ABEDA INAMDAR COLLEGE PUNE

Certificate Course in Web Designing &

Digital Marketing

(Faculty of Science & Technology)

Web Designing and Digital Marketing

Choice Based Credit System Syllabus

To be implemented from Academic Year 2021-2022

Title of the Course: Certificate Course in Web Designing &

Digital Marketing

Preamble:

In this modern marketplace having a professional website plays a vital role for making any business entity successful, A good and professional website is the backbone of any business entity. By having an online presence, organizations and business entities can reach more consumers and the more consumers they reach online, the more opportunities they get to make a sale.

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 six months.

EVALUATION: Six-month program with the combination of 60% External Marks and 40% Internal Marks.

Number of seats: 60

Eligibility: 10+2 Any Stream

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
21AUCCWD M101	Core Credit Theory	Fundamentals of Web Designing (Th)	4		40	60	100
21AUCCWD M102	Core Credit Theory	Introduction to Digital Marketing (Th)	4		40	60	100
21AUCCWD M103	Core Credit Theory	Introduction to Entrepreneurship and soft skill (Th)	4		40	60	100
21AUCCWD M104	Core Credit Practical	Designing Wireframes & Web Pages template (Pr)	-	4	40	60	100
21AUCCWD M105	Core Credit Practical	Creating Web Pages using HTML, CSS & JavaScript (Pr)	-	4	40	60	100
21AUCCWD M106	Core Credit Practical	Developing Content Management System (CRM) with WordPress (Pr)	-	4	40	60	100
21AUCCWD M107	Core Credit Practical	Project/Portfolio	-	4	40	60	100
21AUCCWD M108	Core Credit Practical	On Job Training	-	2	20	30	50
Total			**12**	**18**	**300**	**450**	**750**

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

*On Job Training should be carried out in any one stream at the end of certificate course, duration of the training must be of one month minimum.

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Paper - I

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Course Type: Core Course Theory　　　　**Course Code:21AUCCWDM101**

Course Title: Fundamentals of Web Designing

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

Course 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.

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

1. Explore various approaches of web designing
2. Choose a career option in web
3. Develop plan of website & its structure

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Course Contents

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Chapter 1	Introduction to the Web Development	4 Hours

1.1 Introduction of Web Development

1.2 What is a Website?

1.3 Types of Websites

1.4 Tool & Technologies for developing a website.

1.5 Career Paths of Web Development

1.6 Role of a website in a successful business.

Chapter 2	Web Terminologies	4 Hours

1.1 Internet & World Wide Web (WWW)

1.2 Server & Client

1.3 Hosting

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

1.5 Blogs & Posts

1.6 Web Page, Website & landing Page

1.7 Root Directory

1.8 URL

1.9 Relative & Absolute paths

1.10 Domain Name

1.11 DNS

1.12 Static Vs Dynamic Websites

1.13 Responsive Web Design Approach

Chapter 3	Web Production Pipeline	4 Hours
1.1 Collecting Information		
1.2 Identifying Goals		
1.3 Defining Scope		
1.4 Defining Target Audience		
1.5 Content Creation & SEO		
1.6 Creating Sitemap & Low fidelity Wireframes.		
1.7 Creating High fidelity Wireframes & Designing UI		
1.8 Development		
1.9 Testing		
1.10 Hosting		
Chapter 4	**Design Principles for Creating Attractive UI**	**2 Hours**
4.1 Emphasis		
4.2 Balance and Alignment		
4.3 Contrast		
4.4 Repetition		
4.5 Proportion		
4.6 Movement		
4.7 White Space		
Chapter 5	**Typography for Web**	**4 Hours**
5.1 Why Type Matters		
5.2 Fonts & Types		
5.3 Web Safe Fonts		
5.4 Formatting Text using CSS		
5.5 Using Google Fonts		
5.6 Using Font-Awesome Icons		

Chapter 6	Color Theory for Web	4 Hours

6.1 Color Theory

6.2 Web Safe Colors

6.3 Contrast

6.4 Complementation

6.5 Vibrancy

6.6 Emotional Implications of Color

6.7 Color Scheme

6.8 Color Assistance Tools for Web

Chapter 7	Preparing Graphics & Images for Web	4 Hours

7.1 Vector Graphics

7.2 Raster Graphics

7.3 Color Depth (Bit Depth)

7.4 Resolution

7.5 SVG Graphics

7.6 Web Supported Image Formats

7.7 Optimizing Images for Web

Chapter 8	Hosting Your Website	4 Hours

8.1 What is Hosting

8.2 Requirement for Hosting a Website

8.3 Storage Space

8.4 Bandwidth

8.5 Domain Name

8.6 Tools for Transferring Your Website

Chapter 9	Introduction to HTML & CSS	18 Hours

9.1 What is HTML & how its work

9.2 Understanding HTML Tag, Element & Attribute

9.3 Basic Structure of HTML Document

9.4 HTML Tags for Lay outing & Wrapping content

9.5 HTML Tags for defining web page content

9.6 Introduction to Case Ceding Stylesheet (CSS)

9.7 CSS Box Model

9.8 CSS Background Properties

9.9 Using CSS Floats

9.10   CSS Positioning Properties

9.11   Lay outing with CSS Flex

9.12   Lay outing with CSS Grid

9.13   CSS Media Queries

Chapter 10	Creating Interactive Web Pages using JavaScript	12 Hours

10.1 Introduction to JavaScript

10.2 JavaScript Syntax

10.3 Inserting JavaScript in HTML Document

10.4 JavaScript Datatypes

10.5 JavaScript Variables

10.6 JavaScript Operators

10.7 JavaScript Control Structures (Conditional Statements, Loops, Switch Case)

10.8 JavaScript Functions

10.9 JavaScript Events

10.10 JavaScript Objects

10.11 JavaScript Numbers

10.12 JavaScript - Boolean

10.13 JavaScript - Strings

10.14 JavaScript - Arrays

10.15 JavaScript - Date

10.16 JavaScript - Math

10.17 JavaScript - RegExp

10.18 JavaScript - HTML DOM

Reference Books:

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

Paper - II

Course Type: Core Course Theory **Course Code: 21AUCCWDM102**
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	**Overview of Digital Marketing**	**6 Hours**
1.1 Need of Digital Marketing 1.2 What is Digital Marketing 1.3 Digital Marketing Approach 1.4 Benefits of Digital Marketing		
Chapter 2	**Introduction of Digital Marketing**	**4 Hours**
2.1 Digital Marketing Platforms 2.2 Digital Marketing Strategies 2.3 Traditional Marketing vs Digital Marketing 2.4 Defining Marketing Goals 2.5 Latest Digital Marketing Trends 2.6 Case Studies of Digital Campaigns		
Chapter 3	**Search Engine Optimization (SEO)**	**6 Hours**

3.1 What is search Engine

3.2 How Search Engine Works

3.3 Google Algorithms: Panda, Penguin, Hummingbird, Pigeon

3.4 Latest Updates in Google

Chapter 4	Keyword Research and Competition	6 Hours

4.1 Introduction to Keyword Research

4.2 Types of Keywords

4.3 Keyword Research Methodology

4.4 Business Analysis & Categorization

4.5 Google Keyword Planner

4.6 Market Research & Analysis

4.7 New Keyword Ideas

4.8 Competition Analysis

4.9 Finalizing the Keyword List

Chapter 5	Search Engine Optimization (On Page)	10 Hours

5.1 Introduction to On Page

5.2 What is Webmaster tool

5.3 Verification Process in GWMT

5.4 Selection Target Location

5.5 OnPage Analysis Methodology

5.6 Fundamental OnPage Factors

5.7 Website Speed

5.8 Domain Name in SEO & URL Optimization

5.9 Title Tag Optimization

5.10   Meta Tags Optimization

Chapter 6	Search Engine Optimization (Off Page)	10 Hours

6.1 Introduction to OffPage

6.2 What is Link Building?

6.3 Types of Linking Methods

6.4 Do Follow vs. No Follow

6.5 Link Building Guidelines

6.6 Linking Building Methodology

6.7 Links Analysis Tools

6.8 Directory Submissions

6.9 Local Business Directories

6.10   Social Bookmarking

6.11   Using Classifieds for Inbound Traffic

6.12   Question & Answers

6.13	Blogging & Commenting	
Chapter 7	**Web Master Tool**	**12 Hours**

7.1 Search Appearance
7.2 Structured Data
7.3 Rich Cards
7.4 Data Highlighter
7.5 HTML Improvements
7.6 Accelerated Mobile Page
7.7 Search Traffic
7.8 Search Analytics
7.9 Links to your Site
7.10   Internal Links
7.11   Manual Actions
7.12   International Targeting
7.13   Google Index
7.14   Crawl
7.15   Security Issues
7.16   Web Tools

Chapter 8	Dynamic Website for Business Building	**12 Hours**

8.1 Introduction to WordPress
8.2 Technical Requirement for WordPress
8.3 Installing WordPress using XAMPP
8.4 Understanding WordPress Dashboard
8.5 Theme Installation and Setup
8.6 Creating Home Page
8.7 Creating other static pages (about, services, contact etc.)
8.8 Creating Blog Page.
8.9 Customizing WordPress theme

Reference Books:

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,

Course Type: Core Course Theory   **Course Code:21AUCCWDM103**
Course Title: Introduction to Entrepreneurship and soft skill

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

Course Objectives
To introduce the fundamentals of entrepreneurship.
To develop the ability to Understand the characteristics of the various forms of business organization
To understand structured approach towards being a successful entrepreneur.
To develop plan of launching a start-up
To develop business -solution model around the current problems
To understand digital marketing as a tool for entrepreneurs.

Course Outcomes: - On completion of this course, students will be able to :
Explore various ideas and business models around the business idea.
Plan the core component and elements required to start a successful start-up.

Course Contents

Chapter 1	**Fundamentals of Entrepreneurship**	**3 Hours**

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**	**7 Hours**

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; Marketing plan; Human Resource planning

Chapter 3	Branding & Marketing of Start-up	10 Hours
	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 Hours
	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 Hours
	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 Hours
	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**	**15 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 - 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

Course Type: Core Course Practical   **CourseCode:**21AUCCWDM104
Course Title: Designing Wireframes & Web Pages template

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

Course Objectives
- To introduce the foundation of web designing.
- To understand the complete production pipeline of Web Designing
- To develop creative and innovative thinking.
- To understand the pre-production stage of web designing.

Course Outcomes: -

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

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.

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.

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 Wireframes & Web Pages Template
Operating system: Windows 10
Software: Adobe Photoshop
Other Tools: A4 Size Paper, pencil

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.

Books: Laboratory handbook

Paper - V

Course Type: Core Course Practical   **CourseCode:**21AUCCWDM105
Course Title: Practical course on Fundamentals of Web Designing (Creating Web Pages using HTML, CSS & JavaScript)

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

Course Objectives

- To introduce the foundation of web designing.
- To understand the complete production pipeline of Web Designing
- To understand career paths of web designing
- To develop the basic concepts and terminology of web development.

Course Outcomes: -

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

5. Explore various approaches of web designing
6. Choose a career option in web
7. Develop plan of website & its structure

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 which the student must complete as a part of this course.

Submission:

Web Page Design Assignments:
Students should submit the webpages / root folder in the 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 Creating Web Pages using HTML, CSS & JavaScript

Operating system: Windows 10

Software: VS Code, Sublime text

For Creating Web Pages using HTML, CSS & JavaScript:

A) Web Page Designing:

Assignment 1.

Write a HTML & CSS Code for Home Page based on previously designed template

The home page should 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

Books: Laboratory handbook

Paper - VI

Course Type: Core Course Practical   **CourseCode:** 21AUCCWDM106

Course Title : Practical course on Introduction to Digital Marketing (Developing Content Management System (CRM) with WordPress)

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

Course 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).

Course Outcomes: -

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

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:

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.

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.

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 Developing Content Management System (CRM) with WordPress
Operating system: Windows 10
Software: VS Code, Sublime text, Xampp

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

Books: Laboratory handbook

Web Designing (Certificate Course 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 regular basis	Minimum 40% marks required to get marks for class test.

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

Practical			Project		
Credits :4		**Marks:40**	**Credits :4**		**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

iii. **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 carry 4 marks)	Descriptive (any 2) Each carry 10 marks	Multi choice questions (any 15) Each carry 2 marks

For Practical/Project Examination

Practical						Project	
Credits: 4 Marks:60						Credits :4 Marks :60	
Duration: 3.5 Hours						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