

Introduction to WordPress for Exhibits

Hunter Moskowitz and Kasya O'Connor Grant
AFAM/ENGL 2296
Professor Nicole Aljoe
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What is WordPress?

WordPress is a professional **website-building tool**, sometimes also called a content management system. For this course, we will be creating exhibits for the **Early Black Boston Digital Almanac** WordPress site: <https://ebbda.org/>

All of you have been invited as **authors** to this website. This means that you can create and publish pages on the EBBDA site.



Anatomy of an exhibit

Editing a digital exhibit involves bringing together several components. Take a look at this [sample exhibit](#) and make note of how it uses text, links, images, and other features.

The screenshot shows a digital exhibit page with a header featuring the logo 'Early BBDA' and navigation links for Browse, Exhibits, Places & Maps, Figures, Texts, and Resources. The main title is 'Colored Cooperative Publishing Company' in orange, followed by the subtitle 'Created by Josephine Sloman and Savita Maharaj'. On the left, a sidebar lists sections: Introduction, Background Information, Editor Pauline Hopkins, Legacy, and Bibliography. The main content area starts with an 'Introduction' section containing text about the company's role in the growth of black readership. Below this is a large image of a magazine cover for 'THE COLORED AMERICAN MAGAZINE' from June 1900.

THE NEGRO'S PART IN NEW NATIONAL PROBLEMS.
BY FRANK PITNER, OF THE CHICAGO TIMES-HERALD.

15 CENTS A NUMBER. JUNE, 1900. \$1.50 A YEAR.

THE
COLORED AMERICAN
MAGAZINE

An Illustrated Monthly, devoted to Literature, Science, Music, Art, Religion, Fact, Fiction and Traditions of the Negro Race.



Create Your Own Exhibit Guide

The “[Create Your Own Exhibit](#)” page provides useful information and resources for getting started with an exhibit, include a template that you can copy and adapt.

Create Your Own Exhibit

1. General Style Guide
2. Exhibit Template
3. Style your own Exhibit

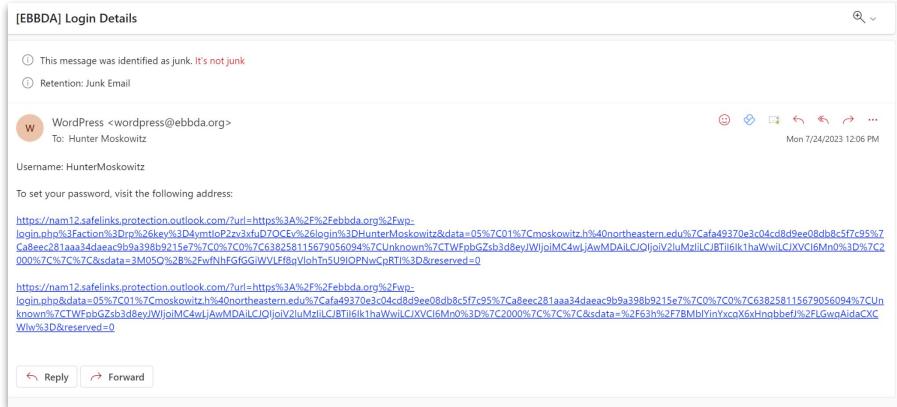


Setting up your exhibit



Logging into WordPress

Your email invitation will look something like this:



The screenshot shows an email from [EBBDA] Login Details. The subject line is "[EBBDA] Login Details". The email body contains the following text:

This message was identified as junk. It's not junk
Retention: Junk Email

WordPress <wordpress@ebbda.org>
To: Hunter Moskowitz
Username: HunterMoskowitz

To set your password, visit the following address:
<https://nam12-safelinks.protection.outlook.com/?url=https%3A%2F%2Febbda.org%2Fwp-login.php?randomkey%3D4ymntP2za9bfu7OCEV%26login%3DHunterMoskowitz&&data=05%7C001%7Cmoskowitz%40northeastern.edu%7Cafa49370e3c04cd8d9ee08db8c5f7c95%7Ca8ec281aaa34daea9b9a398b9215e%7C0%7C63828115679056094%7CuUnkn0wn%7CTWFobGZb3d8ey/WjIjo/MC4wI/AwMDAlCJQjoiV2luMzllLCjBTl6Ik1haWwiCxVCi6Mn0%3D%7C200%7C%7C7C&data=AM0SG%2B%2B%2FwvNfFGGgIWVlf8qYohnnSU9OPwCjRTh%3D&reserved=0>

At the bottom, there are "Reply" and "Forward" buttons.

In the future, when you need to log in, go to:
<https://ebbda.org/admin>

Log into your EBBDA WordPress account from the invitation link, choosing a password. **Write this down!**

If the invitation has expired or you never got the invite email, go to the login link and hit the 'Lost your password' button, then fill in your Northeastern email to get a new password.

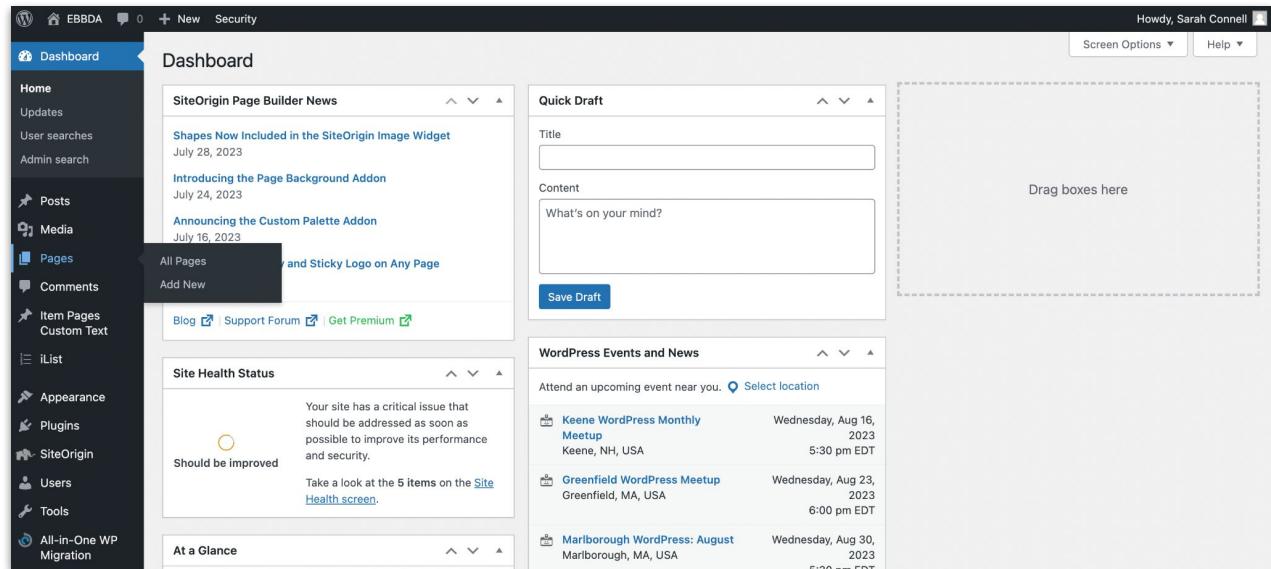


WordPress Dashboard

Once you have created an account, you will be brought to the WordPress dashboard.

This is the **side menu** in the dashboard, the main way to navigate the site.

It includes links to all **pages** on the site. All the work you will need to do for this class will be under the "Pages" section.



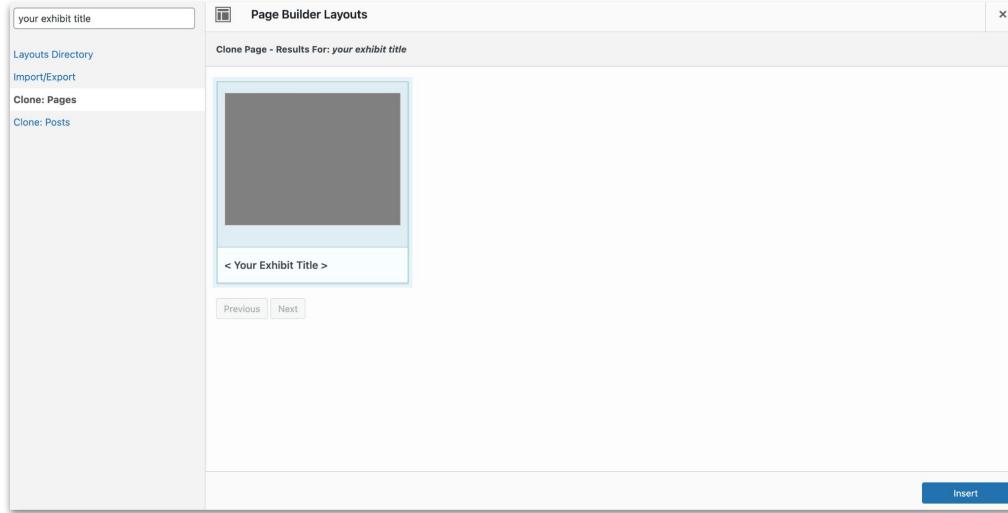
Creating a new page-1

From the dashboard, navigate on the side menu to the **Pages** section, then choose **Add New**. You will get a new page that looks like this. Click on the button that says **Prebuilt Layout**.

The screenshot shows the 'Add New Page' screen in the WordPress admin. At the top, there's a message about the post type using the Classic Editor by default. Below it is a title input field labeled 'Add title'. Underneath is a toolbar with a 'Page Builder' button highlighted in blue. The main content area has a central text box with a placeholder: 'Add a Widget, Row or Prebuilt Layout to get started. Read our documentation if you need help.' To the right of this text box is a 'Shortcode Generator for iList' sidebar with a 'Generate Shortcode' button. On the far right, there are 'Publish' and 'Page Attributes' toolbars. A red arrow points from the bottom-left towards the 'Prebuilt Layout' button in the central toolbar.

Creating a new page-2

Choose the menu that says **Clone: Pages** and search for **XXX TEMPLATE PAGE**



Select the template page, choose **Insert After** and hit the **Insert** button.



Creating a new page-3

This will copy the exhibit template into the new page you created. From here, you can edit the template to create your own new exhibit. **The first thing you should do** is change the name of the page and then save your draft page. When you need to find your exhibit again, go to "All pages" in the Dashboard side menu and search for the name you gave your exhibit.

Rename the page here,
then hit "Save Draft"
with the button to the
right.

The screenshot shows the 'Edit Page' screen in WordPress. The title 'Demo Exhibit' is highlighted with a red arrow. Below it, the 'Save Draft' button is also highlighted with a red arrow. The interface includes a 'Page Builder' toolbar with options like 'Add Widget', 'Add Row', 'Layouts', 'History', 'Live Editor', and 'Addons'. There are three 'Layout Builder' widgets visible, each with its own settings and preview area. On the right side, there are panels for 'Shortcode Generator for iList', 'Publish' (with 'Save Draft' and 'Preview' buttons), and 'Page Attributes' (with 'Parent' set to '(no parent)').



Exhibit components

The exhibit template has a number of **rows**, which contain different **widgets**. The two widgets you will see from the main template are the **Visual Editor** and the **Layout Builder**.

The Visual Editor will allow you to add and format text, while the Layout Builder can contain other widgets, including both Visual Editor widgets and widgets for adding images, embedded videos, and more.



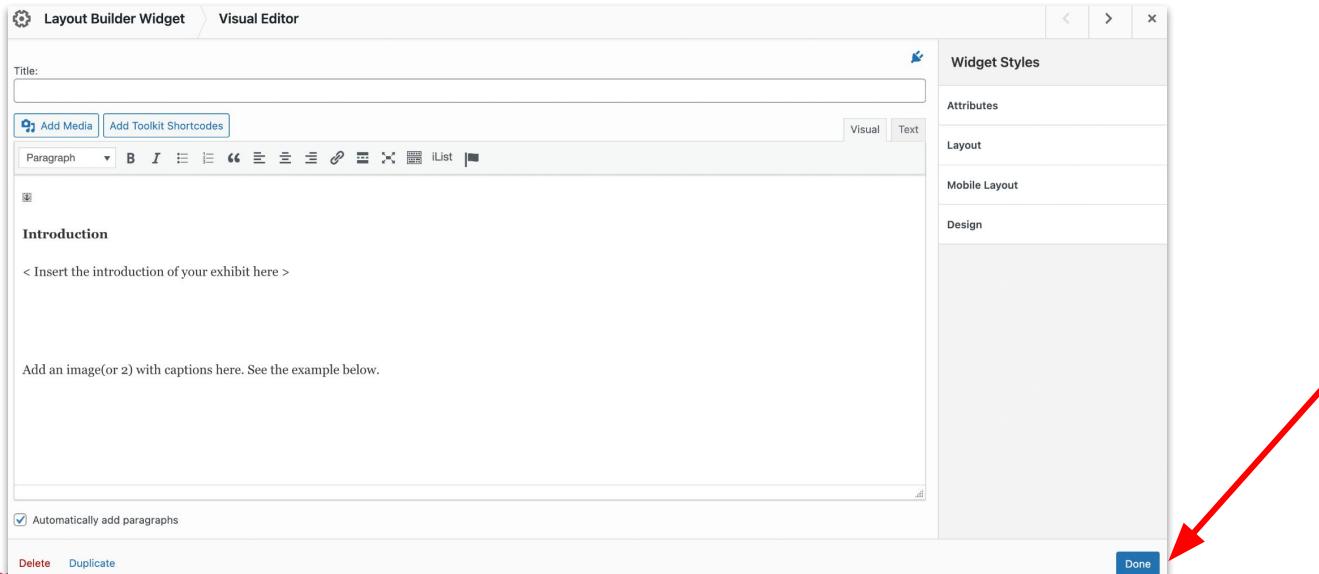
Editing a widget or a row

To edit any **widget**, hover over the top-right corner and choose **Edit**. From here, you can also **Duplicate** or **Delete** the widget. You can edit, duplicate or delete an entire **row** with the wrench tool.



Closing an open widget

When you are finished editing a widget, hit the **Done** button in the bottom right:

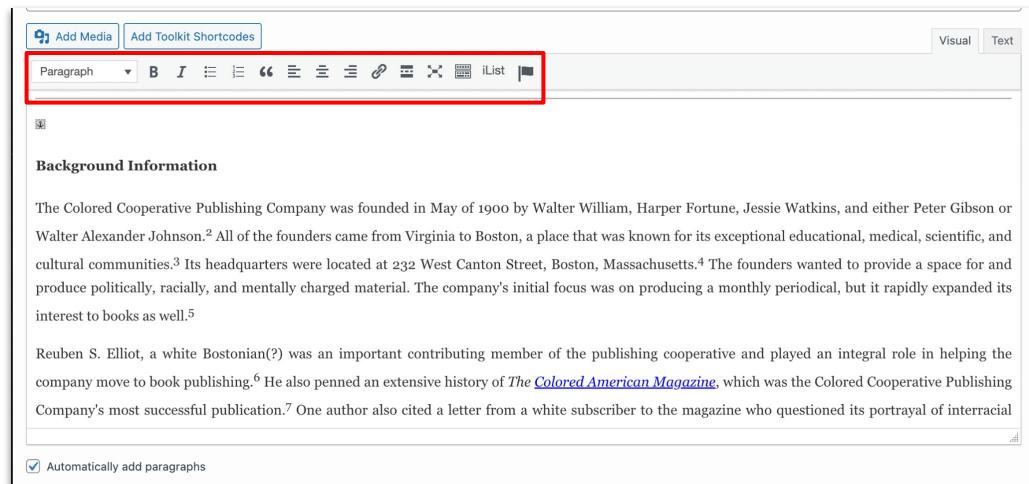


Basic editing with the Visual Editor



Inside the Visual Editor

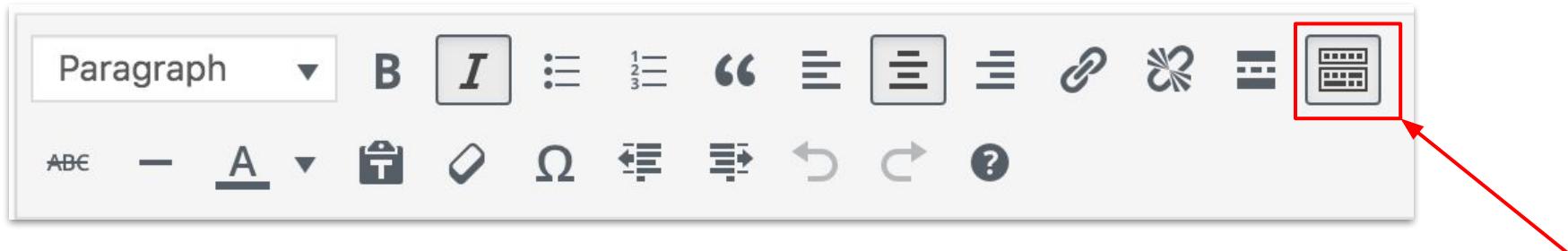
If you click into a Visual Editor widget, you can add and edit **text**. The next few slides will go over some of your options for formatting text in your exhibit. The Visual Editor interface looks similar to a word processor, complete with a menu bar allowing you to italicize, bold, or change the color of the text.



Formatting options

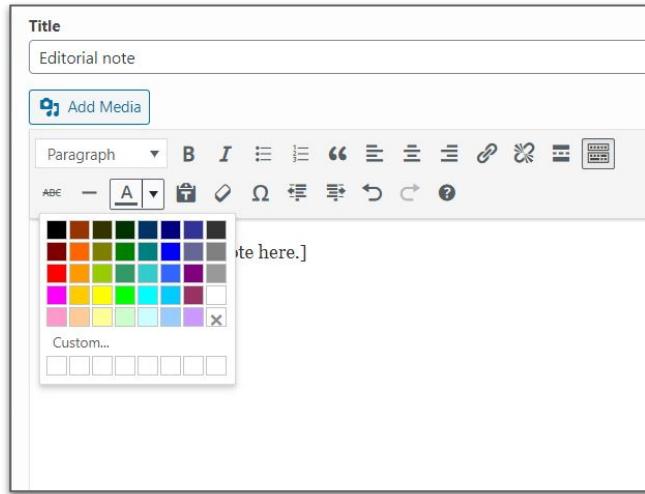
There are many formatting options that you can use to style your exhibit. The menu bar in the Visual Editor interface will allow you to control all of these—the buttons are fairly self-explanatory, but you can also mouse over these to see glosses for each. Some options you might want to use are: bold, italic, strikethrough, text alignment, block quotes, horizontal lines, and lists.

To see the full set of options, you will need to hit the "Toggle Toolbar" button.



Additional formatting options

Here are some more examples of things that you can format in this editor. This includes adding headings and changing the **text color**.



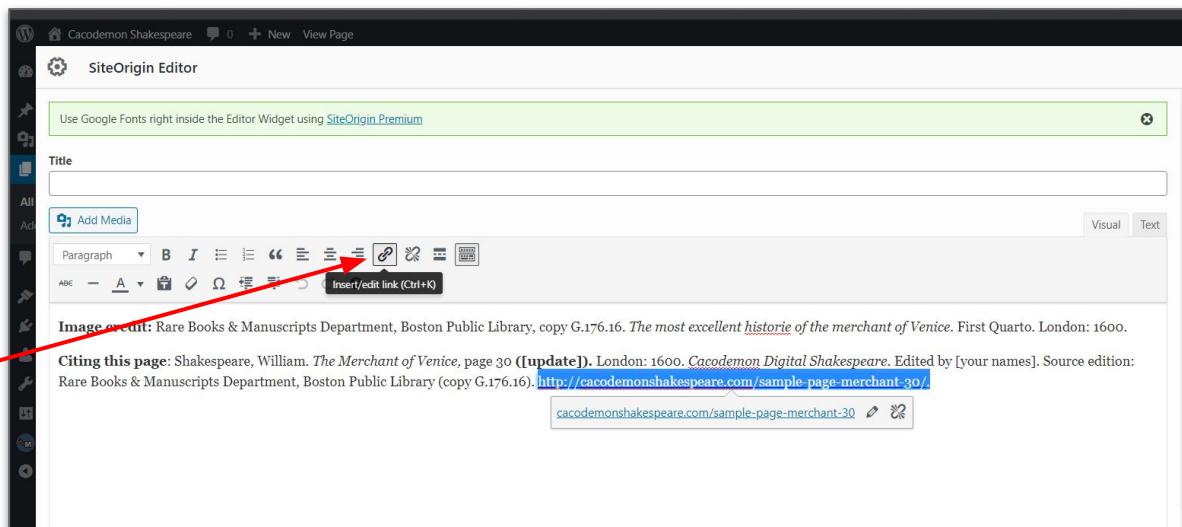
A screenshot of a rich text editor interface showing a toolbar with a "Paragraph" button and a "Heading 1" button highlighted. Below the toolbar is a dropdown menu titled "Paragraph" containing the following items: "Heading 1" (Shift+Alt+1), "Heading 2" (Shift+Alt+2), "Heading 3" (Shift+Alt+3), "Heading 4" (Shift+Alt+4), "Heading 5" (Shift+Alt+5), "Heading 6" (Shift+Alt+6), and "Preformatted". On the far left of the interface is a sidebar with icons for "All", "Add", "Media", and "Text".



Adding Links

To add links to your exhibit:

1. Select the text you wish to add a link to.
2. Click the **Insert link** button in the menu.
3. Add the URL in the link window.

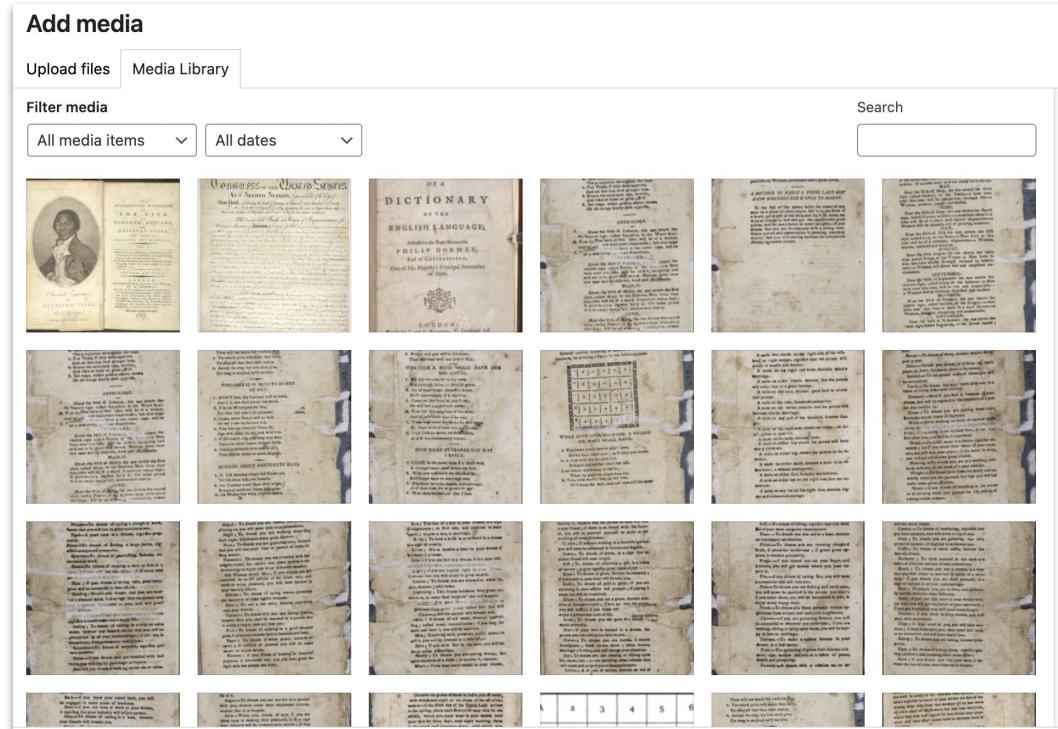


Adding Images

You can even add images within the Visual Editor widget.

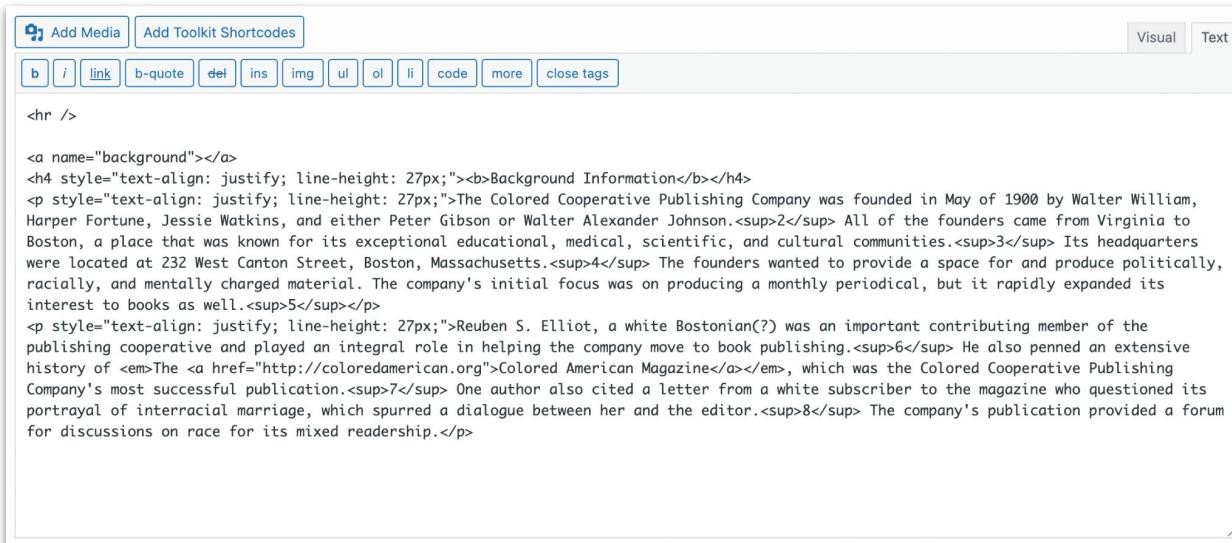
Click the “Add Media” button. This will bring up the "Media Library" where you can upload new image files or access files that have already been uploaded.

Once you have uploaded an image you can edit it—for example to add a caption or add alternative text.



Text Editor

When you are using the Editor, you can toggle between the **Visual** and **Text** views. The text editor is the “back end” version of the website, showing the actual HTML. Here is an example of what the Text Editor looks like:



The screenshot shows a WordPress text editor interface. At the top, there are two buttons: "Add Media" and "Add Toolkit Shortcodes". On the right side of the toolbar, there are two tabs: "Visual" (which is selected) and "Text". Below the toolbar, there is a row of buttons for bold ("b"), italic ("i"), link ("link"), b-quote ("b-quote"), del ("del"), ins ("ins"), img ("img"), ul ("ul"), ol ("ol"), li ("li"), code ("code"), more ("more"), and close tags ("close tags"). The main content area contains the following HTML code:

```
<hr />

<a name="background"></a>
<h4 style="text-align: justify; line-height: 27px;"><b>Background Information</b></h4>
<p style="text-align: justify; line-height: 27px;">The Colored Cooperative Publishing Company was founded in May of 1900 by Walter William, Harper Fortune, Jessie Watkins, and either Peter Gibson or Walter Alexander Johnson.<sup>2</sup> All of the founders came from Virginia to Boston, a place that was known for its exceptional educational, medical, scientific, and cultural communities.<sup>3</sup> Its headquarters were located at 232 West Canton Street, Boston, Massachusetts.<sup>4</sup> The founders wanted to provide a space for and produce politically, racially, and mentally charged material. The company's initial focus was on producing a monthly periodical, but it rapidly expanded its interest to books as well.<sup>5</sup></p>
<p style="text-align: justify; line-height: 27px;">Reuben S. Elliot, a white Bostonian(?) was an important contributing member of the publishing cooperative and played an integral role in helping the company move to book publishing.<sup>6</sup> He also penned an extensive history of <em>The <a href="http://coloredamerican.org">Colored American Magazine</a></em>, which was the Colored Cooperative Publishing Company's most successful publication.<sup>7</sup> One author also cited a letter from a white subscriber to the magazine who questioned its portrayal of interracial marriage, which spurred a dialogue between her and the editor.<sup>8</sup> The company's publication provided a forum for discussions on race for its mixed readership.</p>
```



Embedding maps

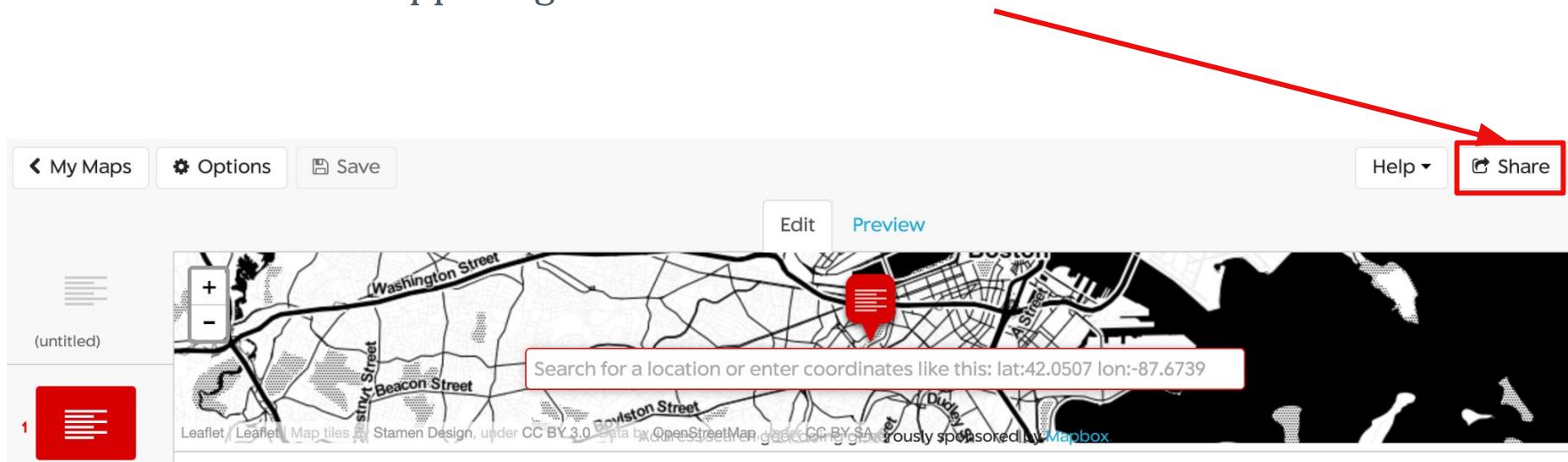
You can embed maps from within the Visual Editor. This is a two-step process:

1. First, find the **embed code** for the map you want to share
2. Then, switch the Visual Editor to the **Text Editor** view and paste in the embed code.



Find embed code on StoryMap-1

1. To get the embed code from your StoryMap, click the “Share” button on the upper right hand corner



Find embed code on StoryMap-2

2. The embed code can be found under the heading “Embed”
3. Copy the code in the box



Share This StoryMap

Featured image

< <> select an image, or enter

or upload an image to your StoryMap folder.

Choose File... Upload

Embed

```
<iframe  
src="https://uploads.knightlab.com/storymapjs/7276defc0aa718  
859431dafc24a5c172/test/index.html" frameborder="0"  
width="100%" height="800"></iframe>
```

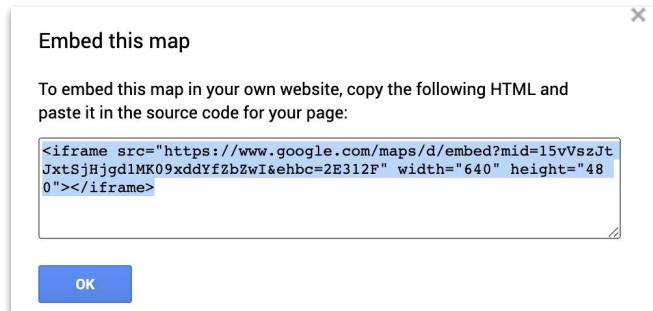
Width 100% Height 800

Close



Find embed code on Google MyMaps

1. First, make sure your map is public on the web: hit the **Share button** then set the sharing settings so that **anyone with the link can view**.
2. Go back to your map and select the map menu pulldown, indicated by three dots at the top right.
3. Select **Embed on my site**.
4. Copy the code inside the box.



Paste in the embed code

Once you have the **embed code**, go back to WordPress and paste it into a Visual Editor widget, in the **Text Editor** view.

You have added an embedded map to your exhibit!

The screenshot shows the WordPress visual editor interface. At the top, there are two tabs: "Visual" (which is selected) and "Text". Below the tabs is a toolbar with various buttons: "Add Media", "Add Toolkit Shortcodes", "b", "i", "link", "b-quote", "del", "ins", "img", "ul", "ol", "li", "code", "more", and "close tags". The main content area contains the following text:

```
<iframe src="https://uploads.knightlab.com/storymapjs/5f1a88e4fe4ea4133fa2896d45955bbb/diti-demo-map-boston-concert-venues/index.html"
frameborder="0" width="100%" height="800"></iframe>
```

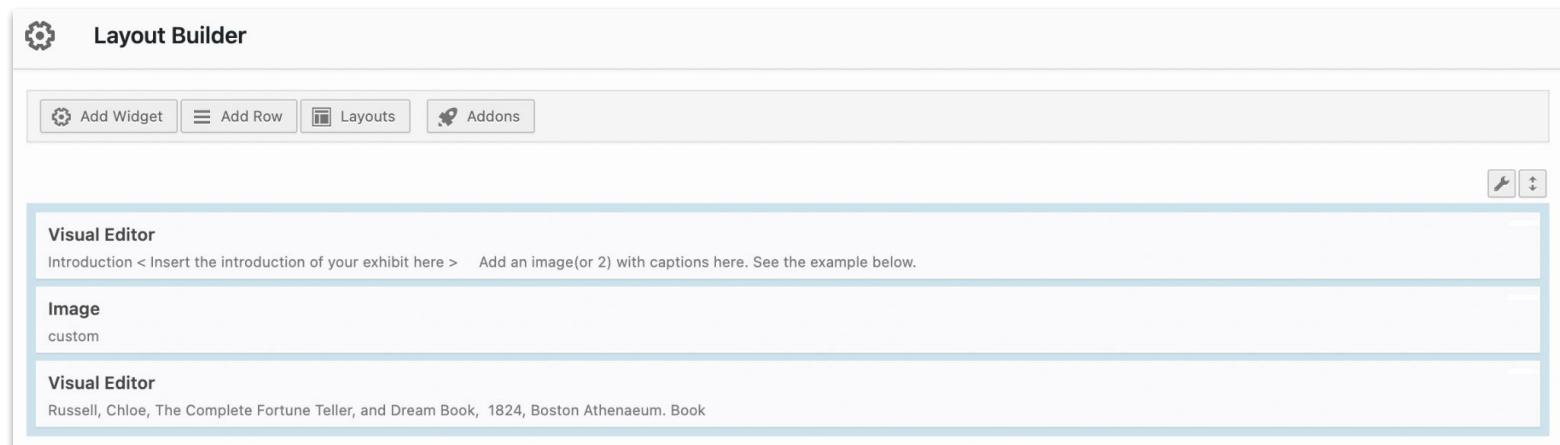


Using the Layout Builder



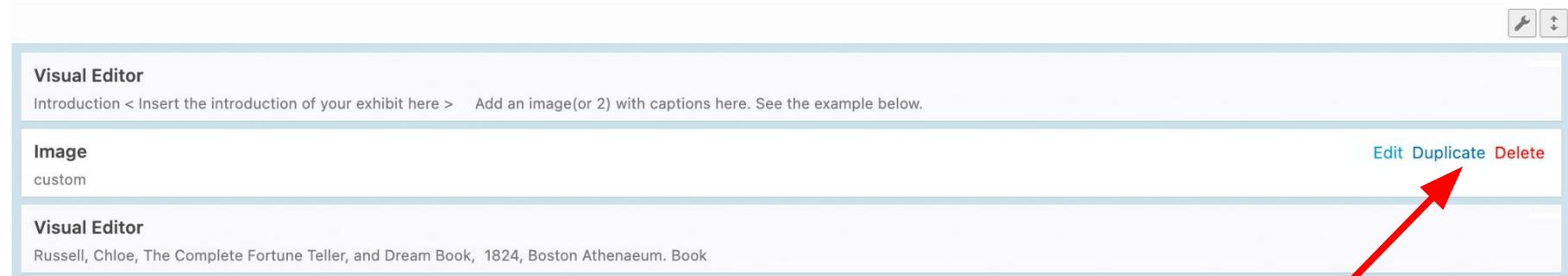
Inside the Layout Builder

The Layout Builder contains other widgets. For example, there are two Visual Editor widgets and an Image widget inside of this Layout Builder widget:



Reminder on editing widgets

To edit a **widget**, hover over the top-right corner and choose **Edit**. This is how you edit any widget, whether it is a Visual Editor, or a Layout Builder, or any widget inside of a Layout Builder.



Designing your exhibit

By adding and editing **rows** and **widgets** within the Layout Builder, you can control the layout of your exhibit. The template shows a few options for adding content to your exhibit.

Think carefully about which forms of presentation will best allow you to guide your readers through the digital objects that your exhibit collects.

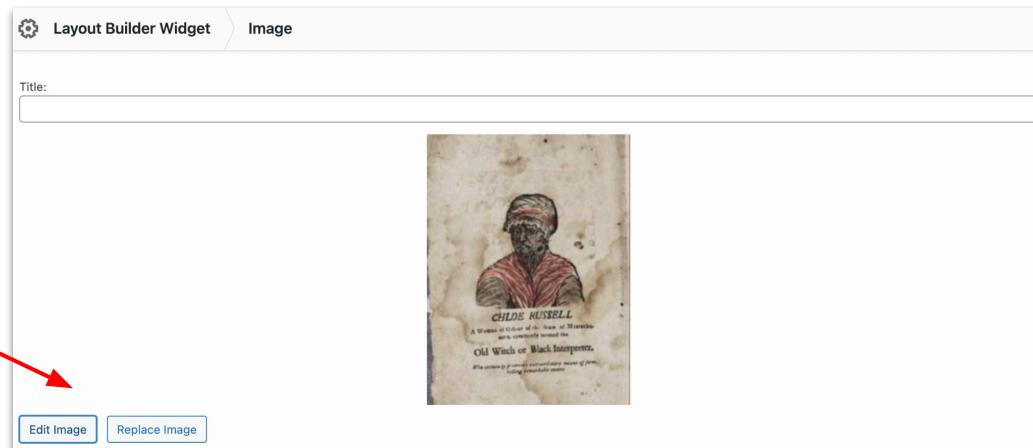
Now, let's look at some other widgets you can use.



Image widget

The Image widget allows you to add an image as its own section. Within this widget, you can either **add** a new image, or **replace** an existing one, then give the image a title, a link, alternative text for screen readers, among other options.

Edit or replace
the image.



SiteOrigin Hero widget

The SiteOrigin Hero widget allows you to create a slider that contains multiple images.

The [template exhibit](#) has an example slider—think about why you might want to display images in this format. What impacts will this display have on your readers?

scribe for, and receive such periodicals as the Association may direct, and see that they be carefully filed for preservation, and draft upon the Treasurer to defray the expenses thereof.

Art. 8th. The Librarian shall have charge of all books belonging to the Association, and after each meeting, take care that they be placed in the Library.

Art. 9th. It shall be the duty of the Committee of Examination to inspect and read to the Association such papers as may be placed in the box, and file such as the meeting may direct.

Art. 10. The duty of the Purchasing Committee shall be to procure suitable books for the Association, and present their bills, properly signed, to the Treasurer for payment.

SECTION 2d.

Art. 1st. All applicants for membership shall be balloted for those elected, who shall have a majority of the votes of the members present.

Art. 2d. The annual subscription shall be \$1 50 either to be paid at once, or in different payments, as the Association may deem expedient.

Art. 8d. The stated meetings of the Association for transacting business, shall be held on the last Tuesday in every month; those devoted to reading and recitation, to be held once in every week.

Art. 4th. No alteration or amendment shall be made to this Constitution, unless it be proposed at a stated meeting, and receive the votes of two thirds of the members present, the succeeding one.

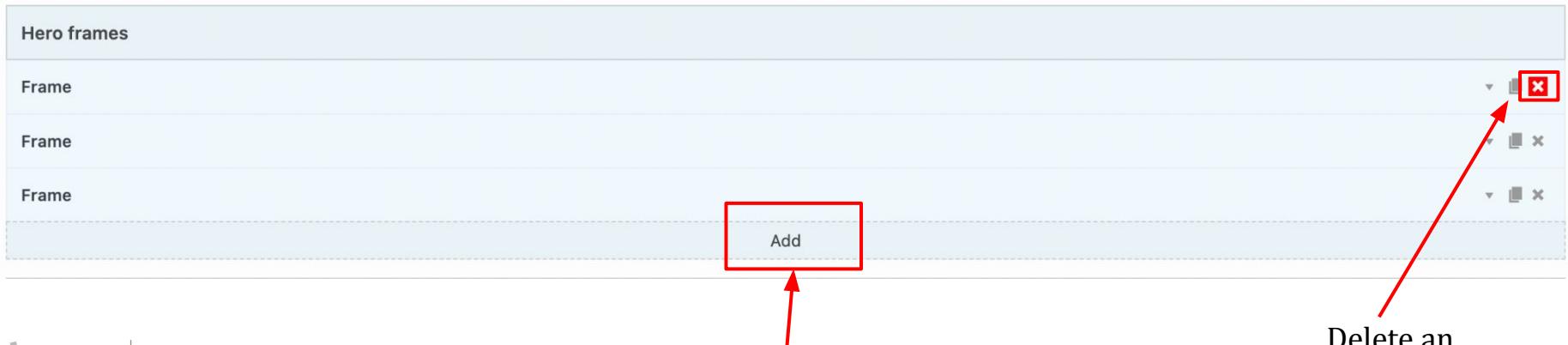
After some suitable by-laws were passed, the meeting proceeded to the election of officers, and then adjourned.

...



Adding images to Hero

Add images to your Hero slider in the **Frames** section at the top. If you are starting from a template, you can remove existing images with the **X** button. Add new images with the **Add** button.



Editing Hero settings

The **Slider Controls** section has many options for controlling the behavior of the Hero slider, including whether it will **Autoplay** through your images, how quickly it should **scroll** through images, and others.

– Slider Controls

Autoplay
Change slides automatically without user interaction.

Autoplay pause on hover

Animation speed

800

Animation speed in milliseconds.



Video Widget

The **Video** widget lets you add a video to your exhibit. Choose this widget, then hit the **Add Video** button. You can either upload a video file or **Insert from URL** to add a link from a video-hosting platform such as YouTube.

The screenshot shows the 'Layout Builder Widget' interface with the 'Video' tab selected. At the top, there is a 'Title:' input field with a single line of placeholder text. Below it is a large, empty rectangular area for video content. At the bottom right of this area is a blue-bordered button labeled 'Add Video'.



Additional layout options



Customizing your exhibit

The template gives you a good starting point for drafting your exhibit, but you can customize this to best suit the digital objects you are collecting and the narrative you are sharing with your readers.

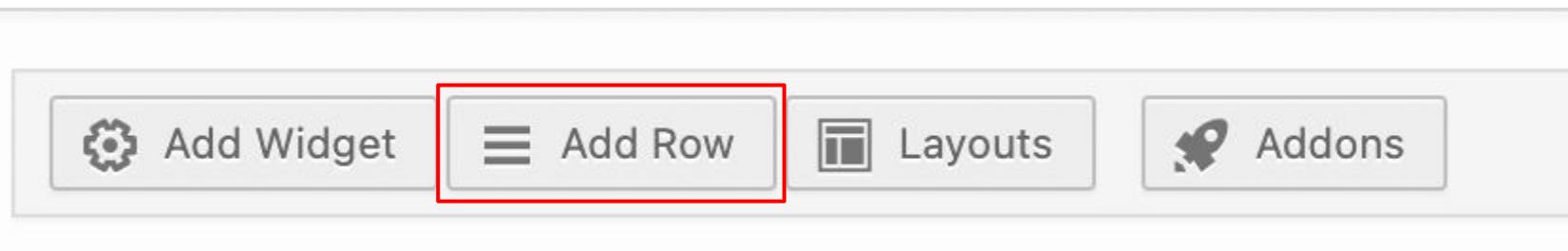
To customize your exhibit, you can add new **rows** that can contain different **widgets**. Remember that the **Layout Builder** widget can contain other widgets.



Adding rows-1

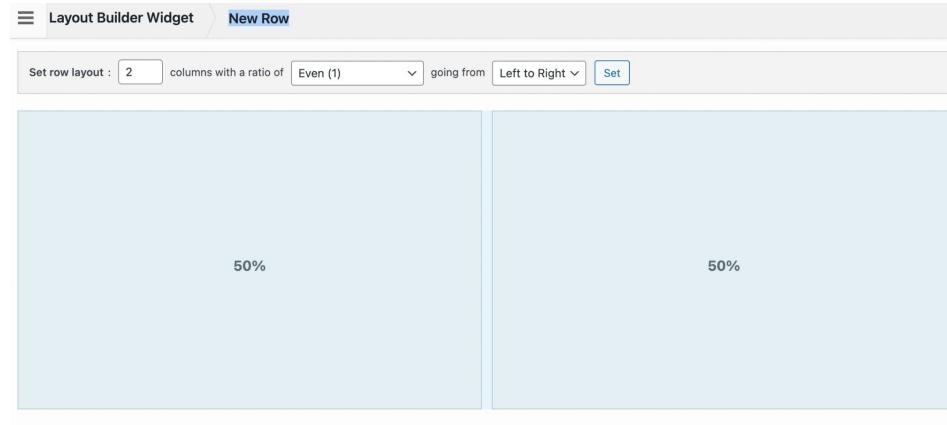
You can add new **rows** or **widgets** within the main exhibit page or inside of a Layout Builder widget.

Hit the **Add Row** button from the menu at the top of the page or Layout Builder widget:



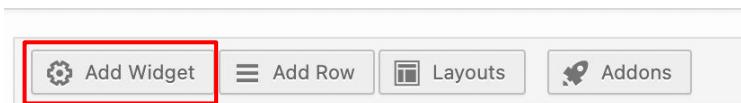
Adding rows-2

Then choose how many columns you want your new row to have. Each column can contain widgets. If you want the row to take up the full page, choose **1 column**.



Adding widgets

Rows can contain any number of **widgets**. Add new widgets to a row with the **Add Widget** button, then choose the widget from the menu—but, remember, not all widgets will work equally well with your digital exhibit!



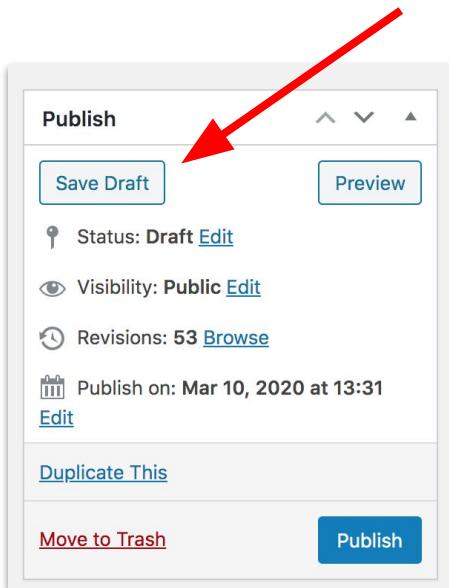
A screenshot of the SiteOrigin Page Builder 'Layout Builder Widget' modal. The modal has a header with 'Search Widgets' and tabs for 'Layout Builder Widget' and 'Add New Widget'. The left sidebar lists categories: 'All Widgets', 'Widgets Bundle', 'Page Builder Widgets', 'WordPress Widgets', and 'Recommended Widgets'. The main area displays a grid of 24 widget options, each with an icon and a brief description. The widgets include: Akismet Widget, Archives, Audio, Block; Calendar, Categories, Custom HTML, Gallery; Image, Image Hover Effects Ultimate, Layout Builder, Meta; MetaSlider, Navigation Menu, Pages, Post Content; Post Loop, RSS, Recent Comments, Recent Posts; Search, SiteOrigin Button, SiteOrigin Editor, SiteOrigin Features; SiteOrigin Google Maps, SiteOrigin Headline, SiteOrigin Hero, SiteOrigin Image. At the bottom, there are 'Delete' and 'Duplicate' buttons, a link to 'Enable more widgets in the Widgets Bundle settings', and a 'Close' button.



Saving and publishing your exhibit



Save draft

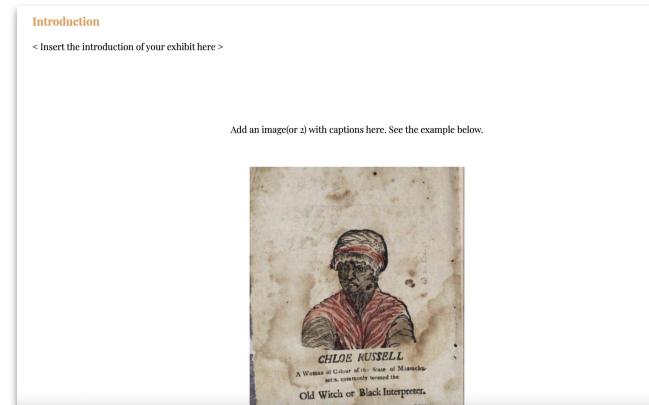
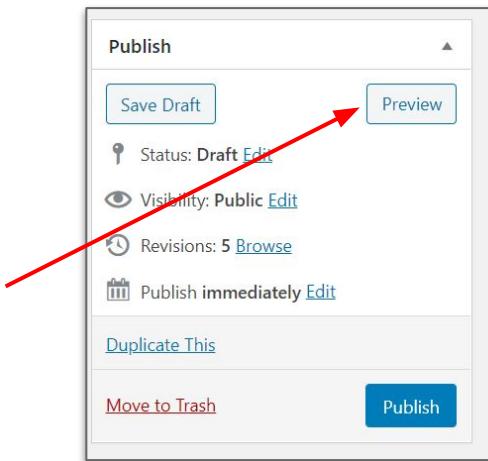


While you are working on your exhibit, you should save your draft frequently, using the **Save Draft** button in the **Publish** menu on the right.



Preview

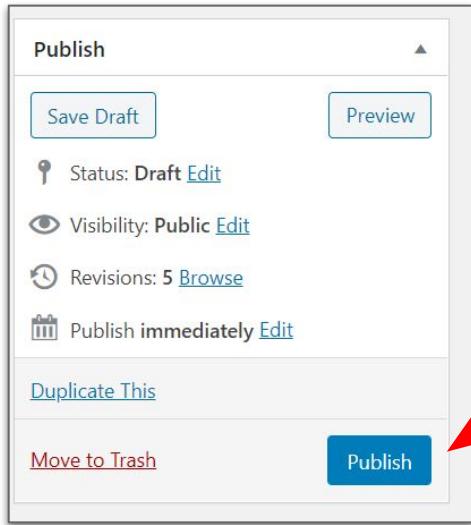
As you are editing your page, it is useful to see how your changes will look on the website itself. You can preview any changes you make with the **Preview** button in the Publish menu. This will open a new tab in your web browser, showing the page as it will look with your edits.



A preview of the template page.



Publish

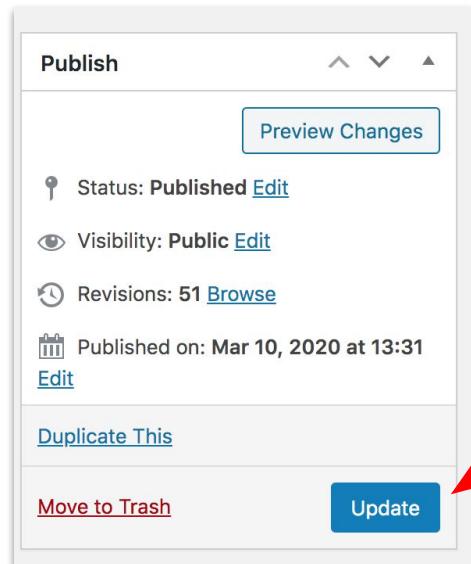


When you are ready to share your exhibit, you can publish the page online by clicking the **Publish** button in the menu on the right.

This will make the page live on the web.



Update

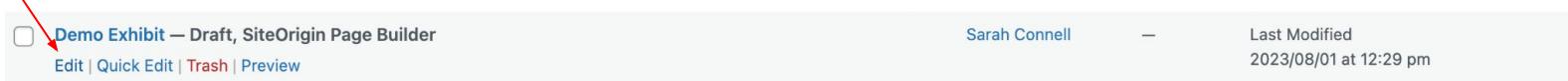


You can still change your exhibit after you have published, by hitting the **Update** button in the Publish menu.



Returning to your draft exhibit

1. Go to ebbda.org/admin and log in
2. From the Dashboard, go to **Pages > All Pages**
3. In the **Search** box, enter the name you gave your page, then hit **Search Pages**
4. Find your draft exhibit in the search results
5. Mouse over the exhibit link, then hit the **Edit** button



Best practices



Questions to Consider

- What is the **purpose** of this exhibit?
 - How can you communicate this clearly in the page's content and design?
- **Can everyone use your exhibit effectively?** Is it accessible on mobile devices, and to people with disabilities?
- How can you make **smart design choices** to enhance the exhibit's:
 - Appearance
 - Navigability
 - Functionality
 - Accessibility



Designing for Accessibility in WordPress

Links

- Use descriptive links ("[the NULab homepage](#)" and not "[here](#)")

Images and multimedia content

- Include captions and alt text for any images that are not purely decorative
- Include captions and, if possible, transcripts for multimedia content like videos
- Avoid putting text over images; this is usually difficult to read

Fonts and colors

- Make sure to have strong contrast between colors

Learn more

- DITI [handout on accessibility](#)
- Library guide on [accessibility and WordPress](#)



How to assess accessibility:

Accessibility Checker (<https://www.accessibilitychecker.org/>): provides a list of specific problems and information on how to fix them

WAVE Web Accessibility Evaluation Tool (<https://wave.webaim.org/>): shows the structure of the web page, with accessibility features and issues flagged

Also of interest: Color Contrast Checker (<https://contrastchecker.online>): lets you enter specific text and background colors and check for readability

Natural Reader (<https://www.naturalreaders.com/online/>) lets you test your site with screen reader technology



Media sharing and permissions

- It is important to verify that you are allowed to use images before you put them in your exhibit if you will be publishing it online.
- Search for media that is public domain or shared with permissions that allow re-use.
 - DITI recommends [Wikimedia Commons](#) and DPLA ([Digital Public Library of America](#)).

- Ensure proper credit/attribution is given for all media

For more information on copyright and reuse, please see:

<https://bit.ly/diti-fair-use>



Thank you!

If you have any questions, contact us at: nulab.info@gmail.com

Developed by Sarah Connell, DITI Co-Director

Slides, handouts, and data available at: <https://bit.ly/Aljoe-Websitebuilding>

Schedule an appointment with us! <https://calendly.com/diti-nu>

