

# MGD 242 Wordpress Fall 2018

## Course Syllabus

**Sec 101, CRN 33002**

**Credit Hours: 3**

**Contact Hours: 67.5**

### Course Description:

Provides an overview of current open source tools used in the design industry for designing and implementing Web architecture. Course content changes with trends in the industry. Topics include current content management platforms such as WordPress and Joomla, how to identifying web scripting languages, and an overview of open source programming such as PHP and MySQL.

### Course Materials:

**Textbooks:** TWORDPRESS 24-HOUR TRAINER - George Plumley ISBN- 978-1-118066-90-4

**Free Lynda Subscription** through Pikes Peak Library (Library card required)  
<http://ppld.org/whats-new/lyndacom-comes-ppld>

**Purchase a domain and hosting account..More info to come**

**Recommended:** Professional WordPress: Design and Development Brad Williams ISBN - 978-1-118987-24-7

Adobe Dreamweaver CC Classroom in a Book (2018 release) - Jim Maivald ISBN - 978-0134852522

**USB 'Pen' or 'Keychain' memory drive or Cloud account.** These drives are indispensable for crossplatform storage.

**Note:** Flash drives are for transporting files. Loss of course work due to drive failure will not be considered a valid excuse for inability to complete

**Reliable access to the internet**

### Class Times:

**Mondays and Wednesdays 3:00 – 5:05 PM**

**PIKES PEAK COMMUNITY COLLEGE  
DIVISION OF COMMUNICATIONS, HUMAN-  
ITIES AND TECHNICAL STUDIES**

#### **Faculty Information:**

**Name:** *Peter Strand*

**E-Mail Address:** Peter.strand@ppcc.edu

**Class:** B305 Centennial Campus

**Office Location Campus:** CC

Room: F-300

**Office Phone #:** 719-502-3730

**Division Office Contact Phone:** 502-3200 (Main office: F-300, at the Centennial Campus)

# MGD 242 Wordpress Fall 2018

## Course Syllabus

**General Course Objectives:** Roman numerals refer to Colorado Community College Common Course Outline Standard Competencies

### **STANDARD COMPETENCIES:**

Differentiate characteristics of web servers, web hosts, web & web scripting languages, and database concepts. (1) (2) (3)

2. Assess open source software license options (4)

3. Ensure search engine friendliness (5)

4. Implement web sites using open source e-commerce and content management solutions (6) (7) (8)

5. Construct open source software implementation project plans (9)

### **System Observations**

1. Web servers, web hosts, and setting up your development environment.

2. MAMP stack and how it is used to provide a platform for building and serving up static as well as dynamic web sites.

3. What is a web host and what to look for in choosing one.

4. Examine concepts of Open Source and open source licensing of software.

5. What is a content management system?

6. What is a blog and how does it relate to content management in general?

7. Open Source

### **WRITING CENTER:**

Pikes Peak Community College offers students personal instruction in the areas of critical thinking, critical reading, English as a Second Language, and effective writing at our three campus locations. We offer one-to-one conferencing, online tutoring, and computer assisted instruction for students enrolled in any course, not just English Composition. Please drop-in (or call) to make an appointment (Centennial Campus, room A-311, 540-7769; The Downtown Studio, room DT-215, 540-2503; or at Rampart, N-202, 538-5521). You may also e-mail the centers at owl@ppcc.edu. And please do check us out on the world wide web at [www.ppcc.edu/StudentServices/WritingCenter](http://www.ppcc.edu/StudentServices/WritingCenter) .

# MGD 242 Wordpress Fall 2018

## Course Syllabus

### **Student Learning Outcomes:**

1. Reinforce HTML and CSS techniques.
2. Functionality provided through PHP and MySQL for web design is introduced.
3. Comprehension of PHP and how it relates to HTML and CSS (and other scripting languages).
4. Comprehension of MySQL and how it relates to HTML, CSS, PHP (and other scripting languages).
5. Problem solve Search Engine issues to consider when implementing a dynamic web site.
6. Comprehension and differentiate Open Source Basic Content Management Systems
7. Install, configure, and extend a basic content management system application (i.e. Wordpress) for simple web sites.
8. Troubleshooting issues surrounding setting up and/or managing ecommerce web sites.
9. Open Source E-commerce application overview.
10. Install, configure, and extend an open source application (i.e. WooCommerce) for ecommerce web sites.
11. Strategize Workflows for setting up an open source driven dynamic content website
12. Practice and integrate essential web design processes.
13. Surveying processes unique to launching a dynamic web site.
14. Surveying processes unique to redesigning a static web site as a dynamic web site.

# MGD 242 Wordpress Fall 2018

## Course Syllabus

### Topical Outline:

1. Web servers, web hosts, and setting up your development environment.
1. MAMP stack and how it is used to provide a platform for building and serving up static as well as dynamic web sites.
2. What is a web host and what to look for in choosing one.
3. Setting up your file structure on local, and/or test, and production environments.
2. Review HTML and CSS for web design.
3. Functionality provided through PHP and MySQL for web design.
1. What is PHP and how it relates to HTML and CSS (and other scripting languages).
2. What is MySQL and how it relates to HTML, CSS, PHP (and other scripting languages).
4. Examine concepts of Open Source and open source licensing of software.
5. Search engine issues to consider when implementing a dynamic web site.
6. Open Source Basic Content Management Systems
  1. What is a content management system?
  2. What is a blog and how does it relate to content management in general?
  3. Install, configure, and extend a basic content management system application (i.e. Wordpress) for simple web sites.
7. Open Source E-commerce Systems
  1. Issues surrounding setting up and/or managing e-commerce web sites.
  2. Open Source E-commerce application overview.
  3. Install, configure, and extend an open source application (i.e. Ubercart) for e-commerce web sites.
8. Open Source Advanced Content Management Systems

# MGD 242 Wordpress Fall 2018

## Course Syllabus

### **Attendance:**

Attendance will be taken at each class; students are expected to be on time.

Attendance, punctuality, and professionalism/courtesy are important in business (and in life), and thus will play a part in your assessment. After one unexcused absence your grade is subject to one reduction. If you are absent or late due to an emergency, you must leave me a message at 502-3730 immediately. More than two unexcused absences will result in a lower grade.

Class participation makes up 30% of your grade. You must come to class with assignments/projects completed and questions ready. Prior knowledge or experience with the software does not exempt you from tutorials/in class exercises. If you have mastered the skill, help your classmates.

The lecture portions of the class require your undivided attention. While the classroom computers are connected to the Internet, each instance of surfing the Internet rather than being attentive and involved in will result in 5 points off of your final grade (i.e. it will be treated as an unexcused absence.)

Withdrawals: Drop with a refund is possible during the first 15 percent of the term. You may also initiate an official withdrawal through 80 percent of the term resulting in a grade of "W." A "W" grade has no credit and is not computed in the GPA. If you simply stop attending without officially withdrawing, a grade based on the total points earned will be assigned to you at the end of the term as per the grading policy listed in the syllabus. This will usually result in an "F" grade on your grade report and may not be changed to a "W" once it is issued. Consult a current class schedule for the last date to withdraw. Important Note: Withdrawal for any reason after the official term "Drop Date" (first 15% of the term; see PPCC Semester Schedule) will result in you forfeiting the Colorado College Opportunity Fund (COF) credit in an amount equal to this course's credit hours.

Incomplete: An Incomplete "I" grade will be issued only if you have completed more than 75 percent of the course requirements, and has an emergency that cannot be resolved prior to the end of the semester. An Incomplete "I" is rarely issued and may pose some risk to your GPA. All remaining work must be satisfactorily completed by the contracted date prior to the end of the next semester or a grade of "F" will be issued for the course.

Audit: You may choose to take this course for audit. Normally, the audit option should be declared at registration; however, you may change their registration from credit to audit up to the current term "Drop Date" (first 15% of the term) published in the PPCC schedule. The request to change to audit must be done on a semester registration form and must receive written recommendation by the CHTS Division Dean and be approved by the Vice President for Educational Services prior to the published "Drop Date." Once an audit status is approved, the decision is irreversible. Audit grades do not transfer and are not computed in the GPA. Courses taken by audit do not count toward enrolment status for financial aid or veterans' educational benefits.

Important Note: Audit courses are not eligible for the Colorado College Opportunity Fund (COF) stipend. Students are responsible for the additional tuition amount per credit hour audited that would normally be covered by COF.

# MGD 242 Wordpress Fall 2018

## Course Syllabus

**Academic Standards and Grading:** See the current PPCC Catalog (<http://www.ppcc.edu/app/catalog/current/> and click on the “Academic Standards” link) for important information regarding academic standards and the grading system that applies to this course.

<b>Tests/Quizzes/assignments</b>	<b>50</b>	<b>Scale</b>
One quiz		
One Writing Assignment		<i>A = 300 - 270</i>
<b>Two Projects</b>	<b>150</b>	<i>B = 269 – 240</i>
Personal Site		<i>C = 239 – 210</i>
Client Site		<i>D = 209 – 180</i>
		<i>F = 179 or less</i>
<b>Professionalism</b>		
Attendance	<b>100</b>	
Professional courtesy		
Involvement in critiques		
<b>Total Points</b>	<b>300</b>	

\* 10 points will be deducted every class day the project is late

Grading is both objective and subjective. The standard definitions for letter grades at PPCC parallel, but may override, point scale:

*A Distinguished grade for superior work.*

*B Better than acceptable.*

*C Acceptable better than passing.*

*D Less than acceptable, passing: poor but passes objectives.*

*F Failing: not demonstrating an adequate level of achievement of course objectives*

The quizzes and final exam will primarily cover industry standard terms and common development practices, as well as coding

**Colorado State Competencies:** The requirements in this course meet or exceed the critical thinking, reading, written communication competencies established by the Colorado Commission on Higher Education for guaranteed transfer, general education courses in Communication.

**Americans with Disabilities Act (ADA):** Any student eligible for academic accommodations due to a disability or who would like to consult with a disability specialist should contact the Office of Accommodative Services (OASIS) at 502-3333. Please visit our webpage for additional information at [www.ppcc.edu/oasis](http://www.ppcc.edu/oasis)

**Student Conduct:** Review the policies on student conduct in the college catalog or at <http://www.ppcc.edu/app/catalog/current/> Click on the “Student Conduct” link.

# MGD 242 Wordpress Fall 2018

## Course Syllabus

### **PPCC Important Dates (Fall 2018):**

Tuesday, August 27 – Classes Begin

Thursday, September 11 – Drop Date

Tuesday, November 26 – Withdraw date

Thursday, November 15 – Deadline to Apply for Graduation

November 21 – November 25 – No Classes – Thanksgiving break

Sunday, December 16 – Classes End

### **Institutional Syllabus**

Institutional policies regarding academic honesty, plagiarism, student conduct, accreditation, Americans with Disabilities Act, assessment, classroom attendance policy, course evaluation, grading, withdrawals, incomplete grades, grade change requests, and student concerns are found on the institutional syllabus on the PPCC Online Campus (D2L) under “Student Resources”.

### **Academic honesty - Course level**

Video clips - credits (for academic use only)

Audio clips - credits (for academic use only)

Images OK for class work, but might not be OK for portfolio

You may copy code snippets

Attribution in comments

Include a disclaimer in any Web site (such as final project)

### **The Learning Commons**

The mission of the Learning Commons is to promote student persistence by reinforcing the importance of supplemental support, collaborative inquiry, and independent learning. Library, Technology, and Tutoring Services have merged to allow for increased efficiency and effectiveness in partnering with students to develop lifelong learning strategies. Students can access computers, participate in workshops, or request academic assistance from tutors, faculty, and librarians to meet the academic demands of your courses. There are variety of other services and resources that can improve the overall student experience at PPCC. For more detailed information about services, we invite you to explore the Learning Commons or visit the website: <https://www.ppcc.edu/learning-commons>. For immediate assistance call: 502-2400 (Library Services) or 502-3444 (Tutoring Services).

## Class Schedule

*Note: schedule subject to change – Check with your instructor!*

Week	Date	Subject	Assignment
1	Aug 27	Introduction to course Course Goals	Contract
	Jan 29	What is Open Source	Design and Development Terms
2	<b>Sept 3 and 4 Labor Day – no classes</b>		
	Sep 5	Basic Php and Database concepts Creating a local server	
<b>Sept 11 DROP DEADLINE</b>			
3	Sept 10	Basic Php and Database concepts cont. <b>Design and Development Terms</b>	Get a domain and Hosting account
	Sept 12	HTML and CSS Review	Read HTML/CSS notes
4	Sept 17	<b>CSS Test</b> HTML and CSS Review	
	Sept 19	Responsive Design Lab	Read Responsive design notes
5	Sept 24	Responsive Design Lab	
	Sept 26	<b>Responsive Design Layout</b>	Basic slideshow tutorial
6	Oct 1	Creating a Wordpress Site <b>Hosting and Domains due</b>	Read Chapter 1 and 3 - Teach yourself
	Oct 3	Wordpress Admin	Read Chap 4 Teach yourself
7	Oct 8	Pages, Posts, Media and Menus	Read Chap 5 and 6 Teach yourself <b>Personal Website</b>
	Oct 10	Widgets and Plugins Lab	Chapter 7, 8 and 10 Teach yourself
8	Oct 15	Site optimization Lab	Chapter 11, 12 and 13 Teach yourself

	Oct 17	Lab	Study for Exam
9	Oct 22	<b>Exam</b> Lab	
	Oct 24	Lab	
10	Oct 29	<b>Personal Website due</b> <b>Critiques</b>	
	Oct 31	Custom Design Lab	<b>Client Website</b> Online reading
11	Nov 5	Custom Design Lab	Online reading <b>Client Requirements</b>
	Nov 7	Templates	Read contracts and requirements
12	Nov 12	<b>Client Requirements</b> Lab	
	Nov 14	Custom Sidebars	Read Custom Field material
13	Nov 19	Custom fields	
	<b>Nov 21 Thanksgiving – no classes</b>		
<b>Nov 26 – Last day to withdraw</b>			
14	Nov 26	<b>Custom page   sidebar template quiz</b>	
	Nov 28	Lab	
15	Dec 3	Lab	
	Dec 5	Lab	
16	Dec 10	<b>Client Websites Due</b>	
	Dec 12	<b>Critiques</b>	

**Bold Items** are activities that contribute to your grade

Peter trusts you, but for Web Architecture:

I, \_\_\_\_\_, have been fully briefed on the requirements of this course. I understand that:

- Grades are both subjective and objective. My grade depends as much on effort and participation as on actual test scores.
- I must inform my instructor ahead of time of any unavoidable absences, and contact him by cell phone or email through the school email system in the event of emergencies. An excused absence is where I have let my instructor know ahead of time that I would be gone, and he has approved the reason. **Every two unexcused absence will result in a drop in a letter grade**
- I must pay attention during lectures and not surf the Web. Each instance of surfing the Internet rather than being attentive and involved in will result in 2 points off my final grade.
- If I am eligible for and need academic accommodations because of a disability, I must contact the OASIS office (502-3333), schedule an appointment, and provide the form for my instructor to sign in order to obtain an accommodation.
- I must enroll in the College Opportunity Fund to qualify for instate Tuition subsidy. If I don't enroll in the COF, I will pay up to \$80 per credit hour more than if I do enroll.

Signature: \_\_\_\_\_ Date \_\_\_\_\_