MGD 242 Wordpress Spring 2020
Course Syllabus

Sec 1H1, CRN 34653   **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. Design focus is on information hierarchy in how it pertains to User Interface (UI) and User Experience (UX) and Search Engine Optimization (SEO). Topics include current content management systems (CMS) such as WordPress and/or Drupal, identifying web scripting languages, and an overview of open source programming and database integration.

Course Materials:

Textbooks: WordPress for Beginners 2019 - Dr. Andy Williams ISBN- 9978-1728906874

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:

Wednesdays 3:00 – 5:10 PM
Room B305 Centennial Campus

PIKES PEAK COMMUNITY COLLEGE
DIVISION OF COMMUNICATIONS, HUMANITIES AND TECHNICAL STUDIES

Faculty Information:
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For a complete list of course objectives
visit the Master Course Syllabus.

Student Learning Outcomes

Get a comprehensive overview of how dynamic websites work
    PHP programing language
    Databases
    Content Manangement Systems
    Learn the pathways to become a Full-Stack entry level designer
Refreshing html/css skills
    Still the tools for design in web
Build beautiful and effective Content (UX Design)
    Study and execute effective Information Heirarchy
    Grab a user's attention and keep it (sticky)
    Learn how to become a Digital Strategist
Learn how to address Client Requirements
Other Goals:
    File management
    Communication skills
    Solve problems on your own and use personal research to stay current

Institutional Syllabus & Student Services:

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 in the institutional syllabus.

Students are encouraged to take advantage of the many student services available at PPCC, such as ACCESSibility services, counseling, tutoring, advising, financial aid, scholarship opportunities, military and veteran programs, and many more.

Academic Honesty

It is essential that you learn how to properly cite in the papers you write in this course. Be sure to use the supports provided for you in class and in the Learning Commons. Plagiarism and cheating will not be tolerated and will result in a zero on the assignment. The dean of students will also be notified as well.

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. **Leaving early is only acceptable if it is pre-arranged with the instructor.**

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.

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.

Tests/Quizzes/assignments	120	**Scale**
Two quizzes		
five labs		*A = 400 - 360*
		B = 359 – 320
Two Projects	165	*C = 319 – 280*
Personal Site		
Client Site		*D = 279 – 240*
		F = 239 or less
Professionalism	100	
Attendance		
Professional courtesy		
Involvement in critiques		
	400	
Total Points		

* 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 Deve lopment 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

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.

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PPCC Important Dates (Spring 2020):

January 21 – MLK no classes
January 22 – Classes Begin
February 6 – Drop Date
April 23 – Withdraw date
February 15 – Deadline to Apply for Graduation
March 23 – 29 – No Classes – Spring break
May 12 – Classes End

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)

Class Schedule

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

Week	Date	Subject	Assignment
1	Jan 22	Introduction to course Course Goals What is Open Source	**Contract**
		UX design	**UX design example/discussion**
2	Jan 29	Basic Php and Database concepts	**Video:** Creating a local server and data types
		Design and Development Terms	**Design and Development Terms**
3	Feb 5	**UX Design Lab assign** Adobe XD	UX video
		HTML and CSS Review **CSS Test**	Read HTML/CSS notes
Feb 6 DROP DEADLINE			
4	Feb 12	Responsive Design Lab **UX Design Lab assignment due**	Read Responsive design notes
		Domain and Hosting account	Get a domain and Hosting account
5	Feb 19	**Responsive and CSS test due** Lab	Read Chapter 1 and 3 **-** Teach yourself
		Creating a Wordpress Site **Hosting and Domains due**	
6	Feb 26	Wordpress Admin **Wordpress Starter assign**	Read Chap 4 5 and 6 Teach yourself
		Pages, Posts, Media and Menus	
7	March 4	Widgets and Plugins Lab **Wordpress Starter due**	Chapter 7, 8 and 10 - 13 Teach yourself
		Personal Website assign	

8	March 11	Site optimization Lab and trouble shooting	Study for Exam
		Exam Lab	
9	March 18	**Personal Website due Critiques**	
		Client Website overview	**Client Questionaire**
**March 23 – 29** Spring Break (no Classes)		
10	April 1	**Personal Website due Critiques**	**Client Website** Online reading
		Client Website Interview	**Client Requirements**
11	April 8	**Client Requirements – questionnaire due for contract**	Read contracts and requirements
		Sitemap and Wireframes and Comps assign Lab	
12	April 15	Custom Design Lab	Read Custom Field material
13	April 22	Custom pages Lab **Sitemap and Wireframes and Comps due**	Ecommerce reading
	April 23 – Last day to withdraw		
14	April 29	Ecommerce Lab	
15	May 6	**Client Websites Due Critiques**	
		Revisions	

Bold Items are activities that contribute to your grade