LIBRARY AND INFORMATION SCIENCE

Morgridge College of Education—University of Denver

LIS 4206: Web Content Management

(3 Credit Hours)

COURSE SYLLABUS

LIS 4206 Web Content Management

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COURSE DESCRIPTION
This course will include instruction in web page creation, publishing, accessibility, and website management. Web page content will be discussed in the context of organizational knowledge management and how information can be architected to improve the end-user's experience with finding what they are looking for. This course also will address digital accessibility best practices to help all users navigate web content effectively.

The web has become the chief medium to deliver organizational content. This course primarily examines the infrastructure and tools required to manage web content in an organizational setting. The theory and practice of web design and development in organizations (including libraries) using content management solutions, such as WordPress and Drupal are closely investigated. Web content management best practices and the necessary building blocks for content authoring, management, and distribution will also be covered.

LEARNING OUTCOMES
This course meets the following student learning outcomes (SLOs):

1. How the Internet and World Wide Web (WWW) works.
2. Identify the basic building blocks of a web page.
3. Create, edit, save, and organize web page files.
4. Identify the most common core HTML tags.
5. Create and publish classic web pages on GitHub.
6. Install and customize website templates.
7. Identify appropriate HTML semantics for different types of text.
8. Define best practices for website accessibility and remediation.
9. Evaluate a website for accessibility issues.
10. Identify the different tools to evaluate website accessibility.
11. Define the core functions of a Content Management System.
12. Define how a Content Management Systems can improve efficiency.
13. Describe the process for creating a website.
14. Describe 3 benefits & 3 challenges of using WordPress.
15. Create WordPress pages and posts.
16. Create WordPress menus, tags and categories.
17. Describe 3 benefits & 3 challenges of using Drupal.
18. Create Drupal pages and articles.
19. Create Drupal menus, tags, and categories.
20. Given a scenario, illustrate how an organization with thousands of digital records can leverage the features of Drupal to organize, optimize data discovery, and be accessible.

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REQUIRED TEXT

There are no required books for this class, all resources will be freely available online.

Online Resources:
- W3Schools (HTML and CSS)
- Web Accessibility: WebAIM & W3C Web Accessibility Initiative (WAI)
- Learn WordPress
- Drupal User Guide
- Drupal Book
- Online videos (Course, YouTube, LinkedIn Learning, etc.)
- Artificial Intelligence chat bots

COURSE POLICIES

Instructor Responsibilities:

The instructor plays the role of a facilitator who advances meaningful and significant learning. The instructor will present information related to the topics covered and help you synthesize materials assigned for the course. This class is your opportunity to ask questions, help answer questions, and discuss topics covered in the course with the instructor and classmates. If you have any questions concerning the course assignments, activities, materials, and topics covered, please don't hesitate to ask the instructor before, during, or after the live meetings. The Digital Learning Platform is designed to facilitate communication with the section instructor and classmates in various ways. The section instructor will also evaluate your performance fairly and in accordance with the grading policy of the program. The expectations set for your performance are clearly outlined in this syllabus. If anything appears unclear or you have any questions, please ask the instructor. You are highly encouraged to learn—because the level of your active engagement is directly proportional to what you will take from this course. Make sure you will take advantage of the opportunity to learn in this class, from the instructor, from the materials on the subject, and from your classmates.

Student Responsibilities:

Before joining the live session, students are expected to become familiar with lecture materials, watch recorded videos, read course materials, and complete activities and practice exercise files. Students are expected to actively participate in course activities and assignments, contribute to group projects, and complete assignments in the manner and format described in the instructions

and on the due dates. Assignments not turned in on the due dates will be subject to point deduction.

This course involves significant hands-on exercises and activities. Get ready to download and open the exercise files and complete the quizzes and lab exercises. In a course like this, only practice helps you achieve the learning objectives. There are numerous web-based tools and study resources, so explore and challenge yourself, and work beyond the materials assigned for the course. The resources assembled are only some of the most relevant available on the topic.

Asynchronous Content:

Participation in asynchronous activities is required. Students need to complete asynchronous activities in preparation for the live session. In order for you to be successful and fulfill your responsibilities as a member of our learning community, you must participate actively in activities and assignments prior to the live session. This means setting aside specific times in your schedule each week. Complete any responses or activities **24 hours** prior to your scheduled live session and come to the live session having viewed all the asynchronous materials. Your completion of this content is included in your participation grade.

Live Session:

Live sessions are the required, synchronous sessions when instructor(s) and students come together using Zoom to have real-time discussions and to participate in group work and other activities. You are expected to attend all live sessions. Your participation in live sessions is included in your **participation grade**. If you plan to miss a live session, please e-mail the instructor in advance. Unexcused absences will result in point deductions. Please update your Zoom software before class.

E-Mail:

Your University of Denver e-mail address is your official address and is the one the instructor will use to initiate correspondence with you. The instructor will try to answer e-mails as quickly as possible.

Grading Scale/Evaluation:

LIS students must make a B (3.0) or better in all classes for that course credit to count toward the MLIS degree. Scores for assignments, exams, and any graded learning experience will be posted in the gradebook. The final grade for the course is based on the points accumulated in all required activities and the instructor's assessment. Letter grade assigned according to the following scale:

A 93–100%	**B** 83–86%	**C** 73–76%	**D** 63–66%
A– 90–92%	**B–** 80–82%	**C–** 70–72%	**D–** 60–62%
B+ 87–89%	**C+** 77–79%	**D+** 67–69%	**F** 59% and below

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Honor Code, University of Denver:

All members of the University community are entrusted with the responsibility of observing certain ethical goals and values as they relate to academic integrity. Essential to the fundamental purpose of the University is the commitment to the principles of truth and honesty. The Honor Code is designed so that responsibility for upholding these principles lies with the individual as well as the entire community.

The Honor Code fosters and advances an environment of ethical conduct in the academic community of the University, the foundation of which includes the pursuit of academic honesty and integrity. Through an atmosphere of mutual respect, we enhance the value of our education and bring forth the highest standard of academic excellence. Members of the University community, including students, faculty, staff, administrators and trustees, must not commit any intentional misrepresentation or deception in academic or professional matters.

Honor Code Statement
All members of the University of Denver are expected to uphold the values of integrity, respect, and responsibility. These values embody the standards of conduct for students, faculty, staff, and administrators as members of the University community. Our values are defined as

- Integrity: acting in an honest and ethical manner;
- Respect: honoring differences in people, ideas, and opinions; and,
- Responsibility: accepting ownership for one's own conduct.

Complete information regarding the DU Honor Code, the Code of Student Conduct, and related procedures can be found at www.du.edu/honorcode.

Inclusivity Statement:

It is expected that our class meetings are supportive environments. A fundamental part of our class work is committing ourselves to fostering an inclusive, anti-oppressive environment where each person takes responsibility for her/his/their language, actions and interactions. In this course, an anti-oppressive environment means that we work against language, actions, interactions, and ideologies that hurt people. There will be class discussions that will be difficult or challenging. We share, as a classroom community, the task of negotiating the dual priorities of authentic free speech and active regard for all others. Thus, it is important that we listen to each other about how our words and actions are affecting one another and that we talk about a class moment in which something may feel hurtful. Therefore, hate speech of any kind will not be permitted. This includes use of racial, sexual, gender, or abled slurs and personal attacks on others' ideas. We will negotiate other guidelines about classroom discussions throughout the course.

AccessibleDU: Student Disability Services (SDS):

If you have a disability protected under the Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act and need to request accommodations, please make an appointment with the AccessibleDU: Student Disability Services (SDS), 303-871-2455/2278/7432, located on the fourth floor of Ruffatto Hall (1999 E. Evans Avenue, Denver, CO 80208). https://studentaffairs.du.edu/disability-services-program

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We recognize that the University of Denver resides on the traditional territories of the Arapaho, the Cheyenne, and the Ute. The Treaty of Fort Laramie (1851 and 1861) and Cessation 426 within the treaties of Confederated Tribes of Arapaho and Cheyenne removed these indigenous nations from this land. It is with much gratitude that we recognize their descendant communities of the Northern Cheyenne Tribe of Montana, the Northern Arapaho Tribe of Wyoming, and the Southern Cheyenne and Arapaho Tribes of Oklahoma. We also acknowledge the Southern Ute Tribe and the Ute Mountain Ute Tribe, which are the only two federally recognized tribes within Colorado. Today, Denver is home to many different citizens of indigenous nations, and we recognize the enduring presence of indigenous peoples on this land.

ASSIGNMENTS OVERVIEW

Class Assignments

You will find all class assignments in our online course website.
https://digitalcampus.instructure.com/

Assignment Formatting: General Instructions

- List your name, the assignment title, and the course number in the header of your document.
- Type your written assignments using a 12-point font, Times New Roman, with double- spaced lines.
- Excluding the title page, and unless otherwise instructed, the text and references list of your document should have 1-inch margins all around.
- Use the following file formats: **.doc, .docx,** or **.pdf**.
- For lab exercises, use appropriate text file formats such as .**css** and **.html.**
- Some assignments will be created online on GitHub Pages. Links to your GitHub Page will need to be submitted.
- Provide references if you use external resources.
- Submit your assignment online by the due date.

Assignment Submission Guidelines

- Assignments are due 24 hours before weekly live sessions, unless otherwise specified in the assignment instructions. The due dates are indicated in the assignment instructions and listed in the course schedule.
- If the assignment is not submitted by the due date, 15 points will be automatically deducted. For each 24-hour period the assignment is late, an additional 10 points will be deducted. Exceptions to this rule will be considered on a case-by-case basis.

Individual Work and Open Responses in the Digital Learning Platform

Within the asynchronous content for this class, you may be asked to submit a response to an open-ended question, complete a quiz, provide a short-answer response, or prepare individual work for the live session. One of the key assignments that you complete before we meet for the live session is called the Course Preparation assignment (see detailed instruction below).

The responses to the activities, quizzes, and the Course Preparation Assignments (CPA) contain class participation components. To earn the full credit for each of the activities and CPAs, make sure to participate during the asynchronous time and live sessions.

The learning environment requires active engagement by asking questions, answering questions,

and interacting with fellow students, the instructor, and content material. The 2U learning management system allows interaction and discussion online. The grade for the Course Preparation assignments that you complete every week has a class participation component, so make sure to participate during live sessions and inside the learning management system during the asynchronous sessions.

CLASS PARTICIPATION

Active participation is highly encouraged in this class. Due to the nature and content of the course, class participation is very important. Class participation involves your active engagement with the course materials, with me, and with fellow classmates by asking questions, answering questions, and actively contributing to the learning outcome.