

UGCBCS 401: WEBSITE DESIGN AND MANAGEMENT (3-0-2)

Credit: 4

Marks: 150 (100 Theory + 50 Lab)

UNIT –WISE SYLLABUS

- 1 Web basics and overview:** Introduction to networking, the Internet, domain name system, the Web, content type, Web hosting, domain registration, what are name servers, web development process, dynamic generation of web pages, protocols – HTTP, HTTPS.
- 2 HTML/ CSS:** HTML basics, elements and entities, history of HTML, XHTML syntax, core attributes, heading, paragraphs, controlling presentation styles, colors, text fonts, lists, hyperlinks, images, image maps, tables, head elements, frames, forms and introduction to CSS.
- 3 Web design basics:** What is design, design and perception, brief history of design on the Web, elements of design, unity and variety, emphasis, focal point and hierarchy, contrast, visual balance, layout overview, Website architecture, information architecture, Types of web editors, WYSIWYG editors.
- 4 JavaScript and Web servers:** Embedding JavaScript in a webpage, rollovers, preloading images, making comparisons, built-in functions, matching patterns, JavaScript objects, Windows, creating user interactions, a conversion calculator, form checking, testing and debugging; Web servers, client-side versus server-side scripting.

Text Books

- 1. Joel Sklar, Web design principles, 5th edition, Cengage Learning, 2012**
 1. Wang and Katila, An introduction to Web design + programming, Cengage Learning, 2008
- R1: Deitel – Internet & World Wide Web: How to Program, PHI
- R2: Steven Holzner - HTML Black Book, DreamTech Press
- R3: Michael K. Glass, et. al.- Beginning PHP, Apache, MySQL Web Development, Wrox
- R4: Web Resources: <http://www.w3schools.com/>
