ITD 115
Web Page Design and Site Management

COURSE OUTLINE

Prerequisites:

ITD 110 or divisional approval

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/Recitation Hours:** 2

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Course Objectives

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

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Required Course Materials:

Xampp
The latest version of WordPress

Textbooks:

WordPress Web Design for Dummies, 2nd edition, Lisa Sabin-Wilson, 2013, ISBN 978-1-118-54661-1

Web Designer's Guide to WordPress, Jesse Friedman, 2013, ISBN 978-0-321-83281-8

The following supplementary materials are available:

1. Safari Online is available for students to view other IT text and reference books online for free
2. Internet searches are a fundamental source for auxiliary materials on Web design

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Topical Description: (Outline chapters and sections to be covered in the book – may include timeline)

How Websites Work
 All about Domains and DNS
 Choosing a good Domain Name
 Choosing a web host
What WordPress Is and How it Works
What is WordPress?
 How WordPress works
 WordPress.org versus WordPress.com
 Which WordPress is right for you
Installing WordPress
 Using One-Click or Easy Installs
Installing WordPress Manually
 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

Installing Themes on your blog
Recommended starter themes
Commercial/Premium themes
Advanced Tip: How Do I find what theme a website is using
Working with graphics, colors, fonts and typography
Choosing graphics and colors
Choosing fonts
Working with image libraries   Typography
Essentials Working with WordPress Themes
Dissecting themes and templates
Examining the templates that make up a theme
Examining template tags, values and parameters
Displaying content with widgets and template tags
Adding widget areas to your theme
Using template files
Enhancing sites with plug-ins
Installing via the dashboard
Installing manually
Creating web forms with plugins