DAILY ASSESSMENT FORMAT

Date:	17-06-2020	Name:	Abhishek
Course:	Digital Marketing	USN:	4al17ec001
Topic:	All topics	Semester & Section:	6 & 'A'
Github Repository:	Abhishek-online-courses		

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Report –

Digital Marketing :

- Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.

- Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

- The course is about learning how to ads on various marketing channels.

- Information more related to Facebook marketing.

- Consumer journey and types of audience.

- Discussed about types of ads.

- Learning the purpose for better sales.

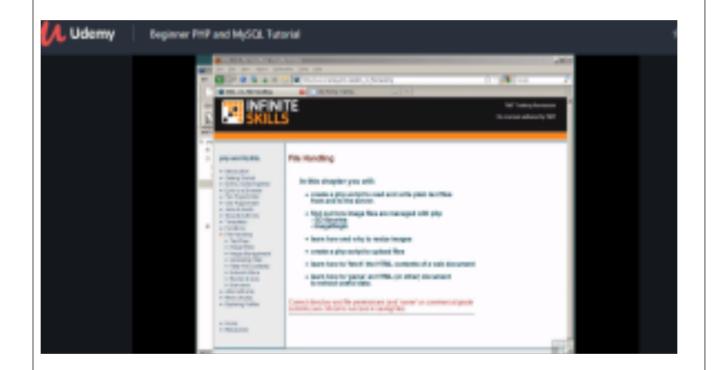| Date:	17-06-2020	Name:	Abhishek
Course:	MySql	USN:	4al17ec001
Topic:	1]Working with image files-exif,	Semester & Section:	6 & 'A'
	2]manipulating images in php using GD		
	3]Php mail function		

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Working with image files-exif:

Exchangeable image file format (officially Exif, according to JEIDA/JEITA/CIPA specifications) is a standard that specifies the formats for images, sound, and ancillary tags used by digital cameras (including smartphones), scanners and other systems handling image and sound files recorded by digital cameras. The specification uses the following existing file formats with the addition of specific ((metadata tags: JPEG discrete cosine transform (DCT)[1] for compressed image files, TIFF Rev. 6.0 (RGB or YCbCr) for uncompressed image files, and RIFF WAV for audio files (Linear PCM or ITU-T G.711 μ-Law PCM for uncompressed audio data, and IMA-ADPCM for compressed audio data).[2] It is not used in JPEG 2000 or GIF.

Manipulating Images in PHP Using GD:

What Is GD?

PHP can do much more than just serve HTML to visitors. For instance, it has the ability to manipulate images. Not only that, but you can also create your own images from scratch and then either save them or serve them to users.

create an Image From a String

The GD library also allows you to create images from a string using the imagecreatefromstring() function in PHP. Remember that you will have to use base64_decode() on the given string before imagecreatefromstring(). The function can automatically detect if the image type is JPG, PNG, GIF, or another supported format.

PHP mail() Function

```php
<?php
// the message
$msg = "First line of text\nSecond line of text";

// use wordwrap() if lines are longer than 70 characters
$msg = wordwrap($msg,70);

// send email
mail("someone@example.com","My subject",$msg);
?>
```

Definition and Usage

The mail() function allows you to send emails directly from a script.

Syntax

mail(to,subject,message,headers,parameters);

example:

```php
<?php
$to = "somebody@example.com";
$subject = "My subject";
$txt = "Hello world!";
$headers = "From: webmaster@example.com" . "\r\n" .
"CC: somebodyelse@example.com";

mail($to,$subject,$txt,$headers);
?>
```

Send an HTML email:

```php
<?php
$to = "somebody@example.com, somebodyelse@example.com";
$subject = "HTML email";

$message = "
<html>
<head>
<title>HTML email</title>
</head>
<body>
<p>This email contains HTML Tags!</p>
<table>
<tr>
<th>Firstname</th>
<th>Lastname</th>
</tr>
<tr>
<td>John</td>
<td>Doe</td>
</tr>
```

```php
</table>
</body>
</html>
";

// Always set content-type when sending HTML email
$headers = "MIME-Version: 1.0" . "\r\n";
$headers .= "Content-type:text/html;charset=UTF-8" . "\r\n";

// More headers
$headers .= 'From: <webmaster@example.com>' . "\r\n";
$headers .= 'Cc: myboss@example.com' . "\r\n";

mail($to,$subject,$message,$headers);
?>
```