MCE Society's

Abeda Inamdar Senior College of Arts Science and Commerce

Animation Department

Certificate Course in Web Designing and Digital Marketing

Certificate Course in Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamentals of Web Designing
Course Code	**21AUCCWD101**
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 complete production pipeline of Web Designing
3.	To understand career paths of web designing
4.	To develop the basic concepts and terminology of web development.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of web designing
2.	Choose a career option in web
3.	Develop plan of website & its structure

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	**Introduction to the Web Development**	**4**
	1 Introduction of Web Development	1
	2 What is a website?	
	3 Types of Websites	1
	4 Tool & Technologies for developing a website.	1
	5 Career Paths of Web Development	
	6 Role of a website in a successful business.	1
Unit II.	**Web Terminologies**	**4**
	1 Internet & World Wide Web (WWW)	1
	2 Server & Client	
	3 Hosting	
	4 Protocols (TCP/IP, HTTP, FTP, SMTP)	
	5 Blogs & Posts	1
	6 Web Page, Website & landing Page	
	7 Root Directory	
	8 URL	1
	9 Relative & Absolute paths	
	10 Domain Name	
	11 DNS	1
	12 Static Vs Dynamic Websites	
	13 Responsive Web Design Approach	
Unit III.	**Web Production Pipeline**	**4**
	1 Collecting Information.	1
	2 Identifying Goals.	
	3 Defining Scope.	
	4 Defining Target Audience	1
	5 Content Creation & SEO	
	6 Creating Sitemap & Low fidelity Wireframes.	
	7 Creating High fidelity Wireframes & Designing UI	1

	8	Development	
	9	Testing	1
	10	Hosting	
Unit IV.	**Design Principles for Creating Attractive UI**		**2**
	1	Emphasis	1
	2	Balance and Alignment	
	3	Contrast	
	4	Repetition	
	5	Proportion	1
	6	Movement	
	7	White Space	
Unit V.	**Typography for Web**		**4**
	Why Type Matters		1
	Fonts & Types		
	Web Safe Fonts		1
	Formatting Text using CSS		
	Using Google Fonts		1
	Using Font-Awesome Icons		1
Unit VI.	**Colour Theory for Web**		**4**
	1	Color Theory	1
	2	Web Safe Colors	
	3	Contrast	1
	4	Complementation	
	5	Vibrancy	
	6	Emotional Implications of Color	1
	7	Color Scheme	
	8	Color Assistance Tools for Web	1
Unit VII.	**Preparing Graphics & Images for Web**		**4**
	1	Vector Graphics	1

	2	Raster Graphics	
	3	Colour Depth (Bit Depth)	1
	4	Resolution	
	5	SVG Graphics	1
	6	Web Supported Image Formats	
	7	Optimizing Images for Web	1
Unit VIII.	**Hosting Your Website**		**4**
	1	What is Hosting?	1
	2	Requirement for Hosting a website	
	3	Storage Space	1
	4	Bandwidth	1
	5	Domain Name	
	6	Tools for Transferring Your Website	1
Unit IX.	**Introduction to HTML & CSS**		**18**
	1	What is HTML & how its work.	1
	2	Understanding HTML Tag, Element & Attribute	1
	3	Basic Structure of HTML Document	2
	4	HTML Tags for Lay outing & Wrapping content.	1
	5	HTML Tags for defining web page content.	3
	6	Introduction to Case Ceding Stylesheet (CSS)	1
	7	CSS Box Model	2
	8	CSS Background Properties	1
	9	Using CSS Floats	1
	10	CSS Positioning Properties	2
	11	Lay outing with CSS Flex	1
	12	Lay outing with CSS Grid	1
	13	CSS Media Queries	1
Unit X.	**Creating Interactive Web Pages using JavaScript**		**12**
	1	Introduction to JavaScript	1
	2	JavaScript Syntax	1
	3	Inserting JavaScript in HTML Document	1
	4	JavaScript Data Types	1
	5	JavaScript Variables	1

	6	JavaScript Operators	1
	7	JavaScript Control Structures (Conditional Statements, Loops, Switch Case) 10.8 JavaScript Functions	1
	8	JavaScript Events	1
	9	JavaScript Objects	
	10	JavaScript Numbers	
	11	JavaScript - Boolean	1
	12	JavaScript - Strings	
	13	JavaScript - Arrays	1
	14	JavaScript - Date	
	15	JavaScript - Math	1
	16	JavaScript - RegExp	1
	17	JavaScript - HTML DOM	1

References:

1. HTML & CSS: The Complete Reference, Fifth Edition - Thomas A. Powell (Author) - McGraw Hill Education
2. Learning Web Design: A Beginner's Guide -Jennifer Niederst Robbins (Author) - O'Reilly
3. The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science! - by Jason Beaird -SitePoint
4. Better Web Typography for a Better Web (Second Edition) -
5. by Matej Latin (Author) - Blurb
6. Non-Designer's Design Book, The 4th Edition by Robin Williams (Author) - Peachpit Press
7. Javascript For Web Designers - by Mat Marquis (Author) -A Book Apart

Certificate Course in Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Digital Marketing
Course Code	**21AUCCWD102**
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of Digital Marketing.
2.	To understand the complete production pipeline of Web Designing
3.	To understand career paths of web designing
4.	To develop the basic concepts and terminology of web development.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of web designing
2.	Choose a career option in web
3.	Develop plan of website & its structure

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	**Overview of Digital Marketing**	**6**
	1 Need of Digital Marketing	2
	2 What is Digital Marketing	2
	3 Digital Marketing Approach	1
	4 Benefits of Digital Marketing	1
Unit II.	**Introduction of Digital Marketing**	**4**
	1 Digital Marketing Platforms	1
	2 Digital Marketing Strategies	
	3 Traditional Marketing vs Digital Marketing	1
	4 Defining Marketing Goals	
	5 Latest Digital Marketing Trends	1
	6 Case Studies of Digital Campaigns	1
Unit III.	**Search Engine Optimization (SEO)**	**6**
	1 What is search Engine.	2
	2 How Search Engine Works	2
	3 Google Algorithms: Panda, Penguin, Hummingbird, Pigeon	1
	4 Latest Updates in Google	1
Unit IV.	**Keyword Research and Competition**	**6**
	1 Introduction to Keyword Research	1
	2 Types of Keywords	
	3 Keyword Research Methodology	1
	4 Business Analysis & Categorization	
	5 Google Keyword Planner	1
	6 Market Research & Analysis	1
	7 New Keyword Ideas	
	8 Competition Analysis	1
	9 Finalizing the Keyword List	1
Unit V.	**Search Engine Optimization (On Page)**	**10**

	1	Introduction to On Page	1
	2	What is Webmaster tool	1
	3	Verification Process in GWMT	1
	4	Selection Target Location	1
	5	On Page Analysis Methodology	1
	6	Fundamental on Page Factors	1
	7	Website Speed	1
	8	Domain Name in SEO & URL Optimization	1
	9	Title Tag Optimization	1
	10	Meta Tags Optimization	1
Unit VI.		**Search Engine Optimization (Off Page)**	**10**
	1	Introduction to Off Page	1
	2	What is Link Building?	
	3	Types of Linking Methods	1
	4	Do Follow vs. No Follow	
	5	Link Building Guidelines	1
	6	Linking Building Methodology	1
	7	Links Analysis Tools	1
	8	Directory Submissions	1
	9	Local Business Directories	1
	10	Social Bookmarking	
	11	Using Classifieds for Inbound Traffic	1
	12	Question & Answers	1
	13	Blogging & commenting	1
Unit VII.		**Web Master Tool**	**12**
	1	Search Appearance	1
	2	Structured Data	1
	3	Rich Cards	
	4	Data Highlighter	1
	5	HTML Improvements	1
	6	Accelerated Mobile Page	1
	7	Search Traffic	1
	8	Search Analytics	

	9	Links to your Site	1
	10	Internal Links	1
	11	Manual Actions	
	12	International Targeting	1
	13	Google Index	
	14	Crawl	1
	15	Security Issues	1
	16	Web Tool	1
Unit VIII.	**Dynamic Website for Business Building**		**12**
	1	Introduction to WordPress	1
	2	Technical Requirement for WordPress	1
	3	Installing WordPress using XAMPP.	1
	4	Understanding WordPress Dashboard	1
	5	Theme Installation and Setup	
	6	Creating Home Page	1
	7	Creating other static pages (about, services, contact etc.)	1 1
	8	Creating a Blog Page.	2
	9	Customizing WordPress theme	3

References:

1. Digital Marketing For Dummies- Author: Ryan Deiss & Russ Henneberry-Publisher: John Wiley & Sons, Inc.,

2. Youtility-Author: Jay Baer-Publisher: Gildan Media, LLC

3. Epic Content Marketing-Author: Joe Pulizzi-Publication: McGraw Hill Education

4. Jab, Jab, Jab, Right Hook-Author: Gary Vaynerchuk-Publication: Harper Business

5. The Art of SEO -Author: Eric Enge-Stephan Spencer, Jessie Stricchiola -Publication: O'Reilly Media Inc,

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NAAC accredited 'A' Grade

Certificate Course in Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Entrepreneurship and soft skill
Course Code	**21AUCCWD103**
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	
2.	To develop the ability to Understand the characteristics of the various forms of business organization
3.	To understand a structured approach towards being a successful entrepreneur.
4.	To develop a plan of launching a start-up.
5.	To develop business -solution model around the current problems
6.	To understand digital marketing as a tool for entrepreneurs.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various ideas and business models around the business idea.
2.	Plan the core components and elements required to start a successful start-up.

Syllabus

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

Unit IV.		Growing the Startups	10
	1	Lean startup growth	2
	2	Making a growth plan for the startup.	2
	3	Concept of Franchising the startup	2
	4	Mergers and Acquisition: Concept, reasons, types.	2
	5	Reasons for failure of Mergers and Acquisitions.	2
Unit V.		Cost, Expenses, Inventory and ROI	10
	1	Unit of Sale, Unit Cost for multiple products or services	2
	2	Break even Analysis for multiple products or services.	2
	3	Computation of Working Capital	2
	4	Inventory Control and EOQ	2
	5	Return on Investment (ROI) and Return on Equity (ROE)	2
Unit VI.		Resource Mobilization	5
	1	Capital Market- Primary and Secondary	1
	2	Stock Exchange- Concept, features, functions, and importance	1
	3	Securities and Exchange Board of India- History, establishment, powers	1
	4	Angel Investor: Features	1
	5	Venture Capital: Features, funding	1
Unit VII.		Digital Marketing as Marketing Tool	15
	1	What is Digital Marketing	3
	2	Growth of digital marketing	3
	3	Benefits of digital marketing	3
	4	Different digital marketing channels	3
	5	Setting up digital marketing budgets	3

References:

1 - Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus,Okhla

2-Entrepreneurship development & management (English, Paperback, V. K. Joshi) Publisher: Jagdamba Publishing Company ISBN: 9789380280462, 9380280462

3-Entrepreneurship Paperback – 1 July 2020 by Rajeev Roy Publisher: OUP India; 3rd edition (1 July 2020) Language : English Paperback : 600 pages ISBN-10 : 0190125306

4- Safalta ki 22 Chabiyaan (In Hindi) by Dr. Rishi Aacharya pub. by Notion Press Chennai ISBN-10 : 1947027514

Magazines

- Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.

- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008

Certificate Course in Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Designing Wireframes & Web Pages template
Course Code	**21AUCCWD104**
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 complete production pipeline of Web Designing
3.	To develop creative and innovative thinking.
4.	To understand the pre-production stage of web designing.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of web designing
2.	Develop plan of website & its structure
3.	Design attractive web templates
4.	Create 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:** 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. **Photoshop Template Assignments:** Students need to submit the assignment in .jpg format with original .psd files. Assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission.
3.	**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
4.	**Operating Environment:** For Designing Wireframes & Web Pages Template Operating system: Windows 10 Software: Adobe Photoshop

	Other Tools: A4 Size Paper, pencil	

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	For Designing Wireframes & Web Pages template: **A) Designing Wireframes:** **Assignment 1.** Design a low fidelity wireframe on a A4 Size paper for a personal portfolio website (Number of Pages: min 4 max:6) **Assignment 2.** Design a high-fidelity wireframe & template using Adobe Photoshop based on assignment 1.	45 45

References:

Books: Laboratory handbook

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Certificate Course in Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on Fundamentals of Web Designing (Creating Web Pages using HTML, CSS & JavaScript)
Course Code	**21AUCCWD105**
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 complete production pipeline of Web Designing
3.	To develop creative and innovative thinking.
4.	To understand the pre-production stage of web designing.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of web designing
2.	Choose a career option in web
3.	Develop plan of website & its structure

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.	**Web Page Design Assignments:** Students should submit the webpages / root folder in the zip format.
3.	**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
4.	**Operating Environment:** For Creating Web Pages using HTML, CSS & JavaScript Operating system: Windows 10 Software: VS Code, Sublime text

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	A) Web Page Designing: **Assignment 1.** Write a HTML & CSS Code for Home Page based on previously designed template the home page should	45

	content minimum following: Header Section Navigation Bar Banner Section Services Section About Section Testimonials Section Footer Section **Assignment 2.** Add following interactivity to the home page using JavaScript: Animated Slider Rollover effect on buttons, images Responsive and animated menu bar	45

References:

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Web Designing and Digital Marketing

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Digital Marketing (Developing Content Management System (CRM) with WordPress)
Course Code	**21AUCCWD106**
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation Content Management System (CMS).
2.	To understand the complete production pipeline of dynamic website Designing
3.	To understand career paths of web designing
4.	To develop the basic concepts and terminology of Content Management System (CMS).

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches in website designing
2.	Choose a career option in web designing

3.	Develop plan of website & its structure
4.	Install and Setup WordPress on local server
5.	Install and Setup WordPress theme
6.	Customize WordPress website
7.	Install various plug-ins

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:** Building Content Management System (CMS) for a Business Students should submit the root folder of the WordPress website along with the database file in .zip format.
3.	**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
4.	**Operating Environment:** For Developing Content Management System (CRM) with WordPress Operating system: Windows 10 Software: VS Code, Sublime text, Xampp

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	**90**
	For Creating Web Pages using HTML, CSS & JavaScript: **A) Installing WordPress:** **Assignment 1.** Download and install latest version of WordPress on the local server form: https://wordpress.org/. After the installation: 1. Find and Install appropriate template 2. Create and Setup Home Page 3. Create and Setup Other static pages	90

References:

Books: Laboratory handbook