

AUSTIN COMMUNITY COLLEGE

Introduction to WordPress and Content Management Systems (18 hours)

ITNX 3012

COURSE SYLLABUS

Course Description: Learn the basics of installing and configuring a Web Content Management System to easily build blogs and small web sites. You'll perform common tasks using WordPress, one of the most popular (and free) Content Management Systems. You'll set up a simple blog and publish a self-hosted site. **Prerequisites:** Students must have taken Introduction to WWW Authoring and Web Authoring: Using CSS or have equivalent experience.

Required Materials: Students need internet access, FTP software, and a web hosting plan (Hostmonster, Bluehost, and Hostgator are low-cost, popular choices).

Course Objectives: Every student will be able to:

- 1 Set up a WordPress account
- 2 Publish a blog
- 3 Select and install themes
- 4 Customize the appearance of a selected theme
- 5 Install WordPress on a server
- 6 Use Widgets to add common features to a website or blog
- 7 Install plug-ins to add additional features
- 8 Assign various user permissions

Rationale: WordPress is the most popular content management system, and the growing solution of choice for many individuals and small businesses who wish to get a website up quickly, but lack the development skills of a designer or programmer.

Type of Course: Short course

Evaluation: Students will be evaluated on their competency in performing a variety of hands-on exercises throughout the course. In order to grant CEU credit for a course the students must be able to complete assessment exercises for each part of the course given by the instructor. The instructor will validate each participant's achievement of the course objectives by signing and awarding individual certificates of completion.

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Course Outline:

1. Introduction

WordPress – what it is & what it isn't

2. Getting Started

Creating an account on WordPress.com

Setting up your blog or web site

3. WordPress Settings

Take a tour of the Dashboard

Building and editing your Profile

Customizing the front page

Managing users

Managing comments

Permalinks

4. Posts

Posts vs. Pages

Text formatting

Creating text links, adding images, and external URLs

Setting up categories, tags, and other elements

Publishing and editing a post

5. Pages

Creating basic pages

Page organization and hierarchy

Using and modifying existing page templates

6. Images, Video, and other Media

Media and the Admin panel

Media from within posts and pages

Inserting external media from YouTube

7. The Appearance Tab

Selecting a theme

Understanding page widgets

Creating custom sidebar widgets using text widgets

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8. Using a Theme

Changing the background

Changing the header image

Changing formatting

Creating featured header images in posts and pages

Using asides to create short posts

Creating custom menus

9. Launching a Self-Hosted WordPress Site

Installing WordPress

Understanding the WordPress File Structure

Importing and exporting existing content from different sources

10. Using Plug-Ins

Installing plug-ins

Recommended plug-ins

11. Final

Where to go from here