

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Faculty of Science & Technology

Board of Studies in Information Technology

Second Year Programme

Semester

III

Title of Paper

Credits

Web Designing with WordPress

2

From the Academic Year

2025-26

Name of the Course: Web Designing with WordPress

Sr.No.	Heading	Particulars
1	Description the course : Including but Not limited to:	The objective of Web Designing course is to provide instructions on creating and maintaining a web page for publishing on the Internet. Students will be able to use HTML editor to author pages that include text and graphics..
2	Vertical :	Open Elective
3	Type :	Theory
4	Credits :	2 credits (1 credit = 15 Hours for in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO): CO1. To understand the fundamentals of Internet, and the principles of web design CO2. To develop basic websites using HTML and Style Sheets. CO3. To understand different style sheets used in web designing. CO4. To implement JavaScript as a tool to add dynamism to static HTML pages.	
8	Course Outcomes (OC): OC1. Learners will be able to use the HTML programming language OC2. Learners will be able to execute web pages designed using HTML OC3. Describe the concepts of World Wide Web, and the requirements of effective web design OC4. List various tags in html and use these to create web page OC5. Gain necessary skills for designing and developing web applications	
9	Modules:- Module 1: 1. Introduction to HTML 5: What Is HTML? Understanding HTML Tags, Setting Up the Document Structure: Specifying the Document Type, Creating the HTML, Specifying a Page Title. Formatting Text by Using Tags: Creating Headings, Applying Bold and Italic Formatting, Applying Superscript and Subscript Formatting, Using Monospace and Preformatted Text. Using Lists and Backgrounds: Creating Bulleted and Numbered Lists, Creating Definition Lists, Inserting Special Characters, Inserting Horizontal Lines, Choosing Background and Foreground Colors. Creating Hyperlinks and Anchors- Hyperlinking to a Web Page, Creating Hyperlinking to an E-Mail Address, Hyperlinking to Other Content. Style Sheets and Graphics: Introduction to Style Sheets: Understanding Styles, Constructing Style Rules, Creating Styles for Nested Tags, Applying Styles to Hyperlinks, Creating and Linking to External Style Sheets. Formatting Text by Using Style Sheets: Specifying a Font Family, Specifying a Font Size and Color, Applying Bold and Italics, Applying Strikethrough and Underlining, Creating Inline Spans, Adjusting Spacing Between Letters. Formatting Paragraphs by Using Style	

Sheets: Indenting Paragraphs, Applying a Border to a Paragraph, Specifying the Horizontal Alignment of a Paragraph,

Displaying Graphics

Selecting a Graphics Format, Preparing Graphics for Web Use, Inserting Graphics, Arranging Elements on the Page, Controlling Image Size and Padding, Hyperlinking from Graphics, Using Thumbnail Graphics, Including Alternate Text for Graphics, Adding Figure Captions

Page Layout and Navigation- Creating Navigational Aids , Creating a Text-Based and Graphical Navigation Bar, Creating an Image Map, Creating Tables, Specifying the Size of a Table, Specifying the Width of a Column, Merging Table Cells. Formatting Tables-Appling Table Borders, Applying Borders by Using Attributes, Applying Borders by Using Styles, Changing Cell Padding, Spacing, and Alignment. Setting Horizontal and Vertical Alignment

Creating User Forms- Creating a Basic Form- Creating a Text Box ,Special Field types for E-Mail and Web Addresses, Creating a Text Area, Creating a Submit or Clear Button, Creating Check Boxes and Option Buttons, Additional Input Types in HTML5

Incorporating Sound and Video- What's New with Audio and Video in HTML5?,Embedding Video Clips- Introducing the <video> Tag, The <embed> Tag: Your Fallback Plan, Placing a Video Clip on a Web Page. Incorporating Audio on a Web Page- Playing Audio with the <audio> Tag, Placing an Audio Clip on a Web Page

Module 2:

3. WordPress

Overview of WordPress,- History and evolution of WordPress - Differences between WordPress.com and WordPress.org,- Installation and setup process

WordPress Dashboard and Settings - Tour of the WordPress dashboard

- Configuring general settings- Customizing site title, tagline, and URL structure

- Discussion on Reading, Writing, Discussion, and Media settings, Posts and Pages,-

Creating and managing posts,- Formatting text and adding media to posts

- Categories and tags,- Understanding the difference between posts and pages

- Introduction to WordPress themes,- Installing and activating themes,- Customizing

themes using the WordPress Customizer,- Exploring premium themes and child themes

- What are plugins?- Installing and activating plugins,- Popular plugins for various functionalities,- Customizing plugins and understanding conflicts

Widgets and Menus - Adding widgets to sidebar and footer Creating custom menus

- Managing menu locations,- Responsive menu design, Custom Post Types and

Taxonomies,- Creating custom post types,- Registering custom taxonomies

- Using custom post types for specific content needs,- Advanced custom post type settings

User Management and Permissions,- Roles and capabilities in WordPress

- Adding and managing users,- Creating user accounts with different permissions

- User profile settings and options

Search Engine Optimization (SEO),- Basics of SEO for WordPress,- Using SEO plugins like

Yoast SEO,- Optimizing content for search engines,- SEO best practices for wordPress websites

Security and Backup - Importance of website security,- Securing WordPress installation

- Backup solutions for WordPress sites,- Implementing security plugins and techniques

E-commerce with WordPress - Introduction to e-commerce plugins (e.g., WooCommerce)-

Setting up an online store,- Managing products and orders

- Payment gateway integration,Performance Optimization,- Speeding up WordPress

	websites,- Caching techniques,- Image optimization,- Minification and optimization plugins Multisite and Multilingual Websites,- Setting up WordPress Multisite,- Managing multiple websites from one WordPress installation,- Creating a multilingual website using plugins- Best practices for managing multisite and multilingual sites, Advanced Customization,- Customizing WordPress themes with code - Creating custom page templates,- Using child themes for advanced customization - Customizing plugins and functionality,Troubleshooting and Maintenance** - Common WordPress issues and solutions,- Debugging techniques,- Updating WordPress core, themes, and plugins,- Best practices for ongoing maintenance and support	
10	Text Books 1. Step by Step HTML5 by Faithe Wempen, Microsoft Press,2011 2. The Complete Reference HTML & CSS, Thomas A. Powell. McGrawHill, 5 th Edition,2010 3. The Complete Reference JavaScript Thomas A. Powell &Fritz Schneider McGrawHill 3rd 2012 4. Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, XML and AJAX, Black Book Kindle Edition,by Kogent Learning Solutions Inc	
11	Reference Books 1. Learning Web Design A Beginner's Guide to Html, CSS, JavaScript, And Web Graphics, Jennifer Niederst Robbins, O'Reilly, 5 th Edition,2018. 2. Ivan Bayross, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004 3. HTML 5 for Web Designers (By: Jeremy Keith) – http:// freepdf-books.com 4. Introduction to JavaScript Object Notation: A To-the-Point Guide to JSON kindle Edition by Lindsay Bassett,O'REILLY 5. WordPress for web developer Stephanie Leary	
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3) Pattern: Class test of 20 marks Class test of 20 marks Average of the two: 20 marks Quizzes/ Presentations/ Assignments 5 marks Total: 25 marks	Format of Question Paper: (Semester End Examination) Q1: Attempt any two (out of four) from Module 1 (13 marks) Q2: Attempt any two (out of four) from Module 2 (12 marks)

Sd/-
Sign of the BOS
Chairman
Dr. Srivaramangai R
BOS in Information
Technology

Sd/-
Sign of the
Offg. Associate Dean
Dr. Madhav R. Rajwade
Faculty of Science &
Technology

Sd/-
Sign of the Offg. Dean
Prof. Shivram S. Garje
Faculty of Science &
Technology