

SW9151 WEB DESIGN AND MANAGEMENT

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UNIT I SITE ORGANIZATION AND NAVIGATION 9

User centered design – Web medium – Web design process – Evaluating process – Site types and architectures – Navigation theory – Basic navigation practices – Search – Site maps.

UNIT II ELEMENTS OF PAGE DESIGN 9

Browser compatible design issues - Pages and Layout – Templates – Text – Color – Images – Graphics and Multimedia - GUI Widgets and Forms – Web Design patterns

UNIT III SCRIPTING LANGUAGES 10

Client side scripting: XHTML – DHTML– JavaScript– XML Server side scripting: Perl – PHP – ASP/JSP Designing a Simple web application

UNIT IV PRE-PRODUCTION MANAGEMENT 8

Principles of Project Management – Web Project Method – Project Road Map – Project Clarification – Solution Definition – Project Specification – Content – Writing and Managing content.

UNIT V PRODUCTION, MAINTENANCE AND EVALUATION 9

Design and Construction – Testing, Launch and Handover – Maintenance – Review and Evaluation – Case Study.

TOTAL = 45

TEXT BOOKS:

1. Themas A. Powell, “The Complete Reference – Web Design”, Tata McGraw Hill, Third Edition, 2003.
2. Ashley Friedlein, “Web Project Management”, Morgan Kaufmann Publishers, 2001.
3. H. M. Deitel, P. J. Deitel, A. B. Goldberg, “Internet and World Wide Web – How to Program”, Third Edition, Pearson Education 2004.

REFERENCES:

1. Joel Sklar, “Principles of Web Design”, Thomson Learning, 2001.
2. **Van Duyne, Landay, and Hong** “The Design of Sites: Patterns for creating winning web sites”, 2nd Edition, Prentice Hall, 2006.
3. Lynch, Horton and Rosenfeld, “Web Style Guide: Basic Design Principles for Creating Web Sites”, 2nd Edition, Yale University Press, 2002.