University of Gdańsk

Subject card

Subject name and code	Web Design, PG_00205593		
Field of study	History		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	33.0	50

Subject objectives

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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] The student has an advanced knowledge and understanding of the key theories, research methods and tools of the historian's trade, including those relevant to their chosen area of specialisation.	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_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_U02] Is able to select methods and tools appropriate to historical research and practice, including advanced information and communication technologies (ICT).	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_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

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- S. Czajkowski, SEO Playbook, Warszawa 2019 .
- A. Ciborowska, J. Lipiński, WordPress 5 dla początkujących, Warszawa 2019.

Supplementary literature

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Starzec, A. (2021). Popularyzacja nauki w internecie. *Stylistyka*, *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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