

MCE Society's
Abeda Inamdar Senior College of Arts Science and Commerce

Animation Department



Under Graduate Course Graphic and web design



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Art and Design Theory
Course Code	21AUUDWD101
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Provide exposure to images and information to inspire great work, further study, and exploration
2.	Identify influences and characteristics of design styles.
3.	Recognize significant contributors to design
4.	Observe and discuss examples of effective design.
5.	Recognize prevalent historical design themes.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore and Identify influences of design styles
2.	Develop Observe and discuss examples of effective design and historical design themes.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction	20
	1. Introduction of Art & Design	10
	2. History of Art & Design	10
Unit II	Visual Art	20
	1. Introduction of Visual Art	2
	2. History of Visual Art	2
	3. Visual Art: Paintings	4
	4. Visual Art: Sculpture	4
	5. Visual Art: Textile Design	4
	6. Visual Art: Commercial art	4
Unit III	Graphic Design	20
	1. Graphic Design and Communication	4
	2. Theory of Advertising Design	4
	3. Drawing for Designers	4
	4. Advanced Digital Media	4
	5. Graphic Design for Print Media	4

References:

Graphic Design Theory: Readings from the Field by Helen Armstrong

Graphic Design as Communication by Malcolm Barnard / Routledge

Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Son



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Design Methods
Course Code	21AUUDWD102
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Creative thinking
2.	Informed engagement of works of art
3.	Developing your vocabulary in the art to be able to articulate visual ideas more fully
4.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance formal theories with practical applications.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To discover the basic principles of two-dimensional design through

	the manipulation of black, white, and gray in studying the elements of design.
2.	To encourage the student to adopt a creative approach to problem-solving and to become self-critical in the editing of the work
3.	To develop a vocabulary of terms specific to the visual arts and particularly two-dimensional art

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Design Principles	20
	1. Introduction of Design Principles	5
	2. Classification of Design Principles	5
	3. Design Thinking	5
	4. Importance of Design principles	5
Unit II	Elements of Art & Design	20
	1. Introduction of Art & Design Elements	5
	2. Introduction of Line, Shapes & form	5
	3. Perspective Study	5
	4. Color theory & Textures	5
Unit III	Design Process	20
	1. Concept	2
	2. Rough Layouts	2
	3. Background & Layout Study	2
	4. Developing of Visual	2
	5. Typography	2
	6. Color Palate	4
	7. Alignments	4
	8. Artistic Compositions	2

References:

Meggs' History of Graphic Design by Philip Meggs

Visual Design on the Computer by Wong, Wucius

Visual Thinking by De Saumarez, Maurice

Art and Design. Sharpe by Deborah T.



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Color Theory
Course Code	21AUUDWD103
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	The color wheel helps to show the relationship between colors
2.	They can carefully clean, dry, and use a single brush to apply and spread different colors of paint evenly onto paper
3.	When they mix different colors of paint, it helps to start with the lightest color and slowly mix in darker colors (in small amounts) until they reach a desired hue, tone, or shade
4.	They can look closely, make comparisons, and use color theory to mix paint that matches any hue they observe
5.	They can paint values to show how the light hits an object, and to create the illusion of three-dimensional space on a two-dimensional surface

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explain the many ways that the color wheel allows artists to see the relationship between different colors
2.	Define vocabulary that is relevant to color theory
3.	Use primary colors to create secondary and tertiary colors, and paint all colors onto a color wheel in an even (no streaks, no muddy marks on canvas paper) and efficient manner (without wasting primary colors or space on the palette)

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Color Theory	15
	1. Understand the relationship between Value, Hue, Chroma	2
	2. Color Systems	3
	3. Theories of Color Relationships	5
	4. Theories of Successive and Simultaneous Contrast. Additive and Subtractive color.	5
Unit II	Color Mixing	15
	1. Value/Brilliance Scale	3
	2. Color wheel	3
	3. Tetrad and Complementary Color	3
	4. Neutralize color through Complementary color mixes	3
	5. Split complementary color mixes	3

Unit III	Relativity of color: color perception and phenomenology	15
	1. Demonstrate ability to change the face of one color by adjusting light	2
	2. Adjacent color and reflective color	3
	3. Make one Color Appear as two, One	5
	4. Two Colors Appear as one color	5

References:

Contemporary Color Theory & Use Steven Bleicher

The Art of Color. Translated Ernst van Haagen.



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UG Diploma in Web designing and digital marketing.

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Typography
Course Code	21AUUDWD104
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of type design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	A good skill to use the Type tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To discover the basic principles of Typography design through the manipulation of creative fonts.
2.	To encourage the student to adopt a creative approach to problem-solving and to become self-critical in the editing of the work.

3.	To develop a vocabulary of terms specific to the visual arts and particularly two-dimensional art.
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Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.
5.	Operating Environment: Operating system: Windows 10 Software: Adobe Illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. New fonts designs	23
	2. Assignment 2. Typography Poster	22
	3. Assignment 3. Letter Marks designs	23
	4. Assignment 4. Logo Designs	22

References:

Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Logo design
Course Code	21AUUDWD105
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance formal theories with practical applications.
4.	Gain the skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice,

	digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign</p>
4.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment</p>

	include- timely completion, performance and creativity.
5.	Operating Environment: Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Research & Concept of Logo Design	23
	2. Assignment 2. Emblem & Mascot Design	22
	3. Assignment 3. Letter Marks / Word Marks designs	23
	4. Assignment 4. Logo Designs for a Brand	22

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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Branding Art
Course Code	21AUUDWD106
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
3.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising

	approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.
5.	Operating Environment: Operating system: Windows 10

	Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign.
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Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Redesign any Popular Brand (Ex, Logo Design, Visual identity Design, Poster and Hoarding design, Packaging Design etc.)	45
	2. Assignment 2. Branding a new Commercial and Conceptual brand (Ex, Logo Design, Visual identity Design, Poster and Hoarding design, Packaging Design etc.)	45

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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamental of Web
Course Code	21AUUDWD201
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of web designing.
2.	To understand the complete production pipeline of Web Designing
3.	To understand career paths of web designing
4.	To develop the basic concepts and terminology of web development

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of web designing
2.	Choose a career option in web
3.	Develop plan of website & its structure

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to the Web Development	6
	1 Introduction of Web Development <ul style="list-style-type: none"> i. What is Web? ii. What is Internet iii. How the Web Works? 	1
	2 What is a Website? <ul style="list-style-type: none"> i. Website ii. Webpages iii. Types of Websites iv. Importance of Website v. Roll of a website in a successful business. 	2
	3 Tool & Technologies for developing a website. <ul style="list-style-type: none"> i. Prototyping Tools ii. Graphic Software iii. Code Editors iv. Frameworks v. Content Management System (CRM) 	
	4 Career Paths of Web Development <ul style="list-style-type: none"> i. Content Writing ii. UI Designing iii. Web Designing / Front End Development iv. Web Development / Back End Development 	2
Unit II	Web Terminologies	7
	1. Internet & World Wide Web (WWW) <ul style="list-style-type: none"> i. Computer Networking 	1

	<ul style="list-style-type: none"> ii. The Internet iii. The Web 	
	2. Server & Client <ul style="list-style-type: none"> i. What is Client ii. What is Server 	1
	3. Hosting <ul style="list-style-type: none"> i. What is Hosting ii. Types of Hosting iii. Choosing right Hosting for your Website 	1
	4. Protocols (TCP/IP, HTTP, FTP, SMTP) <ul style="list-style-type: none"> i. TCP/IP ii. HTTP iii. FTP iv. SMTP 	1
	5. Blogs & Posts <ul style="list-style-type: none"> i. What is Blog ii. What is Post iii. Benefits of Blogs in Website 	1
	6. Terminologies of Web <ul style="list-style-type: none"> i. Website ii. Web Page iii. landing Page iv. Portal v. Content Management System (CRM) vi. Domain Name vii. URL viii. Root Directory ix. Relative & Absolute paths x. DNS 	1
	7. Static Vs Dynamic Websites <ul style="list-style-type: none"> i. Static Website 	1

	<ul style="list-style-type: none"> iii. Types of Balance 3. Contrast <ul style="list-style-type: none"> i. What is Contrast ii. How to use Contrast 4. Repetition <ul style="list-style-type: none"> i. What is Repetition ii. How to use Repetition 5. Proportion <ul style="list-style-type: none"> i. What is Proportion ii. How to use Proportion 6. Movement <ul style="list-style-type: none"> i. What is Movement ii. How to use Movement 7. What is White Space <ul style="list-style-type: none"> i. What is White Space ii. How to use White Space 	<ul style="list-style-type: none"> 2 2 2 2 2
Unit V	Typography for Web	10
	<ul style="list-style-type: none"> 1. Introduction to Typography for Web <ul style="list-style-type: none"> i. What is Typography ii. Why Typo Matters? 2. Fonts & Types <ul style="list-style-type: none"> i. Serif ii. Sans Serif iii. Mono space iv. Script v. Decorative vi. Web Safe Fonts 3. Formatting Text using CSS <ul style="list-style-type: none"> i. font-style ii. font-variant iii. font-weight 	<ul style="list-style-type: none"> 2 2 2

	iv. font-size v. line-height vi. font-family vii. font-kerning 4. Using Google Fonts 5. Using Font-Awesome Icons	 2 2
Unit VI	Color Theory for Web	6
	1. What is Color Theory 2. What is Color Theory 3. Web Safe Colors 4. Contrast 5. Complementation 6. Vibrancy 7. Emotional Implications of Color 8. Color Scheme 9. Color Assistance Tools for Web	1 1 1 1 1 1
Unit VII	Graphics & Images for Web	6
	1. Introduction to Computer Graphics <ul style="list-style-type: none"> i. Vector Graphics ii. Raster Graphics 2. Terms in Computer Graphics <ul style="list-style-type: none"> i. Pixel ii. Color Depth (Bit Depth) iii. Resolution 3. SVG Graphics 4. Web Supported Image Formats <ul style="list-style-type: none"> i. JPEG Format ii. GIF Format iii. PNG Format 	2 1 1

	5. Optimizing Images for Web	1
Unit VIII	Fundamentals of Hosting	6
	1. What is Hosting 2. Requirement for Hosting a Website 3. Storage Space 4. Bandwidth 5. Domain Name 6. Tools for Transferring Your Website	1 1 1 1 1 1

References:

Basics of Internet and Web by Dr. Surendra Jhangra

Internet of Things: A Hands-On Approach Arsheep Bahga

Inline/Online: Fundamentals of The Internet & The World Wide Web 2nd Edition Raymond
Greenlaw



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UG Diploma Course in Graphic and Web

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Developing webpages with HTML & CSS
Course Code	21AUUDWD202
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of Web Designing
2.	To understand the importance of HTML & CSS in the field of Web Designing
3.	To understand career paths of Web Designing
4.	To develop the basic concepts and terminology of Internet & Web

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of Web Designing
2.	Create & develop web pages using HTML & CSS
3.	Learn various elements of HTML Document

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to HTML	6
	<ul style="list-style-type: none">1. Introduction to HTML<ul style="list-style-type: none">i. What is HTML?ii. History of HTMLiii. Why to Learn HTML2. Getting Started<ul style="list-style-type: none">i. Choosing right code editorii. HTML Tagsiii. HTML Elementsiv. HTML Attributes3. Basic HTML Document Structure<ul style="list-style-type: none">i. Doctype Declarationii. HTML Root Elementiii. Head Elementiv. Body Element4. Creating your first Web Page5. Understanding of Head & Body Element of HTML Document	<ul style="list-style-type: none">21111
Unit II	Inserting & formatting Text in HTML Document	5
	<ul style="list-style-type: none">1. Adding Headings & Paragraph<ul style="list-style-type: none">i. HTML Headingsii. Paragraph Element2. Block Level & Inline Elements<ul style="list-style-type: none">i. Block Level Elementsii. Inline Elements	<ul style="list-style-type: none">11

	<p>3. Formatting Text</p> <ul style="list-style-type: none"> i. Break Row Element ii. Horizontal Line Element iii. Bold Text iv. Italic Text v. Underline Text vi. Strike Text vii. Mono space Font viii. Subscript & Superscript Text ix. Inserted & Deleted Text x. Larger & Smaller Text <p>4. Grouping Content with Span & Div Element</p> <ul style="list-style-type: none"> i. SPAN Element ii. DIV Element <p>5. Semantic Formatting Elements (Phrase Tags)</p>	<p>1</p> <p>1</p> <p>1</p>
Unit III	Inserting Metadata in HTML Document	6
	<p>1. Introduction to Metadata</p> <ul style="list-style-type: none"> i. What is Metadata? ii. Where to insert metadata <p>2. Using Meta Elements</p> <ul style="list-style-type: none"> i. Meta Name ii. Meta Description iii. Meta Revision Date iv. Document Refreshing with Meta Tag v. Page Redirection with Meta Tag vi. Meta Author vii. Setting Cookies with Meta Tag viii. Defining Character Set <p>3. HTML Comments</p>	<p>2</p> <p>2</p> <p>2</p>

	<ul style="list-style-type: none"> i. Cellpadding & Cell spacing Attributes ii. Col span & Row span Attributes iii. Table Backgrounds iv. Table Width & Height Attributes v. Table Caption vi. Table Header, Body & Footer <p>3. How to Create Nested Tables</p>	2
Unit VI	Inserting HTML List	6
	<p>1. Introduction to HTML lists</p> <p>2. Types of Lists in HTML</p> <ul style="list-style-type: none"> i. Inserting Unordered List ii. Type Attribute for Unordered list iii. Inserting Order List iv. Type Attribute for Ordered list v. Inserting Definition List 	<p>3</p> <p>3</p>
Unit VII	Inserting Hyperlinks in HTML Document	6
	<p>1. Introduction to Hyperlinks</p> <ul style="list-style-type: none"> i. What is Hyperlink? ii. What is URL? <p>2. Absolute vs Relative Paths</p> <ul style="list-style-type: none"> i. Absolute Path ii. Relative Path <p>3. Inserting Hyperlinks</p> <ul style="list-style-type: none"> i. Anchor Tag 	<p>2</p> <p>2</p> <p>1</p>

	<ul style="list-style-type: none"> ii. Hyper Reference Attribute iii. Target Attribute iv. Use of Base Path in HTML <p>4. Linking Pages & Resources</p> <ul style="list-style-type: none"> i. Internal Links ii. External Links iii. Linking to a Page Section iv. Download Links v. Mail To & Tel Link vi. Watts App Link 	1
Unit VIII	Crating HTML Forms	6
	<p>1. Introduction to HTML Forms</p> <ul style="list-style-type: none"> i. What is Form? ii. Why to use Form? <p>2. Inserting Form in HTML Document</p> <ul style="list-style-type: none"> i. Form Element ii. Form Element Attributes iii. Form Controls iv. Text Input Controls v. Hidden Form Controls vi. Attributes for Form Controls 	<p>3</p> <p>3</p>
Unit IX	a. Cascading Style Sheet (CSS)	10
	<p>1. Introduction to CSS</p> <ul style="list-style-type: none"> i. What is CSS ii. Use of CSS <p>2. Types of CSS</p> <ul style="list-style-type: none"> i. Inline CSS ii. Internal CSS 	<p>2</p> <p>2</p>

	iii. External CSS	2
	3. Linking CSS to HTML Document	
	a. CSS Syntax	2
	4. CSS Selectors	
	i. Element Selector	
	ii. ID Selector	
	iii. Class Selector	1
	iv. Miscellaneous Selectors in CSS	1
	5. CSS Comments	1
	6. Formatting Text with CSS	1
	7. CSS Properties	
	i. CSS Background	
	ii. CSS Box Model: Margin, Padding & Border	
	iii. CSS Width & Height Properties	
	iv. CSS Display Property	
	v. CSS Position	
	vi. CSS Floats	
	vii. CSS Align	
	viii. Pseudo-Class	
	ix. CSS Miscellaneous Properties	
	8. Lay outing Methods in CSS	1
	i. CSS Flexbox	
	ii. CSS Grid	
	iii. CSS Media Query	

References:

HTML & CSS: The Complete Reference, Fifth Edition Thomas A. Powell

HTML 101 The Essential Beginner's Guide to Learning HTML Coding Jo Foster

HTML5 and CSS3-Building Responsive Websites Thoriq Firdaus, Ben Frain, Benjamin LaGrone



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Developing Interactive Web Pages with Java script
Course Code	21AUUDWD203
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of use of JavaScript Programming
2.	To understand the importance of JavaScript in the field of Web Designing
3.	To understand career paths of JavaScript Programming
4.	To develop the basic concepts and terminology of Programming

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use JavaScript for creating dynamic web pages
2.	Create various effects using JavaScript
3.	Understand fundamentals of Programming

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	JavaScript Fundamentals	5
	1. What is JavaScript? 2. What is JavaScript? 3. Client-Side JavaScript 4. Advantages of JavaScript 5. Limitations of JavaScript 6. JavaScript Development Tools 7. Where is JavaScript Today?	1 1 1 1
Unit II	JAVASCRIPT – Syntax & Placement	6
	1. Your First JavaScript Code 2. Whitespace and Line Breaks 3. Semicolons are Optional 4. Case Sensitivity 5. Comments in JavaScript 6. JavaScript in <head>...</head> Section 7. JavaScript in <body>...</body> Section 8. JavaScript in <body> and <head> Sections 9. JavaScript in External File	1 1 1 1 1 1
Unit III	JAVASCRIPT – Variables	6
	1. JavaScript Data types 2. JavaScript Variables 3. JavaScript Variable Scope	2 1 1

	4. JavaScript Variable Names	1
	5. JavaScript Reserved Words	1
Unit IV	JAVASCRIPT – Operators	6
	1. What is an Operator?	1
	2. Arithmetic Operators	1
	3. Comparison Operators	1
	4. Logical Operators	1
	5. Bitwise Operators	1
	6. Assignment Operators	2
	7. Miscellaneous Operators	
Unit V	Control Statement in JavaScript	6
	1. if Statement	1
	2. if...else Statement	
	3. if...else if... Statement	1
	4. Switch-Case	1
	5. The while Loop	1
	6. The do...while Loop	1
	7. The for Loop	1
	8. For-in Loop	1
	9. JAVASCRIPT – Loop Control: break & continue Statement	1
Unit VI	JAVASCRIPT – Functions	6
	1. Function Definition	1
	2. Calling a Function	1
	3. Function Parameters	1

	4. The return Statement 5. Nested Functions 6. Function () Constructor 7. Function Literal	1 1 1
Unit VII	JAVASCRIPT – Events	6
	1. What is an Event? 2. On click Event Type 3. On submit Event Type 4. On mouse over and on mouse out 5. HTML 5 Standard Events	2 2 1 1
Unit VIII	JAVASCRIPT – Cookies	6
	1. What are Cookies? 2. How It Works? 3. Storing Cookies 4. Reading Cookies 5. Setting Cookies Expiry Date 6. Deleting a Cookie	1 1 1 1 1 1
Unit IX	JAVASCRIPT – Dialog Box	6
	1. Alert Dialog Box 2. Confirmation Dialog Box 3. Prompt Dialog Box	2 2 2
Unit X	JAVASCRIPT – Objects	6

	1. Object Properties	2
	2. Object Methods	
	3. User-Defined Objects	
	4. Defining Methods for an Object	
	5. The 'with' Keyword	2
	6. JAVASCRIPT – Number	
	7. JAVASCRIPT – Boolean	
	8. JAVASCRIPT – String	
	9. JAVASCRIPT – Arrays	
	10. JAVASCRIPT – Date	2
	11. JAVASCRIPT – Math	

References:

A Smarter Way to Learn JavaScript Mark Mayers

JavaScript: The Definitive Guide (6th edition) David Flanagan

Eloquent JavaScript, 3rd Edition Marijn Haverbeke



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on fundamentals of Web
Course Code	21AUUDWD204
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of Graphic designing.
2.	To understand the design requirement for web
3.	To develop the creative and innovative thinking
4.	To acquire required skills for web designing

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Create existing & innovative graphics for web
2.	Learn latest designing trends of web designing
3.	Design various elements for web
4.	Create Plan for a website

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>Wireframe Assignments:</p> <p>All the wireframe designs need to be scanned & submitted in .jpg format by students. All the assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission. Students can also use wireframing applications instead of paper & pencil.</p> <p>Photoshop/Illustrator Template Assignments:</p> <p>Students need to submit the assignment in .jpg format with original .psd or .ai files. Assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission.</p>
4.	<p>Assessment:</p> <p>. Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment</p>



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Developing webpages with HTML & CSS
Course Code	21AUUDWD205
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of Graphic designing.
2.	To understand the design requirement for web
3.	To develop the creative and innovative thinking
4.	To acquire required skills for web designing

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Create structure for any webpage
2.	Style any webpage
3.	Use HTML Tags and elements efficiently
4.	Understand designing requirement for a website

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: HTML & CSS Pages: Students need to create a root folder for each assignment. All the HTML & CSS pages should be only in the root folder with appropriate naming. Text file including the Assignment Title, Student Name, Date of submission should be there in each root folder. Students can any preferred code editor for writing HTML & CSS Code. Student should use standard coding style and naming
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of student. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity
5.	Operating Environment: For Creating Static Web Pages Operating system: Windows 10 Software: Notepad ++, VS Code, Sublime

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	<p>A) Designing a Static Website for a Photography Studio:</p> <p>“Click” is a photography studio founded by a group of creative and passionate youngsters. As a startup they want to create a exciting web appearance for studio promotions. Design a static website based on following points:</p> <ol style="list-style-type: none"> 1. Assignment 1. Create following web pages for the website: <ul style="list-style-type: none"> · Home · About Us · Services · Blogs · Contact Us <p>B) Designing a Portfolio Website of a celebrity</p> <ol style="list-style-type: none"> 2. Assignment 1. Create a template using photoshop for the website. Design a Logo for the website using Adobe Illustrator. Design various Icons using Adobe Photoshop. 3. Assignment 2. Create a HTML Structure for home page of the website Create a style sheet for the website. Create other static pages of the website using HTML & CSS 	<p>30</p> <p>30</p> <p>30</p>

References:

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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical Course on Developing Interactive Web pages with JavaScript
Course Code	21AUUDWD206
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce interactivity in web pages
2.	To learn importance of interactive web pages
3.	To build fundamental programming skills

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Write JavaScript programs for creating interactive webpage
2.	Create various interactive effects for webpages
3.	Write programs for small web-based applications
4.	Create animations & Animate various HTML elements using JavaScript

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: Wireframe Assignments: Students need to create a root folder for each assignment. All the HTML, CSS & JavaScript pages should be only in the root folder with appropriate naming. Text file including the Assignment Title, Student Name, Date of submission should be there in each root folder. Students can any preferred code editor for writing HTML, CSS & JavaScript Code. Student should use standard coding style and naming
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of student. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity
5.	Operating Environment For Creating Interactive Web Pages Operating system: Windows 10 Software: Notepad ++ , VS Code, Sublime

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	A) Designing small programs to test skill set of JavaScript	

	<p>Programming:</p> <p>1. Assignment 1</p> <p>Create a demo app for Age validation</p> <p>Create a demo app for generating greeting message with username.</p> <p>Create a demo app for grade system.</p> <p>Create a demo to do application</p> <p>2. Assignment 2.</p> <p>Create a animated banner (Sliding background Images)</p> <p>Create a animated & responsive menu bar</p> <p>Create interactive mouse over effect</p>	<p>45</p> <p>45</p>
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References:

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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Responsive Websites with Bootstrap
Course Code	21AUUDWD301
Semester	3
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce with responsive web designing
2.	To build required skill set for creating responsive website
3.	Understand fundamentals of Bootstrap
4.	Understand latest web designing trends

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand need of responsive website.
2.	Understand various device resolutions
3.	Use bootstrap for creating responsive web pages

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Bootstrap	7
	1. What is responsive website?	1
	2. Traditional methods	1
	3. What is bootstrap?	1
	4. Why to use bootstrap?	1
	5. Bootstrap Template	1
	6. Downloading & Installing Bootstrap	1
	7. Bootstrap CDN	1
Unit II	Getting Started with Bootstrap	7
	1. Bootstrap Containers	2
	2. Fixed width container	1
	3. Full width container	1
	4. Container Padding	1
	5. Container Border & Color	1
	6. Responsive Containers	1
Unit III	Bootstrap Grid System	9
	1. What is Bootstrap Grid System	1
	2. Grid Classes	1
	3. Basic Structure of Bootstrap Grid	1
	4. Creating Three Equal Columns	2
	5. Creating Responsive Columns	2
	6. Creating Unequal Responsive Columns	2
Unit IV	Working with Text in Bootstrap	7

	<ol style="list-style-type: none"> 1. Bootstrap default settings for text 2. Headings 3. Small Element 4. Mark Element 5. Abbr Element 6. Block quote Element 7. Definition List Element 8. Code Element 9. Keyboard Element 10. Pre-formatted Text Element 11. Various Typography Classes 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>
Unit V	Bootstrap Colors	7
	<ol style="list-style-type: none"> 1. What are Text Colors? 2. text-muted Class 3. text-primary Class 4. text-success Class 5. text-info Class 6. text-warning Class 7. text-danger Class 8. text-secondary Class 9. text-white Class 10. text-dark Class 11. text-body Class 12. text-light Class 13. What is Background Colors 14. bg-primary Class 15. bg-success Class 16. bg-info Class 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>

Unit VIII	Bootstrap Components	
	1. Jumbotron	1
	2. Alerts	1
	3. Buttons & Button Groups	1
	4. Badges	
	5. Progress Bar	1
	6. Spinners	
	7. Pagination	1
	8. List Groups	1
	9. Cards	
	10. Dropdowns & Collapse	
	11. Navs & Navbar	1
	12. Forms, Input & Input Groups	
	13. Carousel	
	14. Modal	1
	15. Tooltip	
	16. Popover	
	17. Toast	1
	18. Scroll spy (Advanced)	
	19. Utilities	
	20. Flex	
	21. Icons	
	22. Media Objects	
	23. Filters	

References:

Bootstrap 4 by Example Salvio Moreto

Step By Step Bootstrap Riwanto Megosinarso

Bootstrap Site Blueprints Volume Matt Lambert



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Word press – Content management System (CMS)
Course Code	21AUUDWD302
Semester	3
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To develop basic understanding of CSM System
2.	To build required skillset for developing CMS System

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand complete pipeline of CSM Development
2.	Create CSM Website
3.	Understand difference between a static website and CSM website
4.	Installing & Customizing Word Press Theme

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Content Management System (CMS)	6
	1. What is CMS? 2. Static Vs CMS Website 3. Prerequisite 4. Components of Content Management System 5. Features of Content Management System 6. Advantages of Content Management System 7. Disadvantages of Content Management System	1 1 1 1 1 1 1
Unit II	Introduction to Word Press	6
	1. What is Word Press? 2. Features of Word Press 3. Advantages of Word Press 4. WordPress.com and WordPress.org 5. Pros and Cons of WordPress.org and WordPress.com 6. How Word Press Came to Origin 7. Releases of Word Press 8. Today's Word Press 9. Word Press Licensing 10. System requirements for Word Press installation 11. Download Word Press 12. Word Press Installation	1 1 1 1 1 1 1 1 1 1 1
Unit III	Word Press Dashboard	7

	<ol style="list-style-type: none"> 1. What is the Word Press Dashboard? 2. Word Press Dashboard Features 3. Top Admin Bar 4. Screen Options 5. Welcome 6. At a Glance 7. Activity 8. Quick Draft 9. Word Press News 10. Admin Sidebar Menu 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>
Unit IV	Working with Posts in Word Press	7
	<ol style="list-style-type: none"> 1. What are posts in Word Press? 2. How to add new post? 3. Publishing new post 4. Edit existing post 5. Deleting existing post 	<p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p>
Unit V	Working with Pages in Word Press	6
	<ol style="list-style-type: none"> 1. What are pages in Word Press? 2. How to add new page? 3. Publishing new page 4. Edit existing page 5. Deleting existing page 	<p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p>
Unit VI	Working with Categories & Tags in Word Press	7
	<ol style="list-style-type: none"> 1. What Are Word Press Categories? 	<p>2</p>

	2. How to Create Categories in Word Press? 3. How to Assign Posts to Categories in Word Press? 4. Components of Adding Categories 5. Editing and Deleting a Category 6. What Are Word Press Tags? 7. How to Include Tags in Your Word Press Post? 8. Editing Tags in Word Press 9. Deleting Tags in Word Press	1
Unit VII	Managing Word Press Users	7
	1. Create and Manage Word Press User Roles 2. Word Press User Roles 3. Word Press User 4. Editing and Deleting Users in Word Press	1 2 2 2
Unit VIII	Managing Word Press Comments	7
	1. What Are Comments in Word Press? 2. Enabling and Disabling Comments in Word Press 3. Editing Comments in Word Press 4. Moderation of Comments in Word Press	1 2 2 2
Unit IX	Updating & backup of Word Press	6
	1. What Is a Backup? 2. Backup Root Files of Word Press 3. Backup Word Press Manually 4. Why Should a Word Press Site Be Updated? 5. Process of Safely Updating a Word Press Site 6. Word Press Updates	1 1 1 1 1 1

References:

Word Press for Beginners 2020 Andy Williams

Word Press 5 Complete (Seventh Edition)- Karlo Krol

Building Web Apps with Word Press (Second Edition)- Building Web Apps with Word
Press (Second Edition)-



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to digital Marketing
Course Code	21AUUDWD303
Semester	3
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the foundation of Digital Marketing.
2.	To understand the importance of Digital Marketing in 21 st century
3.	To understand career paths of Digital Marketing
4.	To develop the basic concepts and terminology of Digital Marketing.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various approaches of Digital Marketing

2.	Choose a career option in Digital Marketing
3.	Develop innovative marketing strategies using Digital Marketing as a medium

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Fundamentals of Entrepreneurship	10
	1. What is the mindset of an entrepreneur 2. Identifying a problem 3. Need Analysis 4. Sensing solution among the problems 5. Developing the seed “The Idea” 6. Searching market moves & trend 7. Understanding Creativity and Innovation 8. Opportunity finding and taking the right approach.	2 1 1 1 1 1 1 2
Unit II	Develop the Plan for Startup	10
	1. Taking first steps to develop a business model. 2. Selecting the right type for registering the business. 3. Business Plan: concept, format. 4. Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning\	2 3 2 3
Unit III	Branding & Marketing of Start-up	10

	<ol style="list-style-type: none"> 1. Developing a brand around the idea. 2. Branding, Logo, Tagline 3. Copyright, trademark and Patent for start-up 4. Planning a strategy for promoting the start-up 5. The Art of negotiation and methods 6. Customer Relationship Management 7. Vendor Management 8. Developing the minimum viable product 9. Sales and marketing plan 	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>
Unit IV	Growing the Startups	10
	<ol style="list-style-type: none"> 1. Lean startup growth 2. Making a growth plan for the startup. 3. Concept of Franchising the startup 4. Mergers and Acquisition: Concept, reasons, types. 5. Reasons for failure of Mergers and Acquisitions. 	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>
Unit V	Cost, Expenses, Inventory and ROI	10
	<ol style="list-style-type: none"> 1. Unit of Sale, Unit Cost for multiple products or services 2. Break even Analysis for multiple products or services 3. Computation of Working Capital 4. Inventory Control and EOQ 5. Return on Investment (ROI) and Return on Equity (ROE) 	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>
Unit VI	Resource Mobilization	5

	1. Capital Market- Primary and Secondary 2. Stock Exchange- Concept, features, functions and importance 3. Securities and Exchange Board of India- History, establishment, powers 4. Angel Investor: Features 5. Venture Capital: Features, funding	1 1 1 1 1
Unit VII	Digital Marketing as Marketing Tool	5
	1. What is Digital Marketing 2. Growth of digital marketing 3. Benefits of digital marketing 4. Different digital marketing channels 5. Setting up digital marketing budgets	1 1 1 1 1

References:

Digital Marketing for Dummies Ryan Deiss and Russ Hennesberry

Don't Make Me Think Revisited: A Common-Sense Approach to Web Usability Steve Krug

Introduction to Programmatic Advertising Dominik Kosorin



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course Code	Practical course on Responsive Website with Bootstrap
Course code	21AUUDWD304
Semester	3
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the Responsive Web Designing.
2.	To understand the design requirement for web
3.	To develop the creative and innovative thinking
4.	To acquire required skills for Responsive web designing

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand fundamentals of responsive web designing
2.	Create responsive website
3.	Use Bootstrap
4.	Understand the complete production pipeline of bootstrap

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>Wireframe Assignments:</p> <p>All the wireframe designs need to be scanned & submitted in .jpg format by students. All the assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission. Students can also use wireframing applications instead of paper & pencil.</p> <p>Photoshop/Illustrator Template Assignments:</p> <p>Student's need to submit the assignment in .jpg format with original .psd or .ai files. Assignments should be in a single folder and with a text file including the Assignment Title, Student Name, Date of submission.</p> <p>Bootstrap Assignments: Students needs to submit the complete root folder in .zip format</p>
4.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of student. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment</p>

	3. Assignment 3 Create a website with Bootstrap using above template	30
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References:

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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Advertising theory
Course Code	21AUUDWD401
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Advertising	12
	1. Meaning of Advertising	2
	2. Advertising: An Industry	2
	3. Advertising: A Science	2
	4. Advertising: A Business	2
	5. Advertising: An Art	2
	6. Definition of Advertising	2
Unit II	History of Advertising	12
	1. Pre and Early Printing time	3
	2. Development of Advertising	3
	3. Scientific Development period of Advertising	3
	4. Modern era of Advertising	3
Unit III	Classification of Advertising	12
	1. Classification of Advertising: by Design	2
	2. Classification of Advertising: by Advertiser &	2

	Consumer	
	3. Classification of Advertising: by Geographical area	2
	4. Classification of Advertising: by Message objectives	2
	5. Classification of Advertising: by Media & Presentation	4
Unit IV	Advertising Campaign	12
	1. Principals of Advertising Campaign	2
	2. Process of Advertising Campaign	2
	3. Basic of Advertising Campaign	2
	4. Determination of Advertising Goals	2
	5. Importance of 5E's in Advertising	2
	6. Role of Advertising Agencies in Advertising	2
Unit V	Advertising Design & Media	12
	1. Process of Advertising Design	2
	2. Creativity & Creativity Policy	2
	3. Sales policy	2
	4. Advertisement Request	2
	5. Media & Media Policy	2
	6. Benefits of Media	2
	7. Classification of media	

References:

Advertising Art and Ideas Dr.G.M. Rege

Consumer behavior concepts and application Loudon, Della Bitta

Advertising Management David A. Aker and John G. Myers



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Understanding of Advertising Campaign
Course Code	21AUUDWD402
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
3.	Create and defend the strategy and execution of an ad campaign for a client(s).

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction of Advertising Campaign	15
	1. What is Campaign design?	5
	2. History of some Powerful Campaigns	5
	3. What is the role of Campaign in Advertising area?	5
	4. Effective Campaign Design	
Unit II	Principals of Advertising Campaign	15
	1. Visual Consistency	3
	2. Campaign Duration	3
	3. Repeated Taglines	3
	4. Consistent Positioning	3
	5. Simplicity	3
	6. Identify a selling point	
	7. Create an effective flow	
Unit III	Basics of Advertising Campaigns	15

	1. Know your objective	3
	2. Define your audience	3
	3. Define your Metrics	3
	4. Create a Budget	3
	5. Determine the Frequency	3
	6. Creative process and Execution	
Unit IV	Make a Successful Advertising Campaign	15
	1. Be Unforgettable	3
	2. Be trendy	3
	3. Be Authentic	3
	4. Be Simple	3
	5. Be different	3

References:

Ogilvy on Advertising David Ogilvy

Rework Jason Fried, David Heinemeier Hansson



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UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Printing Technology
Course Code	21AUUDWD403
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice,

	digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
3.	Create and defend the strategy and execution of an ad campaign for a client(s).

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	History and developments of printing	15
	1. Printing methods	3
	2. Introduction to printing Industry	3
	3. Printing industry in India	3
	4. Printers measurement system	3
	5. Alphabet design	3
	6. Size and scope of printing Industry	
Unit II	Color & color theory	15
	1. Terms to describe color	3
	2. color separation technique Direct & indirect method	3
	3. GATF color triangles & color circle their use	3
	4. Modern color spaces & color matching	3
	5. Color Proofing Methods	3
Unit III	Offset Machinery	15
	1. Raw materials and processing-sources manufacture and finishing	3
	2. Main classes of paper and board sizes	3

	3. Paper requirements for different printing process	3
	4. Paper handling	3
	5. Printing Inks	3

References:

The Printing Ink Manual, fifth edition R.H. Leach

Guide standardized lithographic color printing PIRA



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

UG Diploma Course in Graphic and WEB

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Campaign Visualization
Course Code	21AUUDWD404
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
3.	Create and defend the strategy and execution of an ad campaign for a client(s).

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of student.

	Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity.
5.	Operating Environment Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Design anyone Social issue ad Campaign	45
	2. Assignment 2. Design anyone Commercial ad Campaign	45

References:

Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Editorial Designs
Course Code	21AUUDWD405
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Construct and employ Software libraries, style sheets and master pages
2.	Evaluate projects to setup color mode: CMYK or spot color
3.	Assemble elements from Illustrator and Photoshop to combine in InDesign
4.	Complete an interactive PDF, PDF proof, and print quality PDF.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Evaluate printers' specification
2.	Recognize the relationship between ppi, resolution, and line screen
3.	Assemble projects demonstrating use of industry standard software

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign
4.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of student. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity
5.	Operating Environment Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Design One Magazine (16 Pages) or One Newsletter (16 -20 Pages)	45
	2. Assignment 2. Design One Tabloid (12-14 Pages) on any topic,	45

References:

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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Packaging design
Course Code	21AUUDWD406
Semester	4
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of Packaging design
2.	Critically analyze product packaging.
3.	Discuss the role of packaging in product preservation and marketing.
4.	Practically apply the theories of product packaging design

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.
2.	Apply creative process techniques in synthesizing information, problem-solving and critical thinking
3.	Use basic fabrication methods to build prototype models for hard-

	goods and soft-goods and packaging
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Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
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5.	Operating Environment Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Design One Label for can or Bottle product	45
	2. Assignment 2. Design One Plastic Packaging design for any food product.	45

References:

Laboratory handbook