

Title: Web Development & SEO
Code: DMC-214
Semester: 4th
Rating: 3 Credit Hours

DMC-214: Web Development & SEO

3 Cr. Hrs

Course Description:

This course introduces basic web page development techniques. Topics include HTML, scripting languages, and commercial software packages used in the development of Web pages will be taught.

Learning Outcomes:

The student will be able to

- Develop the understanding of students in web hosting and its structure.
- Learn HTML and JavaScript
- Develop the skills in web development with the help of WordPress

Course Outlines:

1. Planning & Conceptualizing website
2. Types of Websites
3. Understanding Domain extensions and web hosting
4. Buying Domain & Hosting
5. Understanding different types of Technologies
6. Setting up domain & hosting
7. Installing Wordpress
8. Overview of WordPress dashboard
9. Introduction to Page Builders
10. Basic Themes & Plugins
11. CSS Properties, Colors and Fonts
12. Advanced Styling with Responsive Design
13. Front-End Web UI Frameworks like Bootstrap 4
14. Programming using JavaScript
15. Creating HTML Forms

Suggested Readings:

- Heeks, R. (2017). Information and Communication Technology for Development (ICT4D). London: Taylor & Francis.
- Oosterlaken, I. (2015). Technology and Human Development. London: Routledge.
- García, A. O. & Kotturi,) .P2021). Information and Communication Technologies for Development. London: Taylor & Francis

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

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

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm	35%	It takes place at the mid-point of the semester.

	Assessment		
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place 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.