

23 SEPTEMBER 2019

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# ICT 302, WEEK 5: LEARN

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# WEEKLY REVIEW

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## WEEK 5

- ▶ Monday (Learn): attend lecture on content vs. presentation
- ▶ Wednesday (Explore): explore modifying presentation on class Hugo website
- ▶ Friday (Create): continue organizing team and workflows; start laying out content of CMS Guidebook
- ▶ Sunday (Submit): submit Hugo Report Proof of Concept; submit Learning Journal entries

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# WHAT IS CONTENT?

**INFORMATION WHICH IS (1) CREATED BY EDITORIAL PROCESS AND (2) INTENDED FOR CONSUMPTION BY A HUMAN AUDIENCE.**

**Deane Barker**

# CONTENT OR NOT?

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# PRESENTATION

THE GENERAL CONCEPT AND PROCESSES AROUND MODIFYING CONTENT FOR DISPLAY IN A PARTICULAR CHANNEL, USUALLY THROUGH TEMPLATING. A TEMPLATE APPLIED TO CONTENT WILL RESULT IN **OUTPUT** WHICH IS THEN DELIVERED.

Deane Barker, Flying Squirrel CMS Glossary



CHANNEL: A DISTRIBUTION OUTLET FOR CONTENT; A METHOD IN WHICH CONTENT IS CONSUMED.

Deane Barker, [Flying Squirrel CMS Glossary](#)

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# SEPARATING CONTENT AND PRESENTATION

# WHY?

**SMALLER CHUNKS =  
MORE SPECIFIC USES**

**“BULK EDITING”**

**REDUCE, REUSE,  
RECYCLE**

# SIMPLIFY EDITORS' JOB

# PAGE-BASED VS. CONTENT-BASED