Brookhaven College - WordPress
Course Syllabus – Spring 2015

ITSE 1391 Web Design Tools (3)
Designing and publishing Web documents according to World Wide Web Consortium (W3C) standards. Includes graphic design issues and exploration of tools available for creating and editing Web documents. (2 Lec., 4 Lab.)

Prerequisites: Prior working knowledge and experience with HTML and CSS or instructor approval.

Objectives: The objective of this class is to explore and apply aesthetics in the design and creation of graphical and structural elements for web pages using Wordpress.

Overview: During this course, you will be creating your own website using Wordpress as a Content Management System (CMS). The course is divided into four units. For each unit, you will complete a project, a discussion and an exam. The first unit focuses on installing, configuring and learning the basics of Wordpress. The second unit covers the basics of creating a website using Wordpress. In the third unit, you will learn more about security, search engine optimization, maintenance and troubleshooting. In the final unit, you will learn how to create your own custom themes and widgets.

Learning Outcomes:
Successful completion of this course will enable the student to:
(Texas Skill Standards key activities are referenced)

1. Install and configure Wordpress for a website.
2. Create a web site using Wordpress with both blog entries and static pages
3. Create and manage content using Wordpress
4. Find and use Wordpress plugins
5. Use and customize a Wordpress theme
6. Optimize Wordpress web pages for search engine rankings
7. Manage multimedia within Wordpress
8. Maintain and secure Wordpress
9. Create a custom Wordpress Theme
10. Create a custom Wordpress Widget
11. Demonstrate time management skills, adhering to all deadlines for assignments, tests, and projects

Workforce Skill Standards: The Web Design and Development program is Texas Skills Standard compliant with the Web Development and Administration skill cluster. This course is a part of this curriculum. Taken through Brookhaven College, this course meets key activities as determined by professionals in the various fields of web design, development and
administration. The workforce key activities this course addresses are referenced within the learning outcomes. To learn more about the Texas Skill Standards, visit the website: **www.tssb.org**

Texas Skill Standards key activities covered in this course include:

1. Gather data to identify customer requirements and capacity *(A1)*
2. Define scope of work *(A2)*
3. Prepare and present functional and technical specifications *(A3)*
4. Prepare preliminary application *(A4)*
5. Create and refine preliminary design or mockup *(A5)*
6. Review technical considerations and constraints *(A6)*
7. Develop project plan *(A7)*
8. Develop site map application models and user interface specifications *(B1)*
9. Choose a site plan *(B2)*
10. Research content and information architecture *(C1)*
11. Develop and present concept alternatives *(C3)*
12. Create or adapt content *(C4)*
13. Produce graphics, layout elements and applicable code *(C5)*
14. Update content *(C6)*
15. Plan rollout *(D1)*
16. Facilitate move to production system *(D2)*
17. Hand off to customer or user *(D3)*

**Course Materials - Required Textbook:**

- *WordPress, the Missing Manual, by Matthew MacDonald, O’Reilly Publishing
  ISBN: 978-1-449-30984-8*

**Instructor Information**

Professor Sherry Lowery  
Phone: 972-860-4354  
Email: slowery@dcccd.edu  
Office: K110 (Brookhaven Campus)

Office Hours: 12:00 noon - 5:00 p.m. Monday and Wednesday

**Course Outline:**

- Weeks 1-3: Unit A: Install and configure Wordpress and create a simple Wordpress website
- Weeks 4-7: Unit B: Themes, pages, menus and comments
- Weeks 8-11: Unit C: Plugins, picture galleries, SEO, and social media
- Weeks 12-16: Unit D: Custom themes and templates, site migration

Attendance/Participation Expectations:
- Students will attend class and participate in class exercises and discussions.
- Students will read the text chapters.
- Students will study and complete the assignments as designated by the instructor.
- Students will complete assignments and tests in a timely manner.

Course Evaluation:

You will accumulate course points for work done as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>4 Exams @ 50 points each</td>
<td>200</td>
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<tr>
<td>4 Discussions @ 50 points each</td>
<td>200</td>
</tr>
<tr>
<td>4 Projects @ 150 points each</td>
<td>600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Your final course grade will be determined as shown:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>D</td>
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<td>000-599</td>
<td>F</td>
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</tbody>
</table>

You can access your current point total at any time during the semester in eCampus.

**Last date to withdraw with a W:** Thursday, April 16, 2015

Your instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances dictate. Additional exam or course information may be posted in the Announcements section of the course throughout the semester.
All students in this course are expected to abide by the rules and regulations as set forth in both the [DCCCD Student Code of Conduct](http://www.brookhavencollege.edu/about/vpi/Pages/Syllabus-Addendum.aspx) and the [DCCCD Rules for Responsible Computing](http://www.brookhavencollege.edu/about/vpi/Pages/Syllabus-Addendum.aspx). Failure to comply may result in legal and/or disciplinary action.

**COMMUNICATION WITH YOUR INSTRUCTOR** I try to review and grade all newly posted material within 2-3 days. Also, you can expect me to respond to your e-mails normally within 24 hours. Be aware that while this is my general and intended practice, it is subject to the changes and chances of life.

**Syllabus Addendum - Institutional Policies**

Go to [http://www.brookhavencollege.edu/onlinesvcs/students/](http://www.brookhavencollege.edu/onlinesvcs/students/) to learn about all the student services that are available.

**GRADE REPORTS:** Final grade reports are not mailed to students. You may obtain your final grades online at eConnect, [https://econnect.dcccd.edu/](https://econnect.dcccd.edu/). From the student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button and all grades for the selected grade type will be displayed.