Program: Web Development & Interactive Design
Term: 3
Course Outline: WordPress Development

Revision: June 8, 2012
Instructor: William Teuling

Brief Course Description:	This course introduces the WordPress (WP) website development environment to students, and teaches the fundamental skills to develop almost any type of website using this popular platform. Currently more than 16% of the web's websites use WordPress to manage their content. WordPress is an unavoidable tool used in today's internet world. Students learn to install, maintain and administer a WordPress site. Plugins, themes, blogging and customization are also applied for a unique website result.
Course Prerequisites:	Completion of Terms 1 and 2 in the Web Development & Interactive Design Diploma Program
Textbooks Required for this Course:	Instructor developed course material
Equipment Required for this Course:	Provided materials: • Adobe CS5.5 Web Premium • Personal Computer • Internet Access Student supplied materials: • None
Course Duration:	11 weeks – 1 class per week - 3 hours 20 minutes per class - 36 hours total
Homework Hours:	Average 0.5-1 hour per week
Delivery Methods:	On-site delivery

Instructional Method:

Method	%	Total Contact Hours
Instructor Led	60	
Supervised Lab	40	36

Learning Objectives/Outcomes:

Upon successful completion of this course the student will be able to proficiently:

- Operate the backend administration of a WP site
- Integrate plugins and themes to expand WP operation
- Manage WP installation and security
- Create a web site with the existing WP theme framework
- Create a standard blog
- Build a custom WP theme from scratch
- Design complex websites in WP
- Develop basic plugins for WP use

Student Progress/Assessment Methods:

Evaluation of the students' work will be in strict adherence to the VanArts grading policy as outlined in the VanArts Student Info Centre
http://www.VanArts.com/infocentre/VanArts-student-information-centre

All assignments and projects are expected to be on time. Any late assignments will not be accepted for grading unless under exceptional circumstances as determined by instructor discretion.

Course Assessments	
Individual Skills Critiques Project: A custom themed WP website	67%
Attendance and Professionalism	33%

Attendance Expectations:

Due to the volume of material being covered, it is important that students attend every class. Instructors will not repeat lecture material. Unexcused absences may directly affect your final mark. Please refer to the Student Info Centre http://www.VanArts.com/infocentre/VanArts-student-information-centre for more information regarding our attendance policy.

Course Details:

Week 1: Getting to know WordPress	
Topics	Introduction to WordPress – history, why and how
	Installation of WordPress
	Dashboard
	Adding Contect – Posts vs. pages
	Basic menu management
	Categories and tags
	Media management
	User Management
	Extending WP – Installing Themes and plugins
	The WP file structure
	Backing up your WP installation
Week 2: Let's start a blog	
Topics	Choose a theme – Introduction of standard themes and theme installation
	Changing the look and feel – built in editor and built in editor extension
	Adding a menu system
	Posts revisited
	Managing comments
	Introduction to theme structure
	Introduction to the loop
	Permalinks
Week 3: Basic Theme from Scratch – 1	
Topics	Anatomy of a WP Theme
	Child Themes
	The header
	Page views
	The WP Loop
	Essential WP tags
Week 4: Basic Theme from Scratch – 2	
Topics	Sidebars and Widgets
	Footer
	Menus
	Search Forms
Week 5: Basic Theme from Scratch – 3	
Topics	Comments – Comments form and customizing and formatting comments
	Theme functions
	Theme security
	Packaging
	Extending our theme with plugins – gallery and other useful plugins
Week 6: More Advanced Theme Building	

Topics	WordPress as a Content Management System – custom fields, custom taxonomies, hierarchies (page, category, tag), dynamic menus
	Featured Image Posts
	WordPress Feeds – RSS, Other types(posts, comments, categories), customizing feeds
	E-commerce and WP
	Mobile Theme Design Considerations
Week 7: WordPress Theme Frameworks	
Topics	The Gantry Framework
	Building a Gantry WP site – basic settings, file structure, quick and dirty CSS theming, overrides, designing for Gantry (the Grid)
	Other Frameworks
Week 8: Basic Plugin Development 1	
Topics	More about the WP API
	Anatomy of a plugin
	Building a simple plugin
	File and folder structure
	Hooks and actions
Week 9: Basic Plugin Development 2	
Topics	Hooks and actions (continued)
	Shortcodes
	Develop a new custom widget
	Packaging
Week 10: SEO and Maintenance	
Topics	WordPress and SEO – Permalink structure, Google optimization, tracking
	Keeping the website Healthy – spam blocking, security, optimizing WP (content and file caching, speed), database maintenance
Week 11: Final Presentation WordPress Project	
Topics	Presentation of all projects
	Discussion and critique