**REFERENCES:**


1. Ian Good Fellow, Yoshua Bengio, Aaron Courville, “Deep Learning”, MIT Press, 2017.
2. Francois Chollet, “Deep Learning with Python”, Manning Publications, 2018.
3. Phil Kim, “Matlab Deep Learning: With Machine Learning, Neural Networks and Artificial Intelligence”, Apress , 2017.
4. Ragav Venkatesan, Baoxin Li, “Convolutional Neural Networks in Visual Computing”, CRC Press, 2018.
5. Navin Kumar Manaswi, “Deep Learning with Applications Using Python”, Apress, 2018.
6. Joshua F. Wiley, “R Deep Learning Essentials”, Packt Publications, 2016.


| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|---|---|---|---|---|---|---|
| **CO1** | 2 | 1 | 1 | 1 | 1 | 1 |
| **CO2** | 1 | 1 | 1 | 1 | 3 | 1 |
| **CO3** | 1 | 1 | 1 | 1 | 1 | 3 |
| **CO4** | 1 | 2 | 1 | 2 | 1 | 1 |
| **CO5** | 2 | 1 | 1 | 1 | 3 | 3 |
| **CO6** | 1 | 3 | 1 | 1 | 1 | 2 |

**CP5089 WEB CONTENT DESIGN AND MANAGEMENT L T P C**
**3 0 2 4**

**OBJECTIVES:**

- Understand the design principles and interaction.
- To explore the detailed design practices, standards.
- To gain an insight into Content Management System for content design.
- To use any Content Management System tool for better content management.
- To get familiarized with Web Analytics for better management.

**UNIT I PRINCIPLES OF WEB DESIGN 9+6**

User Centered Design, Web Medium, Information Architectures, Site Types and Architectures, Page Structure, Site Maps, Navigation, Search, Web Design Process, Designing for Multiple Screen Resolutions, Creating A Unified Site Design, Evaluating Web Sites.

**UNIT II ELEMENTS OF PAGE DESIGN 9+6**

Elements Of Page Design, Adding Styles With CSS, Pages And Layout, Typography, Color, Images, GUI Widgets and Forms, Responsive Web Designs, User Input Forms, Working With Data Tables, Web Standards And Styles.

**UNIT III WEB CONTENT DESIGN 9+6**

Features – Automated Templates – Template Processor –Front Controller Pattern – Content Modeling – Content Aggregation – Plug-Ins – Search Engine Optimization – Recommended Usage Of Tools – WORDPRESS

**UNIT IV WEB CONTENT MANAGEMENT 9+6**

Work Flow Management – Document Management – Collaboration – Versioning – Recommended Usage Of Tools – WORDPRESS

**UNIT V WEB ANALYTICS 9+6**

Web Analytics Process – Data Collection – Qualitative Analysis – Log File Analysis – Page Tagging – Hybrid Methods – Click Analytics – Onsite And Offsite Analytics – Web Analytics Methods

**TOTAL : 45+30 : 75 PERIODS**

**OUTCOMES:**

**Upon completion of the course, the student will be able to**

- Design web pages that follow standards and are usable.
- Design web sites that are appealing.
- To be able to use Content management System for designing web Content.
- To take advantage of Content Management System tools for managing content for large web sites.
- To be able to use analytics tools for better management.

**REFERENCES:**


1. Patrich J. Lynch, Sarah Horton, "Web Style Guide-Foundations of User Experience Design", Yale University Press, 4th Edition, 2016.
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4. Deane Barker, "Web Content management-Systems, Features and Best Practices", O'reilly Media, 1st Edition, 2016.
5. Brian Clifton, "Advanced web Metrics with Google Analytics", Third Edition, Sybex Publishers, 2012.
6. Avinash Kaushik, "Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity", 1st edition, Sybex publishers, 2009.


| CO | PO | | | | | | PSO | | |
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| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| 1. | √ | √ | √ | √ | | | √ | √ | |
| 2. | √ | √ | √ | √ | | √ | √ | √ | |
| 3. | √ | | √ | √ | | √ | √ | √ | |
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| 5. | √ | | √ | √ | | √ | √ | √ | |

**IF5090 SEMANTIC WEB L T P C**
**3 0 2 4**

**OBJECTIVES:**

- To learn the fundamentals of semantic web and to conceptualize and depict Ontology for semantic web.
- To understand the languages for semantic web.
- To learn about the ontology learning algorithms and to utilize in the development of an application.
- To know the fundamental concepts of ontology management.
- To learn the applications related to semantic web.