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CMPT 1430: WordPress Web Design

EFFECTIVE DATE

January 2020

DEPARTMENT

Computers - City Centre

DESCRIPTION

An overview working with the WordPress.org software, an industry-leading content management system (CMS). Build and maintain an elegant website or blog without coding knowledge. Other topics include domain purchase and hosting, WordPress installation, page building, themes, plugins, widgets, search engine optimization, and website monetization with an e-commerce platform, PayPal integration, and online advertising. Ideal for those who want to delve deeper into the use and configuration of WordPress to design and maintain small business or personal websites. Required: Please be prepared to attend the first class with a valid credit card for registration of a domain and hosting to be used for the duration of the course.

CREDITS

0.0

YEAR OF STUDY

General Interest

PREREQUISITES

None

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Perform a clean install of the WordPress software on their own web hosting
- Plan, create, and modify a variety of content through WordPress
- Install and customize a variety of plugins (including e-commerce, contact forms, event calendars, and website analytics)
- Understand on-site advertising and PayPal integration
- Install and customize themes

- Implement basic search engine optimization
- Administer a WordPress website, including user permissions, site security, and backups

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 0

Lab: 15

Other: 0

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

'S' based on minimum 80% attendance

EVALUATION PLAN

None

COURSE TOPICS

- Setting Up WordPress
 - WordPress Dashboard
 - Creating Posts
 - Permalinks and Publish Settings
 - Images
 - Advanced Content Blocks (Embeds, Block Settings, and Grids)
 - Plugins and Themes
 - Administration
 - E-Commerce and Revenue
 - On-Site Advertising
 - Basic Search Engine Optimization (SEO)
 - Security Practices
 - Backups

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

Broadway campus

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Downtown campus

250 West Pender Street
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Annacis Island campus

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