

**Subject card**

<b>Subject name and code</b>	Web designing, PG_00151535						
<b>Field of study</b>	History						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Instytut Historii -> Faculty of History						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Paweł Kozielski				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		2.0		30.0	47
<b>Subject objectives</b>	<p>-</p> <p>To equip students with the basic competences necessary for the dissemination of knowledge using web-based Content Management Systems (CMS)</p> <p>To develop IT skills in the creation, optimisation and positioning of websites</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[HISTL3_U08] Is able to plan and organise his/her work effectively, independently acquiring and consolidating knowledge in a structured and systematic manner	The student independently updates knowledge of IT and regulations governing online publishing. Updates data on privacy and copyright policies	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[HISTL3_K01] Critically evaluates his/her knowledge, demonstrates a willingness to continually expand his/her knowledge and to seek expert advice if he/she has difficulty solving a problem on his/her own	The student is able to find technical information on how to create pages. He knows where to download the necessary tools. He knows and uses information posted on specialist int. forums. If necessary, he uses the assistance of the hosting administrator.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[HISTL3_U02] Is able to correctly select and use appropriate methods and tools appropriate to the work of a historian (including advanced information and communication techniques)	The student is able to create websites based on CMS Wordpress. He/she knows where to find appropriate IT tools in order to create a multimedia portal popularising historical knowledge	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[HISTL3_W07] Demonstrates knowledge of comparative European history and understands the links between the history of European integration and current social, economic and political issues Knows and understands to an advanced degree the main theories, research methods and tools of the historian's workshop	the student is able to create a modern web portal on the basis of the historical and IT knowledge he has acquired. Using his/her own research and studies, he/she publishes content on the internet.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report	
Subject contents	<p>Useful freeware:</p> <ul style="list-style-type: none"> <li>Code editors (e.g. Notepad++)</li> <li>FTP client (e.g. Filezilla)</li> </ul> <p>II. Selection and activation of a hosting account III. Using free HTML + CSS templates IV. Free image banks V. Designing the website, choosing a platform</p> <ul style="list-style-type: none"> <li>Definition of target group</li> <li>Information architecture service architecture</li> </ul> <p>VI. CMS - Wordpress</p> <ul style="list-style-type: none"> <li>Installation on the hosting account (automatic and via FTP)</li> <li>Profile settings</li> <li>Initial configuration</li> <li>User management</li> <li>Design customisation Installation and theme customisation</li> <li>Content and media sharing</li> <li>Widgets</li> <li>Basic plug-ins</li> <li>Image preparation and optimisation</li> <li>Contact forms</li> <li>Basic template editing</li> <li>Template based on free framework</li> </ul> <p>VII. How to attract traffic to your website</p> <ul style="list-style-type: none"> <li>SEO optimisation</li> <li>Performance optimisation</li> <li>Measuring website traffic</li> </ul>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	<p>-</p> <ul style="list-style-type: none"> <li>S. Czajkowski, SEO Playbook, Warszawa 2019 .</li> <li>A. Ciborowska, J. Lipiński, WordPress 5 dla początkujących, Warszawa 2019.</li> </ul>	

	Supplementary literature	-  Starzec, A. (2021). Popularyzacja nauki w internecie. <i>Stylistyka</i> , 20, 175191. <a href="https://czasopisma.uni.opole.pl/index.php/s/article/view/3455">https://czasopisma.uni.opole.pl/index.php/s/article/view/3455</a>
	eResources addresses	Podstawowe <a href="https://learn.wordpress.org/tutorials/">https://learn.wordpress.org/tutorials/</a> - Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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