MCE Society's

Abeda Inamdar Senior College of Arts Science and Commerce

Animation Department

PG Diploma in Web Designing

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamental of Graphic and Web
Course Code	21AUPDWD101
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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 basic concepts & terminology of Graphic Designing

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I	**Introduction to Graphic Designing**	**6**
	1. What is Graphic Designing?	1
	2. Use of Graphics in various Industry	1
	3. Tools for Graphic Designing	1
	4. Latest Trends of Graphic Designing	1
	5. Summary	1
	6. Questions & Answers	1
Unit II	**Technical Terms in Computer Graphics**	**6**
	1. Raster Vs Vector	
	2. What is Pixels	1
	3. Resolution	1
	4. Color Depth	1
	5. CMYK Vs RGB Color Mode	1
	6. Summary	1
	7. Questions & Answers	1
Unit III	**Drawing Basics**	**6**
	1. Primitive Shapes	1
	2. Lines & Curve	
	3. Perspective	
	4. Shading	1
	5. Types of Pencils used for Shading	
	6. Patterns	

	7. Textures	1
	8. Proportions	
	9. Still Life Drawing	1
	10. Human Anatomy	
	11. Character Drawing	1
	12. Summary	
	13. Questions & Answers	1
Unit IV	**Color Theory – Part 1**	**6**
	1. Color Balance & Chromatic Colors	
	2. Color Scheme	1
	3. Monochromatic Color Scheme	
	4. Complementary Color Scheme	
	5. Split Complementary Color Scheme	1
	6. Triadic Color Scheme	
	7. Tetradic Color Scheme	1
	8. Traditional Color Theory	
	9. Warm and Cool Colors	1
	10. Tint & Shades	
	11. Humans Emotional Response to Colors	1
	12. Color System in Computer Graphics	
	13. Summary	1
	14. Questions & Answers	
Unit V	**Color Theory – Part 2**	**3**

	1. Color System In Computer Graphics	
	2. Color System	
	3. Chroma	1
	4. Saturation	
	5. Intensity	
	6. Luminance / Value	
	7. Shade & Tint	
	8. Primary Colors	
	9. Perceptually Based Models	
	10. Device-Based Models	1
	11. Subtractive Colors	
	12. Additive Colors	
	13. RGB vs CMYK	
	14. Color Contrast	1
	15. Summary	
	16. Questions & Answers	
Unit VI	**Principles of Design**	**3**
	1. Design Principles	1
	2. Emphasis	
	3. Balance & Alignment	
	4. Contrast	1
	5. Repetition	
	6. Proportion	
	7. Movement	1
	8. White Space	
	9. Summary	
	10. Questions & Answers	

Unit VII	**Creating Raster Graphics Using Adobe Photoshop**	**8**
	1. Introduction to Adobe Photoshop 2. Understanding & Managing Workspace 3. Creating & Saving New Document	2
	4. Layer Palette 5. Using Grids & Guides 6. Tool Palette	2
	7. Color swatches 8. Masking	2
	9. Applying Filters & Effects 10. Exporting Graphics for Web	2
Unit VIII	**Creating Vector Graphics Using Adobe Illustrator**	**7**
	1. Introduction to Adobe Illustrator 2. Understanding & Managing Workspace	1
	3. Creating New & Saving New Document 4. Artboards 5. Layer Palette	2
	6. Using Grids & Guides 7. Tool Palette 8. Color Swatches	2
	9. Masking 10. Applying Filters & Effects 11. Exporting Graphics for Web	2

Unit IX	**Introduction to the Web Development**	3
	1. Introduction of Web Development 2. What is a Website? 3. Types of Websites 4. Tool & Technologies for developing a website. 5. Career Paths of Web Development 6. Role of a website in a successful business	1
	7. Web Terminologies 8. Internet & World Wide Web (WWW) 9. Server & Client 10. Hosting 11. Protocols (TCP/IP, HTTP, FTP, SMTP) 12. Blogs & Posts 13. Web Page, Website & landing Page	1
	14. Root Directory 15. URL 16. Relative & Absolute paths 17. Domain Name 18. DNS 19. Static Vs Dynamic Websites 20. Responsive Web Design Approach	1
Unit X	**Web Production Pipeline**	3
	1. Pre-Production 2. Collecting Information 3. Identifying Goals 4. Defining Scope 5. Defining Target Audience	1

	6. Content Creation & SEO	1
	7. Production	
	8. Creating Sitemap & Low fidelity Wireframes.	
	9. Creating High fidelity Wireframes & Designing UI	
	10. Development of Web Pages	
	11. Applying Style Sheet	1
	12. Applying Interactive Effects	
	13. Post-Production	
	14. Testing	
	15. Hosting	
Unit XI	**Typography & Color Theory for Web**	**3**
	1. Why Type Matters	1
	2. Fonts & Types	
	3. Web Safe Fonts	
	4. Formatting Text using CSS	
	5. Using Google Fonts	
	6. Using Font-Awesome Icons	1
	7. Color Theory	
	8. Web Safe Colors	
	9. Contrast	
	10. Complementation	
	11. Vibrancy	1
	12. Emotional Implications of Color	
	13. Color Scheme	
	14. Color Assistance Tools For Web	
Unit XII	**Preparing Graphics & Images for Web**	**3**

	1. Vector Graphics	1
	2. Raster Graphics	
	3. Color Depth (Bit Depth)	
	4. Resolution	1
	5. SVG Graphics	
	6. Web Supported Image Formats	1
	7. Optimizing Images for Web	
Unit XIII	**Hosting Your Website**	**3**
	1. What is Hosting	
	2. Requirement for Hosting a Website	1
	3. Storage Space	1
	4. Bandwidth	
	5. Domain Name	1
	6. Tools for Transferring Your Website	

References:

1. Andrew Faulkner and Conrad Chavez, Adobe Photoshop Classroom in a Book, 2018 Release

2. Brian Wood, Adobe Illustrator Classroom in a Book, 2020 Release

3. Adrian Shaughnessy, How to be a Graphic Designer, Without Losing Your Soul

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PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	HTML And CSS
Course Code	21AUPDWD102
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of Web Designing
2.	Create & develop web pages using HTML & CSS
3.	Learn various elements of HTML Document

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I	**Introduction to HTML**	**6**
	1. What is HTML? 2. History of HTML 3. Why Learn HTML	1
	4. HTML Tags	1
	5. HTML Elements	1
	6. HTML Attributes	1
	7. Basic HTML Document Structure 8. Creating your first Web Page	1
	9. Understanding of Head & Body Element of HTML Document	1
Unit II	**Inserting & formatting Text in HTML Document**	**6**
	1. HTML Headings 2. Paragraph Element	1
	3. Block Level vs Inline Elements 4. Break Row Element 5. Horizontal Line Element	1
	6. Bold Text 7. Italic Text 8. Underline Text	1

	9. Strike Text	
		1
	10. Monospace Font	
	11. Subscript & Superscript Text	
		1
	12. Inserted & Deleted Text	
	13. Larger & Smaller Text	
		1
	14. Grouping Content with Span & Div Element	
	15. Semantic Formatting Elements (Phrase Tags)	
Unit III	**Inserting Metadata in HTML Document**	**6**
	1. What is Metadata	1
	2. Where to insert metadata	
	3. Meta Name	1
	4. Meta Description	
	5. Meta Revision Date	1
	6. Document Refreshing with Meta Tag	1
	7. Page Redirection with Meta Tag	
	8. Meta Author	1
	9. Setting Cookies with Meta Tag	
	10. Defining Character Set	1
	11. HTML Comments	
Unit IV	**Inserting Images In HTML Document**	**6**
	1. Web Supported Image Formats	1
	2. Image Optimization	

	3. Creative Use of Graphics In Web Page	1
	4. How to Insert Images with Image Element	
	5. Image Source Attributes	1
	6. Alternative Text Attribute	
	7. Image Description	1
	8. Defining Width & Height	
	9. Image Border	1
	10. Image Alignment	
	11. Finding Royalty-Free Images and Graphic for Web	1
Unit V	**Inserting Tables In HTML Document**	**6**
	1. Introduction to HTML Tables	1
	2. Inserting Table	
	3. Inserting Table Row	1
	4. Inserting Table Data	
	5. Table Heading	1
	6. Cellpadding & Cellspacing Attributes	
	7. Colspan & Rowspan Attributes	1
	8. Table Backgrounds	
	9. Table Width & Height Attributes	1
	10. Table Caption	
	11. Table Header, Body & Footer	1

	12. How to Create Nested Tables	
Unit VI	**Inserting HTML Lists**	**6**
	1. Introduction to HTML lists	1
	2. Inserting Unordered List	1
	3. Type Attribute for Unordered list	1
	4. Inserting Order List	1
	5. Type Attribute for Ordered list	1
	6. Inserting Definition List	1
Unit VII	**Inserting Hyperlinks in HTML Document**	**6**
	1. Introduction to Hyperlinks	1
	2. Absolute vs Relative Paths	
	3. What is the URL?	1
	4. Anchor Tag	
	5. Hyper Reference Attribute	1
	6. Target Attribute	
	7. Use of Base Path in HTML	1
	8. Internal Links	
	9. External Links	1
	10. Linking to a Page Section	
	11. Download Links	1
	12. Mail To & Tel Links	
	13. WhatsApp Link	
Unit VIII	**Creating HTML Forms**	**6**
	1. Introduction to HTML Forms	2
	2. Form Element Attributes	

	3. Form Controls	2
	4. Text Input Controls	
	5. Hidden Form Controls	2
	6. Attributes for Form Controls	
Unit IX	**Cascading Style Sheet (CSS)**	**12**
	1. Introduction to CSS	2
	2. Inline CSS	
	3. Internal CSS	
	4. External CSS	
	5. Linking CSS to HTML Document	2
	6. CSS Syntax	
	7. CSS Selectors	
	8. CSS Comments	
	9. Formatting Text with CSS	
	10. CSS Background	2
	11. CSS Box Model: Margin, Padding & Border	
	12. CSS Width & Height Properties	
	13. CSS Display Property	
	14. CSS Position	2
	15. CSS Floats	
	16. CSS Align	
	17. Pseudo-Class	2
	18. CSS Miscellaneous Properties	
	19. CSS Flexbox	2

	20. CSS Grid	
	21. CSS Media Query	

References:

1. Thomas A. Powell, HTML & CSS: The Complete Reference, Fifth Edition, ISBN: 978-0-07-174170-5

2. Jo Foster, HTML 101 The Essential Beginner's Guide to Learning HTML Coding
3. Ray Yao, HTML CSS in 8 Hours, For Beginners, Learn Coding Fast!
4. Daniel Jones, Simple JavaScript Strategies-Simple and Effective Strategies to learn JavaScript Programming
5. Firdaus, Ben Frain, Benjamin LaGrone, HTML5 and CSS3-Building Responsive Websites

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PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamentals of Javascript
Course Code	21AUPDWD103
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use JavaScript for creating dynamic web pages
2.	Create various effects using JavaScript
3.	Understand fundamentals of Programming

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I	**JavaScript Fundamentals**	**6**
	1. What is JavaScript? 2. Client-Side JavaScript	2
	3. Advantages of JavaScript 4. Limitations of JavaScript	2
	5. JavaScript Development Tools 6. Where is JavaScript Today?	2
Unit II	**JAVASCRIPT – Syntax & Placement**	**6**
	1. Your First JavaScript Code 2. Whitespace and Line Breaks 3. Semicolons are Optional	2
	4. Case Sensitivity 5. Comments in JavaScript 6. JavaScript in <head>...</head> Section	2
	7. JavaScript in <body>...</body> Section 8. JavaScript in <body> and <head> Sections 9. JavaScript in External File	2
Unit III	**JAVASCRIPT – Variables**	**6**
	1. JavaScript Data Types 2. JavaScript Variables 3. JavaScript Variable Scope	3
	4. JavaScript Variable Names	3

		5. JavaScript Reserved Words	
Unit IV	**JAVASCRIPT – Operators**		**6**
	1. What is an Operator?	2
	2. Arithmetic Operators	
	3. Comparison Operators	2
	4. Logical Operators	
	5. Bitwise Operators	2
	6. Assignment Operators	
	7. Miscellaneous Operators	
Unit V	**Control Statement in JavaScript**		**6**
	1. if Statement	
	2. if...else Statement	2
	3. if...else if... Statement	
	4. Switch-Case	2
	5. The while Loop	
	6. The do...while Loop	
	7. The for Loop	2
	8. For-in Loop	
	9. JAVASCRIPT – Loop Control: break & continue Statement	
Unit VI	**JAVASCRIPT – Functions**		**6**
	1. Function Definition	3
	2. Calling a Function	
	3. Function Parameters	
	4. The Return Statement	

	5. Nested Functions	3
	6. Function () Constructor	
	7. Function Literals	
Unit VII	**JAVASCRIPT – Events**	**6**
	1. What is an Event?	3
	2. Onclick Event Type	
	3. Onsubmit Event Type	
	4. Onmouseover and onmouseout	3
	5. HTML 5 Standard Events	
Unit VIII	**JAVASCRIPT – Cookies**	**6**
	1. What are Cookies?	3
	2. How does It work?	
	3. Storing Cookies	
	4. Reading Cookies	3
	5. Setting Cookies Expiry Date	
	6. Deleting a Cookie	
Unit IX	**JAVASCRIPT – Dialog Box**	**6**
	1. Alert Dialog Box	3
	2. Confirmation Dialog Box	
	3. Prompt Dialog Box	3
Unit X	**JAVASCRIPT – Objects**	**6**
	1. Object Properties	3
	2. Object Methods	
	3. User-Defined Objects	
	4. Defining Methods for an Object	
	5. The 'with' Keyword	

	6. JAVASCRIPT – Number 7. JAVASCRIPT – Boolean	1
	8. JAVASCRIPT – String 9. JAVASCRIPT – Arrays	1
	10. JAVASCRIPT – Date 11. JAVASCRIPT – Math	1

References:

1. Mark Mayers, A Smarter Way to Learn JavaScript
2. David Flanagan, JavaScript: The Definitive Guide
3. Marijn Haverbekedives, Eloquent JavaScript, 3rd Edition
4. The Good Parts, JavaScript: The Good Parts

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical Course on Fundamentals of graphic and Web
Course Code	21AUPDWD104
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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

Guidelines:

Sr. No.	Objectives
1.	**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 which the student must complete as a part of this course.
2.	**Submission:** The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.
4.	**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.
5.	**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

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	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.	30
	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.	30
	3. Design a wireframe & complete template for a corporate website. Design a Logo & Icons for the Traveling Agency using Adobe Illustrator.	30

References:

1. Books - Laboratory handbook

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical Course on HTML & CSS
Course Code	21AUPDWD105
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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:

Sr. No.	Objectives
1.	**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 which the student must complete as a part of this course.
2.	**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
4.	**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
5.	**Operating Environment:** **For Creating Webpages with HTML & CSS** Operating system: Windows 10 Software: Notepad ++, VS Code, Sublime

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	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.	45
	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	45

References:

1. Books - Laboratory handbook

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PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on fundamentals of JavaScript
Course Code	21AUPDWD106
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce interactivity in web pages
2.	To learn the importance of interactive web pages
3.	To build fundamental programming skills

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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:

Sr. No.	Objectives
1.	**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 which the student must complete as a part of this course.
2.	**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
4.	**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
5.	**Operating Environment:** **For CSS Fundamentals of JavaScript** Operating system: Windows 10 Software: Notepad ++ , VS Code, Sublime

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	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	45
	2. Create an animated banner (Sliding background Images) Create an animated & responsive menu bar Create interactive mouseover effect	45

References:

1. Books - Laboratory handbook

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PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Project and portfolio
Course Code	21AUPDWD107
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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:

Sr. No.	Objectives
1.	**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 which the student must complete as a part of this course.
2.	**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
4.	**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
5.	**Operating Environment:** **For CSS Fundamentals of JavaScript** Operating system: Windows 10 Software: Notepad ++, VS Code, Sublime

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	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 2. Write a HTML & CSS Code for e-commerce website Create animated banners for e-commerce website	45 45

References:

1. Books – Laboratory Handbook

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PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Creating responsive web pages with Bootstrap
Course Code	21AUPDWD201
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand the need for a responsive website.
2.	Understand various device resolutions
3.	Use bootstrap for creating responsive web pages

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	**Introduction to Bootstrap**	**7 Hours**
	1. What is a responsive website?	1
	2. Traditional methods	1
	3. What is bootstrap?	1
	4. Why use bootstrap?	2
	5. Bootstrap Template	2
	6. Downloading & Installing Bootstrap	
	7. Bootstrap CDN	
Unit II.	**Getting Started with Bootstrap**	**7 Hours**
	1. Bootstrap Containers	**1**
	2. Fixed width container	**1**
	3. Full-width container	**1**
	4. Container Padding	**2**
	5. Container Border & Color	**2**
	6. Responsive Containers	
Unit III.	**Bootstrap Grid System**	**8 Hours**
	1. What is Bootstrap Grid System	**3**
	2. Grid Classes	
	3. Basic Structure of Bootstrap Grid	**3**
	4. Creating Three Equal Columns	
	5. Creating Responsive Columns	**3**
	6. Creating Unequal Responsive Columns	
Unit IV.	**Working with Text in Bootstrap**	**6 Hours**
	1. Bootstrap default settings for text	**1**
	2. Headings	**1**
	3. Small Element	**1**
	4. Mark Element	

	5. Abbr Element	**2**
	6. Blockquote Element	
	7. Definition List Element	**2**
	8. Code Element	
	9. Keyboard Element	
	10. Preformatted Text Element	
	11. Various Typography Classes	
Unit V.	**Bootstrap Colors**	**7 Hours**
	1. What are Text Colors?	1
	2. .text-muted Class	
	3. .text-primary Class	1
	4. .text-success Class	
	5. .text-info Class	1
	6. .text-warning Class	
	7. .text-danger Class	1
	8. .text-secondary Class	
	9. .text-white Class	1
	10. .text-dark Class	
	11. .text-body Class	1
	12. .text-light Class	
	13. What is Background Colors	
	14. .bg-primary Class	1
	15. .bg-success Class	
	16. .bg-info Class	
	17. .bg-warning Class	
	18. .bg-danger Class	
	19. .bg-secondary Class	
	20. .bg-dark Class	
	21. .bg-light Class	

Unit VI.	**Bootstrap Tables**	7 Hours
	1. Table Class	1
	2. Striped Rows	
	3. Bordered Table	1
	4. Hover Rows	
	5. Black/Dark Table	1
	6. Dark Striped Table	
	7. Hoverable Dark Table	2
	8. Borderless Table	
	9. Contextual Classes	2
	10. Table Head Colors	
	11. Small table	
	12. Responsive Tables	
Unit VII.	**Bootstrap Images**	7 Hours
	1. Image Shapes	1
	2. Rounded Corners	2
	3. Circle	2
	4. Thumbnail	2
	5. Aligning Images	
	6. Centered Image	
	7. Responsive Images	
Unit VIII.	**Bootstrap Components**	9 Hours
	1. Jumbotron	1
	2. Alerts	
	3. Buttons & Button Groups	1
	4. Badges	
	5. Progress Bar	1
	6. Spinners	
	7. Pagination	2

	8. List Groups	
	9. Cards	
	10. Dropdowns & Collapse	2
	11. Navs & Navbar	
	12. Forms, Input & Input Groups	
	13. Carousel	
	14. Modal	2
	15. Tooltip	
	16. Popover	
	17. Toast	
	18. Scrollspy (Advanced)	
	19. Utilities	
	20. Flex	
	21. Icons	
	22. Media Objects	
	23. Filters	

References:

1. Bootstrap 4 by Example, Salvio Moreto
2. Step by Step Bootstrap, Riwanto Megosinarso
3. Bootstrap Site Blueprints Volume II, Matt Lambert
4. The Joy of Bootstrap, Alan Forbes
5. Learning Bootstrap 4 (Second Edition), Matt Lambert

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Developing Content Management System (CMS) with WordPress
Course Code	21AUPDWD202
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To develop a basic understanding of CSM System
2.	To build required skills for developing CMS System

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	**Introduction to Content Management System (CMS)**	**6 Hours**
	1. What is CMS?	**2**
	2. Static vs CMS Website	
	3. Prerequisite	**2**
	4. Components of Content Management System	
	5. Features of Content Management System	**2**
	6. Advantages of Content Management System	
	7. Disadvantages of Content Management System	
Unit II.	**Introduction to WordPress**	**5 Hours**
	1. What is WordPress?	**2**
	2. Features of WordPress	
	3. Advantages of WordPress	
	4. WordPress.com and WordPress.org	
	5. Pros and Cons of WordPress.org and WordPress.com	**2**
	6. How WordPress Came to Origin	
	7. Releases of WordPress	**2**
	8. Today's WordPress	
	9. WordPress Licensing	
	10. System requirements for WordPress installation	
	11. Download WordPress	
	12. WordPress Installation	
Unit III.	**WordPress Dashboard**	**6 Hours**
	1. What is the WordPress Dashboard?	**1**
	2. WordPress Dashboard Features	**1**
	3. Top Admin Bar	
	4. Screen Options	**1**
	5. Welcome	**2**

	6. At a Glance	**2**
	7. Activity	
	8. Quick Draft	
	9. WordPress News	
	10. Admin Sidebar Menu	
Unit IV.	**Working with Posts in WordPress**	**7 Hours**
	1. What are posts in WordPress?	**3**
	2. How to add a new post?	**3**
	3. Publishing new post	**1**
	4. Edit existing post	
	5. Deleting existing post	
Unit V.	**Working with Pages in WordPress**	**7 Hours**
	1. What are pages in WordPress?	**3**
	2. How to add a new page?	**3**
	3. Publishing new page	**1**
	4. Edit existing page	
	5. Deleting existing page	
Unit VI.	**Working with Categories & Tags in WordPress**	**5 Hours**
	1. What Are WordPress Categories?	**2**
	2. How to Create Categories in WordPress?	
	3. How to Assign Posts to Categories in WordPress?	**2**
	4. Components of Adding Categories	**2**
	5. Editing and Deleting a Category	
	6. What Are WordPress Tags?	
	7. How to Include Tags in Your WordPress Post?	
	8. Editing Tags in WordPress	

	9. Deleting Tags in WordPress	
Unit VII.	**Managing WordPress Users**	**7 Hours**
	1. Create and Manage WordPress User Roles	3
	2. WordPress User Roles	3
	3. WordPress User	1
	4. Editing and Deleting Users in WordPress	
Unit VIII.	**Managing WordPress Comments**	**7 Hours**
	1. What Are Comments in WordPress?	3
	2. Enabling and Disabling Comments in WordPress	3 1
	3. Editing Comments in WordPress	
	4. Moderation of Comments in WordPress	
Unit IX.	**Updating & backup of WordPress**	**6 Hours**
	1. What Is a Backup?	2
	2. Backup Root Files of WordPress	
	3. Backup WordPress Manually	2
	4. Why Should a WordPress Site Be Updated?	
	5. Process of Safely Updating a WordPress Site	2
	6. WordPress Updates	

References:

1. Building Web Apps with WordPress (Second Edition), Brian Messenlehner & Jason Coleman

2. WordPress 5 Complete (Seventh Edition), Karlo Krol

3. Professional WordPress: Design and Development, Brad Williams, David Damstra, Hal Stern

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NAAC accredited 'A' Grade

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Digital Marketing
Course Code	21AUPDWD203
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	**Fundamentals of Entrepreneurship**	**10 Hour**
	1. What is the mindset of an entrepreneur	**2**
	2. Identifying a problem	**2**
	3. Need Analysis	**2**
	4. Sensing solution among the problems	**2**
	5. Developing the seed "The Idea"	**2**
	6. Searching market moves & trend	
	7. Understanding Creativity and Innovation	
	8. Opportunity finding and taking the right approach.	
Unit II.	**Develop the Plan for Startup**	**10 Hour**
	1. Taking first steps to develop a business model.	**2**
	2. Selecting the right type for registering the business.	**2** **3**
	3. Business Plan: concept, format.	**3**
	4. Components: Organizational plan; Operational plan; Production plan; Financial plan; a Marketing plan; Human Resource planning	
Unit III.	**Branding & Marketing of Start-up**	**9 our**
	1. Developing a brand around the idea.	**2**
	2. Branding, Logo, Tagline	**2**
	3. Copyright, trademark, and Patent for start-up	**2**
	4. Planning a strategy for promoting the start-up	
	5. The Art of negotiation and methods	**2**
	6. Customer Relationship Management	
	7. Vendor Management	**2**
	8. Developing the minimum viable product	
	9. Sales and marketing plan	

Unit IV.	**Growing the Startups**	**10 Hour**
	1. Lean startup growth	**1**
	2. Making a growth plan for the startup.	**5**
	3. Concept of Franchising the startup	**5**
	4. Mergers and Acquisition: Concept, reasons, types.	
	5. Reasons for failure of Mergers and Acquisitions.	
Unit V.	**Cost, Expenses, Inventory, and ROI**	**10 Hour**
	1. Unit of Sale, Unit Cost for multiple products or services	3 3
	2. Break even Analysis for multiple products or services	3 1
	3. Computation of Working Capital	
	4. Inventory Control and EOQ	
	5. Return on Investment (ROI) and Return on Equity (ROE)	
Unit VI.	**Resource Mobilization**	**5 Hour**
	1. Capital Market- Primary and Secondary	1
	2. Stock Exchange- Concept, features, functions, and importance	2 2
	3. Securities and Exchange Board of India- History, establishment, powers	
	4. Angel Investor: Features	
	5. Venture Capital: Features, funding	
Unit VII.	**Digital Marketing as Marketing Tool**	**5 Hours**
	1. What is Digital Marketing	1

	2. Growth of digital marketing	2
	3. Benefits of digital marketing	2
	4. Different digital marketing channels	
	5. Setting up digital marketing budgets	

References:

1. Digital Marketing for Dummies, Ryan Deiss and Russ Hennesberry

2. Don't Make Me Think Revisited: A Common-Sense Approach to Web Usability, Steve Krug

3. Google AdWords for Beginners: A Do-It, Cory Rabazinsky, PPC Advertising

PG Diploma in Web Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on Creating Responsive Web Pages with Bootstrap
Course Code	21AUPDWD204
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	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

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
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:

Sr. No.	Objectives
1.	**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 which the student must complete as a part of this course.
2.	**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
4.	**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 and creativity.
5.	**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	

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	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.	30
	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.	30
	3. Create a website with Bootstrap using the above template	30

References:

1. Books – Laboratory Handbook