CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM3 Web Designing and Development

Max. Marks: 100

External: 70

Internal: 30

Pass:40%

Credits: 6

Objective:
To learn to choose and devise appropriate web analytics tools and techniques.

Section A

Unit-1

Introduction to HTML: Basic concepts and overview of HTML markup.
Web design, Process of Web designing and publishing, Implementation, Web site development phases, Role of HTML in Web.

Unit-2

Overview of HTML: structure of HTML documents, document types, various elements of HTML.
Links, Addressing and Images: Linking basics, URL, linking in HTML, anchor attributes images and anchors, image maps, semantic linking with the<LINK> element, meta-information;
HTML image basics; images as buttons; and image maps.

Unit-3

Layout: Backgrounds, Colors, and Text; design requirements; HTML approach to Web design; fonts; colors in HTML; document-wide color attributes for <BODY>; and background images. Introduction to tables, LISTS; frames

Section B

Unit-4

Style Sheets: Basics, properties and positioning of style sheet.
HTML Forms: Preliminaries, controls and the <FORM> element;
UServer-Side Programming: client/server side programming; common gateway interface (CGI);

Unit-5 Dynamic HTML: dynamic HTML and document object model; HTML and scripting access; rollover buttons; moving objects with DHTML; and ramifications of DHTML.

Suggested Reading

1. Thomas A. Powell , "HTML: The Complete Reference", Osborne/McGraw- Hill

2. Deitel, Deitel and Nieto : Internet & WWW. How to program, 2 nd Edition,

   Pearson Education Asia.

3. E Stephen Mack, JananPlatt : HTML 4.0 , No Experience Required,   BPB Publications.