

Subject card

Subject name and code	Web designing, PG_00168267						
Field of study	History						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of History -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Paweł Kozielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		2.0		35.0	52
Subject objectives	-						
	To equip students with the basic competences necessary for the dissemination of knowledge using web-based Content Management Systems (CMS)						
	To develop IT skills in the creation, optimisation and positioning of websites						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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
	[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_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
Subject contents	Useful freeware: - Code editors (e.g. Notepad++) - FTP client (e.g. Filezilla) 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 - Definition of target group - Information architecture service architecture VI. CMS - Wordpress - Installation on the hosting account (automatic and via FTP) - Profile settings - Initial configuration - User management - Design customisation Installation and theme customisation - Content and media sharing - Widgets - Basic plug-ins - Image preparation and optimisation - Contact forms - Basic template editing - Template based on free framework VII. How to attract traffic to your website - SEO optimisation - Performance optimisation - Measuring website traffic		
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	- S. Czajkowski, SEO Playbook, Warszawa 2019 . A. Ciborowska, J. Lipiński, WordPress 5 dla początkujących, Warszawa 2019.	

	Supplementary literature	-
		Starzec, A. (2021). Popularyzacja nauki w internecie. <i>Stylistyka</i> , 20, 175191. https://czasopisma.uni.opole.pl/index.php/s/article/view/3455
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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