

Course title: Web Design
Course code: 64032
ECTS credits: 8
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 1
Trimester: 1
Goal: Enabling students to create static websites, in accordance with real market needs, with special emphasis on SEO criteria for quality ranking in search engines.
Outcome: Students should be able to recognize and identify the basic principles of the Internet, and know how to apply the learned terms in the process of planning and designing and implementing static web pages by integrating: HTML4, HTML5, CSS2, CSS3, FTP and HTTP. Additionally, students should be able to evaluate the possibilities and apply XML technology in order to improve the quality of websites and their functionalities.
Contents of the course
Theoretical instruction
1. Term and purpose: URL address, web browser, web server, web browser, functioning of Internet protocol, IP addressing, DNS, domain, hosting, Page Rank.
2. HTML: basics of language - elements, tags and attributes, tables, forms, links, images and work with multimedia.
3. The concept and purpose of CSS, styles, properties and integration with HTML.
4. Similarities, differences and elements of HTML5 and CSS3.
5. Planning and design of static pages.
6. Creating site navigation and layout.
7. Introduction to web server security and website user security.
8. The concept and purpose of xHTML and dynamic web.
9. XML: basics and principles of use in information systems.
10. Elements of graphic interface design and development.
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Creating static websites using HTML4 / CSS2 and HTML5 / CSS3 technologies.
2. Realization of web pages, links, images, tables, multimedia elements.
3. Content organization using CSS.
4. Create styles, properties, and integrate styles with HTML.

5. Integration of XML, DTD and sitemap.
6. Advanced HTML5 / CSS3 implementations.
7. Integration of SEO recommendations and rules.
8. Independent website development.
Textbooks and References
1. N. Kojić, Web dizajn, Visoka ICT škola, 2017.
2. K. Jamsa, K. King, A. Anderson, HTML i Web dizajn kroz praktične primere, Mikro knjiga, Beograd, 2003.
3. Marko M. Spasojević, Praktikum iz web dizajna, Visoka ICT škola, Beograd, 2012.
4. Creating Web Sites Bible, Second Edition, J. Willey & Sons, 2004.
5. A. Goldstein, L. Lazaris, E. Weyl, HTML5 & CSS3 in the real world, SitePoint, 2011
Number of active classes (weekly)
Lectures: 4
Practical classes: 4
Other types of classes: 0
Grading (maximum number of points: 100)
Pre-exam obligations: Points
Activities during lectures:
Activities on practical exercises: 20
Seminary work:
Colloquium: 30
Final exam: Points
Written exam: 50
Oral exam:
Lecturer
Nenad Kojić, PhD
Associate
Milena Vesić, Ksenija Lazić, Dimitrije Borčanin