Syllabus

Course Title: WordPress: Blogging and Website Design	Course Number: IND181

COURSE DESCRIPTION:

Explores the use of WordPress as a social networking blogging platform, marketing tool, and content management system for commercial websites. Examines how to install and setup WordPress for a personal blog, install and modify a theme, add widgets and plug-ins, create and format posts, manage subscribers, promote a blog, and maintain the blog.

PREREQUISITES:

None.

While no specific class prerequisite is required, this class is college-level and as such is not an entry-level course. This class assumes the student, either through personal study or formal coursework, possesses computer fluency common in society, including the ability to use a current-technology computer, computer software (operating systems e.g., Windows/Macintosh/Linux; applications e.g., office suite), and the internet.

REQUIRED MATERIALS:

Access to a computer with current Windows, Macintosh, or Linux software, current browser software (e.g. Chrome, Firefox, or Internet Explorer) and high speed internet.

Student will need to obtain a web hosting service for class project (estimated cost: $40.00-$60.00). Students must not obtain a web hosting service until instructor provides specific project guidelines.

ADDITIONAL RESOURCES:

Recommended book:

WordPress Revealed, Matt Wolfe, Wolfe Empire Publishing 2012, ISBN: 978-0-615-68474-1 (not required)

LEARNING OUTCOMES/COMPETENCIES:

1. Identify features and uses of WordPress blogs.

2. Install WordPress on a hosting site and/or set up a blog account at the wordpress.com host.

3. Customize a WordPress site by changing initial settings.

4. Install and modify a WordPress theme.

5. Customize a site by adding widgets.

6. Create and format posts to a blog site.

7. Categorize and tag posts in WordPress.

8. Utilize advanced formatting features to add URLs and graphics.

9. Add plug-ins to a WordPress site.

10. Identify ways to promote readership and subscriptions to a WordPress site.

11. Maintain a blog by backing up data and updating themes.

12. Create a simple commercial website with WordPress.

COURSE ASSESSMENT:

Grading Scale

Category	Points
Chapter Quizzes	200
Lab Exercises / Projects	600
Final Exam	n/a
Final Grade	800

Total Points	Percentage	Grade
720-800	90-100%	A
640-719	80-89%	B
560-639	70-79%	C
480-559	60-69%	D
0-479	0-59%	F

COURSE SCHEDULE:

Lesson	Lesson Title & Description	Learning Outcomes	Assignment (w/category & point value)
1.	**Introduction to WordPress** *(Defining blogs, blogging, relationship to social networking; uses of WordPress blogs; personal journalism; business blogging as a marketing tool; WordPress features specific to achieving desired outcomes; examining influences of content policies and code of ethics relating to specific web sites)*	Define blog as a place to share information for personal or professional purposes; Define blogging as the process of sharing information on a blog; Define blogger as one who maintains information on a blog; Define WordPress functionality to create and maintain a blog; Define WordPress ease of use, power, scalability, and economic sustainability; Define content as vital to the message of a blog; Define content restrictions due to contractual, legal, and ethical issues; Define blogging as a marketing resource.	**(50 points possible)** Lesson 1 Quiz (20) 1a: Content Policy Reports (10) 1b: Code of Ethics Report (10) 1c: WordPress feature (10)

2.	Setting up your WordPress.com Site *(WordPress.com strengths & limitations; creating an account; customization; blog post; WordPress vocabulary)*	Define strengths and limits of WordPress.com website; Create a basic blog; Make minor customization changes; Create blog post; Define WordPress vocabulary.	**(40 points possible)** Lesson 2 Quiz (20) 2a: WordPress Account and Blog Creation Tutorial (10) 2b: WordPress Vocabulary (0) *(assessed in Quiz)* 2c: WordPress Account and Blog Creation Project (10)

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3.	**WordPress Settings**		**(50 points possible)**
	(WordPress.com versus WordPress.org; managing and using Dashboard)	Define the differences between WordPress.com and WordPress.org; Configure the Dashboard to make settings changes, including colors, backgrounds, add new pages, and page updates.	Lesson 3 Quiz (20) 3a: WordPress.com versus WordPress.org (10) 3b: Watch the WordPress Tutorial for Beginners videos (10) 3c: Using the Dashboard (10)

4.	**WordPress Themes**		**(70 points possible)**
	(copyright & blogging; posting; Themes)	Identify issues related to how copyright and the Rule of Law inform blogging decisions; Define Theme; Demonstrate finding and changing Themes.	Lesson 4 Quiz (20)
			4a: Copyright Issues and blogging paper (10)
			4b: WordPress Tutorial for Beginners video report (10)
			4c: Watch the WordPress.tv video (10)
			4c: WordPress Theme Tutorial (10)
			4d: WordPress Theme Project (10)

5.	**WordPress Widgets**		**(80 points possible)**
	(defining, installing, and customizing Widgets; blog writing techniques; posting)	Define Widget; Explain use of Widgets; Locate Widgets; Install Widgets; Customize Widgets; Explain blog writing techniques; Post to blog.	Lesson 5 Quiz (20)
			5a: WordPress Widgets Reading Reports (10)
			5b: WordPress Widgets Video Notes (10)
			5c: WordPress Widgets Tutorial (10)
			5d: WordPress Widgets Project (10)
			5e: Blog writing tutorial (10)
			5f: Daily Post (10)

6.	**Promoting Your WordPress Blog**		**(90 points possible)**
	(categorizing; tagging; search engine optimization; posting)	Describe optimizing blog for search engines; Demonstrate categorizing posts; Demonstrate tagging posts; Post to blog.	Lesson 6 Quiz (20)
			6a: Tags & Categories Reports (10)
			6b: SEO Reports (10)
			6c: SEO Video Notes (10)
			6d: Categories and Tags Tutorial (10)
			6e: Categories and Tags Project (10)
			6f: Promotion (10)
			6g: Daily Post (10)

7.	**Creating Your Hosted WordPress Site**		**(140 points possible)**
	(Commercial web hosting services; naming and password issues; cPanel; WordPress installation)	Define the selection issues for a commercial web hosting company; Define creating a website name and password; Define acquisition issues for a commercial website account; Demonstrate opening the cPanel; Demonstrate single-click WordPress software installation; Post to blog.	Lesson 7 Quiz (20) 7a: Creating a name for your website (10) 7b: Preparing to create your account with a web hosting company (10) 7c: Creating your account with a web hosting company (80) 7d: Daily Post (10)

8.	**WordPress Plugins**		**(70 points possible)**
	(defining, finding, installing, and activating Plug-ins)	Define Plugin; Identify differences between free and commercial Plugins; Define the process for selecting Plugins; Locate Plugins; Demonstrate installing Plugins; Post to blog.	Lesson 8 Quiz (20) 8a: Finding WordPress Plugins (10) 8b: WordPress Plugins Videos (10) 8c: Installing WordPress Plugins Tutorial (10) 8d: Installing WordPress Plugins Project (10) 8e: Daily Post (10)

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9.	**WordPress Advanced Formatting and Functions**		**(140 points possible)**
	(Themes; Static Pages; Child Pages; graphics; audio; HTML editing; fonts; YouTube®; polls and surveys; ecommerce; Google® AdWords®)	Locate and update Themes; Create Static Pages; Create Child Pages; Organize and display graphics; Install audio; Describe HTML Editing; Use specialized fonts; Link to YouTube® resources; Create basic polls and surveys; Describe Ecommerce; Install Ecommerce Plugin; Describe the purpose of Google® AdWords®; Post to blog.	Lesson 9 Quiz (20) 9a: Themes (10) 9b: Static Pages (10) 9c: Child Pages (10) 9d: Graphics (10) 9e: Audio (10) 9f: HTML Editing (10) 9g: Fonts (10) 9h: YouTube® (10) 9i: Polls and Surveys (10) 9j: Ecommerce (10) 9k: Google® AdWords® (10) 9l: Daily Post (10)

10.	Maintaining Your WordPress Site		(70 points possible)
	(Data backup; WordPress updates; Theme updates; mobile app accessibility; subscribers and contributors)	Describe rational for WordPress account backup; Demonstrate back up of WordPress account; Identify new software version alerts; Describe (and/or Demonstrate if applicable) WordPress software update process; Describe WordPress Mobile Apps options; Describe invitation process for subscribers and contributors; Post to blog.	Lesson 10 Quiz (20) 10a: Backing up your account (10) 10b: Updating your software (10) 10c: WordPress mobile apps options (10) 10d: Subscribers and contributors (10) 10e: Daily Post (10)