



DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
SOUTHEAST UNIVERSITY

Internship Report on Web Design and Development

A dissertation submitted to the Southeast University in partial fulfillment of the requirements for the degree of B. Sc. in Computer Science & Engineering

Submitted by

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ID: 2016000000232

Batch: 42

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Letter of Transmittal

October 21, 2020

The Chairman,
Department of Computer Science & Engineering,
Southeast University,
Banani, Dhaka.

Through: Supervisor, Mr. Md. Mijanur Rahman

Subject: Submission of internship report.

My name is Md. Isteak Uddin, and I am a student of Computer Science & Engineering Department at the Southeast University. It is indeed a great pleasure to have the opportunity to submit my internship report on the experience gained during my internship at Southeast University. I have prepared this report in accordance with the instructions given by my supervisor, Mr. Md. Mijanur Rahman, Assistant Professor of Department of CSE at Southeast University. I expect this report to be informative.

Working in Southeast University was an inspiring and learning experience for me. I hope this knowledge will facilitate me a lot in my future career endeavors. With my limited knowledge, I have tried my best to work with other professionals and make the report worthwhile.

I sincerely hope that this report meets your approval and demonstrate my ability to present internship reports.

Thank you.

Sincerely yours,

Supervisor:

Md. Isteak Uddin
ID: 2016000000232
Batch: 42 Program: CSE

Mr. Md. Mijanur Rahman
Assistant Professor
Department of CSE
Southeast University

Certificate

This is to certify that the report titled "Web design and development" has been submitted by Md. Istiak Uddin in partial fulfillment of the requirements for the award of degree (BSc. in CSE) in department of Computer Science and Engineering of Southeast University. This is a record analysis carried out by Md. Istiak Uddin, ID: 2016000000232 under my supervision. No part of the internship report has submitted for any other degree and the performance of the students has accepted as satisfactory. I wish him all success in his future professional career.

Supervisor:

Co-Supervisor:

Mr. Md. Mijanur Rahman
Assistant Professor
Department of CSE
Southeast University

Md Sohrab Uddin
CEO
Aajhat.com

Executive Summary

The internship report is prepared with respect to the four months internship program in Aajhat.com. as a private organization. Aajhat.com is a modern brand and digital marketing agency in Bangladesh. This company helps client marketing work harder through website chat, lead response and email nurturing, and job and customer management. Drive a great customer experience with these easy-to-deploy software solutions supported by our experts. PPC and Social Media and analytics to drive measurable results for our clients. I have successfully completed my internship and submitted my internship experience and responsibilities during my internship period.

Website is business management support that allows an organization to use technical expertise to enable organizations in the creation, management and optimization of or access to information and business processes. Our core responsibility is back end design their client website and make responsive. Moreover, maintain main organization websites and blogs. I believe that I provided many experiences from the internship opportunity, which will help me very much in my future career.

Acknowledgements

At first, Thanks to Almighty.

I would like to give special thanks to my honorable supervisor Mr. Md. Mijanur Rahman Assistant Professor, Department of Computer Science and Engineering for giving us the idea for making the report and guiding me with patience as well as encouraging me with a lot of support to remove the confusions. I am very grateful to ajjhat.com as they provided us with the facility needed to complete our internship. All the members of Web team have helped us with a friendly working environment, guidance, valuable advice and co-ordination for internship and in the preparation of this report. It was a great chance for me learning and helps to develop my professional skills. Specially, thankful to my co-supervisor Sohrab Uddin who have help me to completed my internship.

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Chapter 1

Introduction

Internship is the process of on-the-job training, which particularly beneficial for students with major in technical courses. Southeast University (SEU) provides that glorious opportunity to their students of having an internship within their bachelor program. SEU always emphasize on industry orientation in academic study. For these purpose industry people are invited to IT to talk about their companies and experiences, often some technical courses are entirely conducted by them. Internship helps the students to linkup their academic experience with industry practices. We have tried our best to combine both together. We hope we successful, the future of my life will prove the fact of success and failure. The company we joined for internship is aajhat.com[1].

1.1 About of the company/organization

Aajhat.com is a modern brand and digital marketing agency in Bangladesh also make E-comers site. Our team develops effective content strategies for forward thinking companies. We help your marketing work harder through website chat, lead response and email nurturing, and job and customer management. Drive a great customer experience with these easy-to-deploy software solutions supported by our experts. Our expertise in branding, innovation, design, digital marketing and to drive measurable results for our clients. We provide a holistic suite of

market-leading services from digital marketing solutions for small businesses to bespoke brand strategies, branding systems and fully integrated digital campaigns for larger enterprises.

1.2 Nature of the organization

Aajhat.com has wide experience both in development platforms and business do-mains. It does not specialize in particular technologies, but it has definitely proficient and experienced with a wide array of tools and systems. Every product is unique and it tries to fit the right team with the right skills for that particular product. Its teams have worked on web applications.[1]

1.3 Product lines

In today's world, every organization depends heavily on technology to keep business operations connected, drive revenue and support ever-growing customer demands. Undoubtedly, Information Technology is the key to manage technology and it spans wide variety of areas that include but are not limited to things such as computer software, information systems, programming languages, database management systems, networking etc. Keeping these in minds aajhat.com provides an impressive tally of services and solutions.[1]aajhat.com Farm provides the following services described below:

- **Web Development**
- **Digital Marketing**
- **E-commerce Solutions**
- **Email marketing**
- **Graphic Design**

1.4 Business volume/employee

Aajhat.com is quite large in business volume and is growing bigger day by day. It is a privately owned company and has a number of eleven (11) employees right now.[1]

1.5 Objective of the Internship

Internship is an important tool to make a person for professional sector. This is associated with the teaching of professional work and to improve their skills in a professional working environment. Internship is a very important part of becoming an engineer in the field of Computer Science and Engineering and a student of this subject should choose it very wisely. It is not any random facts that can be chosen automatically or with fancy names. In fact, it should be done quite calmly and by making the right decision.

1.6 Scope and Methodology

Main idea of our internship was to work as a team of the web development department. Method of working is fully base on teamwork. From the concept of a business to the finishing and finalizing, everything is team oriented and goal oriented. The development team members do all the works so that the required time is less and the output is best. We are working as web designer and developer. Therefore, our services include full IT on multiple department, in multiple environments. We have to know about up-to-date technical knowledge, good analytical and problem-solving skills, depth understanding of the software and Equipment your customers/employees are using, troubleshoot system and network problems, diagnosing and solving hardware or software faults.

Chapter 2

Literature Review

Literature study is an important part of professional sector. It is aimed to provide a required knowledge base, gives a possibility to get familiar with available materials and solutions. Our role in the company was to work on web design and development. However, we knew a thing or two about that topic but yet, it was fully professional and we have never faced such environment before so it was a bit challenging for me. Nevertheless, as time went on, we started getting better in this and was doing my work properly. It was of course a bit different than we worked with. We worked in sites where we put everything as we wished and there was no code of conduct and no rules. However, here at the aajhat.com we had to do everything orderly and with manner so that if for some reason, if we are not able to work on that particular department, anyone else can take over and give that project a final look.

HTML is at the core of every web page, regardless the complexity of a site or number of technologies involved. HTML stands for Hypertext Markup Language. âMarkup languageâ means that, rather than using a programming language to perform functions, HTML uses tags to identify different types of content and the purposes they each serve to the webpage. It is an essential skill for any web professional.[2]

CHAPTER 2. LITERATURE REVIEW

CSS stands for Cascading Style Sheets. This programming language dictates how the HTML elements of a website should actually appear on the frontend of the 4page. HTML provides the raw tools needed to structure content on a website. CSS, on the other hand, helps to style this content so it appears to the user the way it was intended to be seen. These languages are kept separate to ensure websites are built correctly before theyâre reformatted.[2]

JavaScript is a logic-based programming language that can be used to modify website content and make it behave in different ways in response to a userâs actions. Common uses for JavaScript include confirmation boxes, calls-to-action, and adding new identities to existing information. In short, JavaScript is a programming language that lets web developers design interactive sites. Most of the dynamic behavior you will see on a web page is thanks to JavaScript, which augments a browserâs default controls and behaviors.[2][3]

Node.js is an open source, cross-platform runtime environment for developing server-side and networking applications. Node.js applications are written in JavaScript, and can be run within the Node.js runtime on OS. Node.js also provides a rich library of various JavaScript modules, which simplifies the development of web applications using Node.js largely. Node.js is a java script run time built on chromes v8 java script engine. Node.js is not a language or a framework.[4]

Chapter 3

Details of Internship Work

Aajahat.com, I work as a web design and developer under Co-supervisor Md. Shorab Uddin and my Supervisor was Md. Shafiur Raihan Shafi . This company mainly works with different section like full stack development font-end web development, back âend web development, software Development, e-commerce solutions, graphic design and digital marketing. We work on the section of web development as web developer like a full stack developer but back-end was focused. The main challenge of this department was writing efficient code, creating website using standard HTML/CSS and Node.js with the proper knowledge of java script, maintaining and expanding the website once built, monitoring and maintaining web systems and designing attractive post for social media. There is some short description in below:

3.1 User Interface of My Project

This is landing page. In home page customer can view featured products, new products. There is also a search box in this page where a customer can easily search a product. Customer can view brands and Categories of products. Customer service for customer help and a payment method for payment. Customer can review/feedback of this product.

CHAPTER 3. DETAILS OF INTERNSHIP WORK

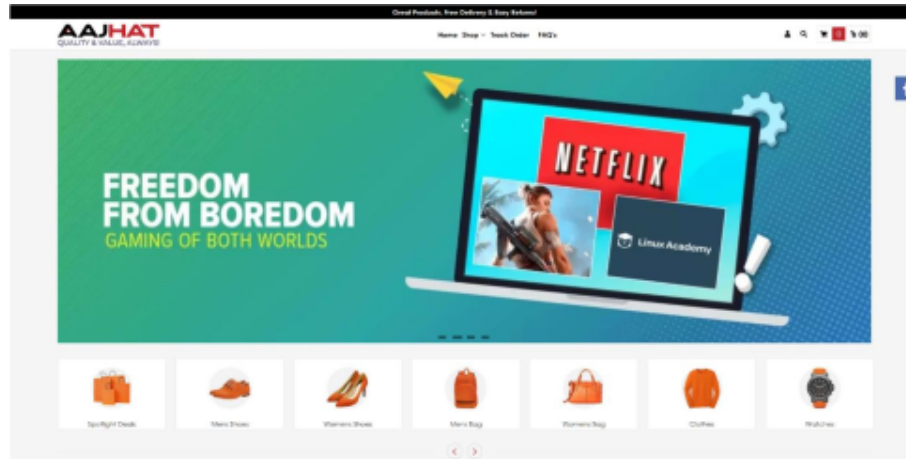


Figure 3.1: Home Page

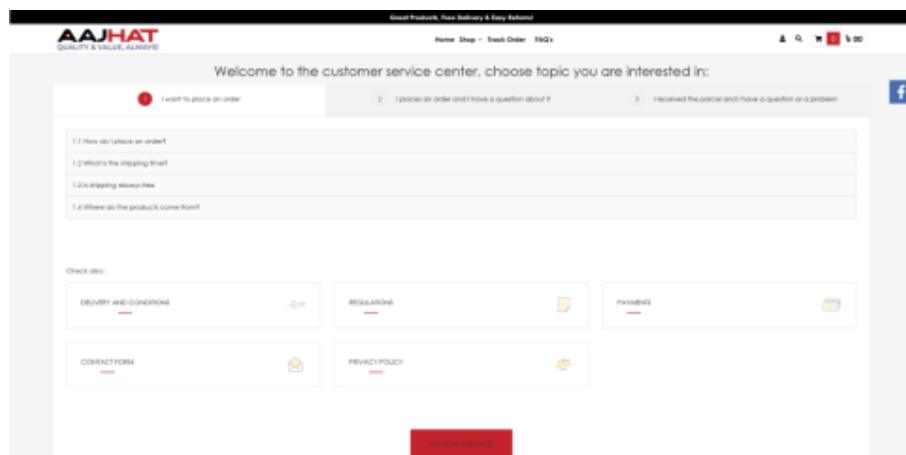


Figure 3.2: Customer Service

CHAPTER 3. DETAILS OF INTERNSHIP WORK

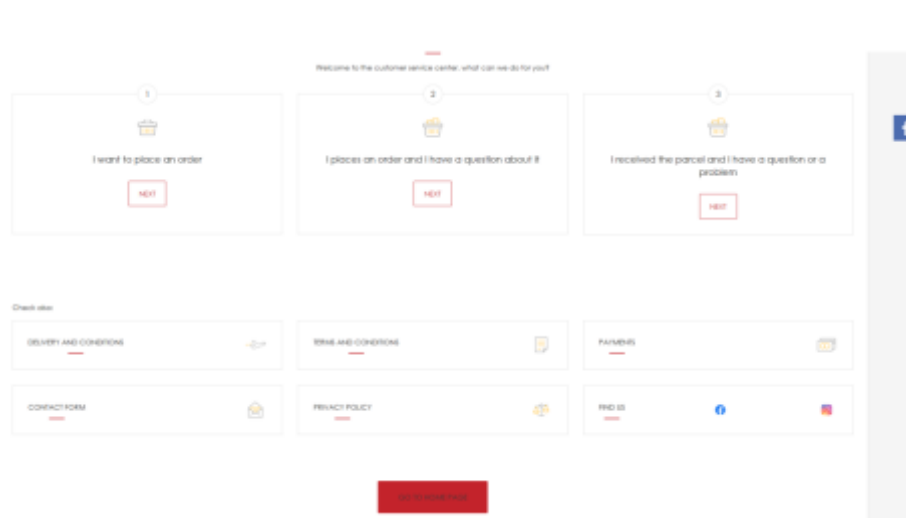


Figure 3.3: Methods

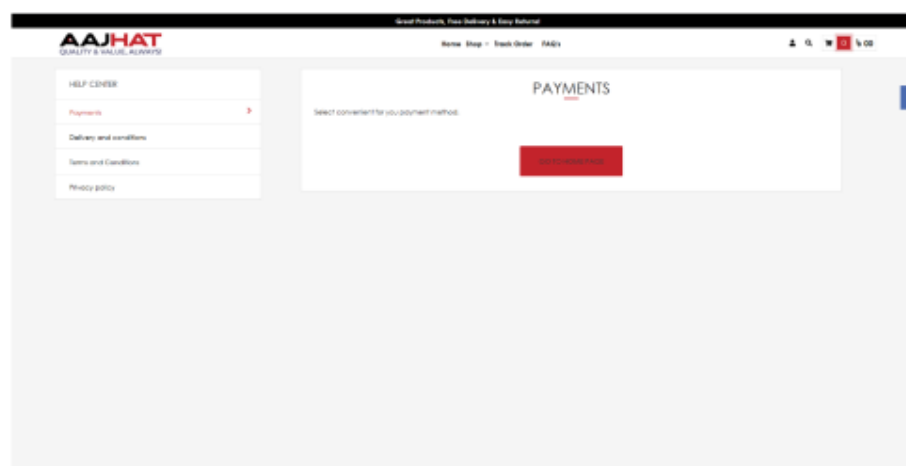


Figure 3.4: Payment Methods

Chapter 4

Key Learning's

In internship, we realize that web development is one of the progressive department of any company and organization. We also learnt a lot from our internship period. In this time, we learnt various tools, which use for back-end development, creative design, maintaining and expanding the website and experienced them practically. This knowledge and experience will help us in future. We able to explore many things practically. Our Key learning are:

- **Learn HTML5.**
- **Learn Basic JavaScript.**
- **Learn Node.js.**
- **How to upload content/news, advertise and content on this web portal.**
- **Managing social media activities like Facebook, LinkedIn and YouTube.**
- **How to create/design attractive post.**
- **Maintain main organization websites and blogs**
- **Effective communication skill and work closely with development team.**
- **Prepare attractive PowerPoint presentation.**
- **How to improve problem-solving skills.**
- **Knowing more about Adobe Photoshop CS, Illustrator CS tool**

Chapter 5

Limitations and Recommendations

After three months long internship is certainly no long enough to learn everything in web development jobs. Main limitation was to use some tools or software for development and design in smart way. WE tried my best and also gained some knowledge on it but yet we think we need more improvement in it and if we spend some more time after it, we are sure we will be able to achieve our goals.

Web development department is a huge field with many aspects beyond knowing technology. There are some limitations to become a web developer. Following skills are essential to becoming a good web developer: analytic skills, strong knowledge of technology and methodologies, tools and processes, good verbal and written communication skill, time management organization skills. So, these technical skills may not know within short time.

Chapter 6

Conclusion

It was a great opportunity to complete my intern in aajhat.com. There we spent around three months and experienced many things during our internship program under a friendly environment, which encourage us learn more. By working web department the knowledge was acquired would be helpful enough to sustain with real situation. Within this short period. We tried our best level to acquire knowledge about the work. We also got chance to know what are the professional skills and how to develop them. Thereby we feel much delighted and relieved upon successful accomplishment and documentation of our Internship experience.

The theories and labs that we have learned in the university also helped us a lot to work in this organization. We hope this experience will extend our knowledge and will help us to build a bright future in the field of job.

We owe this achievement to the blessing of almighty, the teaching of our respected educators of Southeast University, the guidance of co-supervisor, the encouragement of our family relatives. Thereby I feel ostensibly thankful to our respected teacher for providing us with proper educational background as well as to Southeast University for providing me the opportunity.

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