

Introduction to WordPress for Exhibits

Hunter Moskowitz and Sarah Connell
AFAM/ENGL 2296
Professor Nicole Aljoe
Fall 2023



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

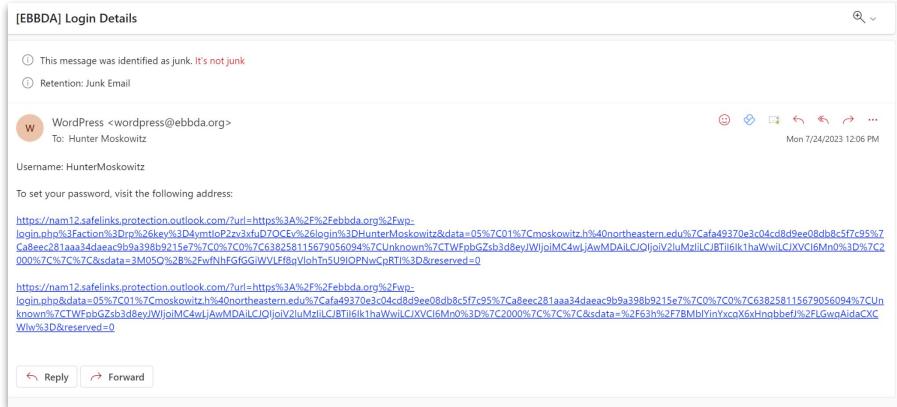


Setting up your exhibit



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%2FwvNfFGGgIWVlfBgYohInSU9OPwCjRTh%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 permissions

Note that you all have been given "Editor" level privileges, which means you can edit both your own pages and those created by others.

Please be very careful only to edit your own pages!!!

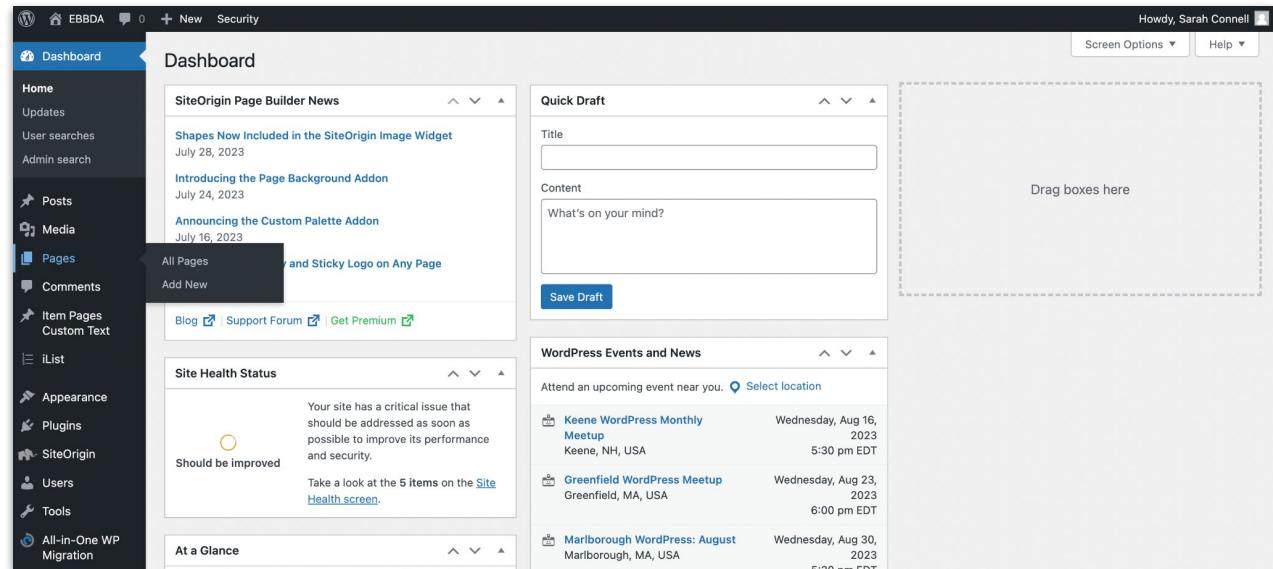


WordPress Dashboard

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

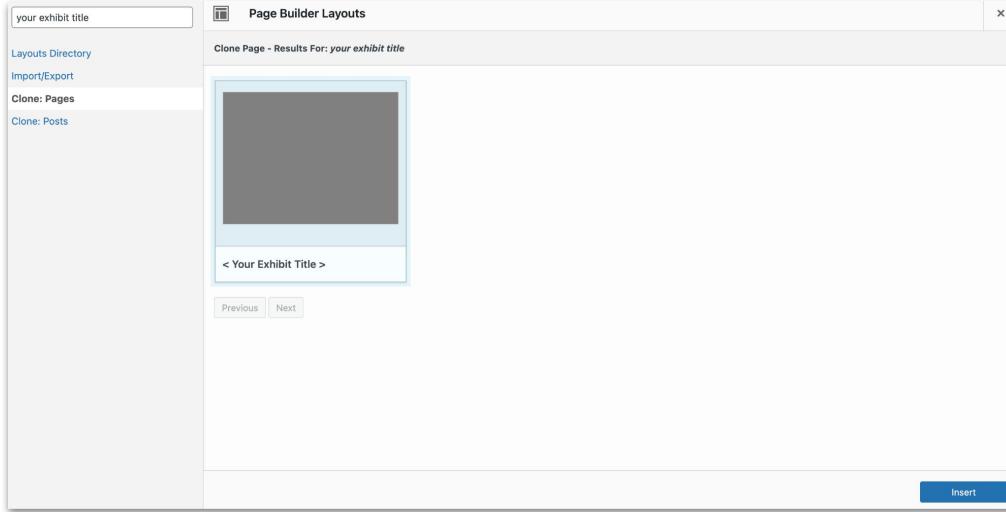
From the dashboard, navigate on the side menu to the **Pages** section, then choose **Add New**. You will get a new page that looks like this. Click on the button that says **Prebuilt Layout**.

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' panels. The 'Publish' panel shows the status as 'Draft' and visibility as 'Public'. The 'Page Attributes' panel shows 'Parent' as '(no parent)'. 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 [2296 F23: Class Exhibit Template](#)



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.

Your page should
follow this format:

**2296 F23: Your
exhibit title**

The screenshot shows the 'Edit Page' screen in WordPress. The page title is 'Demo Exhibit'. The URL is https://ebbda.org/demo-exhibit/. The right sidebar contains a 'shortcode Generator for iList' section with a 'Generate Shortcode' button, and a 'Publish' section with 'Save Draft' and 'Preview' buttons. The main area features three 'Layout Builder' widgets: 'Visual Editor' (yellow), 'Layout Builder' (light blue), and another 'Layout Builder' (pink). A red arrow points from the text 'Rename the page here, then hit "Save Draft" with the button to the right.' to the 'Save Draft' button in the sidebar. Another red arrow points from the text 'Your page should follow this format:' to the 'Visual Editor' widget.



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.

*The sample exhibit includes an extra Visual Editor at the top for formatting and the author line cutoff will be fixed for you later



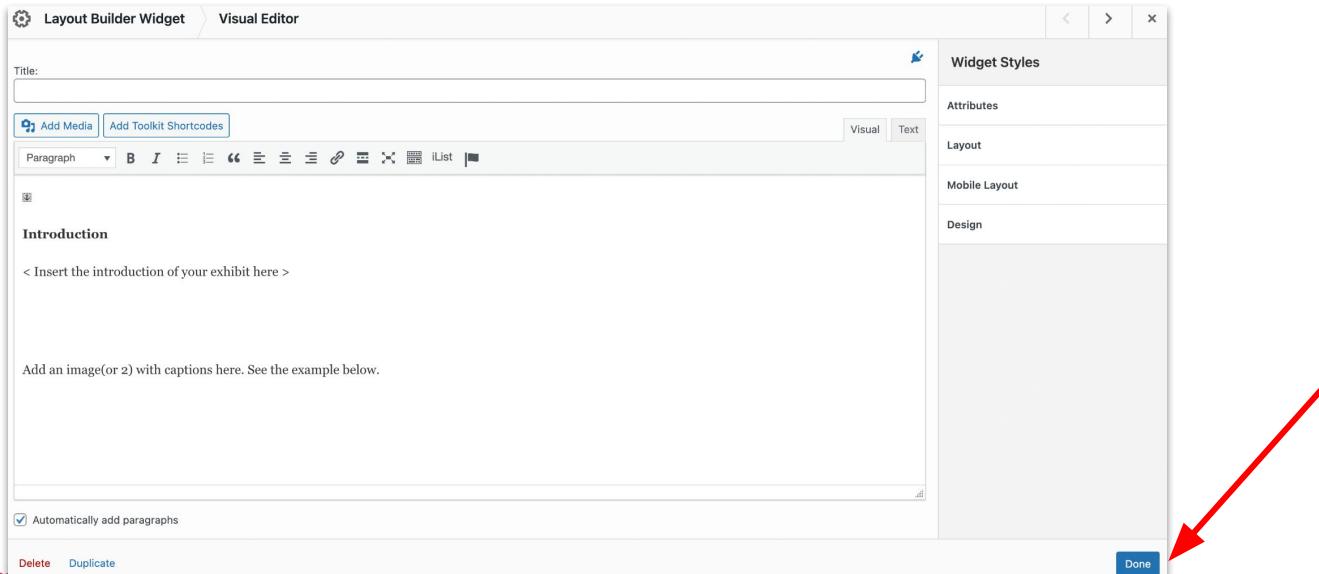
Editing a widget or a row

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:

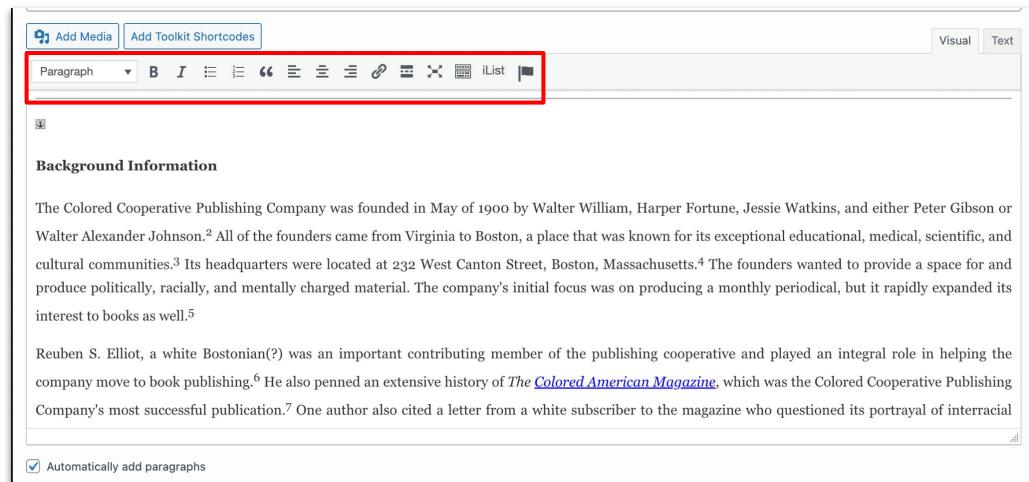


Basic editing with the Visual Editor



Inside the Visual Editor

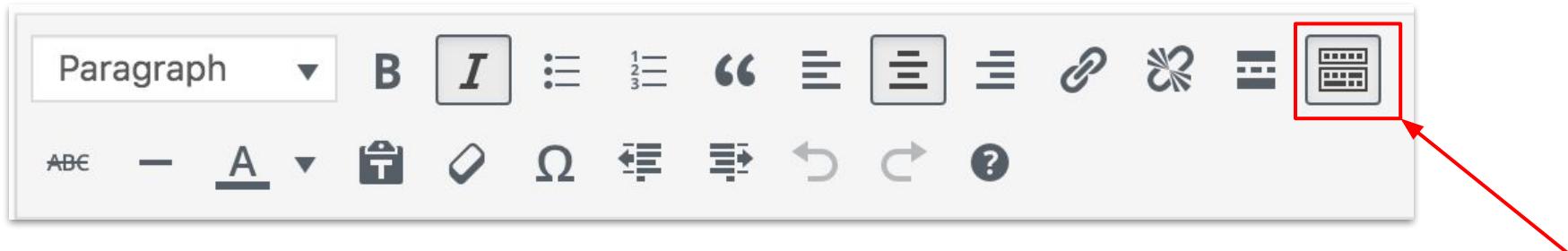
If you click into a Visual Editor widget, you can add and edit **text**. The next few slides will go over some of your options for formatting text in your exhibit. The Visual Editor interface looks similar to a word processor, complete with a menu bar allowing you to italicize, bold, or change the color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



Formatting options

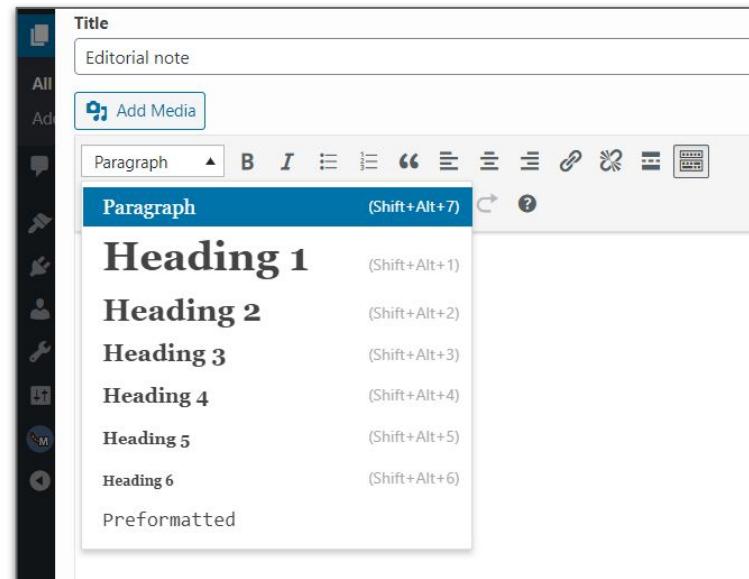
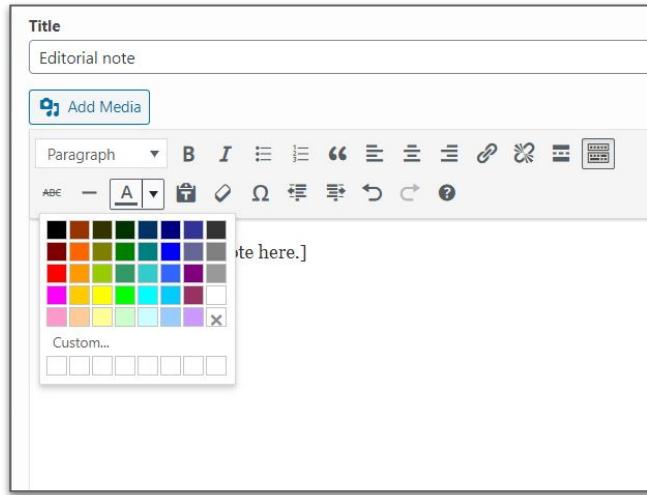
There are many formatting options that you can use to style your exhibit. The menu bar in the Visual Editor interface will allow you to control all of these—the buttons are fairly self-explanatory, but you can also mouse over these to see glosses for each. Some options you might want to use are: bold,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

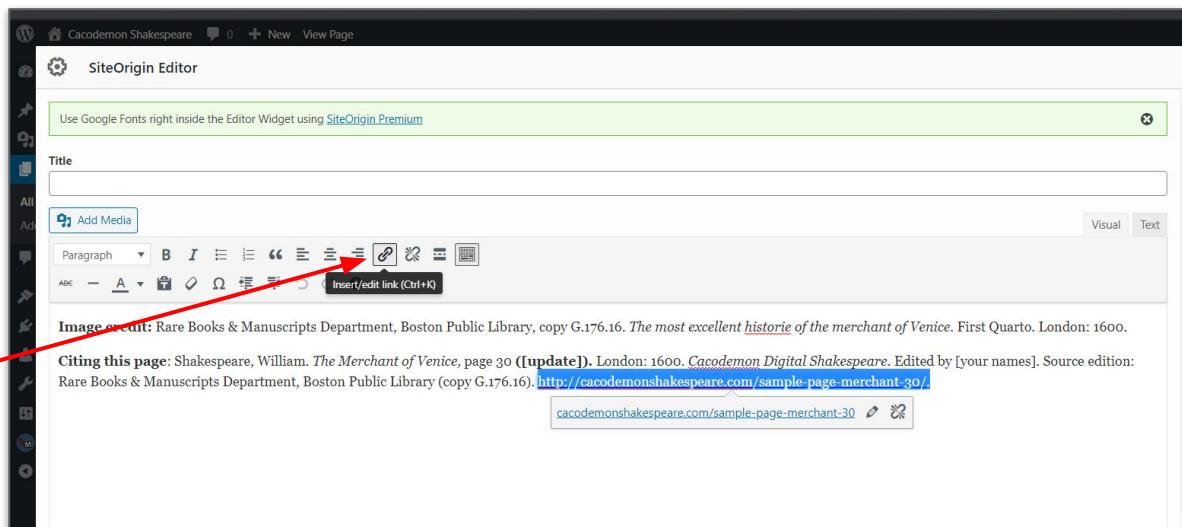
Here are some more examples of things that you can format in this editor. This includes adding headings and changing the **text color**.



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.

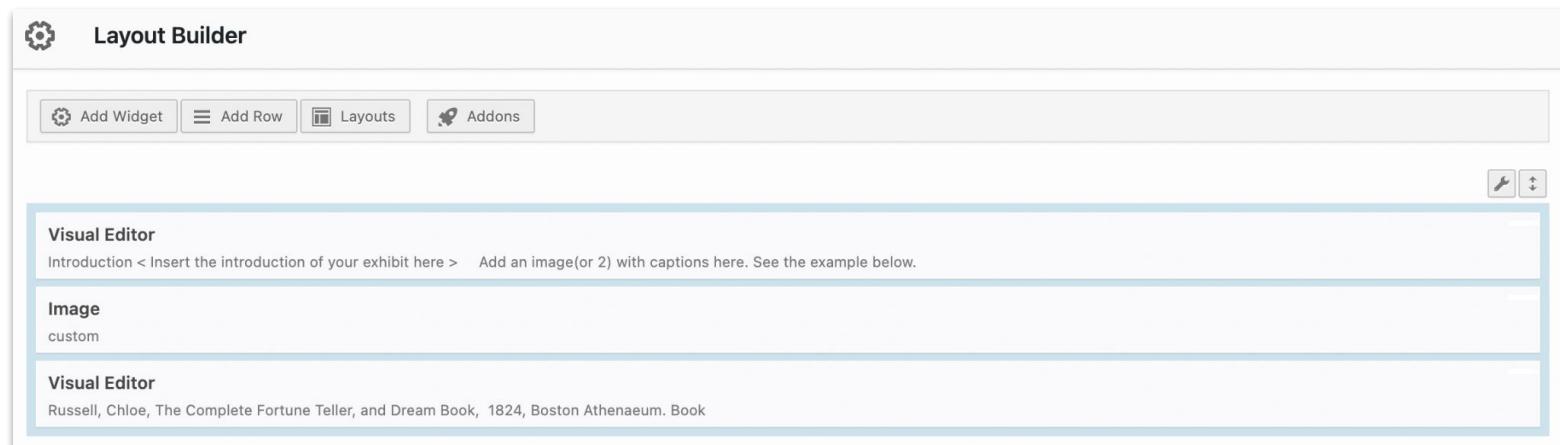


Using the Layout Builder



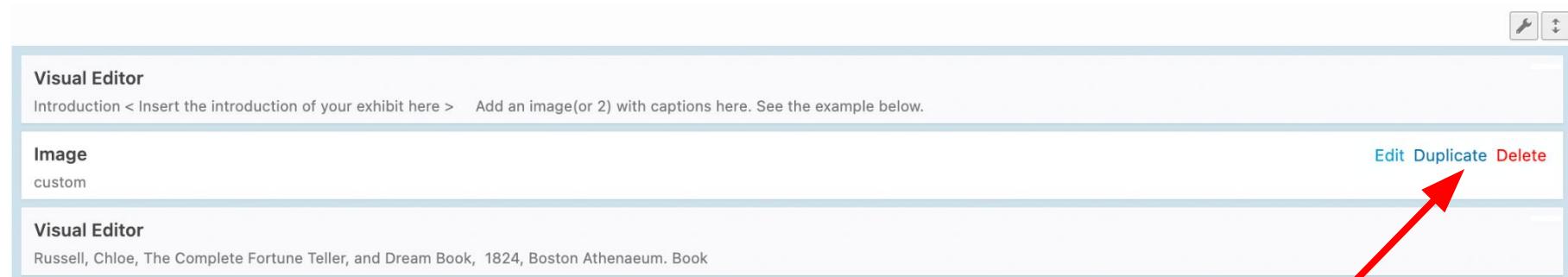
Inside the Layout Builder

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.

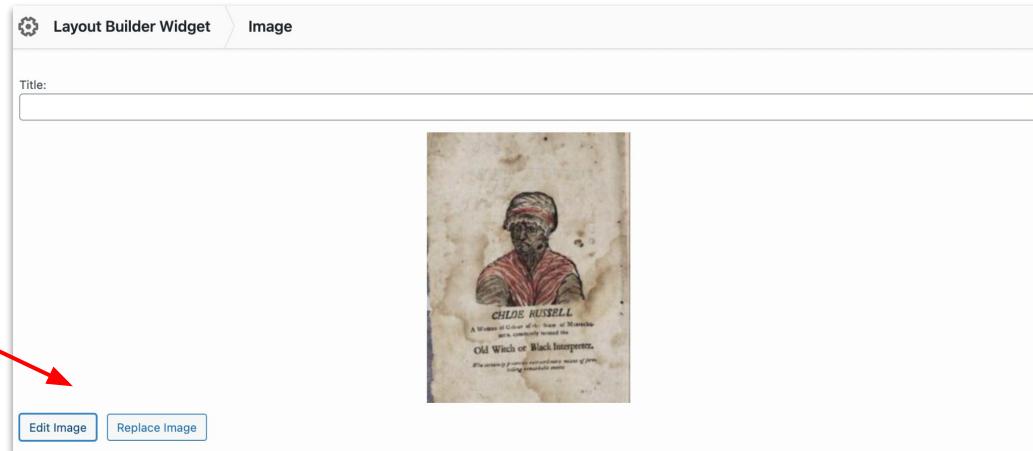
Now, let's look at some other widgets you can use.



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.

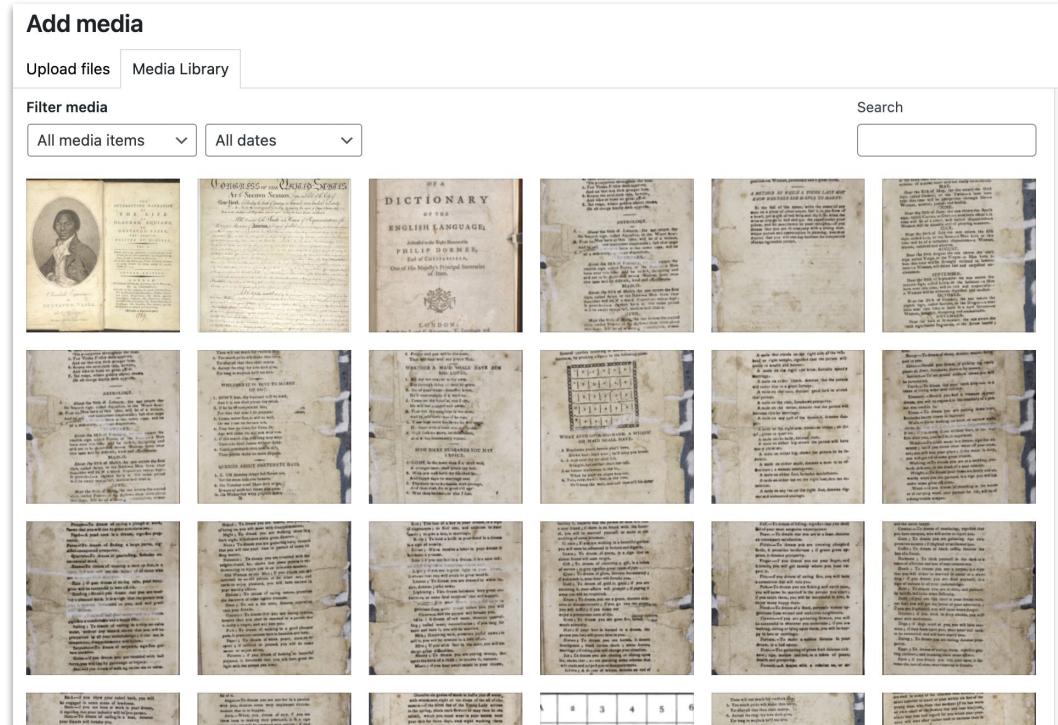
Edit or replace
the image.



Adding Images

To select the image you want to add, 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.



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.

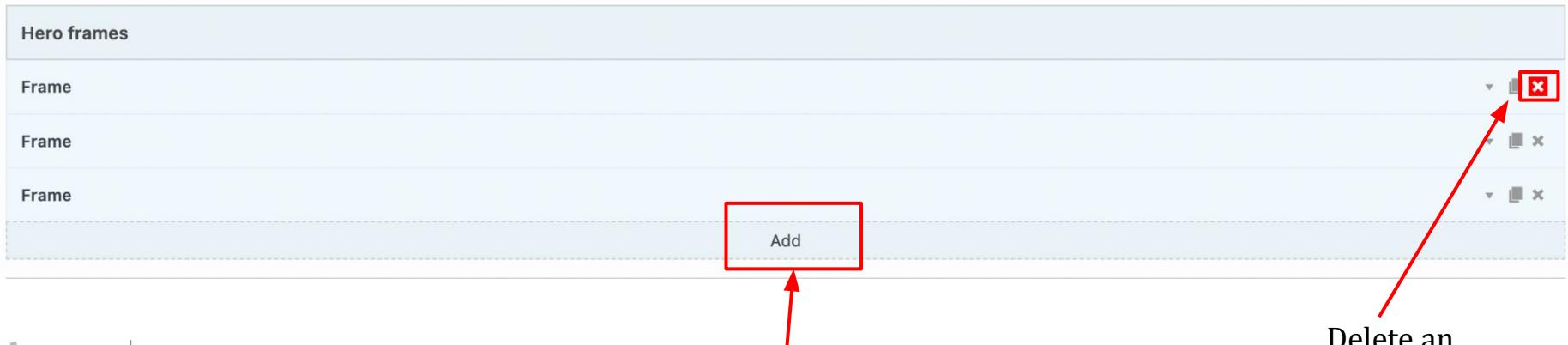
After some suitable by-laws were passed, the meeting proceeded to the election of officers, and then adjourned.

...



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'.



Linking to Maps



Northeastern University
NULab for Texts, Maps, and Networks

Linking to Maps

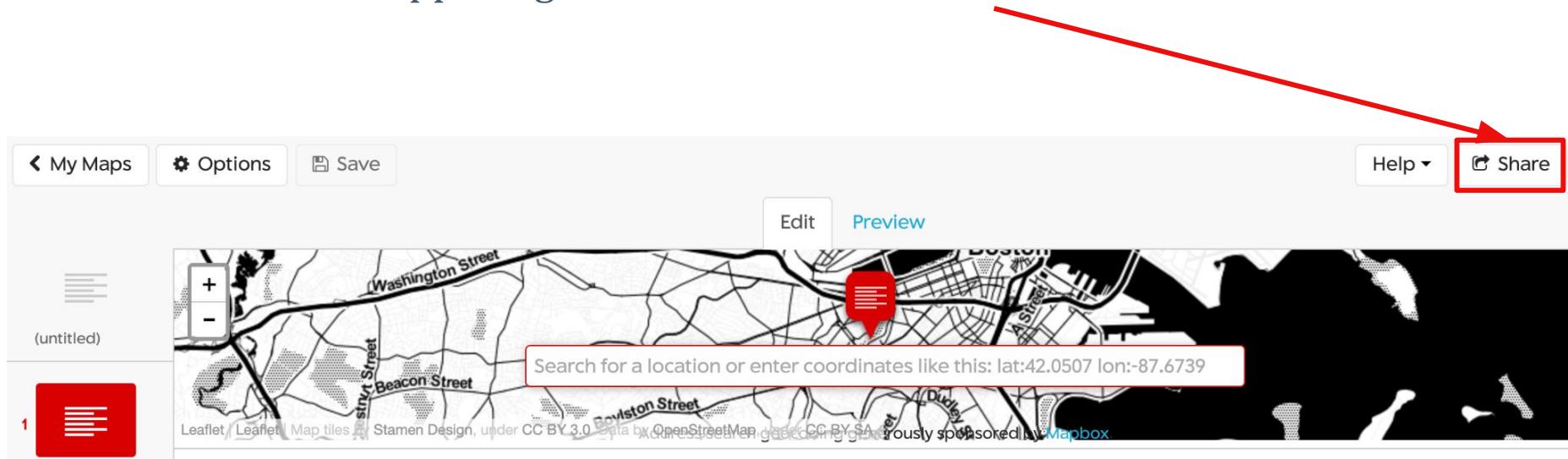
If you have built a map for your exhibit, the best way to include your map is to create a link out to your map through an image:

1. First, find the **link** for the map you want to share
2. Then, in the Visual Editor, **insert an** image and create a hyperlink on the image to bring your audience to the map.



Find the shared link on StoryMap-1

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



Find shared link on StoryMap-2

2. The link can be found under the heading “Link”
3. Copy the url in the box



Share This StoryMap

Link

<https://uploads.knightlab.com/storymapjs/t>

Social



You can put this link on a line by itself to embed your storymap on [Medium.com](#)



Set these values to improve how your StoryMap appears as part of a tweet or Facebook share.

Description

Featured Image

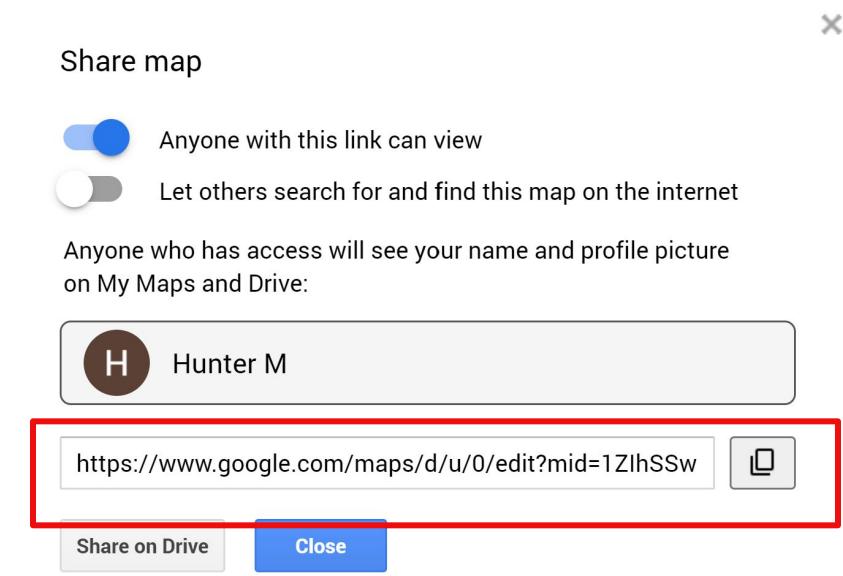
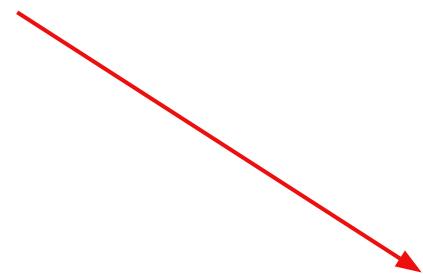
<< select an image, or enter

Close



Find shared link 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. Copy the url in the box below



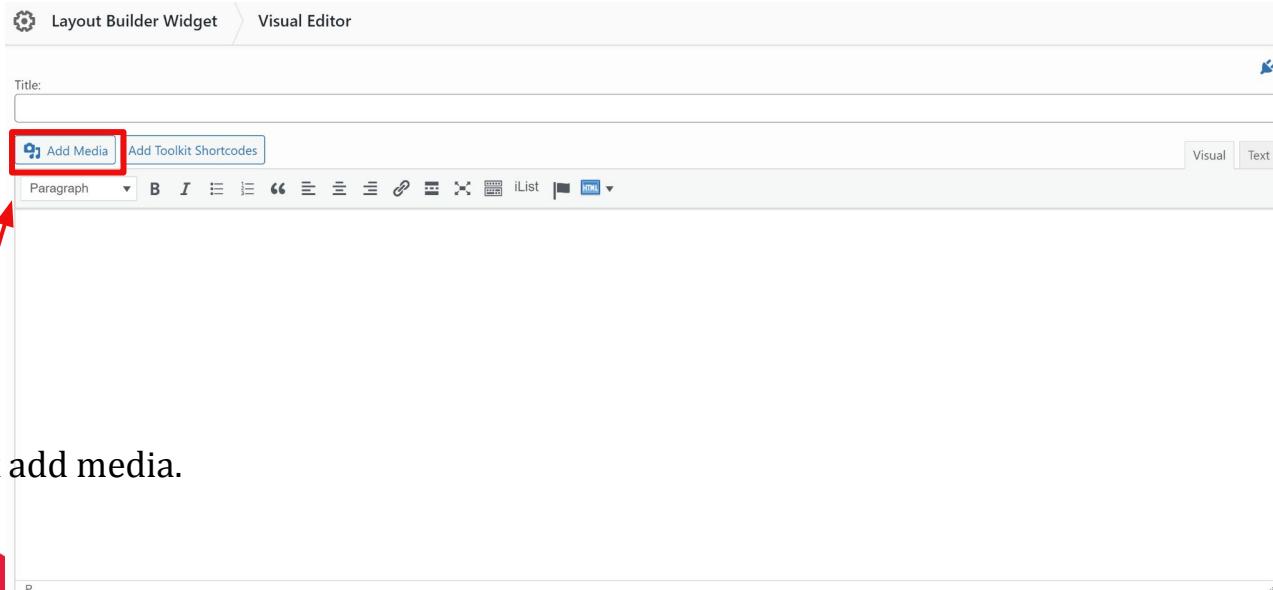
Upload an Image in the Visual Editor-1

Once you have the **shared link url**, you will then need a place to link it to. We recommend selecting an image which represents your map or a screenshot of your map to give a preview for your audience of the mapping project.



Upload an Image in the Visual Editor-2

Chose to “Add Media” button in the Visual Editor. Then choose to “Upload files” and search for the image in your files.



Click add media.

Click upload files and select image

The screenshot shows the WordPress Visual Editor interface. At the top left, there's a "Layout Builder Widget" icon and a "Visual Editor" title. Below the title is a "Title:" input field. Underneath the title is a toolbar with various buttons: "Add Media" (highlighted with a red box), "Add Toolkit Shortcodes", "Paragraph", "B", "I", "H1", "H2", "H3", "H4", "H5", "H6", "List", "iList", "HTML", and "Visual" and "Text" tabs. To the right of the editor is a sidebar titled "Actions". It contains several options: "Add media" (highlighted with a red box), "Create gallery", "Create audio playlist", "Create video playlist", "Featured image", and "Insert from URL". Below these are two buttons: "Upload files" (highlighted with a red box) and "Media Library". A red arrow points from the text "Click add media." to the "Add Media" button in the toolbar. Another red arrow points from the text "Click upload files and select image" to the "Upload files" button in the sidebar.

Layout Builder Widget

Visual Editor

Title:

Add Media Add Toolkit Shortcodes

Paragraph B I H1 H2 H3 H4 H5 H6 List iList HTML Visual Text

Add media Create gallery Create audio playlist Create video playlist Featured image Insert from URL

Upload files Media Library

INULab for texts, maps, and networks

Upload an Image in the Visual Editor-3

Select “Insert into page” button to place the image. Ensure you fill out alt text, textile and captions as needed.

Actions

Add media

Create gallery

Create audio playlist

Create video playlist

Featured image

Insert from URL

Add media

Upload files Media Library

Filter media

All media items All dates

Search

ATTACHMENT DETAILS

Story-Map-1-1-scaled.jpg
October 19, 2023
434 KB
2560 by 1169 pixels
Original image: [Story-Map-1-1.jpg](#)
[Edit Image](#)
[Delete permanently](#)

Alt Text

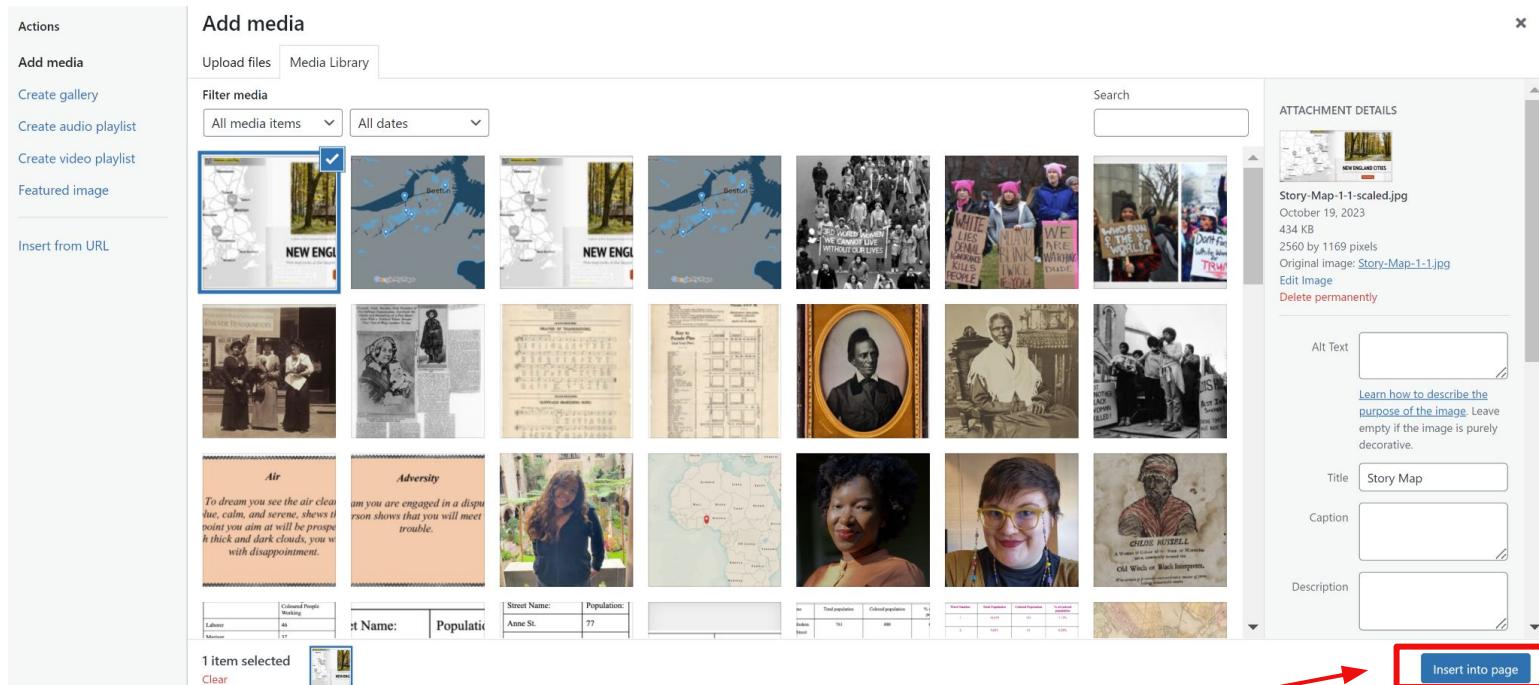
Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.

Title Story Map

Caption

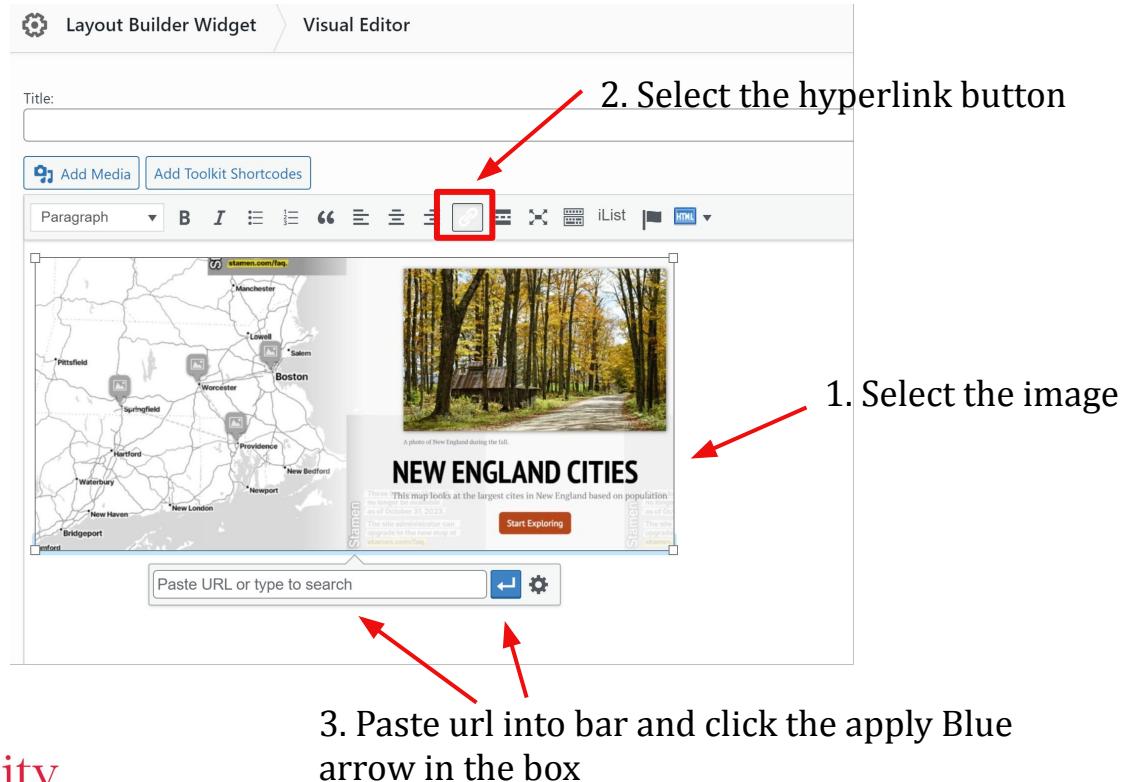
Description

Insert into page



Upload an Image in the Visual Editor-4

Select and highlight the image in the Visual Editor. Then select the hyperlink button and insert the copied URL into the bar that appears and click the arrow in the blue box to apply the hyperlink.



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.

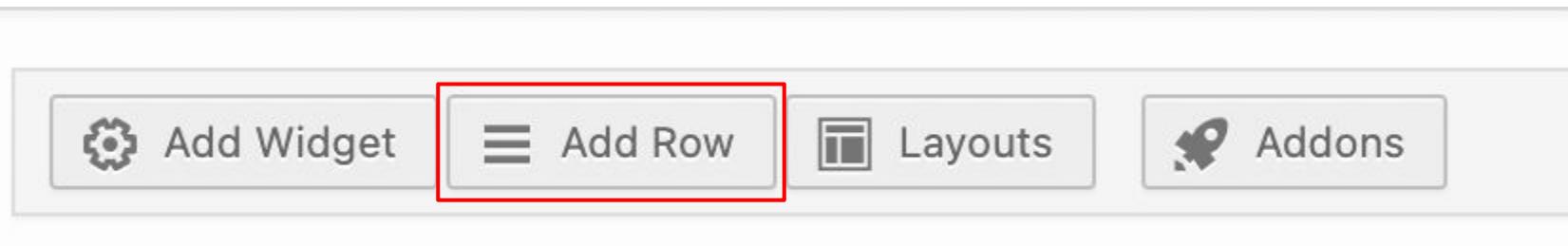
To customize your exhibit, you can add new **rows** that can contain different **widgets**. Remember that the **Layout Builder** widget can contain other widgets.



Adding rows-1

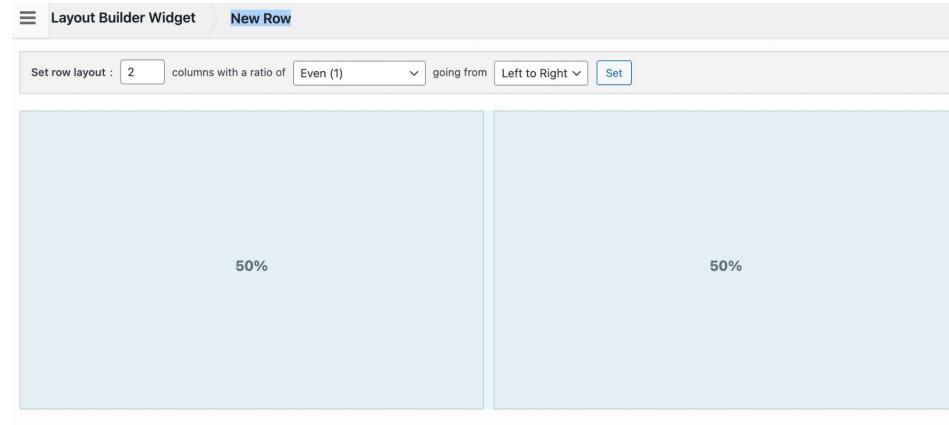
You can add new **rows** or **widgets** within the main exhibit page or inside of a Layout Builder widget.

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



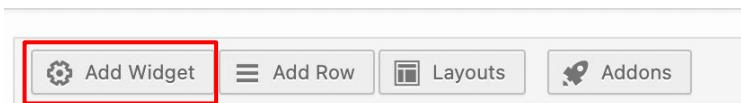
Adding rows-2

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!



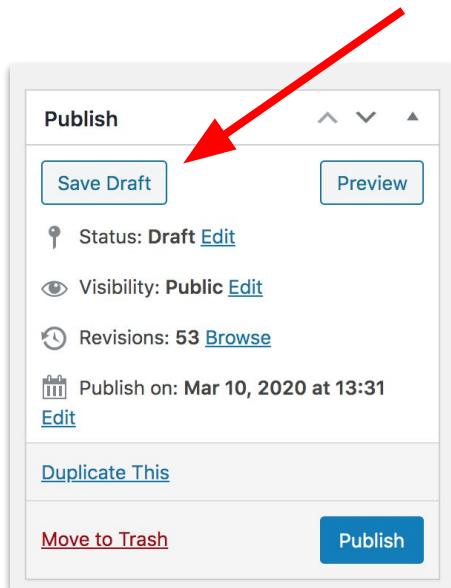
A screenshot of the 'Layout Builder Widget' dialog. It features a search bar at the top left and a title 'Layout Builder Widget' with a 'Add New Widget' button. The main area is a grid of 24 widget cards, each with an icon, name, and a brief description. The cards are arranged in four columns and six rows. Some widgets are from the 'Widgets Bundle' and others are 'Recommended Widgets'. The bottom right corner of the dialog has a 'Close' button.



Saving and publishing your exhibit



Save draft

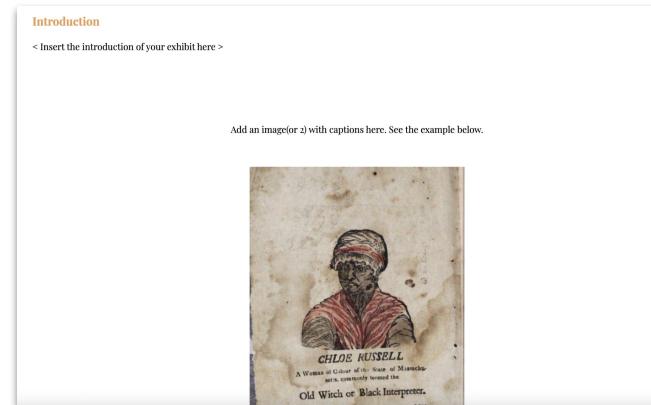
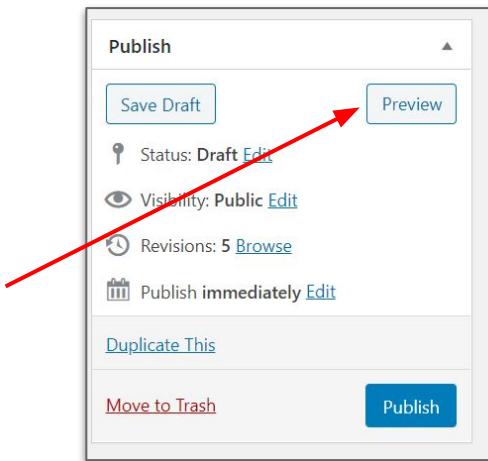


While you are working on your exhibit, you should save your draft frequently, using the **Save Draft** button in the **Publish** menu on the right.



Preview

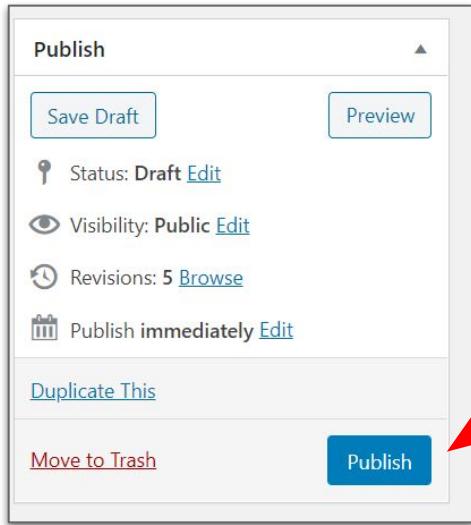
As you are editing your page, it is useful to see how your changes will look on the website itself. You can preview any changes you make with the **Preview** button in the Publish menu. This will open a new tab in your web browser, showing the page as it will look with your edits.



A preview of the template page.



Publish

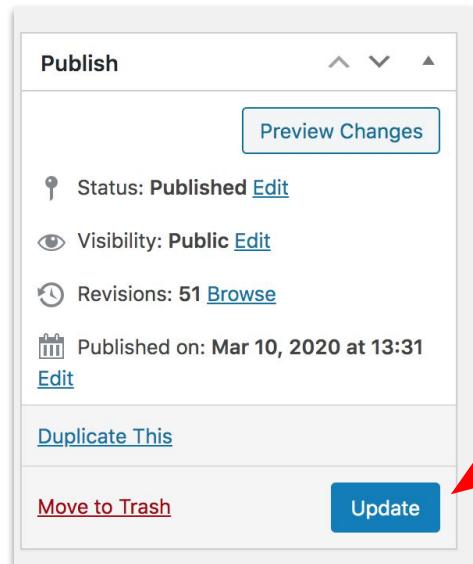


When you are ready to share your exhibit, you can publish the page online by clicking the **Publish** button in the menu on the right.

This will make the page live on the web.



Update

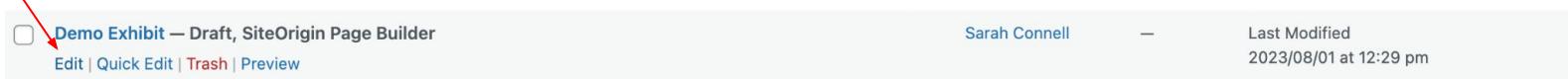


You can still change your exhibit after you have published, by hitting the **Update** button in the Publish menu.



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>

