

# MGD 242 Wordpress Spring 2021

## Course Syllabus

**Sec 1H1, CRN 34275**

**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 2021 - Dr. Andy Williams ISBN- 979-8584887780

**Free Lynda Subscription** through Pikes Peak Library (Library card required)

<https://www.lynda.com/portal/sip?org=ppld.org>

**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**

[Semester Zoom link](#)

## 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:** 540-7696 (Main office: F-300, at the Centennial Campus)

# MGD 242 Wordpress Spring 2021

## Course Syllabus

### **Augmented instructions for remote learning and lab procedures under COVID 19**

Lectures and class meetings will be held over Zoom. However, if you need to meet face-to-face, please contact me at [peter.strand@ppcc.edu](mailto:peter.strand@ppcc.edu) and we can make arrangements.

Zoom invites will be sent via student email and posted in the announcement section a week prior. All Zoom meetings and labs will be during scheduled class times...Weds 3:00-5:00.

If you need to contact me, please use my email: [peter.strand@ppcc.edu](mailto:peter.strand@ppcc.edu)  
You can also call and leave a message at 719-502-3730 if you would like to schedule a Zoom meeting for one-on-one assistance. During weekdays, I will respond within 24 hours, but allow a longer period over weekends. I should answer Sunday afternoon.

Attendance will be taken either by Zoom meeting, lab attendance **or** via discussion. Please make sure you login to D2L at least twice a week or your attendance grade may be affected. All Zoom lectures will be posted in the Announcement section. If you miss a Zoom lecture, you will need to watch the recording and respond to the Discussions post.

# MGD 242 Wordpress Spring 2021

## Course Syllabus

**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 programming language
  - Databases
  - Content Management Systems
- Learn the pathways to become a Full-Stack entry level designer
- Refreshing html/css skills
  - Still the tools for design in web
- (UX Design) Build beautiful and effective Content
  - Study and execute effective Information Hierarchy
  - Grab a user's attention and keep it (sticky)
  - Learn how to become a Digital Strategist
  - Learn how to address Client Requirements
- Create a personal website portfolio
  - Create effective introduction and characterization
  - Display design portfolio to meet industry expectation
- 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.

# MGD 242 Wordpress Spring 2021

## 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. **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.

# MGD 242 Wordpress Spring 2021

## 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>120</b>	<b>Scale</b>
One quiz six labs		<i>A = 400 - 360</i>
<b>Two Projects</b>	<b>165</b>	<i>B = 359 – 320</i>
Personal Site		<i>C = 319 – 280</i>
Client Site		<i>D = 279 – 240</i>
<b>Professionalism</b>	<b>100</b>	<i>F = 239 or less</i>
Attendance		
Professional courtesy		
Involvement in critiques		
<b>Total Points</b>	<b>400</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 Spring 2021

## Course Syllabus

### **Expectations For Time Spent On A Hybrid Class:**

Hybrid courses are a blend of traditional in-class time and online requirements. In addition to the time spent in class, successful students can expect to spend 4-10 hours weekly in the online portion of the course. Please keep in mind that the numbers given here are only an approximation and do not guarantee success in the course. In fact, some successful students may spend many more hours than specified. However, spending less time is not likely to lead to success in this course. In addition, this is an average per week and some weeks may require more time.

### **PPCC Important Dates (Spring 2021):**

Jan 20: Classes Begin  
Feb 4: Drop Date  
Feb 15: Graduation Deadline  
March 22 – March 28: No Classes Spring Break  
April 19: Withdraw date  
Tuesday, May 11 – 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 final credits (such as the story project)

## Class Schedule

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

Week	Date	Subject	Assignment
1	Jan 20	Introduction to course Course Goals What is Open Source	<b>Contract</b> Design and Development Terms
			<b>UX design example video discussion</b>
2	Jan 27	Basic Php and Database concepts (The building blocks of WordPress)	<b>Video:</b> Creating a local server and data types
		<b>UX Design Lab assign</b> Adobe XD <b>Terms Quiz</b>	<b>Design and Development Terms</b> Get linked to your hosting account
3	Feb 3	<b>UX Design Lab assign</b> Adobe XD	<b>Extra Credit Quiz</b>
		HTML and CSS Review <b>CSS Lab</b> <b>UX Design Lab assignment due</b>	Read HTML/CSS notes HTML/CSS video
Feb 4 DROP DEADLINE			
4	Feb 10	HTML and CSS Review cont. Lab	Read Responsive design notes
		Domain and Hosting account	
5	Feb 17	<b>Responsive and CSS test due</b> Lab	Read Chapter 1 and 3 - Teach yourself
		<b>Creating a Wordpress Site</b>	
6	Feb 24	Wordpress Admin	Read Chap 4 5 and 6 Teach yourself
		Pages, Posts, Media and Menus	Work on Page lab
7	March 3	Choosing a Theme Theme customization <b>Pages, posts and media lab due</b>	Chapter 7, 8 and 10 - 13 Teach yourself
		<b>Wordpress starter website assignment</b>	Work on Starter Website

8	March 10	Hero images – Smart Slider demo	
		<b>WordPress Starter due</b> <b>Personal Website assignment</b>	Work on personal website content
9	March 17	Widgets and Plugins <b>Personal Questionnaire due</b>	Work on personal website content
<b>March 24 – 28 Spring Break (no Classes)</b>			
10	March 31	Site optimization Lab and trouble shooting	Work on personal website content
11	April 7	<b>Personal Website due</b> <b>Critiques</b>	<b>Client Questionnaire</b>
12	April 14	<b>Client Website Interview</b>	Fill out requirements document
		<b>Sitemap and Wireframes and Comps assign</b> Lab	
13	April 21	Custom pages Lab <b>Sitemap and Wireframes and Comps due</b>	Work on client site
<b>April 19 – Last day to withdraw</b>			
14	April 28	Ecommerce Lab	Work on client site
15	May 5	<b>Client Websites Due Critiques</b>	
		<b>Revisions</b>	

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