

# VCC Digital Graphic Design **Wordpress**

**December 2015**

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## What is Wordpress?

- blogging tool vs. CMS (Content Management Systems)  
= blogs vs. business websites
- database houses the content
- generates “dynamic” websites
- utilizes the scripting language PHP and a database management system called MySQL, then dynamically generates CSS and HTML pages based on a “php template hierarchy”
- It is an “Open Source CMS” vs. “Proprietary CMS”

Sample of blog style website, dynamic home page, by Khoi Vinh:

# What is Wordpress?

- other types of Open Source CMS besides Wordpress:

<http://drupal.org/>

<https://ellislab.com/expressionengine>

<http://www.joomla.org/>

<http://textpattern.com/>

- Proprietary CMS examples

<http://sharepoint.microsoft.com>

<http://www.ektron.com/>

<http://www.sitefinity.com/>

<http://www.smallboxcms.com/> (by Ion Design, Vancouver)

<http://www.shiftcms.com/> (by SmashLab, Vancouver)

<http://www.pencilneck.net/> (by Pencilneck Software, Vancouver)


Subtraction

Version 7.1  
Khal Vahid Web Site

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Wed 18 Apr 2012

**Yangtze, The Long River**

★★★


Israeli born, London based Nadav Kander won the 2010 Prix Pictet, a relatively new photography prize that focuses on environmentally conscious work, for this photo series. It focuses on the environmental impact of China's rapid development, and how it interweaves with the lives of countless families who live on the great Asian river's banks.



About Me

I was the Design Director at NYTimes.com for 4½ years until I resigned in July 2010. I'm now the co-founder and CEO of Looxer Co., makers of **Misel** for iPad, the world's first social collage app. Read more or get in touch with me on this page.

Ads by the Deck



Business site sample, static home page:



You can also run a website on a different platform from its blog.  
pure blogging platform or powerful CMS for businesses

- Wordpress is a cheap, easy option

**Content Management** is crucial for any designer to understand and be able to work with, whether working in print or web.

It signifies the separation of  
**content (housed in a database)**

**vs.**

**design (in style sheets and templates)**

For print designers, it is useful when:

- converting from print to ePUB format
- creating variable data print projects
- using datamerge for repetitive layouts  
(such as business cards for your client's 200 employees, or setting up certificates)

# The difference between wordpress.com and wordpress.org

<http://en.support.wordpress.com/com-vs-org/>



## wordpress.com

- easy; minutes to set up
- cloud-hosting
- everything is taken care of
- but “only” around 400 themes
- no php customization options to your theme
- no plugins
- great for blogging

## wordpress.org

- download the free-standing software
- self-hosting capabilities, choose your own webhost
- use your own domain name
- choose from over 40,000 plugins to extend functionality,
- choose from over 2,000 free themes (e.g. <http://themegrill.com>) and 1,000s of premium themes, e.g.  
<https://graphpaperpress.com/>  
<http://athemes.com/>  
<http://themeforest.net/>  
<http://organicthemes.com/>  
<http://www.elegantthemes.com/>
- you must do your own upgrades, maintenance and backups

# understanding the wordpress file structure

You will mainly modify files inside the **wp-content** folder.

This is where **themes**, **plugins**, **uploads** and **upgrade** live.

