



UNIVERSITI TEKNOLOGI MARA

CPM625: WEB DESIGN FOR PHOTOGRAPHERS

Course Name (English)	WEB DESIGN FOR PHOTOGRAPHERS APPROVED
Course Code	CPM625
MQF Credit	3
Course Description	This course will explain the importance of having an online portfolio as a medium to establish their presence and promote their work online. It is also to prepare students with all the necessary skill to construct a fully functioning and professional looking website. Students will learn to use specific software to develop, update, organize and amend their online portfolio. This course will expose students on how to market their services or products on the internet.
Transferable Skills	Demonstrate analytical skills using technology.
Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation
CLO	<p>CLO1 Analyse the importance of having an online portfolio and evaluate their appearance on the web.</p> <p>CLO2 Build a professional looking website and the ability to display the necessary skills in updating, organizing and amending their online portfolio.</p> <p>CLO3 Share their online portfolio and inviting the audience to appreciate their work while joining other online communities to market themselves on the internet.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. The Web 1.1) What is the internet? 1.2) A brief history of the internet. 1.3) How we can benefit from the internet. 1.4) Web evolution. 1.5) Advancement of the World Wide Web. 1.6) HTML5, CSS3 and WebGL. 1.7) What the future installs for us.	
2. Web Design 2.1) The history of web design. 2.2) Why web design is important. 2.3) The evolution of web design. 2.4) Samples of web design. 2.5) How the mobility era changes web design.	
3. Tools Needed to Start a Web Design. 3.1) Hardware's. 3.2) Software's. 3.3) Knowing current trends and practices. 3.4) Basic guides in designing a website.	
4. Domain Name and Hosting 4.1) How to buy a domain name. 4.2) Choosing a good domain name. 4.3) Does a domain name affect SEO's? 4.4) Identifying a good hosting site. 4.5) Space requirement for a hosting site. 4.6) Difference between free and paid hosting.	

5. Web Design Software 5.1) Overview of web design software. 5.2) Installation and activation. 5.3) Site concept and design (Themes). 5.4) Configure website settings. 5.5) Customize website design and settings. 5.6) Setting the website width, spacing, gutters and alignments.
6. Page and Post Creation 6.1) Creating a new page and post. 6.2) Editing page and post properties. 6.3) Adding and deleting pages. 6.4) Menu creation and management. 6.5) Setting the landing page.
7. Web Builder & Design Plugins 7.1) Recommended web builder and design plugins. 7.2) Understanding web builder functions. 7.3) Web builder add-ons 7.4) Using the web builder. 7.5) Applying ready-made templates.
8. Media Management 8.1) Web-image basics 8.2) Importing images. 8.3) Moving, cropping and resizing images. 8.4) Understanding the media console. 8.5) Filtering content. 8.6) Adding alternative text and a title to images.
9. Essential Plugins 9.1) Adding galleries, albums and projects. 9.2) Integrate a social media feed into your site. 9.3) Resize and compress images. 9.4) Block spammers and hackers. 9.5) Create a forum. 9.6) Add a payment gateway. 9.7) Translate your site.
10. Working with Links and Buttons 10.1) Working with links. 10.2) Working with anchors. 10.3) Working with buttons. 10.4) Add extra links features.
11. Applying Effects, Graphics and Type Styles 11.1) Working with rounded corners, effects and opacity. 11.2) Working with graphic styles. 11.3) Embedding HTML and CSS styles. 11.4) Choosing and creating types style. 11.5) Creating and applying paragraph styles. 11.6) Editing and saving paragraph & character styles.
12. Working with Widgets 12.1) About widgets. 12.2) Choosing and inserting a widget. 12.3) Widgets placement and management.
13. Website Performance, Backup and Security 13.1) Cache management. 13.2) Continuous backup to cloud storage. 13.3) Recommended security plugin. 13.4) Importing and exporting website to a new host.
14. Marketing Tools on The Internet 14.1) Utilizing paid and free marketing techniques on the internet. 14.2) How social media has evolved. 14.3) Using social media to your advantage. 14.4) Boost exposure using social media. 14.5) Joining online forums. 14.6) Selling your work and services online.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Critical analysis and research on current issues and trends require student to select appropriate techniques, materials and technology which contributes to attribute of 'problem solving & scientific skills'.	40%	CLO1
	Individual Project	Individual projects to show web design skills.	40%	CLO2
	Presentation	Showing 'entrepreneurial skill' and interest when performing business activities related to the task given .	20%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Dr Andy Williams 2019, <i>WordPress for Beginners 2020</i>, Independently published [ISBN: 1676657444] • Brad Williams, David Damstra, Hal Stern 2015, <i>Professional WordPress</i>, John Wiley & Sons [ISBN: 1118987241] • Alannah Moore 2013, <i>The Creative Person's Website Builder</i>, Ilex Press [ISBN: 9781781571064] • Cameron Chapman 2014, <i>Colour for Web Design</i>, Ilex Press [ISBN: 9781781571422] • Jennifer Niederst Robbins 2012, <i>Learning Web Design</i>, "O'Reilly Media, Inc." [ISBN: 9781449319274] • Joel Sklar 2014, <i>Principles of Web Design: The Web Warrior Series</i>, Cengage Learning [ISBN: 1285852648] • Ken Tabor 2015, <i>Responsive Web Design Toolkit</i>, Focal Press [ISBN: 9781138798779] • Jessica Minnick, Lisa Friedrichsen 2016, <i>Web Design with HTML & CSS3: Comprehensive</i>, Nelson Education [ISBN: 9781305578166] • Tracy Osborn 2017, <i>Hello Web Design</i> [ISBN: 9780986365942]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources