

Virginia Western Community College
ITD 115
Web Page Design and Site Management

Prerequisites

ITD 110

Course Description

Explores fundamentals of creating web pages and site management with web editing software. Students will learn techniques of web page design as well as managing the resources required to author and maintain a web site.

Semester Credits: 3 Lecture Hours: 2 Lab/Clinical/Internship Hours: 2

Required Materials**Textbook:**

WordPress 4.x Complete by Krol, 2015, 9781784390907

Other Required Materials:

xampp and the latest version of WordPress (obtainable from the web)

Course Outcomes

At the completion of this course, the student should be able to:

This course provides an introduction to the WordPress CMS (Content Management System) along with a focus on content strategy

- Understand how domains and DNS allow website to be accessible
- Be able to choose a good domain name and select an appropriate web host
- Be able to install WordPress
- Understand what WordPress is and what it is good for
- Be able to manage content using WordPress, both for a blog or a web site
- Be able to create and manage categories for content
- Make appropriate selection of editors, browsers and ftp
- Appropriately use various image types and formats
- Describe the role of color and typography in web design
- Design layouts and determine appropriate navigation
- Work with WordPress themes, including finding and installing

- Understand how WordPress themes and templates work
- Be able to tweak, tune and customize a WordPress site
- Understand the different methods of adding content to a WordPress site
- Understand how WordPress implements image and video
- Be able to make the WordPress site mobile friendly
- Be able to update WordPress, themes, and plugins
- Be able to manage the WordPress database
- Understand the role of a CMS in web site design

Topical Description

- How Websites Work
 - All about Domains and DNS
 - Choosing a good Domain Name
 - Choosing a web host
- What WordPress Is and How it Works
 - How WordPress works
 - WordPress.org versus WordPress.com
 - Which WordPress is right for you
- Installing WordPress
- Using One-Click or Easy Installs
 - Quick look at the WordPress dashboard
 - WordPress directory structure
 - A note about users
- Managing Site Content
 - Blogs
 - Websites
 - The role of content in site success
- Content Strategy
 - The role of strategy
 - How to build a customer-focused strategy
- Installing WordPress Themes
 - Choosing the right WordPress theme for your website

Notes to Instructors

- none