

Program	BS PR & Advertising	Course Code	PRAD-302	Credit Hours	3	
Course Title	WEB DEVELOPMENT					
Course Introduction						
<p>This course introduces the fundamentals of web development, focusing on practical skills required to build and manage websites. Students will learn about planning and conceptualizing websites, domain management, WordPress installation, and web design and development techniques. The course emphasizes hands-on experience with key technologies and tools used in modern web development. The course provides students with the essential skills needed to build and manage websites, preparing them for practical applications in web development and design.</p>						
Learning Outcomes						
<p>By the end of this course, students will:</p> <ol style="list-style-type: none"> 1. Plan and conceptualize websites effectively. 2. Understand domain extensions, web hosting, and how to purchase and set up these services. 3. Install and use WordPress for website creation. 4. Design and style websites using CSS, page builders, and UI frameworks. 5. Implement JavaScript for interactive web features and create HTML forms. 						
Course Content			Assignments/Readings			
Week 1-2	<ol style="list-style-type: none"> 1. Planning and Conceptualizing a Website <ol style="list-style-type: none"> 1.1. Identifying website goals and objectives 1.2. Designing the site structure and content layout 1.3. Wireframing and prototyping 2. Types of Websites <ol style="list-style-type: none"> 2.1. Static vs. dynamic websites 2.2. Personal blogs, e-commerce sites, and corporate websites 2.3. Choosing the right type of website for your needs 					
Week 3-4	<ol style="list-style-type: none"> 3. Understanding Domain Extensions and Web Hosting <ol style="list-style-type: none"> 1.1. What are domain extensions (.com, .org, .net, etc.)? 1.2. Overview of web hosting services and their types (shared, VPS, dedicated) 1.3. Key considerations for choosing domain and hosting providers 2. Buying Domain and Hosting <ol style="list-style-type: none"> 4.1. How to purchase a domain name 4.2. Selecting and buying web hosting 4.3. Steps to link domain with hosting 					
Week 5-6	<ol style="list-style-type: none"> 5. Setting Up Domain and Hosting <ol style="list-style-type: none"> 5.1. Configuring DNS settings 5.2. Setting up domain and hosting through the provider's dashboard 5.3. Basic troubleshooting for domain and hosting issues 6. Installing WordPress <ol style="list-style-type: none"> 6.1. Introduction to WordPress and its features 6.2. Steps to install WordPress on your hosting 					

	<p>account</p> <p>6.3. Initial WordPress setup and configuration</p>	
Week 7-8	<p>7. Overview of WordPress Dashboard</p> <p>7.1. Navigating the WordPress dashboard</p> <p>7.2. Understanding key features and settings</p> <p>7.3. Managing posts, pages, and media</p> <p>8. Introduction to Page Builders</p> <p>8.1. What are page builders and how do they work?</p> <p>8.2. Overview of popular page builders (e.g., Elementor, WP Bakery)</p> <p>8.3. Creating and customizing pages with a page builder</p>	
Week 9-10	<p>9. Basic Themes and Plugins</p> <p>9.1. Choosing and installing WordPress themes</p> <p>9.2. Installing and managing plugins</p> <p>9.3. Customizing themes and using plugins to enhance functionality</p> <p>10. CSS Properties, Colors, and Fonts</p> <p>10.1. Basic CSS properties: margins, padding, borders</p> <p>10.2. Working with colors and fonts in CSS</p> <p>10.3. Styling text and backgrounds</p>	
Week 11-13	<p>11. Advanced Styling with Responsive Design</p> <p>11.1. Principles of responsive web design</p> <p>11.2. Using media queries for different devices and screen sizes</p> <p>11.3. Techniques for creating flexible and adaptive layouts</p> <p>12. Front-End Web UI Frameworks like Bootstrap 4</p> <p>12.1. Introduction to Bootstrap 4 and its components</p> <p>12.2. Utilizing Bootstrap's grid system and pre-designed components</p> <p>12.3. Customizing Bootstrap to fit your website design</p>	
Week 14-16	<p>13. Programming Using JavaScript</p> <p>13.1. Basic JavaScript syntax and concepts</p> <p>13.2. Implementing interactivity with JavaScript</p> <p>13.3. Working with JavaScript libraries (e.g., jQuery)</p> <p>14. Creating HTML Forms</p> <p>14.1. Building forms with HTML: input fields, buttons, and labels</p> <p>14.2. Form validation and handling user input</p> <p>14.3. Integrating forms with JavaScript for enhanced functionality</p>	
Textbooks and Reading Material		

1. Duckett, J. (2011). *HTML and CSS: Design and Build Websites*. Wiley.
2. Flanagan, D. (2020). *JavaScript: The Definitive Guide*. O'Reilly Media.
3. McCool, M. (2018). *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*. O'Reilly Media.
4. Heeks, R. (2017). *Information and Communication Technology for Development (ICT4D)*. London: Taylor & Francis.
5. Oosterlaken, I. (2015). *Technology and Human Development*. London: Routledge.
6. García, A. O. & Kotturi, P. (2021). *Information and Communication Technologies for Development*. London: Taylor & Francis

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.