the basic concepts and terminology of Internet & Web

Course Outcomes: On completion of this course, students will be able to :
1. Explore various approaches of Web Designing
2. Create & develop web pages using HTML & CSS
3. Learn various elements of HTML Document

Course Contents		
Chapter 1	**Introduction to HTML**	**6 Hour**
1.1 What is HTML? 1.2 History of HTML 1.3 Why Learn HTML 1.4 HTML Tags 1.5 HTML Elements 1.6 HTML Attributes 1.7 Basic HTML Document Structure 1.8 Creating your first Web Page 1.9 Understanding of Head & Body Element of HTML Document		
Chapter 2	**Inserting & formatting Text in HTML Document**	**6 Hour**

2.1 HTML Headings
2.2 Paragraph Element
2.3 Block Level vs Inline Elements
2.4 Break Row Element
2.5 Horizontal Line Element
2.6 Bold Text
2.7 Italic Text
2.8 Underline Text
2.9 Strike Text
2.10   Monospace Font
2.11   Subscript & Superscript Text
2.12   Inserted & Deleted Text
2.13   Larger & Smaller Text
2.14 Grouping Content with Span & Div Element
2.15 Semantic Formatting Elements (Phrase Tags)

Chapter 3	**Inserting Metadata in HTML Document**	**6 Hour**

1.1 What is Metadata

1.2 Where to insert metadata

1.3 Meta Name

1.4 Meta Description

1.5 Meta Revision Date

1.6 Document Refreshing with Meta Tag

1.7 Page Redirection with Meta Tag

1.8 Meta Author

1.9 Setting Cookies with Meta Tag

1.10   Defining Character Set

1.11   HTML Comments

Chapter 4	**Inserting Images In HTML Document**	**6 Hour**

4.1 Web Supported Image Formats

4.2 Image Optimization

4.3 Creative Use of Graphics In Web Page

4.4 How to Insert Images with Image Element

4.5 Image Source Attributes

4.6 Alternative Text Attribute

4.7 Image Description

4.8 Defining Width & Height

4.9 Image Border

4.10   Image Alignment

4.11	Finding Royalty-Free Images and Graphic for Web	
Chapter 5	**Inserting Tables In HTML Document**	**6 Hour**

5.1 Introduction to HTML Tables

5.2 Inserting Table

5.3 Inserting Table Row

5.4 Inserting Table Data

5.5 Table Heading

5.6 Cellpadding & Cellspacing Attributes

5.7 colspan & Rowspan Attributes

5.8 Table Backgrounds

5.9 Table Width & Height Attributes

5.10   Table Caption

5.11   Table Header, Body & Footer

5.12   How to Create Nested Tables

Chapter 6	**Inserting HTML Lists**	**6 Hour**

6.1 Introduction to HTML lists

6.2 Inserting Unordered List

6.3 Type Attribute for Unordered list

6.4 Inserting Order List

6.5 Type Attribute for Ordered list

6.6 Inserting Definition List

Chapter 7	**Inserting Hyperlinks in HTML Document**	**6 Hours**

7.1 Introduction to Hyperlinks

7.2 Absolute vs Relative Paths

7.3 What is the URL?

7.4 Anchor Tag

7.5 Hyper Reference Attribute

7.6 Target Attribute

7.7 Use of Base Path in HTML

7.8 Internal Links

7.9 External Links

7.10 Linking to a Page Section

7.11 Download Links

7.12 Mail To & Tel Links

7.13 WhatsApp Link

Chapter 8	**Creating HTML Forms**	**6 Hours**

8.1 Introduction to HTML Forms
8.2 Form Element Attributes
8.3 Form Controls
8.4 Text Input Controls
8.5 Hidden Form Controls
8.6 Attributes for Form Controls

Chapter 9	**Cascading Style Sheet (CSS)**	**12 Hours**

9.1 Introduction to CSS
9.2 Inline CSS
9.3 Internal CSS
9.4 External CSS
9.5 Linking CSS to HTML Document
9.6 CSS Syntax
9.7 CSS Selectors
9.8 CSS Comments
9.9 Formatting Text with CSS
9.10 CSS Background
9.11 CSS Box Model: Margin, Padding & Border
9.12 CSS Width & Height Properties
9.13 CSS Display Property
9.14 CSS Position
9.15 CSS Floats
9.16 CSS Align

9.17	Pseudo-Class
9.18	CSS Miscellaneous Properties
9.19	CSS Flexbox
9.20	CSS Grid
9.21	CSS Media Query

Reference Books:

1. HTML & CSS: The Complete Reference, Fifth Edition- By: Thomas A. Powell - ISBN: 978-0-07-174170-5
2. HTML 101 The Essential Beginner's Guide to Learning HTML Coding- By: Jo Foster
3. HTML CSS in 8 Hours, For Beginners, Learn Coding Fast! - By: Ray Yao
4. Simple JavaScript Strategies-Simple and Effective Strategies to learn JavaScript Programming-By: Mr Daniel Jones
5. HTML5 and CSS3-Building Responsive Websites- By: Thoriq Firdaus, Ben Frain, Benjamin LaGrone

---

Semester - I

Paper - III

Course Type: Core Course Theory   **Course Code:**_____

Course Title: Fundamentals of JavaScript

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives:

1. To introduce the foundation of the use of JavaScript Programming.
2. To understand the importance of JavaScript in the field of Web Designing
3. To understand career paths of JavaScript Programming
4. To develop the basic concepts and terminology of Programming

Course Outcomes: On completion of this course, students will be able to :
1. Use JavaScript for creating dynamic web pages
2. Create various effects using JavaScript
3. Understand fundamentals of Programming

Chapter 1	JavaScript Fundamentals	6 Hours

1.1 What is JavaScript?
1.2 Client-Side JavaScript
1.3 Advantages of JavaScript
1.4 Limitations of JavaScript
1.5 JavaScript Development Tools
1.6 Where is JavaScript Today?

Chapter 2	JAVASCRIPT – Syntax & Placement	6 Hours

2.1 Your First JavaScript Code
2.2 Whitespace and Line Breaks
2.3 Semicolons are Optional
2.4 Case Sensitivity
2.5 Comments in JavaScript
2.6 JavaScript in <head>...</head> Section
2.7 JavaScript in <body>...</body> Section
2.8 JavaScript in <body> and <head> Sections
2.9 JavaScript in External File

Chapter 3	JAVASCRIPT – Variables	6 Hours

3.1 JavaScript Data Types
3.2 JavaScript Variables
3.3 JavaScript Variable Scope
3.4 JavaScript Variable Names

	3.5 JavaScript Reserved Words	
Chapter 4	**JAVASCRIPT – Operators**	**6 Hours**

4.1 What is an Operator?
4.2 Arithmetic Operators
4.3 Comparison Operators
4.4 Logical Operators
4.5 Bitwise Operators
4.6 Assignment Operators
4.7 Miscellaneous Operators

Chapter 5	**Control Statement in JavaScript**	**6 Hours**

5.1 if Statement
5.2 if...else Statement
5.3 if...else if... Statement
5.4 Switch-Case
5.5 The while Loop
5.6 The do...while Loop
5.7 The for Loop
5.8 For-in Loop
5.9 JAVASCRIPT – Loop Control: break & continue Statement

Chapter 6	**JAVASCRIPT – Functions**	**6 Hours**

6.1 Function Definition
6.2 Calling a Function
6.3 Function Parameters
6.4 The return Statement
6.5 Nested Functions
6.6 Function () Constructor
6.7 Function Literals

Chapter 7	**JAVASCRIPT – Events**	**6 Hours**

7.1 What is an Event?
7.2 Onclick Event Type
7.3 Onsubmit Event Type
7.4 Onmouseover and onmouseout
7.5 HTML 5 Standard Events

Chapter 8	**JAVASCRIPT – Cookies**	**6 Hours**

8.1 What are Cookies?
8.2 How does It work?
8.3 Storing Cookies
8.4 Reading Cookies
8.5 Setting Cookies Expiry Date
8.6 Deleting a Cookie

Chapter 9	JAVASCRIPT – Dialog Box	6 Hours

9.1 Alert Dialog Box
9.2 Confirmation Dialog Box
9.3 Prompt Dialog Box

Chapter 10	JAVASCRIPT – Objects	6 Hours

10.1 Object Properties
10.2 Object Methods
10.3 User-Defined Objects
10.4 Defining Methods for an Object
10.5 The 'with' Keyword
10.6 JAVASCRIPT – Number
10.7 JAVASCRIPT – Boolean
10.8 JAVASCRIPT – String
10.9 JAVASCRIPT – Arrays
10.10   JAVASCRIPT – Date
10.11   JAVASCRIPT – Math

Reference Books:

1. A Smarter Way to Learn JavaScript-By: Mark Mayers
2. JavaScript: The Definitive Guide (6th edition)-By: David Flanagan
3. Eloquent JavaScript, 3rd Edition-By: Marijn Haverbekedives.
4. JavaScript: The Good Parts-By: JavaScript: The Good Parts

Semester - I

Paper -IV

Course Type: Core Course Practical   **Course Code:**

Course Title: Practical course on Fundamentals of Graphic & Web

Teaching Scheme 4hrs 20 mins Hrs/week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives

1. To introduce the foundation of Graphic designing.
2. To understand the design requirement for web
3. To develop the creative and innovative thinking
4. To acquire required silks for web designing

Course Outcomes: -

On completion of this course, students will be able to :

1. Create existing & innovative graphics for web
2. Learn latest designing trends of web designing
3. Design various elements for web
4. Create a Plan for a website

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:

For **Designing Graphics for Web**

Operating system: Windows 10

Software: Adobe Photoshop, Adobe Illustrator, (Optional: Adobe XD, Figma)

Other Tools: A4 Size Paper, pencil

For Designing Graphics for Web:

  A) Designing Wireframes:

    Assignment 1.

      Design a low fidelity wireframe on a A4 Size paper for a traveling agency website (Number of Pages: min 4 max:6)

      Design two template variations using Adobe Photoshop or Adobe Illustrator.

    Assignment 2.

      Design a Logo for the Traveling Agency using Adobe Illustrator.

      Design various Icons using Adobe Photoshop.

      Design three banners for the Home Page of the website.

    Assignment 3.

Design a wireframe & complete template for a corporate website.
Design a Logo & Icons for the Traveling Agency using Adobe Illustrator.

Books: Laboratory handbook

Semester - I

Paper -V

Course Type: Core Course Practical   **Course Code:**

Course Title: Practical course on HTML & CSS

Teaching Scheme 4hrs 20 mins Hrs/week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives

1. To introduce the concept of HTML & CSS
2. To understand website & web page structure
3. To develop the creative and logical thinking for coding website
4. To acquire required silks for web designing

Course Outcomes: -

On completion of this course, students will be able to:

1. Create a structure for any webpage
2. Style any webpage
3. Use HTML Tags and elements efficiently '
4. Understand the designing requirement for a website

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference, and record of assignment submission and completion by the student. The lab book contains the set of assignments that the student must complete as a part of this course.

Submission:

Wireframe Assignments:

Students need to create a root folder for each assignment. All the HTML & CSS pages should be only in the root folder with appropriate naming.

Text files including the Assignment Title, Student Name, Date of submission should be there in each root folder. Students can use any preferred code editor for writing HTML & CSS Code. A student should use standard coding style and naming

.

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned

grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:
For Creating Webpages with HTML & CSS
Operating system: Windows 10
Software: Notepad ++ , VS Code, Sublime

Creating Webpages with HTML & CSS:
  A) Designing a Traveling agency Website:

   Assignment 1.

       Create a template using photoshop for the website.
       Design a Logo for the Traveling Agency using Adobe Illustrator.
       Design various Icons using Adobe Photoshop.
       Design three banners for the Home Page of the website.
   Assignment 2.
       Create an HTML Structure for the home page of the website
       Create a stylesheet for the website.
       Create other static pages of the website using HTML & CSS

Books: Laboratory handbook

Semester - I

Paper -VI

Course Type: Core Course Practical **Course Code:**

Title: Practical course on Fundamentals of JavaScript

Teaching Scheme 4hrs 20 mins Hrs/week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives

1. To introduce interactivity in web pages
2. To learn the importance of interactive web pages
3. To build fundamental programming skills

Course Outcomes:-

On completion of this course, students will be able to :

1. Write JavaScript programs for creating an interactive webpage.
2. Create various interactive effects for web pages
3. Create animations & Animate various HTML elements using JavaScript
4. Write programs for small web-based applications

Guidelines :

Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments that the student must complete as a part of this course.

Submission:

Wireframe Assignments:

Students need to create a root folder for each assignment. All the HTML, CSS & Javascript pages should be only in the root folder with appropriate naming.

Text files including the Assignment Title, Student Name, Date of submission should be there in each root folder. Students can choose any preferred code editor for writing HTML, CSS & Javascript Code. The student should use standard coding style and naming

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:
For CSS Fundamentals of JavaScript
Operating system: Windows 10
Software: Notepad ++ , VS Code, Sublime

Fundamentals of JavaScript:
   A) Designing small programs to test the skill set of JavaScript Programming:

   Assignment 1.

   Create a demo app for Age validation
   Create a demo app for generating greeting messages with usernames.
   Create a demo app for the grade system.
   Create a demo to do application

   Assignment 2.
   Create an animated banner (Sliding background Images)
   Create an animated & responsive menu bar
   Create interactive mouseover effect

Books: Laboratory handbook

Course Type: Core Course Practical   **Course Code:**

Title: Project/Portfolio

Teaching Scheme 4hrs 20 mins Hrs/week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives

1. To give student hands-on industry experience
2. To build the required skill set for designing a website
3. To understand the complete pipeline of web designing

Course Outcomes: -

On completion of this course, students will be able to:

1. Design & think creative solutions for web development
2. Write HTM & CSS Code
3. Create interactive web pages
4. Use various tools & techniques for website designing

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments that the student must complete as a part of this course.

Submission:

Wireframe Assignments:

Students need to create a root folder for each assignment. All the HTML, CSS & Javascript pages should be only in the root folder with appropriate naming.

Text files including the Assignment Title, Student Name, Date of submission should be there in each root folder. Students can use any preferred code editor for writing HTML, CSS & Javascript Code. The student should use standard coding style and naming

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:
For Project/Portfolio
Operating system: Windows 10
Software: Notepad ++ , VS Code, Sublime

Project/Portfolio:
   A) Create a plan for the website:

     Assignment 1.

       Create a detailed plan for an e-commerce website
       Create a wireframe for the e-commerce website
       Design a logo, icons & other graphic elements for the website
       Create at least three banners for the e-commerce website

     Assignment 2.
       Write a HTML & CSS Code for e-commerce website
       Create animated banners for e-commerce website

Books: Laboratory handbook

Semester 2

Semester - II

Paper - I

Course Type: Core Course Theory **Course Code:**_____

Course Title: Creating Responsive Web Pages with Bootstrap

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks

Course Objectives:
1. To introduce with responsive web designing
2. To build the required skill set for creating responsive websites
3. Understand fundamentals of Bootstrap
4. Understand the latest web designing trends

Course Outcomes:

On completion of this course, students will be able to :
1. Understand the need for a responsive website.
2. Understand various device resolutions
3. Use bootstrap for creating responsive web pages

Course Contents		
Chapter 1	**Introduction to Bootstrap**	**7 Hours**

1.1 What is a responsive website?
1.2 Traditional methods
1.3 What is bootstrap?
1.4 Why use bootstrap?
1.5 Bootstrap Template
1.6 Downloading & Installing Bootstrap
1.7 Bootstrap CDN

Chapter 2	**Getting Started with Bootstrap**	**7 Hours**

2.1 Bootstrap Containers		
2.2 Fixed width container		
2.3 Full-width container		
2.4 Container Padding		
2.5 Container Border & Color		
2.6 Responsive Containers		
Chapter 3	**Bootstrap Grid System**	**9 Hours**
3.1 What is Bootstrap Grid System 3.2 Grid Classes 3.3 Basic Structure of Bootstrap Grid 3.4 Creating Three Equal Columns 3.5 Creating Responsive Columns 3.6 Creating Unequal Responsive Columns		
Chapter 4	**Working with Text in Bootstrap**	**7 Hours**
4.1 Bootstrap default settings for text 4.2 Headings 4.3 Small Element 4.4 Mark Element 4.5 Abbr Element 4.6 Blockquote Element 4.7 Definition List Element 4.8 Code Element 4.9 Keyboard Element 4.10　Preformatted Text Element 4.11　Various Typography Classes		
Chapter 5	**Bootstrap Colors**	**7 Hours**

5.1 What are Text Colors?
5.2 .text-muted Class
5.3 .text-primary Class
5.4 .text-success Class
5.5 .text-info Class
5.6 .text-warning Class
5.7 .text-danger Class
5.8 .text-secondary Class
5.9 .text-white Class
5.10   .text-dark Class
5.11   .text-body Class
5.12   .text-light Class
5.13   What is Background Colors
5.14   .bg-primary Class
5.15   .bg-success Class
5.16   .bg-info Class
5.17   .bg-warning Class
5.18   .bg-danger Class
5.19   .bg-secondary Class
5.20   .bg-dark Class
5.21   .bg-light Class

Chapter 6	**Bootstrap Tables**	**7 Hours**

6.1 Table Class
6.2 Striped Rows
6.3 Bordered Table
6.4 Hover Rows
6.5 Black/Dark Table
6.6 Dark Striped Table
6.7 Hoverable Dark Table
6.8 Borderless Table
6.9 Contextual Classes
6.10   Table Head Colors
6.11   Small table
6.12   Responsive Tables

Chapter 7	**Bootstrap Images**	**7 Hours**

7.1 Image Shapes
7.2 Rounded Corners
7.3 Circle
7.4 Thumbnail
7.5 Aligning Images
7.6 Centered Image
7.7 Responsive Images

Chapter 8	**Bootstrap Components**	**9 Hours**

8.1 Jumbotron
8.2 Alerts
8.3 Buttons & Button Groups
8.4 Badges
8.5 Progress Bar
8.6 Spinners
8.7 Pagination
8.8 List Groups
8.9 Cards
8.10   Dropdowns & Collapse
8.11   Navs & Navbar
8.12   Forms, Input & Input Groups
8.13   Carousel
8.14   Modal
8.15   Tooltip
8.16   Popover
8.17   Toast
8.18   Scrollspy (Advanced)
8.19   Utilities
8.20   Flex
8.21   Icons
8.22   Media Objects
8.23   Filters

Reference Books:

1. Bootstrap in 24 Hours
2. Unraveling Bootstrap 3.3
3. Bootstrap 4 by Example - By: Salvio Moreto
4. Step By Step Bootstrap 3-By: Riwanto Megosinarso
5. Bootstrap Site Blueprints Volume II-By: Matt Lambert

6. The Joy of Bootstrap-By:Alan Forbes
7. Learning Bootstrap 4 (Second Edition)-By:Matt Lambert

<div align="center">

Semester - II

Paper - II

</div>

Course Type: Core Course Theory   **Course Code:_____**

Course Title: Developing Content Management System (CMS) with WordPress

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks

Course Objectives:
1 To develop a basic understanding of CSM System
2 To build required skills for developing CMS System

Course Outcomes:

On completion of this course, students will be able to :

1. Understand the complete pipeline of CSM Development
2. Create CSM Website
3. Understand the difference between a static website and CSM website
4. Installing WordPress
5. Creating Post & Pages
6. Installing & Customizing WordPress Theme

	Course Contents	
Chapter 1	**Introduction to Content Management System (CMS)**	**6 Hours**

1.1 What is CMS?
1.2 Static vs CMS Website
1.3 Prerequisite
1.4 Components of Content Management System
1.5 Features of Content Management System
1.6 Advantages of Content Management System
1.7 Disadvantages of Content Management System

Chapter 2	**Introduction to WordPress**	**6 Hours**

2.1 What is WordPress?
2.2 Features of WordPress
2.3 Advantages of WordPress
2.4 WordPress.com and WordPress.org
2.5 Pros and Cons of WordPress.org and WordPress.com
2.6 How WordPress Came to Origin
2.7 Releases of WordPress
2.8 Today's WordPress
2.9 WordPress Licensing
2.10   System requirements for WordPress installation
2.11   Download WordPress
2.12   WordPress Installation

Chapter 3	**WordPress Dashboard**	**7 Hours**

3.1 What is the WordPress Dashboard?

3.2 WordPress Dashboard Features

3.3 Top Admin Bar

3.4 Screen Options

3.5 Welcome

3.6 At a Glance

3.7 Activity

3.8 Quick Draft

3.9 WordPress News

3.10   Admin Sidebar Menu

Chapter 4	**Working with Posts in WordPress**	**7 Hours**

4.1 What are posts in WordPress?

4.2 How to add a new post?

4.3 Publishing new post

4.4 Edit existing post

4.5 Deleting existing post

Chapter 5	**Working with Pages in WordPress**	**7 Hours**

5.1 What are pages in WordPress?

5.2 How to add a new page?

5.3 Publishing new page

5.4 Edit existing page

5.5 Deleting existing page

Chapter 6	**Working with Categories & Tags in WordPress**	**7 Hours**

	6.1 What Are WordPress Categories?		
	6.2 How to Create Categories in WordPress?		
	6.3 How to Assign Posts to Categories in WordPress?		
	6.4 Components of Adding Categories		
	6.5 Editing and Deleting a Category		
	6.6 What Are WordPress Tags?		
	6.7 How to Include Tags in Your WordPress Post?		
	6.8 Editing Tags in WordPress		
	6.9 Deleting Tags in WordPress		

Chapter 7	**Managing WordPress Users**	**7 Hours**
	7.1 Create and Manage WordPress User Roles	
	7.2 WordPress User Roles	
	7.3 WordPress User	
	7.4 Editing and Deleting Users in WordPress	

Chapter 8	**Managing WordPress Comments**	**7 Hours**
8.1 What Are Comments in WordPress?		
8.2 Enabling and Disabling Comments in WordPress		
8.3 Editing Comments in WordPress		
8.4 Moderation of Comments in WordPress		

Chapter 9	**Updating & backup of WordPress**	**6 Hours**
9.1 What Is a Backup?		
9.2 Backup Root Files of WordPress		
9.3 Backup WordPress Manually		
9.4 Why Should a WordPress Site Be Updated?		
9.5 Process of Safely Updating a WordPress Site		
9.6 WordPress Updates		

Reference Books:

1. WordPress for Beginners 2020-By: Dr. Andy Williams
2. WordPress 5 Complete (Seventh Edition)-By: Karlo Krol
3. Building Web Apps with WordPress (Second Edition)-By Brian Messenlehner & Jason Coleman
4. Professional WordPress: Design and Development-By: Brad Williams, David Damstra, Hal Stern

Semester - II		
Paper - III		
Course Type: Core Course Theory		Course Code:_____
Course Title: Introduction to Digital Marketing		

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks

Course Objectives:

1. To introduce the foundation of Digital Marketing.
2. To understand the importance of Digital Marketing in 21st century
3. To understand career paths of Digital Marketing
4. To develop the basic concepts and terminology of Digital Marketing.

Course Outcomes: On completion of this course, students will be able to :
1. Explore various approaches of Digital Marketing
2. Choose a career option in Digital Marketing
3. Develop innovative marketing strategies using Digital Marketing as a medium

Course Contents		
Chapter 1	**Fundamentals of Entrepreneurship**	**10 Hour**
1.1 What is the mindset of an entrepreneur 1.2 Identifying a problem 1.3 Need Analysis 1.4 Sensing solution among the problems 1.5 Developing the seed "The Idea" 1.6 Searching market moves & trend 1.7 Understanding Creativity and Innovation 1.8 Opportunity finding and taking the right approach.		
Chapter 2	**Develop the Plan for Startup**	**10 Hour**
2.1 Taking first steps to develop a business model. 2.2 Selecting the right type for registering the business. 2.3 Business Plan: concept, format. 2.4 Components: Organizational plan; Operational plan; Production plan; Financial plan; a Marketing plan; Human Resource planning		
Chapter 3	**Branding & Marketing of Start-up**	**10 Hour**

3.1 Developing a brand around the idea.

3.2 Branding, Logo, Tagline

3.3 Copyright, trademark, and Patent for start-up

3.4 Planning a strategy for promoting the start-up

3.5 The Art of negotiation and methods

3.6 Customer Relationship Management

3.7 Vendor Management

3.8 Developing the minimum viable product

3.9 Sales and marketing plan

Chapter 4	**Growing the Startups**	**10 Hour**

4.1 Lean startup growth

4.2 Making a growth plan for the startup.

4.3 Concept of Franchising the startup

4.4 Mergers and Acquisition: Concept, reasons, types.

4.5 Reasons for failure of Mergers and Acquisitions.

Chapter 5	**Cost, Expenses, Inventory, and ROI**	**10 Hour**

5.1 Unit of Sale, Unit Cost for multiple products or services

5.2 Break even Analysis for multiple products or services

5.3 Computation of Working Capital

5.4 Inventory Control and EOQ

5.5 Return on Investment (ROI) and Return on Equity (ROE)

Chapter 6	**Resource Mobilization**	**5 Hour**

6.1 Capital Market- Primary and Secondary

6.2 Stock Exchange- Concept, features, functions, and importance

6.3 Securities and Exchange Board of India- History, establishment, powers

6.4 Angel Investor: Features

6.5 Venture Capital: Features, funding

Chapter 7	**Digital Marketing as Marketing Tool**	**5 Hours**

7.1 What is Digital Marketing
7.2 Growth of digital marketing
7.3 Benefits of digital marketing
7.4 Different digital marketing channels
7.5 Setting up digital marketing budgets

Reference Books:

1. Digital Marketing for Dummies-By Ryan Deiss and Russ Hennesberry, 2017
2. Don't Make Me Think Revisited: A Common Sense Approach to Web Usability-
3. By Steve Krug
4. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising-
5. By Cory Rabazinsky, 2015
6. Introduction to Programmatic Advertising-By Dominik Kosorin, 2016

Semester - II

Paper -IV

Course Type: Core Course Practical   **Course Code:**
Course Title: Practical course on Creating Responsive Web Pages with Bootstrap

Teaching Scheme	No. of Credits	Examination Scheme
4hrs 20 mins Hrs/week	4	CE : 40Marks SEE: 60Marks

Course Objectives

1. To introduce Responsive Web Designing.
2. To understand the design requirement for web
3. To develop the creative and innovative thinking
4. To acquire required silks for Responsive web designing

Course Outcomes: -

On completion of this course, students will be able to :

1. Understand fundamentals of responsive web designing
2. Create responsive website
3. Use Bootstrap
4. Use Bootstrap Classes
5. Understand the complete production pipeline of bootstrap

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference, and record of assignment submission and completion by the student. The lab book contains the set of assignments that the student must complete as a part of this course.

Submission:

Wireframe Assignments:

All the wireframe designs need to be scanned & submitted in .jpg format by students. All the assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission. Students can also use wireframing applications instead of paper & pencil.

 Photoshop/Illustrator Template Assignments:

Students need to submit the assignment in .jpg format with original .psd or .ai files. Assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission.

Bootstrap Assignments: Students needs to submit the complete root folder in .zip format

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:

For Responsive Web Designing

Operating system: Windows 10

Software: Adobe Photoshop, Adobe Illustrator, (Optional: Adobe XD, Figma), VS Code

Other Tools: A4 Size Paper, pencil

Responsive Web Designing:

A) Designing:

Assignment 1.

Design a low fidelity wireframe on an A4 Size paper for a corporate company (Number of Pages: 6)

Design template using Adobe Photoshop or Adobe Illustrator.

Assignment 2.

Design a Logo for the corporate company using Adobe Illustrator.

Design various Icons using Adobe Photoshop.

Design three banners for the Home Page of the website.

 Design a Logo & icon for the corporate company using Adobe Illustrator.

B) Developing

Assignment 3.

Create a website with Bootstrap using the above template

Books: Laboratory handbook

Web Designing & Digital Marketing (PG Diploma Question Paper Pattern)

a.   **Evaluation Criteria:** The evaluation of students will be based on three parameters:-
   ● Continuous Internal Evaluation (CIE).

- Practical / Project Examination
- Semester End Examination.

i. **For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:

Theory Examination

Credits:4 Duration: 1Hr/Exam Marks:40			
10 Marks **Academic** **Performance**	**10 Marks** **Spirit of** **Collaboration**	**10 Marks** **Quiz Submission**	**10 Marks** **Class Test**
Attendance	Active participation in-class activities.	Submission of end module quizzes on a regular basis	Minimum 40% marks required to get marks for classtestst.

ii. **For Practical/Project Examination:** Internal assessment will be as follows:

Practical Credits:4 Marks:40			Project Credits:6 Marks:60		
10 marks	**20 Marks**	**10 Marks**	**20 marks**	**20 Marks**	**20 Marks**
Attendance	Assignment submission on time	Lab Course Book / Journal	Idea and Originality	**accuracy** and reliability	Presentation

For Semester End Examination: The Duration of the SEE will be as follows:

For Theory Examination

Credits: 4 Marks: 60 Duration: 2.5 hrs		
Q1	**Q2**	**Q3**

10 marks	20 marks	30 marks
Short answers **(any 5)** Each carries 4 marks)	Descriptive **(any 2)** Each carries 10 marks	Multichoice questions **(any 15**) Each carries 2 marks

For Practical/Project Examination

Practical Credits: 4 Marks:60 Duration: 3.5 Hours						Project Credits:4 Marks:60 Duration: 3.5 Hours	
Q1	**Q2**	**Q3**	**Q4**	**Q5**	**Q6**	**Portfolio**	**Project Presentation And Design**
10 marks	10 marks	10 marks	10 marks	10 marks	10 marks	30 marks	30