

GWDD & GWDD-Plus (3106) & (3161)

SEM-1 (3106) & (3161)

SL No	TOPIC
1	WEB DESIGNING CONCEPTS
2	UI DESIGN (3161) / CREATING ARTWORKS (3106)
3	UI/UX FOR RESPONSIVE DESIGN
4	WEB ANIMATION (3161) / WEB ANIMATION USING ANIMATE CC (3106)
5	LAYOUT DESIGN FOR WEB
6	TYPOGRAPHY DESIGN
7	CONCEPTS OF GRAPHICS AND ILLUSTRATIONS
8	DIGITAL ART FOR WEB
9	PORTFOLIO

SEM-2 (3106) & (3161)

SL No	TOPIC
1	BUILDING NEXT GENERATION WEBSITE. (HTML & CSS)
2	CONCEPTS OF PROGRAMMING.(JAVASCRIPT)
3	BOOTSTRAP (HTML, CSS AND JAVASCRIPT LIBRARY/Framework)
4	DESIGN AND DEVELOPMENT USING PROGRAMMING LANGUAGE.(MYSQL AND PHP)
5	WEB DEVELOPMENT USING ANGULARJS (JAVASCRIPT FRAMEWORK FROM GOOGLE)
6	CONTENT MANAGEMENT SYSTEM (CMS)[WORDPRESS]
7	SEARCH ENGINE OPTIMIZATION (SEO)
8	WEB ADWORDS (GOOGLE ADS)
9	WEB ANALYTICS (GOOGLE ANALYTICS)
10	PORTFOLIO

SEM-3 (3106)

SL No	TOPIC
1	MARKETING BASICS
2	SEARCH OPTIMIZATION TECHNIQUES
3	INTERNET ADVERTISING WITH SEARCH NETWORK
4	CREATIVE DISPLAY AD SOLUTIONS
5	MOBIL MARKETING IN PRACTICE
6	MARKETING USING EMAIL-1
7	INTRODUCTION TO ANALYTICS
8	DIGITAL MARKETING PORTFOLIO