Department of Technology
Savitribai Phule Pune University

Syllabus for
Diploma in Web Design UI UX

Diploma in Web Design UI UX

Academic year 2023-2024

Duration: 12 Months

Intake: 40

Eligibility: Minimum 10th pass and Above

Savitribai Phule Pune University
(Formerly University of Pune)

Department of Technology
Board of Studies, Diploma in Web Design UI UX
Curriculum Structure for Diploma in Web Design UI UX

Sr. No.	Subject Code	Subject Name	Credits	Teaching Scheme (Theory)	Teaching Scheme (Lab)
		Semester (I)			
1	DWD101	**Fundamentals of Art &Design**	4	4	
2	DWD102	**Graphics I Adobe Photoshop**	4	2	2
3	DWD103	**Graphics II Adobe Illustrator**	4	2	2
4	DWD104	**Graphics III Adobe InDesign**	4	2	2
5	DWD105	**Graphics IV Corel Draw**	4	2	2
6	DWD106	**Color Theory**	2	2	
		Semester (II)			
7	DWD111	**Introduction to 2D Animation**	4	2	2
8	DWD112	**Story-writing forAnimation**	2	2	
9	DWD113	**Introduction to Web Languages HTML, CSS, J Query.**	4	2	2
10	DWD114	**Digital & Motion Graphics**	4	2	2
11	DWD115	**Digital Marketing**	2	2	
12	DWD116	**Graphics & Web Project**	6	2	4
TOTAL			**44**	**26**	**18**

Award Diploma in Web Design UI UX on completing 44 credits during the year.

DWD101: Fundamentals of Art & Design

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Art and Design: Overview of the principles and elements of art and design, Exploration of various art mediums and techniques, Introduction to art history and influential artists.

Topic 2: Drawing Fundamentals: Basic drawing techniques, such as line, shape, form, and shading.
Understanding proportions, perspective, and composition, Still life drawing exercises.

Topic 3: Color Theory: Understanding the color wheel and color relationships, Exploration of color harmonies and contrasts, Color mixing techniques and color psychology,

Topic 4: Principles of Design: Exploration of design principles such as balance, contrast, emphasis, rhythm, and unity, Applying design principles to various art forms, including 2D and 3D compositions, Experimentation with visual hierarchy and focal points.

Topic 5: Introduction to Digital Art: Introduction to digital art tools and software, Basic digital art techniques and workflows, Exploring digital painting, image manipulation, and digital illustration,

Topic 6: Introduction to Typography: Understanding the basics of typography and type design, Exploration of different typefaces, font families, and typographic hierarchy, Applying typography principles in print and digital media,

Topic 7: Introduction to 3D Design: Basic concepts of 3D design and modelling, Introduction to 3D software and tools, Creating simple 3D objects and exploring basic lighting and rendering techniques,

Topic 8: Art Critique and Analysis: Developing skills in critiquing and analysing artwork, Understanding art theory and aesthetics, Engaging in group discussions and providing constructive feedback.

Topic 9: Portfolio Development: Guidance on building a comprehensive art and design portfolio, Selecting and presenting artwork effectively Developing a personal artistic style and vision

Topic 10: Project Work and Exploration: Undertaking individual and group projects to apply learned concepts, Exploring various art and design mediums and techniques, Encouraging experimentation and creativity,

DWD102: Graphics I : Adobe Photoshop

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Photoshop: Overview of Photoshop interface and tools, Introduction to different file formats and color modes, Understanding layers and layer masks,

Topic 2: Image Editing and Retouching: Basic photo editing techniques such as cropping, resizing, and rotating, Adjusting brightness, contrast, and color balance, Removing blemishes, wrinkles, and other imperfections using retouching tools.

Topic 3: Selection Tools and Techniques: Using selection tools to isolate and manipulate specific areas of an image, Refining selections using feathering, refining edges, and quick mask options, Creating and modifying complex selections using channels and paths.

Topic 4: Layers and Blending Modes: Understanding the concept of layers and their importance in non-destructive editing, Applying blending modes to combine and enhance layers, Using adjustment layers to make non-destructive changes to images,

Topic 5: Working with Text and Typography: Creating and formatting text layers, Applying text effects and styles, working with character and paragraph settings.

Topic 6: Image Manipulation and Compositing: Using transformation tools to distort, warp, and reshape images, Applying filters and effects to images, creating photo montages and composite images.

Topic 7: Working with Masks and Channels: Creating and editing layer masks to control visibility and transparency, Using channels for precise selections and adjustments, Creating alpha channels and using them in compositing.

Topic 8: Advanced Image Editing Techniques: Advanced retouching techniques, such as frequency separation and dodge and burn, Advanced color correction and adjustment techniques, Working with advanced selection tools like the pen tool and quick selection tool,

Topic 9: Working with 3D Objects and Textures: Creating and manipulating 3D objects and text, Applying textures and materials to 3D objects, Rendering and lighting 3D scenes.

Topic 10: Automation and Workflow: Automating repetitive tasks using actions and batch processing,
Using smart objects and smart filters for non-destructive editing, Organizing and managing files and assets in Photoshop.

Topic 11: Outputting and Exporting: Optimizing images for web and screen display, Understanding resolution, image size, and file formats for different outputs, Preparing files for print and collaborating with printers.

DWD103: Graphics IV : Adobe Illustrator

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Adobe Illustrator: Overview of Illustrator interface and tools, Understanding vector graphics and their advantages, Introduction to different file formats and color modes.

Topic 2: Basic Shapes and Paths: Creating and manipulating basic geometric shapes, Working with the Pen tool to create and edit paths, Applying stroke and fill attributes to shapes and paths.

Topic 3: Working with Objects and Layers: Creating, selecting, and manipulating objects, Understanding the importance of layers for organizing artwork, Arranging and aligning objects in the artwork.

Topic 4: Color and Gradients: Applying and editing colors using the Swatches panel, Creating and editing gradients, Working with the Color Guide and Color Picker.

Topic 5: Drawing Tools and Techniques: Using the Shape tools to create custom shapes, Drawing with the Pencil and Brush tools, Applying variable width profiles to paths.

Topic 6: Working with Text and Typography: Creating and formatting text using the Type tools, Applying text effects and styles, Working with character and paragraph settings.

Topic 7: Working with Brushes and Effects: Applying artistic and calligraphic brushes, Creating and editing custom brushes, Applying effects like drop shadows, glows, and distortions.

Topic 8: Working with Symbols and Patterns: Creating and using symbols for reusable artwork, Creating and editing seamless patterns, Applying patterns to objects and backgrounds.

Topic 9: Advanced Drawing and Editing Techniques: Using the Shape Builder tool for complex object creation, Applying envelope distortions and mesh distortions, Creating and editing blends and gradients meshes.

Topic 10: Working with Layers and Art boards: Managing and organizing artwork using layers, Working with multiple artboards for different variations or outputs, Using the Artboard tool for custom artboard creation,

Topic 11: Exporting and Outputting: Saving and exporting files in different formats, Preparing files for web and print outputs, Understanding resolution and image size considerations.

DWD104: Graphics III : Adobe InDesign

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Adobe InDesign: Overview of InDesign interface and tools, Understanding the difference between print and digital layouts, Introduction to different document types and settings.

Topic 2: Document Setup and Layout: Creating and setting up new documents, Understanding document presets and customizing page sizes, Managing master pages and applying consistent layouts.

Topic 3: Text Formatting and Styles: Importing and formatting text in InDesign, Working with character and paragraph styles, Creating and applying text variables.

Topic 4: Working with Images and Graphics: Importing and placing images in InDesign documents,
Managing image linking and embedding, Applying image manipulation and adjustment techniques.

Topic 5: Layout and Design Principles: Understanding layout composition and grid systems, Applying principles of hierarchy and visual balance, Utilizing typography and white space effectively.

Topic 6: Creating and Formatting Tables: Creating and styling tables for data and information, Formatting table cells, rows, and columns, Working with table styles and applying formatting options.

Topic 7: Working with Objects and Frames: Creating and manipulating text frames and graphic frames, Understanding text threading and managing long documents, Applying object styles and using the Align panel.

Topic 8: Managing Colors and Swatches: Working with color swatches and creating custom swatch libraries, Applying color to objects, text, and backgrounds, Understanding the importance of color management for print and digital outputs.

Topic 9: Working with Layers: Managing and organizing content using layers, Applying layer effects and opacity settings, Creating and editing layer groups.

Topic 10: Interactive Documents (for digital outputs):
Creating interactive elements like hyperlinks, buttons, and bookmarks, Adding multimedia elements such as videos and audio, Exporting interactive PDFs and digital publications.

Topic 11: Print Preparation and Output: Preflighting documents for print readiness, Setting up bleeds, margins, and crop marks, Exporting print-ready PDF files.

DWD105: Graphics IV: CorelDraw

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to CorelDraw: Overview of CorelDraw interface and tools, Understanding vector graphics and their advantages, Introduction to different file formats and color modes.

Topic 2: Basic Shapes and Objects: Creating and manipulating basic shapes and objects, Using the Shape tool to create custom shapes, Applying stroke and fill attributes to objects.

Topic 3: Working with Text and Typography: Creating and formatting text using the Text tool, Applying text effects and styles, Working with character and paragraph settings.

Topic 4: Color and Gradients: Applying and editing colors using the Color Palette, Creating and editing gradients, Using the Fountain Fill tool for complex color effects.

Topic 5: Drawing and Editing Tools: Working with the Freehand and Bezier tools, Creating and editing curves and nodes, Applying transformations and distortions.

Topic 6: Working with Layers: Managing and organizing artwork using layers, Applying layer effects and opacity settings, Using layer groups for improved workflow.

Topic 7: Working with Bitmap Images: Importing and editing bitmap images, Applying photo effects and adjustments Working with masks and transparency.

Topic 8: Working with Objects and Effects: Applying transparency and blending modes to objects, Creating and editing object fills and outlines, Using special effects such as drop shadows and 3D effects.

Topic 9: Creating and Formatting Tables: Creating and styling tables for data and information, Formatting table cells, rows, and columns, Applying table styles and formatting options.

Topic 10: Print Preparation and Output: Understanding print specifications and document setup, Setting up bleeds, margins, and crop marks, Exporting print-ready files in different formats.

Topic 11: Web Graphics and Digital Outputs: Optimizing graphics for web and screen display, Creating web banners and buttons, Exporting graphics for websites and digital publication.

DWD106: Graphics VI : Colour Theory

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Color Theory: Overview of the color wheel and color terminology, Understanding the properties of color: hue, value, and saturation, Exploring the psychological and emotional effects of color.

Topic 2: Color Systems and Models: Introduction to different color systems, such as RGB, CMYK, and HSB, Understanding color mixing and color blending techniques, Exploring color models like additive and subtractive color.

Topic 3: Color Harmony and Relationships: Understanding color harmonies and their application in art,

Exploring complementary, analogous, triadic, and monochromatic color schemes, Analyzing famous artworks for color harmony examples.

Topic 4: Value and Contrast: Exploring the concept of value and its role in creating depth and form, Understanding high and low contrast and their impact on visual perception, Applying value scales and creating tonal compositions.

Topic 5: Color Temperature and Mood: Exploring warm and cool colors and their psychological associations, Understanding color temperature in relation to light and atmosphere.

Using color to create different moods and atmospheres in artwork.

Topic 6: Color Interaction and Optical Effects: Understanding simultaneous contrast and the interaction of adjacent colors, Exploring optical effects like afterimages and color vibration, Applying color techniques to create visual illusions and depth.

Topic 7: Color in Composition and Design: Understanding the role of color in composition and visual hierarchy, Exploring color dominance, focal points, and color balance, Applying color principles in various art forms, including painting, drawing, and design.

Topic 8: Color Symbolism and Cultural Context: Exploring color symbolism in different cultures and art movements, Understanding how color conveys meaning and emotions, Analyzing artworks and cultural references for color symbolism.

Topic 9: Color Mixing and Application: Understanding the color mixing process with paints, pigments, or digital tools, Exploring color properties and techniques for achieving desired color results,

Applying color theory in practical exercises and artwork creation.

Topic 10: Color in Digital Art and Design: Applying color theory principles in digital art and design, Exploring color management and color calibration for digital displays, Using color tools and features in digital art software.

Topic 11: Color in Contemporary Art and Trends: Exploring current trends and developments in color usage in contemporary art, analysing the work of contemporary artists and their innovative use of color, reflecting on personal color choices and experimentation in artwork.

DWD111: Introduction to 2D Animation software
Total Contact Hours: 30   **Credit: 2**   **Total Marks : 100**

Topic 1: Introduction to Animation: Understanding the principles of animation, including timing, spacing, squash and stretch, and anticipation, Exploring the history and evolution of 2D animation techniques and styles, Studying the basic concepts of storytelling and character development in animation.

Topic 2: Introduction to 2D Animation Software: Familiarization with popular 2D animation software, such as Adobe Animate, Toon Boom Harmony, or Moho (Anime Studio)Overview of the software interface and key features Learning the different tools and their functions for creating and manipulating 2D animations

Topic 3: Creating and Editing Keyframes: Understanding the concept of keyframes and their role in animation, Learning how to create and manipulate keyframes to define the timing and movement of animated elements, Exploring techniques for editing and refining keyframes to achieve smooth animation

Topic 4: Timing and Spacing: Studying the principles of timing and spacing in animation Practicing techniques for adjusting timing and spacing to create various animation effects, such as slow-in and slow-out, arcs, and easing

Topic 5: Working with Layers and Hierarchies: Understanding the use of layers for organizing and managing different elements of an animation, Learning how to create and manipulate layer hierarchies to control the stacking order and depth of animated objects, Exploring techniques for working with layer properties, such as opacity, blending modes, and masks

Topic 6: Character Animation: Introduction to character rigging and bone systems, Learning how to create and control character movements using rigging tools, Exploring techniques for animating characters with walk cycles, facial expressions, and gestures.

Topic 7: Special Effects and Transitions: Exploring techniques for creating special effects, such as particle systems, explosions, and smoke, Learning how to create smooth transitions between scenes and shots, Experimenting with different visual effects and transitions to enhance the overall animation.

Topic 8: Exporting and Publishing: Understanding the process of exporting animations in different file formats, Learning how to optimize and compress animations for web or video platforms, Exploring options for publishing animations online or sharing them with others.

DWD112: Story-writing for Animation
Total Contact Hours: 30   **Credit : 2**   **Total Marks : 100**

Topic 1: Introduction to Story-Writing:
Understanding the importance of storytelling in animation, Exploring the fundamentals of narrative structure, plot development, and character creation.

Topic 2: Elements of a Compelling Story: Exploring the key elements of a compelling story, such as conflict, theme, and character development, Analyzing successful animated films and series for storytelling techniques.

Topic 3: Story Ideation and Concept Development:
Brainstorming and generating story ideas for animation, Developing concepts that align with the target audience and genre.

Topic 4: Character Development: Creating well-rounded and relatable characters for animated stories, Exploring techniques for developing character backstories, motivations, and arcs.

Topic 5: Storyboarding and Visual Narrative:

Learning the art of storyboarding and visual storytelling techniques. Understanding the importance of shot composition, camera angles, and pacing.

Topic 6: Dialogue Writing: Understanding the role of dialogue in animation Learning techniques for writing engaging and authentic dialogue that suits the characters and story.

Topic 7: Plot Structure and Conflict: Understanding different plot structures, such as the three-act structure, and applying them to animated stories, Developing compelling conflicts and obstacles for the characters to overcome.

Topic 8: World Building: Creating immersive and believable worlds for animated stories. Developing rules, settings, and environments that enhance the story.

Topic 9: Writing for Animation Genres: Exploring different animation genres, such as comedy, adventure, or fantasy, Understanding the unique storytelling approaches and conventions of each genre.

Topic 10: Critique and Revision: Participating in peer reviews and critiques of story ideas and scripts. Incorporating feedback and revising the story for improvement.

Topic 11: Pitching and Presenting: Developing skills for effectively pitching and presenting animated story ideas, Presenting the story in a compelling and concise manner to industry professionals.

DWD113: Introduction to Web Languages HTML, CSS, J Query.
Total Contact Hours: 30   **Credit : 2**   **Total Marks : 100**

Topic 1: Introduction to Web Development: Understanding the basics of web development and its importance, Exploring the role of HTML, CSS, and jQuery in creating interactive web pages,

Topic 2: HTML Fundamentals: Introduction to HTML tags and elements, Creating a basic HTML document structure, Formatting text, adding images, and creating hyperlinks.

Topic 3: CSS Fundamentals: Introduction to CSS syntax and selectors, Applying CSS styles to HTML elements, Working with colors, fonts, backgrounds, and borders.

Topic 4: CSS Layout and Positioning: Understanding CSS box model and layout properties, Creating responsive web layouts using CSS flexbox and grid, Positioning elements using CSS positioning techniques.

Topic 5: Introduction to jQuery: Understanding the role of jQuery in web development, Selecting and manipulating HTML elements using jQuery, Working with jQuery effects and animations.

Topic 6: Form Validation and Data Handling: Implementing form validation using HTML5 attributes and jQuery, Handling form submission and processing user input.

Topic 7: Introduction to Responsive Web Design: Understanding the principles of responsive web design, Creating responsive layouts using media queries and CSS frameworks.

Topic 8: Introduction to CSS Pre-processors: Overview of CSS pre-processors such as Sass or Less, Using variables, mixing, and nesting to enhance CSS workflow.

Topic 9: Introduction to JavaScript: Overview of JavaScript as a programming language for web development, Integrating JavaScript with HTML and CSS to add interactivity to web pages.

Topic 10: Web Project Development: Applying the concepts learned to develop a complete web project, Building a multi-page website with responsive design, interactive elements, and styling.

DWD114: Digital & Motion Graphics
Total Contact Hours: 30   **Credit : 2**   **Total Marks : 100**

Topic 1: Introduction to Digital Graphics: Understanding the basics of digital graphics and its applications, Exploring different graphic file formats and their uses.

Topic 2: Design Principles and Composition: Understanding the principles of design, such as balance, contrast, and hierarchy, Exploring composition techniques and creating visually appealing graphics.

Topic 3: Typography and Text Effects: Studying different typography styles and font selection, Applying text effects, such as gradients, shadows, and transformations.

Topic 4: Image Editing and Manipulation: Learning to use image editing software (e.g., Adobe Photoshop) for retouching, resizing, and enhancing images, Applying filters and special effects to images.

Topic 5: Vector Graphics and Illustration: Introduction to vector graphics software (e.g., Adobe Illustrator), Creating scalable graphics using vector tools and techniques.

Topic 6: Motion Graphics Fundamentals: Understanding the basics of motion graphics and its role in visual storytelling, Exploring keyframe animation, timing, and easing.

Topic 7: Animation Techniques: Learning different animation techniques, such as frame-by-frame animation and motion tweens, Applying animation to graphics, text, and images.

Topic 8: Video Editing and Compositing: Introduction to video editing software (e.g., Adobe Premiere Pro), Cutting, trimming, and arranging video clips, Adding effects, transitions, and titles to videos.

Topic 9: Special Effects and Visual Enhancements: Exploring advanced visual effects techniques, such as chroma keying (green screen),particle effects, and 3D integration, Adding visual enhancements, such as color grading and color correction,

Topic 10: Project Development: Applying the concepts learned to develop a motion graphics project, Creating a motion graphics sequence or animated advertisement.

DWD115: Digital Marketing
Total Contact Hours: 30   **Credit: 2**   **Total Marks : 100**

Topic 1: Introduction to Digital Marketing: Understanding the basics of digital marketing and its importance in today's business landscape, Exploring different digital marketing channels and their characteristics.

Topic 2: Website Planning and Development: Conducting a website audit and identifying areas for improvement, Creating an effective website structure and user experience.

Topic 3: Search Engine Optimization (SEO): Understanding the principles of SEO and its role in improving website visibility. Conducting keyword research and optimizing website content, Implementing on-page and off-page SEO techniques.

Topic 4: Pay-per-Click (PPC) Advertising: Introduction to PPC advertising platforms, such as Google Ads and Facebook Ads, Creating effective ad campaigns and managing ad budgets, Monitoring and optimizing PPC campaigns for better results.

Topic 5: Social Media Marketing: Leveraging social media platforms for marketing purposes, Creating engaging social media content and managing social media profiles,
Implementing social media advertising and tracking campaign performance.

Topic 6: Email Marketing: Understanding the fundamentals of email marketing and its role in customer engagement, Creating effective email campaigns and using email automation tools, Analyzing email campaign metrics and optimizing performance.

Topic 7: Content Marketing: Developing a content marketing strategy and identifying target audience, Creating valuable and engaging content across various formats (e.g., blog posts, videos, info graphics),Distributing and promoting content through different channels.

Topic 8: Analytics and Reporting: Using web analytics tools (e.g., Google Analytics) to track website performance, Analyzing data and generating reports to measure the effectiveness of digital marketing efforts, Making data-driven decisions for optimization and improvement.

Topic 9: Mobile Marketing: Understanding the impact of mobile devices on digital marketing, creating mobile-friendly websites and optimizing for mobile search, Implementing mobile advertising and location-based marketing strategies.

Topic 10: Digital Marketing Strategy and Planning: Developing a comprehensive digital marketing strategy for businesses, setting goals, identifying target audience, and selecting appropriate digital marketing channels, Creating a budget and timeline for executing the digital marketing plan.

DWD116: Graphics IV : Graphics & Web Project

Total Contact Hours: 60   Total Credits: 04   Total Marks: 100

Topic 1: Introduction to Graphics & Web Project: Understanding the principles of graphic design and web development, Exploring the role of graphics and web projects in digital media.

Topic 2: Design Fundamentals: Understanding the elements and principles of design, Applying design principles to create visually appealing graphics and web layouts, Exploring color theory, typography, and composition techniques.

Topic 3: Graphics Editing Tools: Introduction to graphics editing software such as Adobe Photoshop or GIMP, Learning essential tools and techniques for image editing, manipulation, and enhancement, Creating and editing graphics for web and print media.

Topic 4: Web Development Technologies: Introduction to HTML, CSS, and JavaScript, Understanding the structure and syntax of HTML for creating web pages, Applying CSS for styling and layout of web pages, Incorporating interactivity and dynamic elements using JavaScript.

Topic 5: Responsive Web Design: Understanding the concept of responsive web design, Creating websites that adapt to different screen sizes and devices, Using media queries and flexible layouts to optimize web content.

Topic 6: User Experience (UX) Design: Understanding the importance of user experience in web design,
Conducting user research and creating user personas, Applying UX design principles to enhance usability and user satisfaction.

Topic 7: Web Graphics and Multimedia: Optimizing graphics for web display, including image compression and file formats, Incorporating multimedia elements such as videos, audio, and animations into web projects, Implementing web accessibility guidelines for inclusive design.

Topic 8: Web Project Planning and Execution: Developing a web project plan, including defining goals, target audience, and scope, Creating wireframes and mockups for website layout and structure, Applying design principles and web development techniques to implement the project.

Topic 9: Web Project Management: Managing timelines, resources, and tasks for web project completion, Collaboration and communication tools for effective project management, Testing, debugging, and troubleshooting web projects for optimal performance.

Topic 10: Project Presentation and Evaluation: Presenting the completed web project to the instructor or a panel of reviewers, Evaluating the project based on design, functionality, usability, and adherence to project requirements, Gathering feedback and making improvements based on the evaluation results.