

# BT-2500: WEB AUTHORIZING TOOLS

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## Cuyahoga Community College

**Viewing: BT-2500 : Web Authoring Tools**

**Board of Trustees:**

2016-12-01

**Academic Term:**

2017-08-28

**Subject Code**

BT - Business Technology

**Course Number:**

2500

**Title:**

Web Authoring Tools

**Catalog Description:**

Introduction to industry standards for web page authoring and editing within an open-source Content Management System (CMS). Topics include principles of web design, file management, formatting, HTML, CSS, image optimization, publishing and managing web pages. Create your own website through a powerful content management publishing platform.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

2

## Requisites

**Prerequisite and Corequisite**

IT-1090 Computer Applications, or IT-109H Honors Computer Applications; or BT-2040 Emerging Workplace Technology; or Business Technology department approval.

## Outcomes

**Course Outcome(s):**

Utilize a web authoring Content Management System (CMS) to design and publish a live website by applying the principles of web design and usability.

**Objective(s):**

1. Create an administrator account for the web authoring CSM.
2. Construct the framework of a web site according to a newly created flowchart.
3. Summarize the key principles to web design and usability.
4. Produce a website product that integrates posts, pages, text, images and videos.

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**Course Outcome(s):**

Identify needs and considerations for publishing to the web including resolution, color management, image types, file sizes and file compatibility and apply appropriate solutions.

**Objective(s):**

1. Produce numerous concepts that address a particular web design scenario and/or challenge
  2. Demonstrate knowledge of the web publishing process and production terminology.
  3. Identify and apply various aesthetic styles in the creation on the website.
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**Course Outcome(s):**

Demonstrate how to edit and author HTML code using a text editor within the CMS to develop website content.

**Objective(s):**

1. Reproduce formatted stylized text from scratch using html code and tags
  2. Indicate comprehension of basic HTML coding by identifying general HTML tags and language
  3. Demonstrate the use of HTML coding to build elements of a website
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**Methods of Evaluation:**

1. Demonstration
2. Hands-on lab projects
3. Detailed projects
4. Lab-based exams
5. Comprehensive project

**Course Content Outline:**

1. Introduction to Wordpress (WP)
  - a. What is Wordpress?
2. The Beginning
  - a. How WP works
  - b. Creating WP accounts
  - c. Accessing your site and admin controls
3. Creating content through posts
  - a. Posts vs. pages
  - b. Creating posts and pages (text editor and HTML)
  - c. Formatting posts, editor controls/view
  - d. Creating and editing links
  - e. Categories and tags
  - f. Formatting, revising, publishing and scheduling posts
4. Adding visual content
  - a. Media elements in WP
  - b. Adding and moving images to posts and pages
  - c. Creating image galleries
  - d. Adding content from other sites/sources
  - e. Working with Video
  - f. Integrating audio and video from sources such as YouTube
5. Creating pages
  - a. Creating from scratch
  - b. Creating from templates
  - c. Page hierarchies
6. Managing WP content
  - a. What is a Content Management System (CMS)?
  - b. Admin panel
7. Site appearance
  - a. Web design and style
  - b. Themes - previewing and installing
  - c. Friendly user navigation
  - d. Creating and customizing menus
8. Plugins and widgets
  - a. What are they? How do they work?
  - b. Finding, selecting plugins and widgets
  - c. Installing, activating and updating plugins and widgets
9. Users and profiles
  - a. Introduction to profiles and roles
  - b. Editing profiles and roles
  - c. Adding and managing users
10. Configuring site operational settings

- a. Configuring general site settings
  - b. Changing site reading, writing and language settings
  - c. Categories, media and permalink settings
11. Site interactions
- a. Introduction to interaction with an audience
  - b. Setting up discussions/comments
  - c. Managing comments and spam
  - d. Social sharing/media
12. Maintenance and security
- a. Safety and security
  - b. Keeping WP up to date

## Resources

Williams, B. , Stern, H., Damstra D. *Professional WordPress: Design and Development*. 3rd ed. Hoboken, NJ: Wiley Publishing, 2016.

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Friedman, J. *Web Designer's Guide to WordPress*. Berkely, CA: Peachpit, 2013.

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Krol, K. *Wordpress 4.x Complete*. Packt Publishing, 2015.

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Williams, Andrew, Dr. *Wordpress for Beginners 2018: A Visual Step-by-Step Guide to Mastering Word Press*. Dr. Andrew Williams, 2018.

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Taylor, Mike. *Step-by-Step WordPress for Beginners: How to Build a Beautiful Website on Your Own Domain from Scratch*. 2016.

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