

MSIT402 Information Design and Content Management

AT3 Group - Information Design and Implementation

Introduction:

This assignment provides a comprehensive framework for students to create a detailed portfolio and publish it using WordPress while emphasising the importance of quality content, customisation, and ongoing maintenance. This Group Work Implementation endeavours to achieve Course Learning Outcomes (CLOs) 1,2 and 3, constituting a holistic approach to developing skills and knowledge essential for information design and content management professionals.

SCENARIO CHALLENGE

Here are some content management specifications tailored for students to create a detailed portfolio and publish it using WordPress:

1. Portfolio Structure:

- The portfolio should include the following sections:
- **Home / Introduction:** Brief overview and welcome message.
- **About Me:** Personal information, including background, skills, and interests.
- **Resume/CV:** Detailed information about education, work experience, projects, and achievements.
- **Portfolio:** Showcase of projects, including descriptions, images, and any relevant links or files.
- **Blog/Reflections:** Regularly updated blog posts reflecting on experiences, projects, and personal growth.
- **Contact:** Contact information and a form for inquiries or feedback.

2. Content Requirements:

- Each section should have well-written, grammatically correct content.
- The portfolio should include a variety of media types, such as text, images, videos, and documents.
- Projects showcased should be diverse and demonstrate the student's skills and abilities effectively.

- Blog posts should be insightful, engaging, and relevant to the student's experiences and field of study.

3. WordPress Setup:

- You are required to create a WordPress account and set up a self-hosted WordPress website.
- You should choose a professional and visually appealing theme that complements the content of your portfolio.
- Plugins such as Yoast SEO, Contact Form 7, and Jetpack may be recommended for SEO optimization, contact forms, and site statistics.

4. Customization:

- You should customize their website's appearance, including colours, fonts, and layout, to reflect their personal branding.
- You should create a custom logo or use a professional photo of yourself for branding purposes.

5. Navigation and Usability:

- The portfolio should have clear navigation menus to help visitors easily find different sections and pages.
- All links should be functional, and the website should be mobile-responsive for optimal viewing across devices.

6. SEO Optimization:

- You should optimize their content for search engines by using relevant keywords, meta descriptions, and alt tags for images.
- You should aim to improve your website's visibility and ranking on search engine results pages.

7. Review and Feedback:

- Before publishing, you should review your portfolio thoroughly to check for errors and ensure all content is up-to-date.
- Peer review or feedback from instructors may be encouraged to help students improve their portfolios further.

8. Publication and Maintenance:

- Once the portfolio is complete, you should publish it on your WordPress website and share the link with the instructor.
- You should commit to regularly updating your portfolio with new projects, experiences, and blog posts to keep it current and relevant.

REPORT WRITING

Follow the below structure to write your report.

This structure provides a comprehensive overview of the implementation process, from planning and setup to customization and publication, ensuring clarity and organization in presenting the information. Each section should include detailed explanations, insights, and any challenges encountered and overcome during the implementation of the WordPress portfolio.

REPORT STRUCTURE: IMPLEMENTING A WordPress PORTFOLIO

1. Introduction

- Overview of the project requirements and objectives.
- Brief explanation of the importance of creating a professional portfolio using WordPress.

2. Portfolio Structure

- Detailed description of each section required for the portfolio:
 - Home/Introduction
 - About Me
 - Resume/CV
 - Portfolio
 - Blog/Reflections
 - Contact

3. Content Planning and Requirements

- Discussion on the content requirements for each section:
 - Well-written content
 - Variety of media types (text, images, videos, documents)
 - Diverse showcase of projects
 - Insights and engagement in blog posts

4. WordPress Setup

- Steps taken to create a WordPress account and set up a self-hosted website.
- Selection of a professional and visually appealing theme.
- Installation and configuration of recommended plugins (e.g., Yoast SEO, Contact Form 7, Jetpack).

5. Customization

- Customization of the website's appearance, including colours, fonts, and layout.
- Creation or selection of a custom logo or professional photo for branding.

6. Navigation and Usability

- Implementation of clear navigation menus for easy access to different sections and pages.
- Ensuring functionality and mobile responsiveness for optimal user experience.

7. SEO Optimization

- Strategies used to optimize content for search engines, including:
 - Use of relevant keywords
 - Writing meta-descriptions
 - Adding alt tags for images

8. Review and Feedback

- Steps taken to review the portfolio for errors and ensure content is up to date.
- Engagement in peer review or feedback from instructors to improve the portfolio further.

9. Publication and Maintenance

- Process of publishing the portfolio on the WordPress website.
- Commitment to regularly updating the portfolio with new projects, experiences, and blog posts.

10. Conclusion

- Summary of the key steps and decisions taken in implementing the WordPress portfolio.
- Reflections on the experience and lessons learned throughout the project.

11. Appendices

- Additional materials, such as screenshots of the portfolio website or documentation of plugin configurations.