

WordPress Level I

Course Syllabus and Outline

Course Description:

WordPress is the most popular Content Management System (CMS) available today. This hands-on course will teach you how to use the power of WordPress CMS to build modern, easy-to-navigate websites. Learn how to install, setup and publish websites using the core functionality of the WordPress platform. You will also be introduced on how to customize themes, build e-commerce shops, and implement basic SEO into your WordPress website. Prerequisites: HTML and CSS or have similar working knowledge and experience.

Week 1

Intro to WordPress: What is WordPress CMS and why use it?
WordPress.com vs WordPress.org
A Quick Tour of the Wordpress.com Dashboard
5 Minute Installation of WordPress.org
A Quick Tour of WordPress.org Dashboard
Building A Website in WordPress.com

Quiz #1 (review week 1)

Week 2

Homework #1 Due:

Gmail / Google Analytics Account
WordPress.com Website with posts, pages, and widgets and menus

Using Plugins
BuddyPress
SEO: Yoast & Google Analytics
Free and Premium Themes
Working with Twenty Twelve Theme and a Premium Theme
Building A Website (open source version)

Quiz 2 (review week 2)

Week 3

Homework #2 Due: WordPress.org Website with posts, pages, media, widgets and plugins

HTML & CSS Review
How to use HTML & CSS within WordPress
Using WordPress Theme Editor
Customizing Themes

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Building An E-Commerce Website

Quiz 3 (review week 3)

Week 4

Final Project Due: WordPress.org Website with posts, pages, media, widgets, plugins and theme customization

Final Exam (review weeks 1-3)

Intro to Advanced Theme Development
PHP Basics
In depth look at Google Analytics
More SEO

Quiz 4 (review week 4)

Text Book: WordPress: Visual Quickstart Guide (2nd Edition) by Matt Beck, Jessica Neuman Beck

This is the suggested book for the class. While most of the lesson plans are unique, many of the topics and some exercises will stem from this book. WordPress Visual Quickstart Guide is available at Barnes and Noble and Amazon.com.

Quizzes & Homework

Quizzes review the materials covered earlier in that session and are each worth 10% of your grade.

Homework will be given at the end of each class and due at the beginning of the following class. Each homework assignment is worth 10% of your grade.

It is recommended that students spend time outside of class using WordPress CMS in order to fully grasp the lessons learned in class.

Final Project & Exam

To fulfill the requirements of this course, the final project must be submitted at the beginning of class on Week 4. This project will incorporate lessons from each class session and must be done using WordPress CMS. The Final Project is worth 30% of your grade.

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A Final Exam will be given at the end of Week 4, reviewing lessons from each session. The Final Exam is worth 20% of your grade.

You must attend all classes to pass. No exceptions.

Grading Scale

Quizzes	40%
Homework	20%
Final Project	20%
Final Exam	20%

WordPress CMS Software

This class will be using WordPress CMS. For class purposes, a WordPress site will already be prepared for you with a login and password provided for you to complete the course.

Students will be required to use the software outside of the time constraints of the class. Students are strongly encouraged to acquire a copy of the software for their own benefit.

For future use, but you may download the latest version for free from:

<http://wordpress.org/download/>