

INTERNSHIP REPORT

On

RESPONSIVE THEME DEVELOPMENT IN
WORDPRESS

At

FREASTAL TECHNOLOGIES

Under the Supervision

of

MR. NIRAV J DESAI

FOUNDER, FREASTAL TECHNOLOGIES, KOCHI

Submitted by

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B.TECH 4TH YEAR, CSE DEPT

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AND CERAMIC TECHNOLOGY

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7th August 2018

Mr. Tanmoy Purkait

S/o Samar Kumar Purkait

Vill: Mohanpur, Aryapara PO, Nodakhali PS, South 24 Pgs,

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Sub.: Certificate of Experience

This is to certify that Mr. Tanmoy Purkait has successfully completed two-month internship with **Freastal Technologies** as an **Intern-Developer** from **1st June 2018** to **31st July 2018**.

During the internship he was found hard working and dedicated.

For **Freastal Technologies**

A handwritten signature in black ink, appearing to be 'Nirav J Desai', written over a horizontal line.

Nirav J Desai

Founder

Freastal Technology

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ACKNOWLEDGEMENT

I am glad to take this opportunity to express my sincere gratitude to supervisor of this internship program Mr. Nirav J Desai of **Freastal Technologies** for his guidance, support and valuable suggestions and coordination during the tenure of my internship. I express my sincere gratitude to him for believing in me and giving me the chance to complete this internship and helping me in the time of uncertainty. It was indeed a great learning experience.

I owe my deep sense of gratitude to Mr. Khyati Parekh, senior web developer of Freastal Technologies for encouraging me and helping me learning pristine topics and implementing them in my work.

I would also like to thank INTERNSHALA, an internship and online training platform, for helping me find this internship at Freastal Technologies.

With gratitude,
Tanmoy Purkait.

ASTRACT

One of the most common misconception about WordPress is that it is just a blogging platform. It is not. While WordPress started as a blogging tool, it has evolved throughout the years into a powerful website builder and a robust content management system (CMS). The best part about WordPress is that it's easy to use and flexible enough to make different types of websites. That's the main reason why WordPress has grown so much in popularity. According to a recent survey, WordPress powers 32.3% of all websites on the internet.

The project assigned was to relocate a JSP website of a wholesale company, PSI Stationery Trading LLC, Dubai, UAE to a Content-Management System (WordPress). For the same, I was instructed to create a custom responsive WordPress theme from the scratch that catered to the needs of fulfilling the design and functionalities of the website.

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INTRODUCTION

CMS became a buzz word in the web development industry because of its benefits.

The definition of a CMS is an application (more likely web-based), that provides capabilities for multiple users with different permission levels to manage (all or a section of) content, data or information of a website project, or internet / intranet application.

Managing content refers to creating, editing, archiving, publishing, collaborating on, reporting, distributing website content, data and information.

An example of a CMS application is a Web Application that provides the following administration, control panel or website management functionalities:

- Create, Edit, Publish, Archive web pages
- Create, Edit, Publish, Archive articles
- Create, Edit, Publish, Archive press releases
- Create, Edit, Publish, Archive blogs
- Add / Edit events into an Event Calendar
- Add / Edit Inventory (products), description, product specifications, prices, photos, etc.
- Enter, Edit, or View orders and print packing slips and invoices
- View reports and statistics site data
- Create and Edit system users which have different permission levels to different section(s) of the above administration

The main purpose of a Content Management System (relating to web) is to provide the capability for multiple users with different permission levels to manage a website or a section of the content.

For example, you can take a website which has Articles, Blogs, Press Releases, Store, Events and assign each section or a part of a section to user(s) to create, edit, and archive.

OBJECTIVE

The objectives of the project were as follows:

- To develop a custom WordPress theme from scratch
- To develop an efficient Content Management System for administrator where one can add, edit and delete the products that need to be showcased on the website.
- To make the WordPress theme responsive so that it must be compatible across all devices, i.e. mobile, tablets, laptops etc.
- To make sure that the design and functionalities of the existing website in JSP doesn't change whatsoever.

HARDWARE SPECIFICATION

Processor	Intel®core™i5-5200U CPU@2.20GHZ
Hard Disk	1 TB
RAM	16 GB
SSD	256 GB

SOFTWARE SPECIFICATION

Software Used	Brackets, XAMPP, WordPress, MySQL, PHP, PhpMyAdmin, FileZilla FTP Server
Web Server	Apache HTTP Server
Operating system	Windows 10 Pro
Documentation	MS Word 2016

USING XAMPP & WORDPRESS

Download and install the XAMPP software.

To install XAMPP and WordPress properly, two modules need to be running:

- Apache
- MySQL

Once they are launched, their status turns to green.

And now we should be able to test that our local server is working by going to `http://localhost/` in the web browser of our choice.

Then we navigate to `wordpress.org` and download the latest version of WordPress.

Then, in Windows, we navigate to the folder where we installed XAMPP. In that folder, we find the **htdocs** subfolder.

In **htdocs**, we create a new folder for your site. This folder name will become the sub-name used to access our site. For example, we made the folder “psi”, we access the site by going to `http://localhost/psi`.

WordPress is also installed in this directory after creating a database using PhpMyAdmin. All WordPress contents reside in this database.

THEME DEVELOPMENT

A custom theme called PSI is being created in order to cater to the design and functionality needs of the website.

WordPress themes are being used for the following main purposes:

- To create a unique look for your WordPress site.
- To take advantage of templates, template tags, and the WordPress Loop to generate different website results and looks.
- To provide alternative templates for specific site features, such as category pages and search result pages.
- To quickly switch between two site layouts, or to take advantage of a Theme or style switcher to allow site owners to change the look of your site.

A WordPress Theme has many benefits, too.

- It separates the presentation styles and template files from the system files so the site will upgrade without drastic changes to the visual presentation of the site.
- It allows for customization of the site functionality unique to that Theme.
- It allows for quick changes of the visual design and layout of a WordPress site.
- It removes the need for a typical WordPress site owner to have to learn CSS, HTML, and PHP in order to have a great-looking website.

ANATOMY OF A THEME

WordPress Themes live in subdirectories of the WordPress themes directory (*wp-content/themes/* by default) which cannot be directly moved using the *wp-config.php* file. The Theme's subdirectory holds all of the Theme's stylesheet files, template files, and optional functions file (*functions.php*), JavaScript files, and images. For example, a Theme named "test" would reside in the directory *wp-content/themes/test/*. Avoid using numbers for the theme name, as this prevents it from being displayed in the available themes list.

WordPress Themes typically consist of three main types of files, in addition to images and JavaScript files.

1. The stylesheet called *style.css*, which controls the presentation (visual design and layout) of the website pages.
2. WordPress template files which control the way the site pages generate the information from your WordPress database to be displayed on the site.
3. The optional functions file (*functions.php*) as part of the WordPress Theme files.

STYLESHEET GUIDELINES

- Follow CSS coding standards when authoring your CSS.
- Use valid CSS when possible. As an exception, use vendor-specific prefixes to take advantage of CSS3 features.
- Minimize CSS hacks. The obvious exception is browsers-specific support, usually versions of IE. If possible, separate CSS hacks into separate sections or separate files.
- All possible HTML elements should be styled by your theme (unless it is a child theme), both in post/page content and in comment content.
 - Tables, captions, images, lists, block quotes, et cetera.
- Adding print-friendly styles is highly recommended.
 - You can include a print stylesheet with `media="print"` or add in a print media block in your main stylesheet.

FUNCTIONS FILE

A theme can optionally use a functions file, which resides in the theme subdirectory and is named *functions.php*. This file basically acts like a plugin, and if it is present in the theme you are using, it is automatically loaded during WordPress initialization (both for admin pages and external pages). Suggested uses for this file:

- Enqueue theme stylesheets and scripts. See `wp_enqueue_scripts`.
- Enable Theme Features such as Sidebars, Navigation Menus, Post Thumbnails, Post Formats, Custom Headers, Custom Backgrounds and others.
- Define functions used in several template files of your theme.
- Set up an options menu, giving site owners options for colors, styles, and other aspects of your theme.

TEMPLATE FILES

Templates are PHP source files used to generate the pages requested by visitors, and are output as HTML. Template files are made up of HTML, PHP, and WordPress Template Tags. WordPress allows you to define separate templates for the various aspects of your site. It is not essential, however, to have all these different template files for your site to fully function. Templates are chosen and generated based upon the Template Hierarchy, depending upon what templates are available in a particular Theme.

As a Theme developer, you can choose the amount of customization you want to implement using templates. For example, as an extreme case, you can use only one template file, called *index.php* as the template for *all* pages generated and displayed by the site. A more common use is to have different template files generate different results, to allow maximum customization.

TEMPLATE FILES LIST

Here is the list of the Theme files recognized by WordPress. Of course, your Theme can contain any other stylesheets, images, or files.

style.css

The main stylesheet. This **must** be included with your Theme, and it must contain the information header for your Theme.

rtl.css

The rtl stylesheet. This will be included **automatically** if the website's text direction is right-to-left. This can be generated using the RTLer plugin.

index.php

The main template. If your Theme provides its own templates, *index.php* must be present.

comments.php

The comments template.

front-page.php

The front page template.

home.php

The home page template, which is the front page by default. If you use a static front page this is the template for the page with the latest posts.

single.php

The single post template. Used when a single post is queried. For this and all other query templates, *index.php* is used if the query template is not present.

single-{post-type}.php

The single post template used when a single post from a custom post type is queried. For example, *single-book.php* would be used for displaying single posts from the custom post type named "book". *index.php* is used if the query template for the custom post type is not present.

page.php

The page template. Used when an individual Page is queried.

category.php

The category template. Used when a category is queried.

tag.php

The tag template. Used when a tag is queried.

taxonomy.php

The term template. Used when a term in a custom taxonomy is queried.

author.php

The author template. Used when an author is queried.

date.php

The date/time template. Used when a date or time is queried. Year, month, day, hour, minute, second.

archive.php

The archive template. Used when a category, author, or date is queried. Note that this template will be overridden by *category.php*, *author.php*, and *date.php* for their respective query types.

search.php

The search results template. Used when a search is performed.

attachment.php

Attachment template. Used when viewing a single attachment.

image.php

Image attachment template. Used when viewing a single image attachment. If not present, *attachment.php* will be used.

404.php

The 404 Not Found template. Used when WordPress cannot find a post or page that matches the query.

INDEX.PHP

The *index.php* template file is very flexible. It can be used to include all references to the header, sidebar, footer, content, categories, archives, search, error, and any other page created in WordPress.

Or, it can be divided into modular template files, each one taking on part of the workload. If you do not provide other template files, WordPress may have default files or functions to perform their jobs. For example, if you do not provide a *searchform.php* template file, WordPress has a default function to display the search form.

Typical template files include:

- *comments.php*
- *comments-popup.php*
- *footer.php*
- *header.php*
- *sidebar.php*

Using these template files you can put template tags within the *index.php* master file to include these other files where you want them to appear in the final generated page.

- To include the header, use `get_header()`.
- To include the sidebar, use `get_sidebar()`.
- To include the footer, use `get_footer()`.
- To include the search form, use `get_search_form()`.

Custom Page Templates

The files defining each page template are found in your Themes directory. To create a new custom page template for a page you must create a file.

```
<?php
/*
Template Name: Custom
*/
?>
```

TEMPLATE FILE CHECKLIST

Document Head (header.php)

- Use the proper DOCTYPE.
- The opening <html> tag should include language_attributes().
- The <meta> charset element should be placed before everything else, including the <title> element.
- Use bloginfo() to set the <meta> charset and description elements.
- Use wp_title() to set the <title> element. See why.
- Use Automatic Feed Links to add feed links.
- Add a call to wp_head() before the closing </head> tag. Plugins use this action hook to add their own scripts, stylesheets, and other functionality.
- Do not link the theme stylesheets in the Header template. Use the wp_enqueue_scripts action hook in a theme function instead.

Navigation Menus (header.php)

- The Theme's main navigation should support a custom menu with wp_nav_menu().
 - Menus should support long link titles and a large amount of list items. These items should not break the design or layout.
 - Submenu items should display correctly. If possible, support drop-down menu styles for submenu items. Drop-downs allowing showing menu depth instead of just showing the top level.

Widgets (sidebar.php)

- The Theme should be widgetized as fully as possible. Any area in the layout that works like a widget (tag cloud, blogroll, list of categories) or could accept widgets (sidebar) should allow widgets.
- Content that appears in widgetized areas by default (hard-coded into the sidebar, for example) should disappear when widgets are enabled from Appearance > Widgets.

Footer (footer.php)

- Use the `wp_footer()` call, to appear just before closing body tag.

```
<?php wp_footer(); ?>
```

```
</body>
```

```
</html>
```

Index (index.php)

- Display a list of posts in excerpt or full-length form. Choose one or the other as appropriate.
- Include `wp_link_pages()` to support navigation links within posts.

Archive (archive.php)

- Display archive title (tag, category, date-based, or author archives).
- Display a list of posts in excerpt or full-length form. Choose one or the other as appropriate.
- Include `wp_link_pages()` to support navigation links within posts.

Pages (page.php)

- Display page title and page content.
- Display comment list and comment form (unless comments are off).
- Include `wp_link_pages()` to support navigation links within a page.
- Metadata such as tags, categories, date and author should not be displayed.
- Display an "Edit" link for logged-in users with edit permissions.

Single Post (single.php)

- Include `wp_link_pages()` to support navigation links within a post.
- Display post title and post content.
 - The title should be plain text instead of a link pointing to itself.
- Display the post date.
 - Respect the date and time format settings unless it's important to the design. (User settings for date and time format are in Administration Panels > Settings > General).
 - For output based on the user setting, use `the_time(get_option('date_format'))`.

- Display the author name (if appropriate).
- Display post categories and post tags.
- Display an "Edit" link for logged-in users with edit permissions.
- Display comment list and comment form.
- Show navigation links to next and previous post using `previous_post_link()` and `next_post_link()`.

Comments (`comments.php`)

- Author comment should be highlighted differently.
- Display avatars (user avatars) if appropriate.
- Support threaded comments.
- Display trackbacks/pingbacks.
- This file shouldn't contain function definitions unless in the `function_exists()` check to avoid redeclaration errors. Ideally all functions should be in *functions.php*.

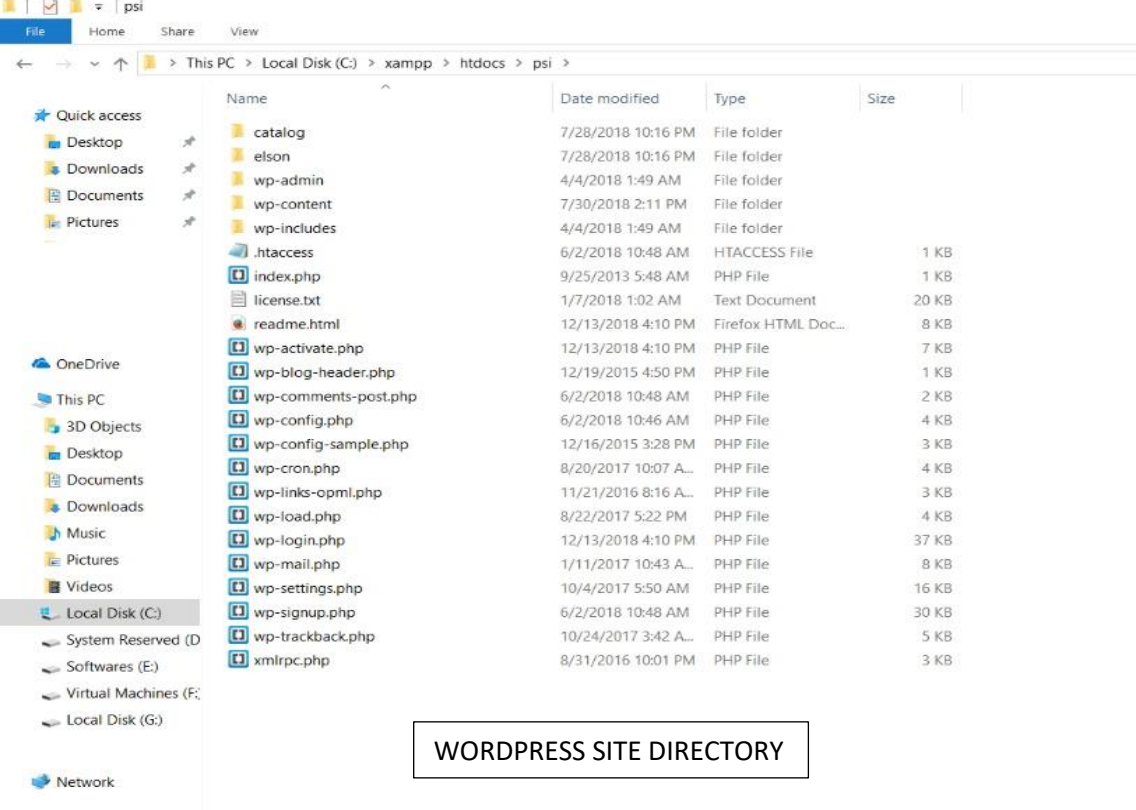
Search Results (`search.php`)

- Display a list of posts in excerpt or full-length form. Choose one or the other as appropriate.
- The search results page shows the search term which generated the results. It's a simple but useful way to remind someone what they just searched for -- especially in the case of zero results.
Use `the_search_query()` or `get_search_query()` (display or return the value, respectively). For example:

```
<h2><?php printf( __( 'Search Results for: %s' ), '<span>' . get_search_query() .
'</span>'); ?></h2>
```

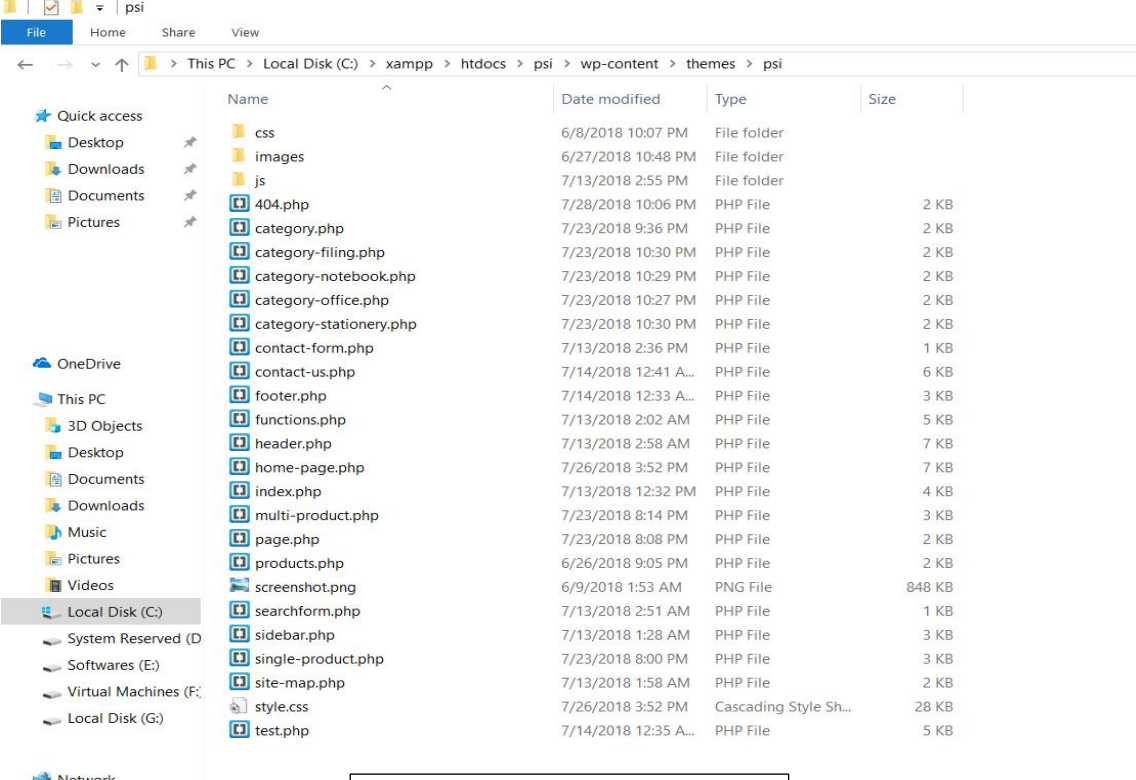
- It's a good practice to include the search form again on the results page. Include it with: `get_search_form()`.

SCREENSHOTS



Name	Date modified	Type	Size
catalog	7/28/2018 10:16 PM	File folder	
elson	7/28/2018 10:16 PM	File folder	
wp-admin	4/4/2018 1:49 AM	File folder	
wp-content	7/30/2018 2:11 PM	File folder	
wp-includes	4/4/2018 1:49 AM	File folder	
.htaccess	6/2/2018 10:48 AM	HTACCESS File	1 KB
index.php	9/25/2013 5:48 AM	PHP File	1 KB
license.txt	1/7/2018 1:02 AM	Text Document	20 KB
readme.html	12/13/2018 4:10 PM	Firefox HTML Doc...	8 KB
wp-activate.php	12/13/2018 4:10 PM	PHP File	7 KB
wp-blog-header.php	12/19/2015 4:50 PM	PHP File	1 KB
wp-comments-post.php	6/2/2018 10:48 AM	PHP File	2 KB
wp-config.php	6/2/2018 10:46 AM	PHP File	4 KB
wp-config-sample.php	12/16/2015 3:28 PM	PHP File	3 KB
wp-cron.php	8/20/2017 10:07 A...	PHP File	4 KB
wp-links-opml.php	11/21/2016 8:16 A...	PHP File	3 KB
wp-load.php	8/22/2017 5:22 PM	PHP File	4 KB
wp-login.php	12/13/2018 4:10 PM	PHP File	37 KB
wp-mail.php	1/11/2017 10:43 A...	PHP File	8 KB
wp-settings.php	10/4/2017 5:50 AM	PHP File	16 KB
wp-signup.php	6/2/2018 10:48 AM	PHP File	30 KB
wp-trackback.php	10/24/2017 3:42 A...	PHP File	5 KB
xmlrpc.php	8/31/2016 10:01 PM	PHP File	3 KB

WORDPRESS SITE DIRECTORY



Name	Date modified	Type	Size
css	6/8/2018 10:07 PM	File folder	
images	6/27/2018 10:48 PM	File folder	
js	7/13/2018 2:55 PM	File folder	
404.php	7/28/2018 10:06 PM	PHP File	2 KB
category.php	7/23/2018 9:36 PM	PHP File	2 KB
category-filing.php	7/23/2018 10:30 PM	PHP File	2 KB
category-notebook.php	7/23/2018 10:29 PM	PHP File	2 KB
category-office.php	7/23/2018 10:27 PM	PHP File	2 KB
category-stationery.php	7/23/2018 10:30 PM	PHP File	2 KB
contact-form.php	7/13/2018 2:36 PM	PHP File	1 KB
contact-us.php	7/14/2018 12:41 A...	PHP File	6 KB
footer.php	7/14/2018 12:33 A...	PHP File	3 KB
functions.php	7/13/2018 2:02 AM	PHP File	5 KB
header.php	7/13/2018 2:58 AM	PHP File	7 KB
home-page.php	7/26/2018 3:52 PM	PHP File	7 KB
index.php	7/13/2018 12:32 PM	PHP File	4 KB
multi-product.php	7/23/2018 8:14 PM	PHP File	3 KB
page.php	7/23/2018 8:08 PM	PHP File	2 KB
products.php	6/26/2018 9:05 PM	PHP File	2 KB
screenshot.png	6/9/2018 1:53 AM	PNG File	848 KB
searchform.php	7/13/2018 2:51 AM	PHP File	1 KB
sidebar.php	7/13/2018 1:28 AM	PHP File	3 KB
single-product.php	7/23/2018 8:00 PM	PHP File	3 KB
site-map.php	7/13/2018 1:58 AM	PHP File	2 KB
style.css	7/26/2018 3:52 PM	Cascading Style Sh...	28 KB
test.php	7/14/2018 12:35 A...	PHP File	5 KB

WORDPRESS THEME DIRECTORY

css

FileHomeShareView

←→↶↷

This PC > Local Disk (C:) > xampp > htdocs > psi > wp-content > themes > psi > css >

Quick access

Desktop

Downloads

Documents

Pictures

OneDrive

This PC

3D Objects

Desktop

Documents

Downloads

Music

Pictures

Videos

Local Disk (C:)

System Reserved (D)

Softwares (E:)

Virtual Machines (F:)

Local Disk (G:)

Network

Name	Date modified	Type	Size
skins	6/8/2018 10:07 PM	File folder	
base.css	7/8/2018 1:37 AM	Cascading Style Sh...	12 KB
fonts.css	9/23/2012 2:27 AM	Cascading Style Sh...	3 KB
icons.css	9/23/2012 2:27 AM	Cascading Style Sh...	36 KB
javascript.css	6/8/2018 11:33 PM	Cascading Style Sh...	35 KB
shortcodes.css	7/13/2018 1:24 AM	Cascading Style Sh...	12 KB
skeleton.css	8/30/2013 10:36 PM	Cascading Style Sh...	10 KB

CSS (STYLESHEETS) DIRECTORY

js

FileHomeShareView

←→↶↷

This PC > Local Disk (C:) > xampp > htdocs > psi > wp-content > themes > psi > js >

Quick access

Desktop

Downloads

Documents

Pictures

OneDrive

This PC

3D Objects

Desktop

Documents

Downloads

Music

Pictures

Videos

Local Disk (C:)

System Reserved (D)

Softwares (E:)

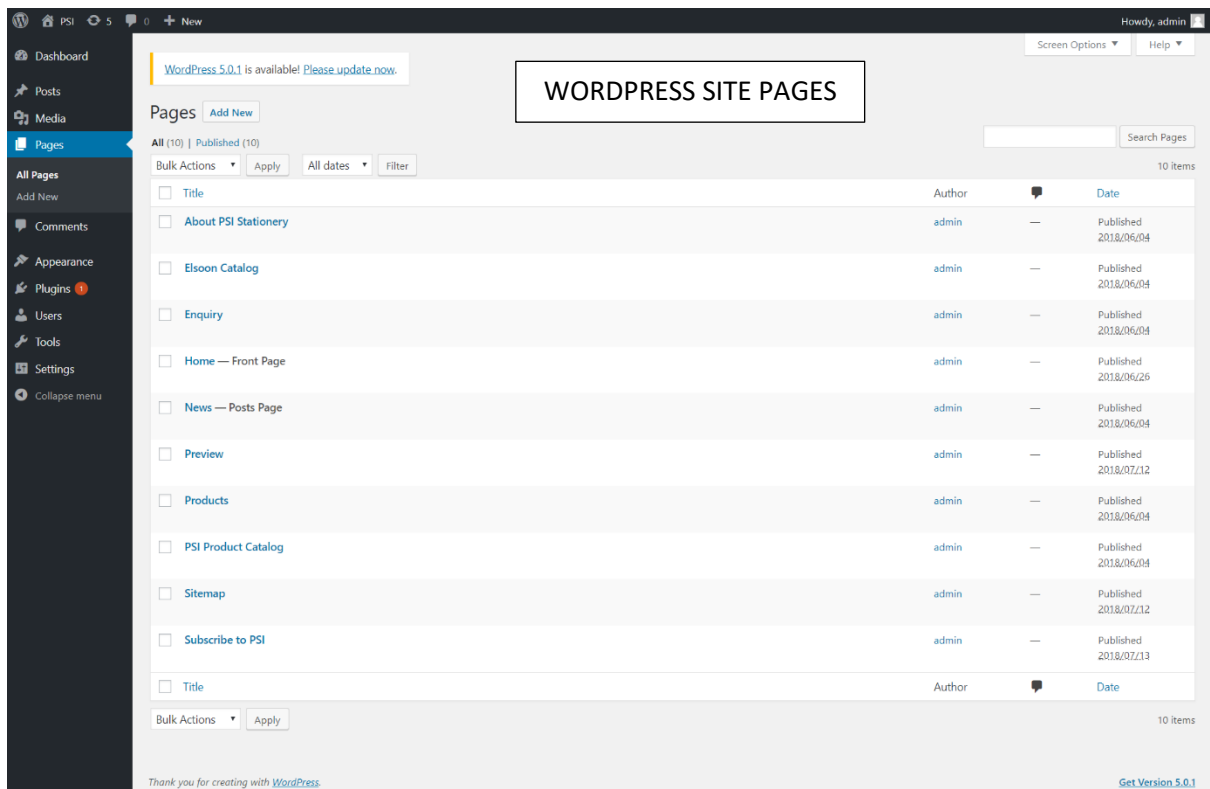
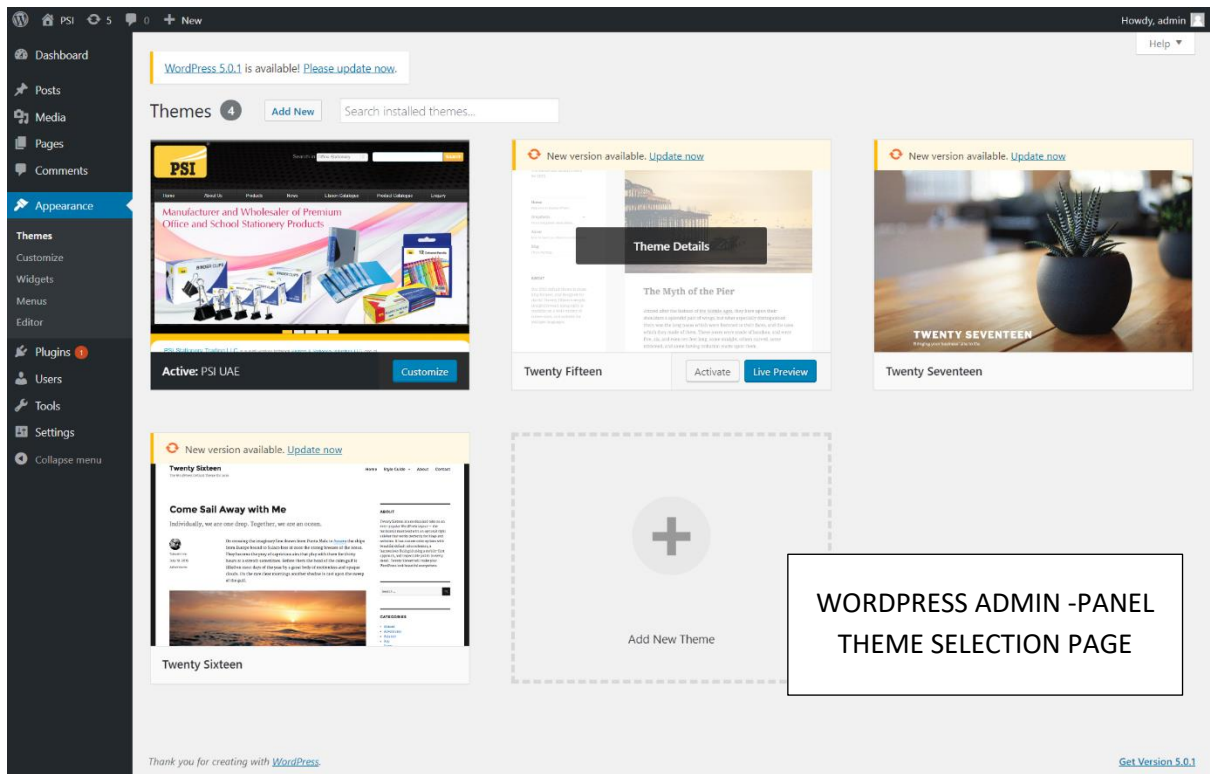
Virtual Machines (F:)

Local Disk (G:)

Network

Name	Date modified	Type	Size
carousel.js	9/23/2012 2:27 AM	JS File	16 KB
colortip.js	9/23/2012 2:27 AM	JS File	4 KB
custom.js	9/23/2012 5:21 AM	JS File	8 KB
ddsmoothmenu.js	9/23/2012 2:27 AM	JS File	9 KB
form.js	8/31/2017 11:23 A...	JS File	2 KB
jflickfeed.min.js	9/23/2012 2:27 AM	JS File	2 KB
jquery.easing.1.3.min.js	9/23/2012 2:27 AM	JS File	7 KB
jquery.eislideshow.js	9/23/2012 2:27 AM	JS File	11 KB
jquery.flexslider.js	8/31/2013 12:36 A...	JS File	11 KB
jquery.iconmenu.js	9/23/2012 2:27 AM	JS File	7 KB
jquery.isotope.min.js	9/23/2012 2:27 AM	JS File	16 KB
jquery.prettyPhoto.js	9/23/2012 2:27 AM	JS File	24 KB
jquery.tweet.js	9/23/2012 2:27 AM	JS File	15 KB
jquery.ui.totop.js	9/23/2012 2:27 AM	JS File	2 KB
jquery-1.7.2.min.js	9/23/2012 2:27 AM	JS File	93 KB
jquery-ui.min.js	9/23/2012 2:27 AM	JS File	197 KB
navigation.js	7/7/2018 11:10 PM	JS File	1 KB
selectnav.js	9/23/2012 2:27 AM	JS File	4 KB
styleswitch.js	9/23/2012 2:27 AM	JS File	2 KB
twitter-flickr-options.js	9/23/2012 2:27 AM	JS File	2 KB
tytabs.js	9/23/2012 2:27 AM	JS File	2 KB
under-construction.js	9/23/2012 9:01 AM	JS File	4 KB

JAVASCRIPT DIRECTORY



WordPress 5.0.1 is available! [Please update now.](#)

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

WordPress 5.0.1 is available! [Please update now.](#)

WordPress SITE

PRODUCT-CATEGORIES

Screen Options

Help

Search Categories

5 items

Bulk Actions

Apply

<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Filing System	—	filing	16
<input type="checkbox"/>	General Stationery	—	stationery	22
<input type="checkbox"/>	Notebook and Diary	—	notebook	26
<input type="checkbox"/>	Office	—	office	44
<input type="checkbox"/>	Uncategorized	—	uncategorized	0

Bulk Actions

Apply

5 items

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

Add New Category

Note:

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category Uncategorized.

Categories can be selectively converted to tags using the [category to tag converter](#).

Thank you for creating with [WordPress](#).

[Get Version 5.0.1](#)

WordPress 5.0.1 is available! [Please update now.](#)

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

WordPress 5.0.1 is available! [Please update now.](#)

WordPress SITE

PRODUCTS

Screen Options

Help

Search Posts

108 items

«

<

1

>

»

Bulk Actions

Apply

All (108) | Published (108)

All dates | All Categories | Filter

<input type="checkbox"/>	Title	Author	Categories	Tags	Date
<input type="checkbox"/>	PVC Binding Sheet	admin	General Stationery	—	Published 2018/07/23
<input type="checkbox"/>	Waste Paper Basket	admin	General Stationery	—	Published 2018/07/23
<input type="checkbox"/>	Thermal Roll	admin	General Stationery	—	Published 2018/07/23
<input type="checkbox"/>	Tape Dispenser	admin	General Stationery	—	Published 2018/07/23
<input type="checkbox"/>	Stencil	admin	General Stationery	—	Published 2018/07/23
<input type="checkbox"/>	Sharpener	admin	General Stationery	—	Published 2018/07/23
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Office Stationery

- Adding Machine Roll
- Binder Clip
- Binding Bar / Spine Bar
- Binding Ring
- Binding Sheet Clear PVC
- Binding Sheet Embossed
- Desk Organizer
- Fluorescent Marker
- Manuscript Book
- Multipurpose Label
- Muster Roll
- Office Tray
- Paper Clip
- Paper Block
- Punch
- Shorthand Pad
- Stapler
- Sticky Note

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Filing System

- Boardroom File
- Box File
- Clear Folder
- Clip Folder
- Display Book
- Divider

Filing System

- Document Case
- Document File
- Double Clip File
- Expanding File
- Fastener
- Magazine Holder
- My Clear Bag
- Plastic Ring Binder
- Presentation Binder
- Project File
- Rail Folder
- Square Cut Folder

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School Stationery

- Bristol Board
- Clip Board
- Color Pencil
- Duster
- Eraser
- Exercise Book
- Graph Book
- Graph Pad
- Hardcover Notebook
- Music Book
- Nature Study Book

School Stationery

- Pencil
- Physics Book
- Refill Pad
- Ruled Paper
- Ruler
- Science Book

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General Stationery

- Adhesive Track
- Calculator
- Cutter
- Envelope
- Flip Chart Pad
- Flip Chart Stand
- Foam Board
- Glue
- Hanging Clip
- Key Ring
- Laminating Film
- Magnet
- Name Badge/ID Card Holder
- Name Card Holder
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Our factory is equipped with state of the art machines like Biomatik, Harouf, Muller Martini and Stahl Bookline that ensure a final product that is well above the industry set standards. The pursuit of excellence has led us to expand our infrastructure to incorporate latest printing techniques and modernization of our pre press and post press departments.

We specialize in manufacturing quality stationery products. Our product line up consist of manuscript books, diaries, diverse note books, Flipchart pads, Shorthand pads, ruled papers, university books, Sketch books, Writing pads, Square cut folders and envelopes in our signature brand "PSI". We also manufacture bespoke products for our valued clients to suit their requirements.

Our main outlet catering primarily to office suppliers is located in the Port Saeed Area of Dubai, UAE. We also have sales office in Deira, Dubai UAE, to look after the export business to Africa and GCC markets.

The centre of focus at PSI is the customer. Innovation, pursuit of quality and excellence, and responsiveness are traits that help us deliver nothing but the best to our clients. We strive to achieve perfection in all our endeavors through constant innovation and continuous improvement. We are dedicated to understanding the growing needs of customers and we focus delivering superior products with excellent craftsmanship. The overwhelming response we receive from our last catalogue for the year 2012 and continuous support for our valued clients have driven us to expand our offering over all our product ranges. And so, it is with great pleasure that we bring you the PSI Product Catalogue for year 2013.

New Products

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Products



Office



Filing System



Notebook and Diary



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General Stationery



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Office



Adding Roll



Adhesive Track



Binder Clip



Spine Bar



Binding Ring



CD Organizer



Clip Board



Color Pencil



Cutter



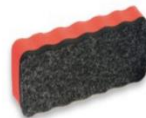
Desk Calender Stand



Despatch Book



Muster Roll



Duster



Eraser



Film - O.H.P



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PRODUCTS (OFFICE) SUB-CATEGORY

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Filing System



Boardroom File



Box File



Clear Folder



Clip Folder



Document Case



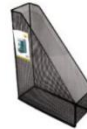
Document File



Double Clip File



Expanding File



Magazine Holder



My Clear Bag



Plastic Ring Binder



Presentation Binder



Project File



Rail Folder



Single Clip File

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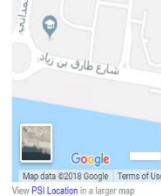
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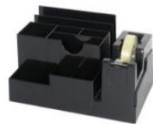
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Letter Opener



Labour Wages Card



Manuscript Book



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Paper Block



Paper Clip



Paper Clip Holder



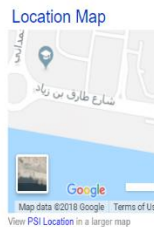
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Sticky Note



Survey Book



Stock Card



Writing Pad



Exercise Book

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General Stationery



Embossed Binding Sheet



Book End



Book Rack



Bristol Board



Calculator



Copy Holder



Correction Pen



Envelope



Flip Chart Pad



Flip Chart Stand



Fluorescent Marker



Glue



Hanging Clip



Laminating Film



Mathematical Set



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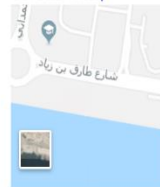
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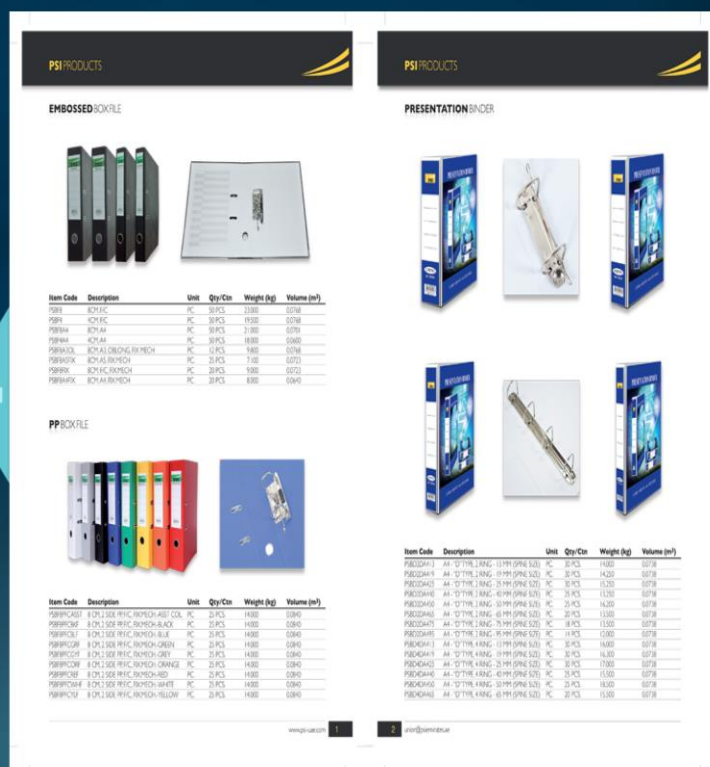
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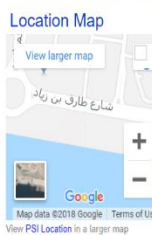
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TESTING

A system must be implemented for its use. The system was developed mainly through writing codes but some of the components were taken from pre-existing systems. Specially, WordPress was chosen as the programming language as per the requirements of the client. MySQL was used as the database for the system also as per the specification of the organization.

SYSTEM TESTING

System testing of software or hardware is testing conducted on a complete, integrated system to evaluate the system's compliance with its specified requirements.

UNIT TESTING:

Each module is considered independently. It focuses on each unit of software as implemented in the source code. It is white box testing.

MODULE TESTING

Though each of the components developed may give positive result but when integrate with other components of the system new properties may emerge through interfacing. Each of the UI elements like the Grids, Menus, and Pagination are developed as module. For instance, the Grids in isolation may work perfectly fine but when working with the other components in a page may behave abnormally.

INTEGRATION TESTING:

Integration testing aims at constructing the program structure while at the same constructing tests to uncover errors associated with interfacing the modules. Modules are integrated by using the top down approach.

USER TESTING AND DISCUSSION

The codes were regularly sent to the Quality Assurance Team for testing each prototype being developed and regular discussions were held to assess the situation and have any changes incorporated in the system immediately.

ALPHA TESTING

Alpha test takes place at the developer's site. Developers observe the users and note problems. It is testing of an application when development is about to complete. Minor design changes can still be made as a result of alpha testing.

BETA TESTING

Beta testing is also known as field testing. It takes place at customer's site. It sends the system to users who install it and use it under real-world working conditions. A beta test is the second phase of software testing in which a sampling of the intended audience tries the product out.

CRITICAL ANALYSIS

Rigorous research was done in order to fulfill the requirements of user since this theme includes all the information regarding commercial sites. On the basis of research various requirements of the system were extracted, analyzed and finalized. The finalized requirements were used to develop a website that flows the information. The development was carried out systematically through various diagrams and designs including architectural, modular, procedural, data and interface design. Different development tools were used to develop the application. For those of us who want to build powerful websites without having to worry about all the coding, and technical aspects of it, there are three main options. WordPress, Joomla and Drupal have established themselves as the leaders for online content management systems. To be honest, they are all incredible systems, and can make creating a website quick and easy, no matter how little one knows about computers and technology. Even, better – they are all open-source with means they are all FREE to use. Choosing which system to use can be difficult, but it is an important choice to make. For most people, once they've started with one, they won't want to change, so let's take a few minutes to review each of these three content management systems to see which one is right for you.

Operations like removing a date field require some understanding of PHP language. It is the case for most of such modifications. Although there are plenty templates available on the homepage, most of them are very alike. To create a unique look, you need to know CSS and HTML. To compete with Joomla! or Drupal, WordPress needs plenty of plugins to be installed. Unfortunately, these plugins influence the script's efficiency and not in a good way. Another problem arises when you need to choose a plugin for a specific functionality. Among all the thousands of plugins, most of them have their clones. It means, that any given functionality can be added by several different plugins created by different authors. Sometimes choosing the right one may take quite some time. The script is not protected as well as other applications. It all depends on how sensitive is the additional content of your page. Modifying tables or graphics format can be more complicated than in other applications like Quick.Cms or Joomla. Queries can be complex since all additional non-standard fields that make WordPress a CMS, require additional syntax. WordPress is a very good script to create a simple website. It is one of the simplest to use (definitely not simpler than Quick.Cms though) of all solutions available on the internet. It's very good choosing for a beginner's. Advanced users with advanced needs would have to install many plugins to have what is a standard for Joomla or Drupal.

CONCLUSION

I got great opportunity to get enrolled in the development of system which was solely aim to manage different components and tasks efficiently and effectively. The system has been successfully developed successfully in its first phase and the second stage development is underway. It was indeed a great opportunity to get an industrial exposure at an organization like Freastal Technologies. The organization has been continuously working to promote the use and development of localized software. The very prospect of working along with teams that have produced products for International clients. Moreover, it presented an opportunity to work in a development platform – PHP that I have always adored. For the first two weeks, I was overwhelmed by the depth in the programming language required to carry out the system development work. Although I had a workable knowledge of core PHP, the building of custom components, coding standards... and above all new environment to work at; all of which I had to get familiar and that to put to work very soon! I got the chance to get acquainted with profession world where I had gained much knowledge and skill to disentangle the real-world problem. But as the days progressed things got easier and everyday were a learning experience. I still remember the difficulty that I had building my first custom component –which took me nearly about a week. But once it was through there was no looking back and one of the most memorable moments was when I was able to get a complete module working all on my own. Another important thing that I learnt was writing Stored Procedures and Package files. The basic things which should be kept in mind while making database for real world project and other stuffs regarding the efficient optimization query were learned through this internship project.

The major achievement of the internship program for me is the:

- Learning and exploration of PHP
- Learning and exploration of PHP Component Design and Module Development
- I have gained the knowledge of the practical environment of the organization that I have been the part of.
- I have learnt the organizational discipline and time management.
- The exposure to the practical environment has increased experience and confidence to deal with various organizational communications with customer.

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