EL CENTRO COLLEGE
IMED 2349
WORDPRESS
SYLLABUS

COURSE DESCRIPTION

Prerequisites: Prior web publishing experience or successful completion of INEW 2434 recommended but not required.

Course Description: An overview of the WordPress content management platform. Topics include blogging, inserting media, installing plug-ins, creating custom themes, widgets, site security, search engine optimization, website optimization and hosting options for WordPress sites.

Students will develop an understanding of content management systems, as well as how to use WordPress to create a blogs and dynamic websites. Students will also learn about specific WordPress features such as themes, widgets, and plugins.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Demonstrate the use of WordPress themes for style, accessibility, layout, and formatting; build WordPress websites with dynamic customization capabilities; and utilize plugin to increase the success of locating the site via search engines.

STUDENT LEARNING OUTCOMES:
• Students will be able to create a website utilizing WordPress as a content management system with dynamic customization capability.
• Students will be able to create a blog website that utilizes themes, widgets and plugins.
• Students will be able create a custom WordPress theme.

COURSE MATERIALS

(ISBN #: 978-0789749079)

Storage: An account with Dropbox.com to backup files or the equivalent.

Software: Access to the Internet

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENTS
Students will produce Unit exercises for the following topics:
• Installing WordPress
• Downloading and Installing a Template
• Finding and Using Plugins
• Creating Content with WordPress
• Tuning WordPress for Search Engines
• Creating WordPress Themes
• Creating WordPress Widgets
• Inserting WordPress Galleries into Posts
• Using WordPress as a CMS

A midterm and final project will evaluate the student’s understanding of web design, blogging and the use of WordPress presented in each unit.

SUBJECT MATTER
Topics covered in the lecture portion of the course include:
• Building and modifying a profile
• Publishing posts and pages
• Utilizing page templates
• Inserting images, video, and other media
• Working with themes
• Understanding widgets
• Creating child themes
• Working with the Twenty Ten theme
• Launching a self-hosted site
• Setting up a site for search engine optimization (SEO)
• Ensuring site security
• Setting up MAMP on Mac and WAMP on Windows
• Moving HTML and CSS into a WordPress theme
• Using JavaScript and plugins
• Blogging with WordPress
• Creating the Page Template
• Creating & Customizing a Navigation Menu

DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies