

Program	BS PR & Advertising	Course Code	PRAD-301	Credit Hours	3
Course Title	WEB & MOBILE APP DESIGNING				
Course Introduction					
This course provides undergraduate students with comprehensive knowledge and hands-on experience in designing and developing websites and mobile applications. It covers essential design principles, coding skills, and tools required to create user-friendly and responsive digital platforms.					
Learning Outcomes					
Upon successful completion of the course, the student will be able to:					
<ol style="list-style-type: none"> 1. Understand the foundational principles of web and mobile app design. 2. Gain proficiency in HTML, CSS, JavaScript, and modern frameworks. 3. Develop skills in creating responsive and accessible websites. 4. Learn to design and prototype user interfaces for mobile applications. 5. Integrate UI/UX principles to enhance user experience. 6. Implement and deploy functional web and mobile apps. 					
Course Content				Assignments/Readings	
Week 1-5	<ol style="list-style-type: none"> 1. Introduction to Web and Mobile App Design <ol style="list-style-type: none"> 1.1. Overview of Web and Mobile App Design 1.2. Evolution and significance in digital communication 1.3. Key terminologies and concepts 1.4. Design Principles 1.5. Visual hierarchy 1.6. Color theory 1.7. Typography 2. Web Design Fundamentals <ol style="list-style-type: none"> 2.1. HTML Basics 2.2. Structure of HTML documents 2.3. Common HTML elements 2.4. CSS Basics 2.5. Styling with CSS 2.6. Layouts, grids, and flexbox 2.7. Introduction to JavaScript 2.8. Basic syntax and operations 2.9. DOM manipulation 2.10. Responsive Web Design 2.11. Media queries 2.12. Mobile-first design 				
Week 6-10	<ol style="list-style-type: none"> 3. Advanced Web Design <ol style="list-style-type: none"> 3.1. CSS Frameworks (Bootstrap/Tailwind CSS) 3.2. Advantages of using frameworks 3.3. Implementing designs with frameworks 3.4. JavaScript Frameworks (React/Vue.js) 3.5. Introduction to frameworks 3.6. Building a simple project 3.7. Web Design Tools 3.8. Introduction to Figma/Adobe XD 3.9. Prototyping and wireframing 				

	4. Mobile App Design Fundamentals 4.1. Introduction to Mobile App Design 4.2. Differences between web and app design 4.3. Platform guidelines (iOS/Android) 4.4. UI/UX Principles for Mobile Apps 4.5. User research and personas 4.6. Wireframing and prototyping	
Week 11-13	5. App Design Tools 5.1. Using Sketch/Adobe XD for app design 5.2. Creating interactive prototypes 6. Advanced Mobile App Design 1.2. Introduction to Mobile App Development 1.3. Basic app structure and components 1.4. Introduction to Flutter/React Native 1.5. Building a Simple Mobile App 1.6. Setting up the development environment 1.7. Creating basic features 1.8. Advanced Features in Mobile Apps 1.9. Implementing navigation 1.10. Integrating APIs	
Week 14-16	7. Integration with Public Relations and Advertising 7.1. Digital Campaigns 7.2. Designing websites and apps for PR and advertising campaigns 7.3. Case studies of successful digital campaigns 7.4. Analytics and Optimization 7.5. Tools for tracking user engagement 7.6. A/B testing and data-driven design improvements 7.7. Ethical Considerations 7.8. Data privacy and security 7.9. Accessibility standards	
Textbooks and Reading Material		
1. Books: 1.1 Krug, S. (2014). <i>Don't make me think, revisited: A common sense approach to web usability</i> . New Riders. 1.2 Duckett, J. (2011). <i>HTML and CSS: Design and build websites</i> . Wiley. 1.3 Duckett, J. (2014). <i>JavaScript and JQuery: Interactive front-end web development</i> . Wiley. 1.4 Neil, T. (2014). <i>Mobile design pattern gallery: UI patterns for mobile applications</i> (2nd ed.). O'Reilly Media. 2. Online Resources: 2.1 MDN Web Docs: Comprehensive resource for HTML, CSS, and JavaScript documentation. 2.2 W3Schools: Tutorials for web development. 2.3 Free Code Camp: Interactive learning platform for coding. 2.4 Coursera and Udemy: Courses on web and app design. 3. Tools: 3.1 Design Tools: Figma, Adobe XD, Sketch 3.2 Development Tools: Visual Studio Code, Sublime Text 3.3 Version Control: GitHub 3.4 Frameworks and Libraries: Bootstrap, Tailwind CSS, React, Vue.js, Flutter, React Native		

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.