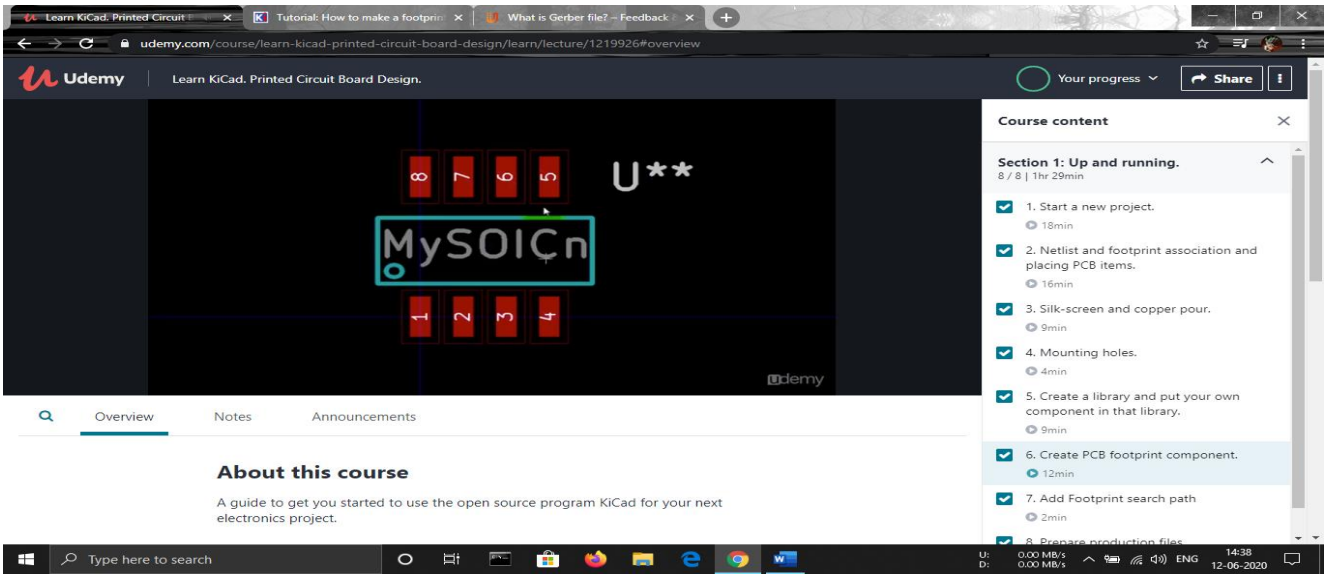
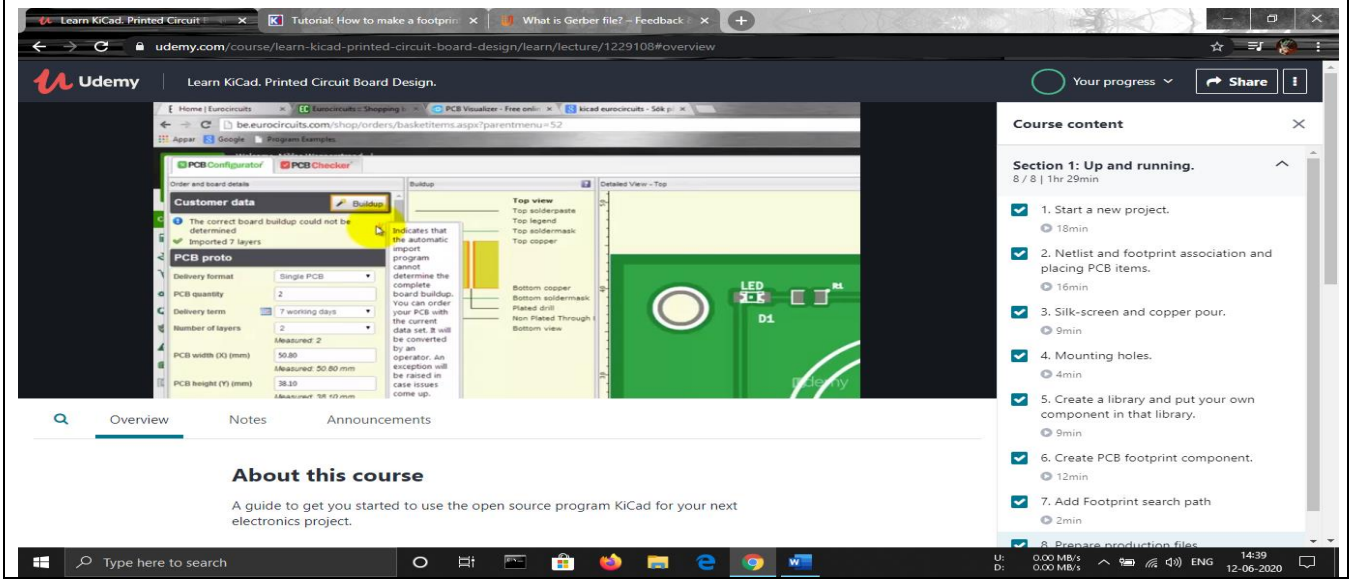
DAILY ASSESSMENT REPORT

Date:	**12/06/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Learn KiCad: Printed Circuit Board Design**	**USN:**	**4AL17EC002**
Topic:	**1] Up and Running** • **Create PCB footprint component** • **Add Footprint search path** • **Prepare production files**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Create PCB footprint component

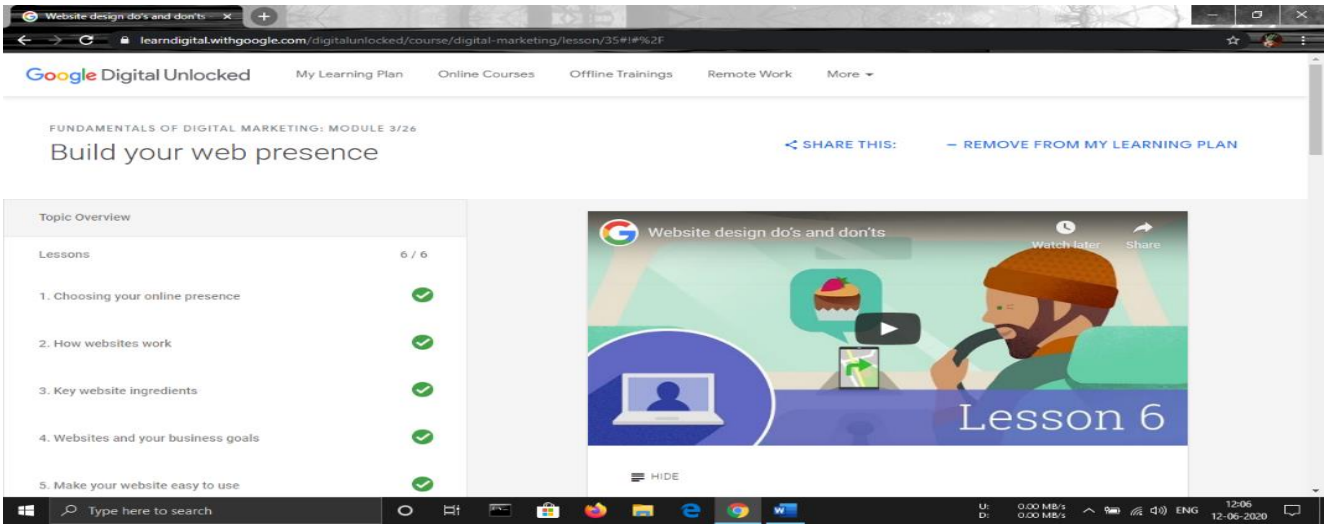
- **Introduction**
  - ✓ All elements of a footprint are specified relative to the footprint origin. This means pads are defined via their center point relative to that origin plus size specifiers.
  - ✓ To create a footprint the first step is to translate dimensions given in the datasheet into a form that gives the center position and size of pads. (Relative to the chosen center)
- **Center point for automatic assembly**
  - ✓ If the pick and place center position is given in the datasheet then use that.
  - ✓ For surface mounted components (SMD) the center of the part body will be a good choice for the footprint center.
  - ✓ For through hole parts (THT) typically pin 1 is chosen as the center position.
  - ✓ Something important to keep in mind: If you plan on having your board assembled by a machine, talk to the guys programming it. They can give you guidance.
- **What can be expected inside a datasheet**
  - ✓ Every good datasheet at least contains a detailed dimensioned drawing of the component. Some even contain a suggested footprint layout to give the user a starting point.
  - ✓ Such a suggested footprint should not be taken at face value. Especially older datasheets might be out of date with current manufacturing methods and industry standards. (Meaning if you have access to some reliable piece of information that contradicts the suggested footprint, it might just be that the datasheet is wrong.)
  - ✓ The dimensioned drawings are most likely found somewhere near the end of the datasheet. (Not all datasheets follow that rule. I have encountered datasheets where the packaging information is somewhere in the middle.)
  - ✓ Some manufacturers do not include the dimensioned drawings in the datasheet but have them in a separate document.

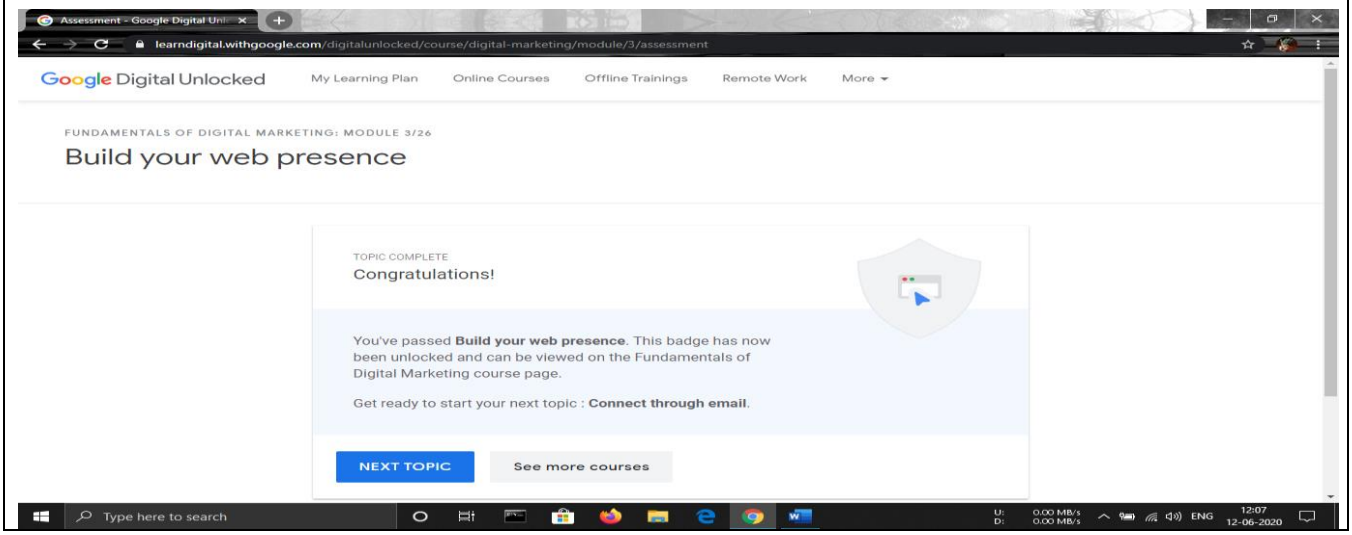
The **Gerber** format is an open 2D binary vector image file format. It is the standard file used by printed circuit board (PCB) industry software to describe the printed circuit board images: copper layers, solder mask, legend, etc.

Date:	**12/06/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Google Digital Unlocked: Fundamentals of digital marketing**	**USN:**	**4AL17EC002**
Topic:	**1] Build your web presence** • **Choosing your online presence** • **How websites work** • **Key website ingredients** • **Websites and your business goals** • **Make your website easy to use** • **Website design do's and don'ts**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

AFTERNOON SESSION DETAILS

Image of session





Report

Choosing your online presence

- Today's websites can do much more. Website can help people do research, chat with experts, read customer reviews, watch videos, buy things, track orders – and much, much more.
- Some businesses use local listings to create a digital presence, using products like Google My Business and Bing Places for Business. These types of directories let businesses publish details like descriptions, reviews, maps and images.
- Apps can take advantage of a mobile device's unique capabilities, like GPS, mapping and phone, to connect with customers. If a customer installs your app on her mobile, the next time she's near your shop, the app might send her a special offer, thanks to GPS.

How websites work

- A server is a computer connected to the Internet, with software that allows it to store or 'host' the pieces of your website: the code, the images, the video clips and anything else that makes up your site. It's called a server because it 'serves' up the right content when requested — that is, when someone wants to view a page on your website.
- There are many companies and services that will rent you space on a server and host your website. Just like a brick-and-mortar shop, you pay an ongoing hosting fee, which is a bit like paying rent, leaving them to take care the technical aspects of running a server so you don't have to.
- Every single server in the world has its own address. This is called an IP address.

Key website ingredients

- When choosing a domain name, you first need to check if the one you want is available. There can only be one TastyBakery.com on the web, for example, and if someone has already claimed it, you won't be able to use it.
- So, how do you know if the name you want is taken? Just do a search for 'domain registrar' and click on one of the results. There should be a tool on the site that lets you see if someone is already using the name you want. And, if they are, it may suggest another similar name that's available for you to use.
- A good domain name is one that people can easily remember. Keep it as short, relevant and as to-the-point as possible.

Websites and your business goals

- The words you use should be so much more than just a sales pitch. In most cases you want to avoid technical jargon and chest-beating about how great you are.
- Instead, explain how you can meet the needs of your customer or solve a problem they have. By framing it in terms of what you can do to help visitors, your content will be much more engaging, not to mention more helpful.
- To achieve this, write in a tone that's confident, but not intimidating. Unless your audience is made up of astrophysicists, explain concepts in everyday language.

Make your website easy to use

- First, consider your page layout. It should be consistent across your site, with similar fonts, images and other design elements.
- When it comes to color, you may be inclined to go bold to grab attention. But online, most people are used to reading dark text on a light background. You've worked hard to create your content—make sure your visitors' eyes don't cross when they try to read it.
- You also need to be conscious of where on the page your content ends up. Don't make people scroll down too far to see the important stuff. Use headers and bulleted lists to help them quickly scan your pages and decide if it's worth their time to stay.

Website design do's and don'ts

- First, you need speed. Internet users aren't famous for patience, and if your pages take too long to load, they'll leave.
- There are lots of technical things that you, or whoever builds your website, can do to speed things up, like choosing the right technologies and hosting solutions. But there are also some simple fixes.
- The easiest way to have a mobile-friendly website is to build it that way from the start, using an approach like "responsive design," which automatically detects the type of screen being used and displays the site accordingly—doing things like stacking text and photos vertically on a smartphone being held upright.
- If you want to get a sense for whether your site is mobile-friendly, try Google's Mobile-Friendly Test tool.