17CS42O3 – WEB DESIGN AND MANAGEMENT

(Common to ECE, EEE, CE and ME)

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| **Course Category:** | Open Elective | **Credits:** | 3 |
| **Course Type:** | Theory | **Lecture – Tutorial – Practical:** | 2-2-0 |
| **Prerequisite:** | Require the fundamental concepts of computers, Basics of Internet and WWW. | **Sessional Evaluation:**  **Univ. Exam Evaluation:**  **Total Marks:** | 40  60  100 |
| **Objectives** | * To learn the concepts of Web design layouts and page design. * To understand and learn the scripting languages to develop web applications. * To learn the maintenance and evaluation of web design Management techniques | | |

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| **Course Outcomes** | Upon successful completion of the course, the students will be able to: | |
| CO1 | Identify various issues of Internet and web design process for evaluation. |
| CO2 | Determine various softwares for web design and layout development. |
| CO3 | Develop simple web applications using advanced features of web software |
| CO4 | Study and develop simple web applications using scripting languages. |
| CO5 | Determine various issues of web project development and its applicability. |
| CO6 | Address the core issues of web page development, maintenance and evaluation. |
| **Course Content** | UNIT-I  Internet Overview: Basics of Internet, Addresses and Names for the Internet, Web Objects, and Sites, E-Mail, World Wide Web, File Transfer.  Introduction To Web Technologies: Web pages-types and issues, tiers, the concept of a tier, web pages, static web pages.  UNIT-II  SITE ORGANIZATION AND NAVIGATION (8 hours): User centred design – Web medium–Web design process –Introduction to software used for web design – DOBE IMAGE READY, DREAM WEAVER, FLASH etc. – Evaluating process – Site types and architectures – Navigation theory – Basic navigation practices –Search – Sitemaps.  UNIT-III  ELEMENTS OF PAGE DESIGN (7 hours): Browser compatible design issues – Pages and Layout – Templates – Text – Color –Images – Graphics and Multimedia – GUI Widgets and Forms – Web Design patterns – STATIC pages: Slice – URL in ADOBE IMAGEREADY. Creation and Editing of sitemap – layer, tables, frameset - CSS style – Forms –tools like insert, rollover etc., in DREAMWEAVER  UNIT-IV  SCRIPTING LANGUAGES AND ANIMATION USING FLASH (10 hours): Client side scripting - XHTML – DHTML – JavaScript – XML Server side scripting: Perl –PHP – ASP / JSP Designing a Simple web application - Introduction to MACROMEDIA FLASH, importing other file formats to Flash – saving and exporting Flash files, Frame by frame animation – Motion Tweening – Shape Tweening  UNIT-V  Project Management (7 Hours): Principles of Project Management – Web Project Method – Project Road Map – Project Clarification – Solution Definition – Project Specification – Content – Writing and Managing content.  UNIT-VI  Case Study (7 Hours): Testing, Launch and Handover – Maintenance – Review and Evaluation – Case Study:- Using the skills and concepts learnt with the ADOBE IMAGEREADY, DREAMWEAVER, FLASH, and scripts. | |
| **Text Books and References:** | **Text Books:**   1. Thomas A. Powell, “The Complete Reference – Web Design”, Tata McGraw Hill, Third Edition, 2003. 2. Ashley Friedlein, “Web Project Management”, Morgan Kaufmann Publishers, 2001. 3. H.M.Deitel, P.J.Deitel, A.B.Goldberg, “Internet and World Wide Web– How to Program”, Third Edition, Pearson Education 2004.   **Reference Books:**   1. Van Duyne, Landay, and Hong, “The Design of Sites: Patterns for creating winning websites”, 2nd Edition, Prentice Hall, 2006. 2. Lynch, Horton and Rosenfeld, “Web Style Guide: Basic Design Principles for Creating Web Sites”, 2nd Edition, Yale University Press, 2002. 3. Photoshop7 Bible Professional Edition, Wiley John & Son INC, New York, DekeMc Cleland, 2000. 4. Flash Web Design, The Art of Motion Graph, Curtis Hillman, New Riders Publishing, Indianapolis, IN.U.S.A, 2000 | |
| **E-Resources** | 1. [**https://nptel.ac.in/courses**](https://nptel.ac.in/courses) 2. [**https://freevideolectures.com/university/iitm**](https://freevideolectures.com/university/iitm) | |