VCC Digital Graphic Design Wordpress

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What is W

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 HMTL 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

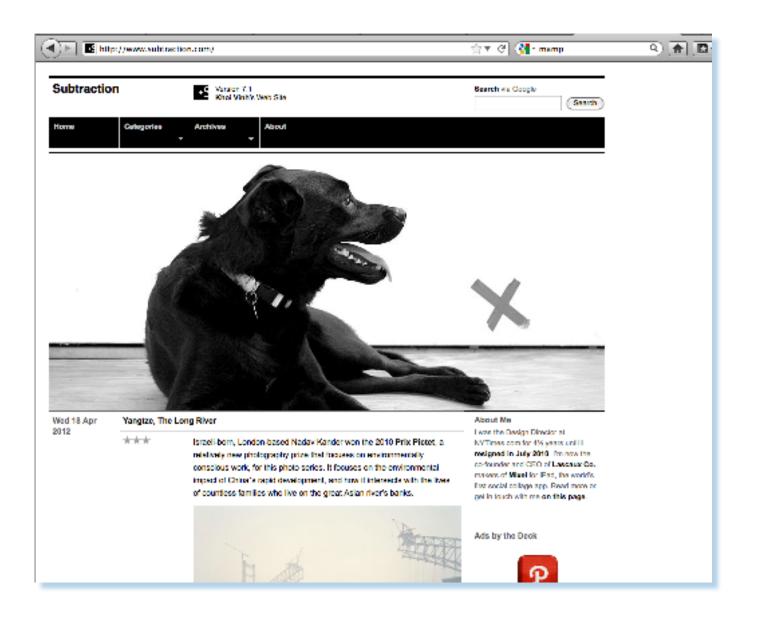
http://www.ektron.com/

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)



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.

