

## Moraine Park Technical College

152-171 Wordpress

# Course Design

### Course Information

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|  | Description | Builds skills in creating online content using WordPress.  Students will perform account registration, profile personalization, and content addition.  Employ images, videos, and links to enhance postings, enable social sharing and mobile browsing.  Modify the website with custom themes, widgets, and menus. In addition, WordPress migration and the benefits of self-hosting will be explored. |
|  | Career Cluster | Information Technology |
|  | Instructional Level | Certificate |
|  | Total Credits | 3.00 |
|  | Total Hours | 72.00 |

Types of Instruction

|  |  |
| --- | --- |
| Instruction Type | Credits/Hours |
| lecture | 36 hours |
| lab | 36 hours |

Textbooks

|  |
| --- |
| Majure, Janet. Teach Yourself VISUALLY Complete WordPress. John Wiley and Sons (Publisher). 2nd Edition.  ISBN-13: 978-1118-19787-5 |

Learner Supplies

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| --- |
| GoDaddy Web Hosting Account and Domain Name NOTE: If you already have one from other semesters you don't need a new one and Instructor will address this more the first week of classes. |
| Access to Web Development Software: Microsoft Expression Web, or Dreamweaver CS6  Required: Yes |
| Access to Compression/Decompression Software such as WinZip or Windows Default Compression Software  Required: Yes |
| Access to FTP Software such as FileZilla Required: Yes |
| Microsoft Office Suite |

### Core Abilities

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| --- | --- |
| 1. | Act Responsibly |
| 2. | Communicate Clearly |
| 3. | Think Critically and Creatively |
| 4. | Work Productively |

### Course Competencies

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| --- | --- | --- |
| 1. | Compare WordPress installation options. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Think Critically and Creatively  Work Productively | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and  resources assigned by the instructor. |
|  | 1.2. | by completing installations of WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | Blog focuses on a single topic. |
|  | 1.2. | Blog is set up on WordPress.com |
|  | 1.3. | WordPress.com Profile is created. |
|  | 1.4. | WordPress.com general settings are edited. |
|  | 1.5. | WordPress.com blog has new theme installed. |
|  | 1.6. | WordPress.com blog has personal settings selected. |
|  | 1.7. | Blog is installed in a self-hosting environment. |
|  | 1.8. | FTP software is used to upload files. |
|  | 1.9. | MySQL database is setup. |
|  | 1.10. | Self-hosted blog has profile created. |
|  | 1.11. | Self-hosted blog has new theme installed. |
|  | 1.12. | Self-hosted blog theme's special settings are selected. |
|  | 1.13. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Explore versions of WordPress. |
|  | 1.b. | Explore installation options. |
|  | 1.c. | Examine choosing a blog topic. |
|  | 1.d. | Compare password security. |
|  | 1.e. | Explore domain name registration. |
|  | 1.f. | Explore Hosting purchases. |
|  | 1.g. | Explore installation through WordPress. |
|  | 1.h. | Explore installation on purchased hosting. |
|  | 1.i. | Prepare for installation of WordPress. |
|  | 1.j. | Examine WordPress dashboard. |
|  | 1.k. | Examine WordPress admin bar. |
|  | 1.l. | Explore WordPress general settings. |
|  | 1.m. | Install a new WordPress theme. |
|  | 1.n. | Select personal settings. |
|  | 1.o. | Install WordPess on a hosting account. |
|  | 1.p. | Examine FTP applications. |
|  | 1.q. | Install WordPress software. |
|  | 1.r. | Set up a MySQL database. |
|  | 1.s. | Upload WordPress files. |
|  | 1.t. | Explore troubleshooting WordPress installation errors. |
|  | 1.u. | Construct a Profile. |
|  | 1.v. | Explore Theme settings. |
| 2. | Employ WordPress Admin Tools. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Work Productively | |
|  | Assessment Strategies | |
|  | 2.1. | using textbook and resources assigned by the instructor. |
|  | 2.2. | by investigating the administrative side of WordPress. |
|  | 2.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 2.1. | Number of comments is set in Recent Comments module. |
|  | 2.2. | Mail Server information is entered. |
|  | 2.3. | Email is entered into Login Name box. |
|  | 2.4. | Password is entered into Password box. |
|  | 2.5. | Default Mail Category is set to Uncategorized. |
|  | 2.6. | Post By Email is enabled. |
|  | 2.7. | Privacy is enabled under Settings menu at WordPress.org. |
|  | 2.8. | All search engines are enabled to index your site at WordPress.org. |
|  | 2.9. | Privacy is enabled under Settings menu at WordPress.com. |
|  | 2.10. | All search engines are enabled to index your site at WordPress.com. |
|  | 2.11. | Permalinks structure is enabled. |
|  | 2.12. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 2.a. | Demonstrate customizing the Dashboard. |
|  | 2.b. | Modify Review Settings. |
|  | 2.c. | Examine posting via email. |
|  | 2.d. | Modify discussion settings. |
|  | 2.e. | Modify privacy settings. |
|  | 2.f. | Establish permalinks settings. |
|  | 2.g. | Manipulate general settings. |
| 3. | Create WordPress blog content. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Work Productively | |
|  | Assessment Strategies | |
|  | 3.1. | using textbook and resources assigned by the instructor. |
|  | 3.2. | by exploring the blogging side of WordPress. |
|  | 3.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 3.1. | Headline is entered. |
|  | 3.2. | Draft is saved. |
|  | 3.3. | Blog Post is previewed. |
|  | 3.4. | Blog Post is published. |
|  | 3.5. | Post is scheduled to be published. |
|  | 3.6. | Paragraph is indented. |
|  | 3.7. | Update is clicked to save changes. |
|  | 3.8. | Post is viewed to see changes. |
|  | 3.9. | Revisions box is checked. |
|  | 3.10. | Compare Revisions is selected. |
|  | 3.11. | Restore button is clicked. |
|  | 3.12. | Update or Save Draft is selected. |
|  | 3.13. | New page is added. |
|  | 3.14. | Headline is added to new page. |
|  | 3.15. | Text is added to the body of page. |
|  | 3.16. | Draft is saved for new page. |
|  | 3.17. | About is made parent of new page created. |
|  | 3.18. | Save draft is clicked. |
|  | 3.19. | New page is published. |
|  | 3.20. | Text link is added to post. |
|  | 3.21. | Text is pasted from Word into post. |
|  | 3.22. | Post is created with QuickPress. |
|  | 3.23. | Post is published. |
|  | 3.24. | Post is created with Window LiveWriter. |
|  | 3.25. | Post is published. |
|  | 3.26. | Self hosted blog is spellchecked. |
|  | 3.27. | Two heading tags are used. |
|  | 3.28. | One bulleted list is used. |
|  | 3.29. | One numbered list is used. |
|  | 3.30. | One image is used. |
|  | 3.31. | Text is wrapped around image. |
|  | 3.32. | Insert more tag is added. |
|  | 3.33. | Category is assigned to your blog. |
|  | 3.34. | Subcategory is created for your blog. |
|  | 3.35. | Tag is created for your post. |
|  | 3.36. | Category is applied to a post. |
|  | 3.37. | Tag is applied to a post. |
|  | 3.38. | Categories and Tags converter plug-in is installed. |
|  | 3.39. | Plug-in is activated. |
|  | 3.40. | Convert Tags to Categories is performed. |
|  | 3.41. | Menu is created. |
|  | 3.42. | Item is added to menu. |
|  | 3.43. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 3.a. | Examine new page post options. |
|  | 3.b. | Explore the WYSIWYG editor and toolbar. |
|  | 3.c. | Explore the HTML editor and toolbar. |
|  | 3.d. | Develop page content. |
|  | 3.e. | Publish Page content. |
|  | 3.f. | Modify text formatting. |
|  | 3.g. | Examine process to recall an earlier post. |
|  | 3.h. | Explore ways to modify text content. |
|  | 3.i. | Explore tools such as QuickPress and PressThis. |
|  | 3.j. | Explore blogging clients. |
|  | 3.k. | Explore Windows Live Writer. |
|  | 3.l. | Examine process of importing posts from other blogging platforms. |
|  | 3.m. | Explore media issues. |
|  | 3.n. | Explore media settings. |
|  | 3.o. | Prepare images for uploading. |
|  | 3.p. | Manipulate images. |
|  | 3.q. | Construct an image gallery. |
|  | 3.r. | Explore slideshows. |
|  | 3.s. | Perform linking to YouTube and other videos. |
|  | 3.t. | Perform linking to audio. |
|  | 3.u. | Employ use of a Flavicon. |
| 4. | Employ WordPress extendibility | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Work Productively | |
|  | Assessment Strategies | |
|  | 4.1. | using textbook and resources assigned by the instructor. |
|  | 4.2. | by employing the extendibility of WordPress. |
|  | 4.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 4.1. | Search widget is added. |
|  | 4.2. | Search widget is moved to different location. |
|  | 4.3. | Search widget is removed. |
|  | 4.4. | Basic text widget is added. |
|  | 4.5. | Basic text widget is formatted. |
|  | 4.6. | Functional text widget is added. |
|  | 4.7. | Akismet key is obtained. |
|  | 4.8. | Akismet is activated. |
|  | 4.9. | SEO Plugin is installed. |
|  | 4.10. | SEO Plugin is activated. |
|  | 4.11. | Plugin directory is shown. |
|  | 4.12. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 4.a. | Examine widget and plugin options. |
|  | 4.b. | Apply use of widgets. |
|  | 4.c. | Investigate Akismet. |
|  | 4.d. | Investigate plugins. |
|  | 4.e. | Apply use of  plugins. |
| 5. | Enhance WordPress blog content. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Communicate Clearly  Work Productively | |
|  | Assessment Strategies | |
|  | 5.1. | using textbook and resources assigned by the instructor. |
|  | 5.2. | by enhancing the blog content of WordPress. |
|  | 5.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 5.1. | Blogroll is created. |
|  | 5.2. | Comment policy is created. |
|  | 5.3. | Comment is on a peer's blog. |
|  | 5.4. | Comment is moderated. |
|  | 5.5. | Comment is edited. |
|  | 5.6. | Comment is responded to. |
|  | 5.7. | One comment is marked as spam. |
|  | 5.8. | Threaded comments are allowed. |
|  | 5.9. | Trackbacks and Pingbacks are enabled. |
|  | 5.10. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 5.a. | Examine use of typography in blog posts. |
|  | 5.b. | Examine use of images in blog posts. |
|  | 5.c. | Explore options to break up blog posts. |
|  | 5.d. | Identify differences between categories and tags. |
|  | 5.e. | Create categories. |
|  | 5.f. | Create tags. |
|  | 5.g. | Create custom menus. |
| 6. | Build WordPress blog traffic. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Work Productively | |
|  | Assessment Strategies | |
|  | 6.1. | using textbook and resources assigned by the instructor. |
|  | 6.2. | by building blog traffic in WordPress. |
|  | 6.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 6.1. | One RSS feed is added. |
|  | 6.2. | FeedBurner plugin is added. |
|  | 6.3. | Blog is connected to Twitter. |
|  | 6.4. | Custom Permalinks are used. |
|  | 6.5. | Keywords are used in posts. |
|  | 6.6. | One question poll is created. |
|  | 6.7. | Readers can rate content. |
|  | 6.8. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 6.a. | Create a blogroll. |
|  | 6.b. | Construct a comment policy. |
|  | 6.c. | Explore moderating comments. |
|  | 6.d. | Modify comments. |
|  | 6.e. | Explore ways to deal with comment spam. |
|  | 6.f. | Customize thread settings. |
|  | 6.g. | Examine trackbacks and pingbacks. |
|  | 6.h. | Examine use of RSS Feeds. |
|  | 6.i. | Employ email subscriptions. |
|  | 6.j. | Explore social media as a promotion tool. |
|  | 6.k. | Examine optimizing a blog for search engines. |
|  | 6.l. | Employ use of surveys and polls. |
|  | 6.m. | Explore reader rating of content. |
| 7. | Customize WordPress themes. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Work Productively | |
|  | Assessment Strategies | |
|  | 7.1. | using textbook and resources assigned by the instructor. |
|  | 7.2. | by customizing themes in WordPress. |
|  | 7.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 7.1. | Header art is customized. |
|  | 7.2. | Custom color scheme is used. |
|  | 7.3. | Copyright information is added to footer. |
|  | 7.4. | Image is added to Category Template. |
|  | 7.5. | Post format is set to Standard. |
|  | 7.6. | Page Template is created. |
|  | 7.7. | Web Developer Toolbar is installed for FireFox. |
|  | 7.8. | CSS formatting is revealed in article. |
|  | 7.9. | Category RSS Feed Link is added. |
|  | 7.10. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 7.a. | Modify header art. |
|  | 7.b. | Explore theme options. |
|  | 7.c. | Investigate the theme editor. |
|  | 7.d. | Modify theme content. |
|  | 7.e. | Examine post formats. |
|  | 7.f. | Modify a page template. |
|  | 7.g. | Investigate CSS. |
| 8. | Employ WordPress as a Content Management System | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Think Critically and Creatively  Work Productively | |
|  | Assessment Strategies | |
|  | 8.1. | using textbook and resources assigned by the instructor. |
|  | 8.2. | by employing WordPress as a Content Management System. |
|  | 8.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 8.1. | New user is added. |
|  | 8.2. | Member Community is created. |
|  | 8.3. | BuddyPress Social Network is created. |
|  | 8.4. | Forum is added to Blog. |
|  | 8.5. | New page is added. |
|  | 8.6. | Media is added to new page. |
|  | 8.7. | Language is changed to Spanish. |
|  | 8.8. | Language is change back to English. |
|  | 8.9. | Static page is set as home page. |
|  | 8.10. | Blog is added to static site. |
|  | 8.11. | Post is changed to sticky post. |
|  | 8.12. | Date is suppressed on stick post. |
|  | 8.13. | Portfolio is created. |
|  | 8.14. | Google Ads is added to blog. |
|  | 8.15. | E-Commerce plugin is installed. |
|  | 8.16. | E-Commerce plugin is activated. |
|  | 8.17. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 8.a. | Examine user capabilities. |
|  | 8.b. | Modify authors and contributors. |
|  | 8.c. | Modify simple member community. |
|  | 8.d. | Examine BuddyPress. |
|  | 8.e. | Modify blog to include a forum. |
|  | 8.f. | Examine document management. |
|  | 8.g. | Examine multi-language use. |
|  | 8.h. | Investigate adding a blog to an existing site. |
|  | 8.i. | Examine use of StickyNotes. |
|  | 8.j. | Investigate uses of WordPress for a variety of site types. |
|  | 8.k. | Investigate affiliate programs. |
|  | 8.l. | Investigate adding ecommerce. |
| 9. | Maintain WordPress site/s. | |
|  | Linked Core Abilities | |
|  | Act Responsibly  Communicate Clearly  Work Productively | |
|  | Assessment Strategies | |
|  | 9.1. | using textbook and resources assigned by the instructor. |
|  | 9.2. | by managing WordPress site/s. |
|  | 9.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 9.1. | WordPress site is backed up. |
|  | 9.2. | WordPress site is updated. |
|  | 9.3. | Outdated drafts are deleted. |
|  | 9.4. | Outdated links are deleted. |
|  | 9.5. | Statistics Tracker is employed. |
|  | 9.6. | Plugin updates are installed. |
|  | 9.7. | Suggestion is sent to Wordpress.com |
|  | 9.8. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 9.a. | Explore site backup processes. |
|  | 9.b. | Explore support options. |
|  | 9.c. | Compare manual to automatic updating. |
|  | 9.d. | Explore clearing outdated materials. |
|  | 9.e. | Examine the Statistics Tracker. |
|  | 9.f. | Explore keeping plugins updated. |
|  | 9.g. | Explore WordPress Resources. |

### Grading Information

**Performance Assessment Task List**

|  |  |
| --- | --- |
| **Assessment** | **Points** |
| PAT1 (LP1) WordPress SetUp Project. | 30 |
| PAT 2 (LP2, 3) WordPress Written Blog Content Project. | 131 |
| PAT3 (LP4,5,6,) WordPress Site Enhancement Project. | 34 |
| PAT4 (LP7, 8) WordPress Maintenance Project. | 29 |
| Total | 224 |

**Grading Scale**

|  |  |
| --- | --- |
| **Grading Scale** | 100-94% |
| B | 93-87% |
| C | 86-80% |
| D | 79-75% |
| F | Below 75% |
| I | Incomplete: Upon consultation with the instructor. Generally requires 70% or more of the assessments complete to be considered for an incomplete or special circumstances. An incomplete is like an extension, you and the instructor will then work out an agreement for new due dates for assessments. |

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| Course Policies |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Attendance:**  Coming to class is an important part of the learning process. Treat your class as if it were like your job. When you're going to miss a day of work most employers require they be notified of your absence. Your classes are your training ground for your future career!! When you need to miss class, please notify the instructor prior to missing that class. If you are in an online class and need to be away from the course room for an extended period of time, let your instructor know!  ***On Campus Classes:***  Attendance will impact your grade. Grade impact for attendance will be calculated as follows.   |  |  |  | | --- | --- | --- | |  | Number of Classes Missed | Drop in Letter Grade | | 16-Week Class | 4 | 1 Full Grade | | 16-Week Class | 2 | 1 Half Grade | | 8-Week Class | 2 | 1 Full Grade | | 8-Week Class | 1 | 1 Half Grade |   Excused absences will be NOT penalized. An excused absence is one where the student has made prior arrangements with the instructor via email. | |  | | **Class Participation:**  **Course Discussion Expectation**  The Learning Activities in a course are designed and created to help you achieve the objective of the plan in order to successfully achieve gaining the competency of the plan. In most classes, there are learning activities that consist of discussions. Many times the discussions are non graded learning activities rather than assessments. Past experience has shown that in these cases, the quality and participation is lower. However, the discussions are not busy work as they involve concepts, knowledge, skills, etc. that you are expected to gain by participating in the discussion and in this class. Often other classes in the program as well as the web developer industry will assume that the concepts, knowledge, skills, etc. were covered hence lack of complete participation will often result in future problems for you.  General expectations regarding course discussions are as follows:   1. Participation in the discussion topics need to occur during the time frame that they are assigned. 2. Discussion contributions should include 100% of the outlined requirements as stated in the discussion instructions.   Course Discussion Requirements and Policies   1. No assessments for a specific week will be graded until after 100% of the discussion topics for that specific week have been participated in.    1. If you miss the discussion, you will be required to read and summarize the week's discussion and post your summary to that discussion. 2. If 100% of the discussion topics have not been participated in during the specific week, the learner will not earn 100% of the points available for the following Core Ability for any assessment due that week:    1. Act responsibly.    2. Learner completes assigned tasks according to prescribed deadlines.       1. If you do the discussion summary as make up, you will earn the core ability points. 3. Constant lack of participation in the discussions will lower your overall grade in the following fashion:    1. For example, if you are receiving an “A” for the course and neglected to participate in the discussions during the week they were assigned:       1. Your final grade will be a B.    2. If you failed to participate in the discussions during their assigned weeks and did not do the discussion summary required:       1. Your final grade will be a C. | | **Online Class Meetings:**  If the instructor holds live online class meetings, the expectation of attendance at these meetings are as follows:  · It is not mandatory to attend as we recognize that it is often difficult to provide a time where all online students can meet at the same time.  · Any live meetings will be recorded and available to download and watch. It is required that you download and watch any recorded meeting videos. | | |  | | --- | |  | |  | | |  | | **OTHER POLICIES:**  **Plan of Success**  If you have diligently completed the learning activities and have mastered the learning objectives, you should have no difficulty meeting the criteria for the Performance Assessment Tasks in order to demonstrate the competency/ies of any given learning plan.   * Read 100% of the Course Announcement for clarification on expectations of activities and assessments for each Learning Plan as they are posted by your instructor.   + Your instructor’s announcements are your roadmap to the class!   + An announcement/s will be posted for every learning plan or every week of work depending on the course. * Complete 100% of the learning activities as assigned by the instructor in the announcements.   + Learning Activities are designed to facilitate skill building so that you are then able to perform well on the assessments. * Read 100% of each assessment’s directions to the learner and scoring guide.   + These are your roadmap to success with an assessment; they tell you what you have to do and how it will be evaluated.   + The instructor may provide additional clarification in an announcement so always use all three when working on an assessment.     - The Announcement about the Assessment     - The Assessment Directions     - The Scoring Guide * ASK questions!!!   + After you have read the announcement, the assessment directions and the scoring guide, if something still isn’t clear, follow the questions procedure that your instructor has given you! * Check your assessment work against the criteria for performance assessments which are given in the Scoring Guide before submitting each assessment. Did I say that already? :) Worth repeating!! * Feel free to ask a class mate to review your assessment.   To Be Successful Summary: Using the Scoring Guides to check your work is essential to your success in this class. The instructor uses the Scoring Guides to evaluate your work, if the criteria listed on those are not there, you won't earn the points. Also, make use of course announcements, often instructors will clarify their expectations on criteria and core abilities through the course announcements. Did I say this already? :) Worth repeating!!  **Guideline and Policy Information**  How To Get The Most Out Of This Learning Experience   * Take charge of your own learning. Raise questions, probe, explore, go after what you need. * Be open. Use your imagination, consider new possibilities, and create something new for yourself. * Give as well as receive. Give liberally to co-learners and be prepared to receive a great deal from them. * Have fun. Plan to thoroughly enjoy this opportunity to learn and to grow in your professional competence and satisfaction.   Performance-Based - It's about Learning!  Your success is the main goal of any learning experience. In performance-based learning, we carefully identify what you need to be able to do as a result of a learning experience. Next we determine how you can show that you have learned these skills. Finally, we plan learning activities that will help you develop the target skills, knowledge, and attitudes.  Benefits for you:   1. You will learn skills and knowledge that you can apply, rather than outlines of information. 2. We tell you right up front WHAT you will learn, how we expect you to show WHEN you have learned, and HOW you may go about learning. This helps you plan how to invest your time and energy. 3. You know the standards for evaluation before the assessment. You earn a grade according to how well you perform the skills rather than according to how well others in the class perform. You are not graded on a curve. 4. You are actively involved in the learning. We design learning activities and assignments that teach you to solve problems and to learn on your own. 5. When you complete a learning experience, you have documentation showing the skills and knowledge you have learned. You can use this information when you seek employment, admission to further education, advanced standing or transfer of credit.   Basic Terminology:   * Core Ability - A broad capability that you will develop throughout a course, program, or major, rather than in one specific lesson. Core abilities include skills that everyone needs to succeed, such as problem solving and communication. * Competency - A major skill, knowledge, or attitude that you will learn as a result of a given learning experience. * Criteria - Specifications that describe a successful performance. * Conditions - Descriptions of how you will show that you have achieved a competency. * Learning Objectives - Supporting skills that you will learn as a step toward mastering a specific competency. * Learning Activities -Statements that describe strategies for learning skills, knowledge, and attitudes. (You might think of them as learning assignments.) * Assessment Activities - Statements that describe what you must do to get feedback on your performance or earn credit for your achievements. * Performance Assessment Task - Directions for completing a required assignment and a scoring guide telling you how your performance of a skill or the product you create will be evaluated. | |  | |  | |

### Course Learning Plans and Performance Assessment Tasks

LP1 WordPress Installation and Troubleshooting

Overview/Purpose

In this learning plan, you will explore the different options for installing and using WordPress.  You will install and explore the settings and tools in both WordPress.com and a self-hosting environment  including setting up a profile,  adjusting settings, and installing a new theme.

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Compare WordPress installation options. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and  resources assigned by the instructor. |
|  | 1.2. | by completing installations of WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide |
|  | Criteria | |
|  | 1.1. | Blog focuses on a single topic. |
|  | 1.2. | Blog is set up on WordPress.com |
|  | 1.3. | WordPress.com Profile is created. |
|  | 1.4. | WordPress.com general settings are edited. |
|  | 1.5. | WordPress.com blog has new theme installed. |
|  | 1.6. | WordPress.com blog has personal settings selected. |
|  | 1.7. | Blog is installed in a self-hosting environment. |
|  | 1.8. | FTP software is used to upload files. |
|  | 1.9. | MySQL database is setup. |
|  | 1.10. | Self-hosted blog has profile created. |
|  | 1.11. | Self-hosted blog has new theme installed. |
|  | 1.12. | Self-hosted blog theme's special settings are selected. |
|  | 1.13. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Explore versions of WordPress. |
|  | 1.b. | Explore installation options. |
|  | 1.c. | Examine choosing a blog topic. |
|  | 1.d. | Compare password security. |
|  | 1.e. | Explore domain name registration. |
|  | 1.f. | Explore Hosting purchases. |
|  | 1.g. | Explore installation through WordPress. |
|  | 1.h. | Explore installation on purchased hosting. |
|  | 1.i. | Prepare for installation of WordPress. |
|  | 1.j. | Examine WordPress dashboard. |
|  | 1.k. | Examine WordPress admin bar. |
|  | 1.l. | Explore WordPress general settings. |
|  | 1.m. | Install a new WordPress theme. |
|  | 1.n. | Select personal settings. |
|  | 1.o. | Install WordPess on a hosting account. |
|  | 1.p. | Examine FTP applications. |
|  | 1.q. | Install WordPress software. |
|  | 1.r. | Set up a MySQL database. |
|  | 1.s. | Upload WordPress files. |
|  | 1.t. | Explore troubleshooting WordPress installation errors. |
|  | 1.u. | Construct a Profile. |
|  | 1.v. | Explore Theme settings. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | THINK ABOUT the question "What topic could you use to create a blog focus around?" |
| 2. | COMPARE WordPress.com set up to WordPress.org set up. |
| 3. | OBSERVE a demonstration of set up using both WordPress.com and WordPress.org. |
| 4. | COMPLETE textbook assignments. |
| 5. | CREATE a blog using both environments. |
| 6. | CRITIQUE peers' blogs. |
| 7. | DISCUSS installation issues and troubleshooting procedures. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | SUBMIT PAT1 (LP1) WordPress Set Up. |

PAT1 (LP1) WordPress Set Up

Directions

You will choose two topics that you can focus your blogs around.   
You will record your usernames and passwords as the instructor will not have a way to recover them for you.  
You will research blog titles and plan some initial content for your chosen topics.  
You will set up two blogs:

* WordPress.com Blog
* WordPress.org Self Hosted Blog

Your set up will follow the steps outlined in the textbook practice and will meet the criteria on the scoring guide.   
  
You will submit:

* **For Project Points:**
  + The URL's (web addresses) to each of your finished blog set ups
  + The URL's to the administrative panels.
  + The username and password to your administrative panels.
* **For Core Ability Points:**
  + A Reflection Statement that includes:
* Citations of any resources that you consulted while working on this learning plan and assessment.
  + - What you knew coming into this learning plan, what you gained by doing the

work in this learning plan

* What you feel you could still use more information on.
* Description of any difficulties that you had while completing the learning plan and what problem solving approaches you used to solve the difficulties.

|  |  |
| --- | --- |
| Environment | Classroom |

Evaluator(s)

Instructor

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Compare WordPress installation options. |

Target Core Abilities

|  |  |
| --- | --- |
| 1. | Act Responsibly |
| 2. | Think Critically and Creatively |
| 3. | Work Productively |

Scoring Standard

**Project Scoring Scale:**  
2 = Learner fully demonstrated   
1= Learner partially demonstrated   
0 = Learner did not demonstrate  
  
**Core Ability Scale:**  
Yes = 1 point Fully Demonstrated  
No = 0 points Not Fully Demonstrated  
  
You must earn 80% or higher  in order to successfully complete this PAT.  See Assessment Redo Policy.

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Compare WordPress installation options.** |  |
| 2. | Blog focuses on a single topic. | 2 1 0 |
| 3. | Blog is set up on WordPress.com | 2 1 0 |
| 4. | WordPress.com Profile is created. | 2 1 0 |
| 5. | WordPress.com general settings are edited. | 2 1 0 |
| 6. | WordPress.com blog has new theme installed. | 2 1 0 |
| 7. | WordPress.com blog has personal settings selected. | 2 1 0 |
| 8. | Blog is installed in a self-hosting environment. | 2 1 0 |
| 9. | FTP software is used to upload files. | 2 1 0 |
| 10. | MySQL database is setup. | 2 1 0 |
| 11. | Self-hosted blog has profile created. | 2 1 0 |
| 12. | Self-hosted blog has new theme installed. | 2 1 0 |
| 13. | Self-hosted blog theme's special settings are selected. | 2 1 0 |
| 14. | Blogs are 100% functional in both environments. | 2 1 0 |
| **15.** | **Act Responsibly** |  |
| 16. | You follow directions | Yes = 1 No = 0 |
| 17. | You meet deadlines | Yes = 1 No = 0 |
| **18.** | **Work Productively** |  |
| 19. | You use resources efficiently | Yes = 1 No = 0 |
| **20.** | **Think Critically and Creatively** |  |
| 21. | You use active problem-solving techniques (Plan, Do, Check, Act) | Yes = 1 No = 0 |

LP2 WordPress Administration Tools

Overview/Purpose

You will be exploring the administrative tools panels and applying the skills you gain in tasks like customizing the dashboard, writing settings, email postings, discussion settings, privacy settings, and permalink structures.

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Employ WordPress Admin Tools. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by investigating the administrative side of WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | Number of comments is set in Recent Comments module. |
|  | 1.2. | Mail Server information is entered. |
|  | 1.3. | Email is entered into Login Name box. |
|  | 1.4. | Password is entered into Password box. |
|  | 1.5. | Default Mail Category is set to Uncategorized. |
|  | 1.6. | Post By Email is enabled. |
|  | 1.7. | Privacy is enabled under Settings menu at WordPress.org. |
|  | 1.8. | All search engines are enabled to index your site at WordPress.org. |
|  | 1.9. | Privacy is enabled under Settings menu at WordPress.com. |
|  | 1.10. | All search engines are enabled to index your site at WordPress.com. |
|  | 1.11. | Permalinks structure is enabled. |
|  | 1.12. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Demonstrate customizing the Dashboard. |
|  | 1.b. | Modify Review Settings. |
|  | 1.c. | Examine posting via email. |
|  | 1.d. | Modify discussion settings. |
|  | 1.e. | Modify privacy settings. |
|  | 1.f. | Establish permalinks settings. |
|  | 1.g. | Manipulate general settings. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | THINK ABOUT the difference between the front-end and administration-end of WordPress. |
| 2. | OBSERVE a demonstration of working with the administrative tools panels. |
| 3. | SETUP email for Post by Email on the Writing Settings page. |
| 4. | COMPLETE textbook assignments. |
| 5. | LOGIN to administration-end of WordPress. |
| 6. | DISCUSS administration issues. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | COMPLETE PAT 2 (LP3) WordPress Written Blog Content Project. |

LP3 WordPress Content

Overview/Purpose

You will explore the multiple ways to produce written content in your blog including use of media such as images, audio, and video! Plus, since 'content is king' in the online realms, you will apply skills to enhance that content through editing, typography and organization!

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Create WordPress blog content. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by exploring the blogging side of WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | Headline is entered. |
|  | 1.2. | Draft is saved. |
|  | 1.3. | Blog Post is previewed. |
|  | 1.4. | Blog Post is published. |
|  | 1.5. | Post is scheduled to be published. |
|  | 1.6. | Paragraph is indented. |
|  | 1.7. | Update is clicked to save changes. |
|  | 1.8. | Post is viewed to see changes. |
|  | 1.9. | Revisions box is checked. |
|  | 1.10. | Compare Revisions is selected. |
|  | 1.11. | Restore button is clicked. |
|  | 1.12. | Update or Save Draft is selected. |
|  | 1.13. | New page is added. |
|  | 1.14. | Headline is added to new page. |
|  | 1.15. | Text is added to the body of page. |
|  | 1.16. | Draft is saved for new page. |
|  | 1.17. | About is made parent of new page created. |
|  | 1.18. | Save draft is clicked. |
|  | 1.19. | New page is published. |
|  | 1.20. | Text link is added to post. |
|  | 1.21. | Text is pasted from Word into post. |
|  | 1.22. | Post is created with QuickPress. |
|  | 1.23. | Post is published. |
|  | 1.24. | Post is created with Window LiveWriter. |
|  | 1.25. | Post is published. |
|  | 1.26. | Self hosted blog is spellchecked. |
|  | 1.27. | Two heading tags are used. |
|  | 1.28. | One bulleted list is used. |
|  | 1.29. | One numbered list is used. |
|  | 1.30. | One image is used. |
|  | 1.31. | Text is wrapped around image. |
|  | 1.32. | Insert more tag is added. |
|  | 1.33. | Category is assigned to your blog. |
|  | 1.34. | Subcategory is created for your blog. |
|  | 1.35. | Tag is created for your post. |
|  | 1.36. | Category is applied to a post. |
|  | 1.37. | Tag is applied to a post. |
|  | 1.38. | Categories and Tags converter plug-in is installed. |
|  | 1.39. | Plug-in is activated. |
|  | 1.40. | Convert Tags to Categories is performed. |
|  | 1.41. | Menu is created. |
|  | 1.42. | Item is added to menu. |
|  | 1.43. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Examine new page post options. |
|  | 1.b. | Explore the WYSIWYG editor and toolbar. |
|  | 1.c. | Explore the HTML editor and toolbar. |
|  | 1.d. | Develop page content. |
|  | 1.e. | Publish Page content. |
|  | 1.f. | Modify text formatting. |
|  | 1.g. | Examine process to recall an earlier post. |
|  | 1.h. | Explore ways to modify text content. |
|  | 1.i. | Explore tools such as QuickPress and PressThis. |
|  | 1.j. | Explore blogging clients. |
|  | 1.k. | Explore Windows Live Writer. |
|  | 1.l. | Examine process of importing posts from other blogging platforms. |
|  | 1.m. | Explore media issues. |
|  | 1.n. | Explore media settings. |
|  | 1.o. | Prepare images for uploading. |
|  | 1.p. | Manipulate images. |
|  | 1.q. | Construct an image gallery. |
|  | 1.r. | Explore slideshows. |
|  | 1.s. | Perform linking to YouTube and other videos. |
|  | 1.t. | Perform linking to audio. |
|  | 1.u. | Employ use of a Flavicon. |
| 2. | Enhance WordPress blog content. | |
|  | Assessment Strategies | |
|  | 2.1. | using textbook and resources assigned by the instructor. |
|  | 2.2. | by enhancing the blog content of WordPress. |
|  | 2.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 2.1. | Blogroll is created. |
|  | 2.2. | Comment policy is created. |
|  | 2.3. | Comment is on a peer's blog. |
|  | 2.4. | Comment is moderated. |
|  | 2.5. | Comment is edited. |
|  | 2.6. | Comment is responded to. |
|  | 2.7. | One comment is marked as spam. |
|  | 2.8. | Threaded comments are allowed. |
|  | 2.9. | Trackbacks and Pingbacks are enabled. |
|  | 2.10. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 2.a. | Examine use of typography in blog posts. |
|  | 2.b. | Examine use of images in blog posts. |
|  | 2.c. | Explore options to break up blog posts. |
|  | 2.d. | Identify differences between categories and tags. |
|  | 2.e. | Create categories. |
|  | 2.f. | Create tags. |
|  | 2.g. | Create custom menus. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | THINK about what you are going to write for your first blog post. |
| 2. | OBSERVE a demonstration of producing written content, adding media elements and enhancing content appeal. |
| 3. | PUBLISH your first blog post. |
| 4. | PUBLISH your first page. |
| 5. | CREATE a post with QuickPress. |
| 6. | CREATE a post with PostThis. |
| 7. | LOCATE and EXAMINE blog content that includes a variety of media elements. |
| 8. | CREATE a post with Windows Live Writer. |
| 9. | COMPLETE textbook assignments. |
| 10. | LOGIN to administration-end of WordPress. |
| 11. | DISCUSS administration issues. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | SUBMIT PAT 2 (LP3) WordPress Written Blog Content Project. |

PAT2 (LP3) Written Blog Content

Directions

You will configure settings within the Administrative side of WordPress, create and enhance content on your blog following the steps outlined in the assigned textbook practice chapters which will meet the criteria on the scoring guide.  
  
You will submit:

* **For Project Points:**
  + The URL's (web addresses) to each of your finished blog set ups
  + The URL's to the administrative panels.
  + The username and password to your administrative panels.
* **For Core Ability Points:**
  + A Reflection Statement that includes:
* Citations of any resources that you consulted while working on this learning plan and assessment.
  + - What you knew coming into this learning plan, what you gained by doing the

work in this learning plan

* What you feel you could still use more information on.
* Description of any difficulties that you had while completing the learning plan and what problem solving approaches you used to solve the difficulties.

|  |  |
| --- | --- |
| Environment | Classroom |

Evaluator(s)

Instructor

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Employ WordPress Admin Tools. |
| 2. | Create WordPress blog content. |
| 3. | Enhance WordPress blog content. |

Target Core Abilities

|  |  |
| --- | --- |
| 1. | Act Responsibly |
| 2. | Think Critically and Creatively |
| 3. | Work Productively |

Scoring Standard

**Project Scoring Scale:**  
2 = Learner fully demonstrated   
1= Learner partially demonstrated   
0 = Learner did not demonstrate  
  
**Core Ability Scale:**  
Yes = 1 point Fully Demonstrated  
No = 0 points Not Fully Demonstrated  
  
You must earn 80% or higher  in order to successfully complete this PAT.  See Assessment Redo Policy.

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Employ WordPress Admin Tools.** |  |
| 2. | Number of comments is set in Recent Comments module. | 2 1 0 |
| 3. | Mail Server information is entered. | 2 1 0 |
| 4. | Email is entered into Login Name box. | 2 1 0 |
| 5. | Password is entered into Password box. | 2 1 0 |
| 6. | Default Mail Category is set to Uncategorized. | 2 1 0 |
| 7. | Post By Email is enabled. | 2 1 0 |
| 8. | Privacy is enabled under Settings menu at WordPress.org. | 2 1 0 |
| 9. | All search engines are enabled to index your site at WordPress.org. | 2 1 0 |
| 10. | Privacy is enabled under Settings menu at WordPress.com. | 2 1 0 |
| 11. | All search engines are enabled to index your site at WordPress.com. | 2 1 0 |
| 12. | Permalinks structure is enabled. | 2 1 0 |
| **13.** | **Create WordPress blog content.** |  |
| 14. | Headline is entered. | 2 1 0 |
| 15. | Draft is saved. | 2 1 0 |
| 16. | Blog Post is previewed. | 2 1 0 |
| 17. | Blog Post is published. | 2 1 0 |
| 18. | Post is scheduled to be published. | 2 1 0 |
| 19. | Paragraph is indented. | 2 1 0 |
| 20. | Update is clicked to save changes. | 2 1 0 |
| 21. | Post is viewed to see changes. | 2 1 0 |
| 22. | Revisions box is checked. | 2 1 0 |
| 23. | Compare Revisions is selected. | 2 1 0 |
| 24. | Restore button is clicked. | 2 1 0 |
| 25. | Update or Save Draft is selected. | 2 1 0 |
| 26. | New page is added. | 2 1 0 |
| 27. | Headline is added to new page. | 2 1 0 |
| 28. | Text is added to the body of page. | 2 1 0 |
| 29. | Draft is saved for new page. | 2 1 0 |
| 30. | About is made parent of new page created. | 2 1 0 |
| 31. | Save draft is clicked. | 2 1 0 |
| 32. | New page is published. | 2 1 0 |
| 33. | Text link is added to post. | 2 1 0 |
| 34. | Text is pasted from Word into post. | 2 1 0 |
| 35. | Post is created with QuickPress. | 2 1 0 |
| 36. | Post is published. | 2 1 0 |
| 37. | Post is created with Window LiveWriter. | 2 1 0 |
| 38. | Post is published. | 2 1 0 |
| 39. | Self hosted blog is spellchecked. | 2 1 0 |
| 40. | Two heading tags are used. | 2 1 0 |
| 41. | One bulleted list is used. | 2 1 0 |
| 42. | One numbered list is used. | 2 1 0 |
| 43. | One image is used. | 2 1 0 |
| 44. | Text is wrapped around image. | 2 1 0 |
| 45. | Insert more tag is added. | 2 1 0 |
| 46. | Category is assigned to your blog. | 2 1 0 |
| 47. | Subcategory is created for your blog. | 2 1 0 |
| 48. | Tag is created for your post. | 2 1 0 |
| 49. | Category is applied to a post. | 2 1 0 |
| 50. | Tag is applied to a post. | 2 1 0 |
| 51. | Categories and Tags converter plug-in is installed. | 2 1 0 |
| 52. | Plug-in is activated. | 2 1 0 |
| 53. | Convert Tags to Categories is performed. | 2 1 0 |
| 54. | Menu is created. | 2 1 0 |
| 55. | Item is added to menu. | 2 1 0 |
| **56.** | **Enhance WordPress blog content.** |  |
| 57. | Blogroll is created. | 2 1 0 |
| 58. | Comment policy is created. | 2 1 0 |
| 59. | Comment is on a peer's blog. | 2 1 0 |
| 60. | Comment is moderated. | 2 1 0 |
| 61. | Comment is edited. | 2 1 0 |
| 62. | Comment is responded to. | 2 1 0 |
| 63. | One comment is marked as spam. | 2 1 0 |
| 64. | Threaded comments are allowed. | 2 1 0 |
| 65. | Trackbacks and Pingbacks are enabled. | 2 1 0 |
| 66. | Blogs are 100% functional in both environments. | 2 1 0 |
| **67.** | **Act Responsibly** |  |
| 68. | You follow directions | Yes No |
| 69. | You meet deadlines | Yes No |
| **70.** | **Work Productively** |  |
| 71. | You stay on task | Yes No |
| 72. | You use resources efficiently | Yes No |
| **73.** | **Think Critically and Creatively** |  |
| 74. | You use active problem-solving techniques (Plan, Do, Check, Act) | Yes No |

LP4 WordPress Extendability

Overview/Purpose

Want to make your blog do cartwheels? WordPress widgets and plug-ins can extend the capabilities of your blog in a variety of ways. You will employ skills in using these to enhance your blog's abilities!

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Employ WordPress extendibility | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by employing the extendibility of WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | Search widget is added. |
|  | 1.2. | Search widget is moved to different location. |
|  | 1.3. | Search widget is removed. |
|  | 1.4. | Basic text widget is added. |
|  | 1.5. | Basic text widget is formatted. |
|  | 1.6. | Functional text widget is added. |
|  | 1.7. | Akismet key is obtained. |
|  | 1.8. | Akismet is activated. |
|  | 1.9. | SEO Plugin is installed. |
|  | 1.10. | SEO Plugin is activated. |
|  | 1.11. | Plugin directory is shown. |
|  | 1.12. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Examine widget and plugin options. |
|  | 1.b. | Apply use of widgets. |
|  | 1.c. | Investigate Akismet. |
|  | 1.d. | Investigate plugins. |
|  | 1.e. | Apply use of  plugins. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | BRAINSTORM ideas on extended capabilities of blog site. SHARE two-three of your thoughts of how you might extend the capabilities. |
| 2. | OBSERVE a demonstration of using widgets and plug-ins to extend the capabilities of a WordPress site. |
| 3. | COMPLETE textbook assignments. |
| 4. | READ and VIEW optional assigned resources and videos. |
| 5. | RESEARCH widgets and plug-ins. SHARE 2-3 widgets and plug-ins that you found most interesting with the class. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | COMPLETE PAT3 (LP6) WordPress Site Enhancement Project. |

LP5 WordPress and Building Traffic

Overview/Purpose

Getting people to see your blog is a major component of success! In this learning plan, you will gain skills and apply them to getting traffic to your blog.

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Build WordPress blog traffic. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by building blog traffic in WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | One RSS feed is added. |
|  | 1.2. | FeedBurner plugin is added. |
|  | 1.3. | Blog is connected to Twitter. |
|  | 1.4. | Custom Permalinks are used. |
|  | 1.5. | Keywords are used in posts. |
|  | 1.6. | One question poll is created. |
|  | 1.7. | Readers can rate content. |
|  | 1.8. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Create a blogroll. |
|  | 1.b. | Construct a comment policy. |
|  | 1.c. | Explore moderating comments. |
|  | 1.d. | Modify comments. |
|  | 1.e. | Explore ways to deal with comment spam. |
|  | 1.f. | Customize thread settings. |
|  | 1.g. | Examine trackbacks and pingbacks. |
|  | 1.h. | Examine use of RSS Feeds. |
|  | 1.i. | Employ email subscriptions. |
|  | 1.j. | Explore social media as a promotion tool. |
|  | 1.k. | Examine optimizing a blog for search engines. |
|  | 1.l. | Employ use of surveys and polls. |
|  | 1.m. | Explore reader rating of content. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | BRAINSTORM and SHARE possible ways to drive traffic to a website. |
| 2. | OBSERVE a demonstration of employing traffic building activities. |
| 3. | COMPLETE textbook assignments. |
| 4. | READ and VIEW optional assigned resources and videos. |
| 5. | RESEARCH traffic building methods. SHARE 2-3 traffic building activities that you found most interesting with the class. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | COMPLETE PAT3 (LP6) WordPress Site Enhancement Project. |

LP6 WordPress Themes

Overview/Purpose

Many people start out with a pre-built theme in WordPress, yet that means their blogs look like many other people's blogs.  You will gain skills in customizing a theme to make it uniquely your own.

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Customize WordPress themes. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by customizing themes in WordPress. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | Header art is customized. |
|  | 1.2. | Custom color scheme is used. |
|  | 1.3. | Copyright information is added to footer. |
|  | 1.4. | Image is added to Category Template. |
|  | 1.5. | Post format is set to Standard. |
|  | 1.6. | Page Template is created. |
|  | 1.7. | Web Developer Toolbar is installed for FireFox. |
|  | 1.8. | CSS formatting is revealed in article. |
|  | 1.9. | Category RSS Feed Link is added. |
|  | 1.10. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Modify header art. |
|  | 1.b. | Explore theme options. |
|  | 1.c. | Investigate the theme editor. |
|  | 1.d. | Modify theme content. |
|  | 1.e. | Examine post formats. |
|  | 1.f. | Modify a page template. |
|  | 1.g. | Investigate CSS. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | EXAMINE a WordPress theme and BRAINSTORM different ways that it could be customized. |
| 2. | OBSERVE a demonstration of customizing a theme using the theme editor and through use of CSS as well as creating a page theme. |
| 3. | COMPLETE textbook assignments. |
| 4. | READ and VIEW optional assigned resources and videos. |
| 5. | RESEARCH WordPress themes. SHARE 2-3 resources for WordPress themes that you found most appealing. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | SUBMIT PAT3 (LP6) WordPress Site Enhancement Project. |

PAT3 (LP6) WordPress Site Enhancement Project

Directions

You will configure a variety of extensions, perform steps for building traffic and customize themes in WordPress following the steps outlined in the assigned textbook practice chapters which will meet the criteria on the scoring guide.  
  
You will submit:

* **For Project Points:**
  + The URL's (web addresses) to each of your finished blog set ups
  + The URL's to the administrative panels.
  + The username and password to your administrative panels.
* **For Core Ability Points:**
  + A Reflection Statement that includes:
* Citations of any resources that you consulted while working on this learning plan and assessment.
  + - What you knew coming into this learning plan, what you gained by doing the

work in this learning plan

* What you feel you could still use more information on.
* Description of any difficulties that you had while completing the learning plan and what problem solving approaches you used to solve the difficulties.

|  |  |
| --- | --- |
| Environment | Classroom |

Evaluator(s)

Instructor

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Employ WordPress extendibility |
| 2. | Build WordPress blog traffic. |
| 3. | Customize WordPress themes. |

Target Core Abilities

|  |  |
| --- | --- |
| 1. | Act Responsibly |
| 2. | Think Critically and Creatively |
| 3. | Work Productively |

Scoring Standard

**Project Scoring Scale:**  
2 = Learner fully demonstrated   
1= Learner partially demonstrated   
0 = Learner did not demonstrate

**Core Ability Scale:**  
Yes = 1 point Fully Demonstrated  
No = 0 points Not Fully Demonstrated  
  
You must earn 80% or higher  in order to successfully complete this PAT.  See Assessment Redo Policy.

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Employ WordPress extendibility** |  |
| 2. | Search widget is added. | 2 1 0 |
| 3. | Search widget is moved to different location. | 2 1 0 |
| 4. | Search widget is removed. | 2 1 0 |
| 5. | Basic text widget is added. | 2 1 0 |
| 6. | Basic text widget is formatted. | 2 1 0 |
| 7. | Functional text widget is added. | 2 1 0 |
| 8. | Akismet key is obtained. | 2 1 0 |
| 9. | Akismet is activated. | 2 1 0 |
| 10. | SEO Plugin is installed. | 2 1 0 |
| 11. | SEO Plugin is activated. | 2 1 0 |
| 12. | Plugin directory is shown. | 2 1 0 |
| **13.** | **Build WordPress blog traffic.** |  |
| 14. | One RSS feed is added. | 2 1 0 |
| 15. | FeedBurner plugin is added. | 2 1 0 |
| 16. | Blog is connected to Twitter. | 2 1 0 |
| 17. | Custom Permalinks are used. | 2 1 0 |
| 18. | Keywords are used in posts. | 2 1 0 |
| 19. | One question poll is created. | 2 1 0 |
| 20. | Readers can rate content. | 2 1 0 |
| **21.** | **Customize WordPress themes.** |  |
| 22. | Header art is customized. | 2 1 0 |
| 23. | Custom color scheme is used. | 2 1 0 |
| 24. | Copyright information is added to footer. | 2 1 0 |
| 25. | Image is added to Category Template. | 2 1 0 |
| 26. | Post format is set to Standard. | 2 1 0 |
| 27. | Page Template is created. | 2 1 0 |
| 28. | Web Developer Toolbar is installed for FireFox. | 2 1 0 |
| 29. | CSS formatting is revealed in article. | 2 1 0 |
| 30. | Category RSS Feed Link is added. | 2 1 0 |
| 31. | Blogs are 100% functional in both environments. | 2 1 0 |
| **32.** | **Act Responsibly** |  |
| 33. | You follow directions | Yes No |
| 34. | You meet deadlines | Yes No |
| **35.** | **Work Productively** |  |
| 36. | You stay on task | Yes No |
| 37. | You ask for assistance when needed | Yes No |
| 38. | You use resources efficiently | Yes No |
| **39.** | **Think Critically and Creatively** |  |
| 40. | You use active problem-solving techniques (Plan, Do, Check, Act) | Yes No |

LP7 WordPress as a Site Content Management System

Overview/Purpose

Do you have multiple people that need to work on your blog or the need to have a website that allows for this? Then discovering and applying the ability to set up multiple users to create, edit, publish and manage the content is vital. In this learning plan, you will learn and apply skills in setting up users as well as in different uses of WordPress for business sites and eCommerce.

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Employ WordPress as a Content Management System | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by employing WordPress as a Content Management System. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | New user is added. |
|  | 1.2. | Member Community is created. |
|  | 1.3. | BuddyPress Social Network is created. |
|  | 1.4. | Forum is added to Blog. |
|  | 1.5. | New page is added. |
|  | 1.6. | Media is added to new page. |
|  | 1.7. | Language is changed to Spanish. |
|  | 1.8. | Language is change back to English. |
|  | 1.9. | Static page is set as home page. |
|  | 1.10. | Blog is added to static site. |
|  | 1.11. | Post is changed to sticky post. |
|  | 1.12. | Date is suppressed on stick post. |
|  | 1.13. | Portfolio is created. |
|  | 1.14. | Google Ads is added to blog. |
|  | 1.15. | E-Commerce plugin is installed. |
|  | 1.16. | E-Commerce plugin is activated. |
|  | 1.17. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Examine user capabilities. |
|  | 1.b. | Modify authors and contributors. |
|  | 1.c. | Modify simple member community. |
|  | 1.d. | Examine BuddyPress. |
|  | 1.e. | Modify blog to include a forum. |
|  | 1.f. | Examine document management. |
|  | 1.g. | Examine multi-language use. |
|  | 1.h. | Investigate adding a blog to an existing site. |
|  | 1.i. | Examine use of StickyNotes. |
|  | 1.j. | Investigate uses of WordPress for a variety of site types. |
|  | 1.k. | Investigate affiliate programs. |
|  | 1.l. | Investigate adding ecommerce. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | DISCUSS the different roles that might be needed in the process of creating and maintaining a website. |
| 2. | BRAINSTORM different types of websites and DISCUSS with the class. |
| 3. | EXAMINE examples of different types of sites that have been created with WordPress. |
| 4. | OBSERVE a demonstration of working WordPress Content Management features including adding user roles, managing documents and different uses of WordPress. |
| 5. | COMPLETE textbook assignments. |
| 6. | READ and VIEW optional assigned resources and videos. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | COMPLETE PAT4 (LP8) WordPress Maintenance Project. |

LP8 WordPress Site Maintenance

Overview/Purpose

Getting your WordPress site up is only the beginning, the long haul is on-going maintenance! In this learning plan, you will apply skills gained in the areas of backing up a WordPress site, exploring support options, keeping your WordPress version updated, installing updates to plug-ins and using the Statistics Tracker.  You will also explore troubleshooting steps in case your website breaks!

Target Competencies

|  |  |  |
| --- | --- | --- |
| 1. | Maintain WordPress site/s. | |
|  | Assessment Strategies | |
|  | 1.1. | using textbook and resources assigned by the instructor. |
|  | 1.2. | by managing WordPress site/s. |
|  | 1.3. | using criteria outlined on the scoring guide. |
|  | Criteria | |
|  | 1.1. | WordPress site is backed up. |
|  | 1.2. | WordPress site is updated. |
|  | 1.3. | Outdated drafts are deleted. |
|  | 1.4. | Outdated links are deleted. |
|  | 1.5. | Statistics Tracker is employed. |
|  | 1.6. | Plugin updates are installed. |
|  | 1.7. | Suggestion is sent to Wordpress.com |
|  | 1.8. | Blogs are 100% functional in both environments. |
|  | Learning Objectives | |
|  | 1.a. | Explore site backup processes. |
|  | 1.b. | Explore support options. |
|  | 1.c. | Compare manual to automatic updating. |
|  | 1.d. | Explore clearing outdated materials. |
|  | 1.e. | Examine the Statistics Tracker. |
|  | 1.f. | Explore keeping plugins updated. |
|  | 1.g. | Explore WordPress Resources. |

### Learning Activities

|  |  |
| --- | --- |
| 1. | BRAINSTORM different maintenance activities that might need to be done on a website and DISCUSS with the class. |
| 2. | OBSERVE a demonstration of backing up a WordPress site, exploring support options, keeping your WordPress version updated, installing updates to plug-ins and using the Statistics Tracker. |
| 3. | DISCUSS common issues with a WordPress site. |
| 4. | OBSERVE a demonstration of potential troubleshooting steps in case your website breaks! |
| 5. | COMPLETE textbook assignments. |
| 6. | READ and VIEW optional assigned resources and videos. |
| 7. | RESEARCH WordPress security issues and SHARE 2-3 resources about preventing and solving common security issues with WordPress websites. |

### Assessment Activities

|  |  |
| --- | --- |
| 1. | SUBMIT PAT4 (LP8) WordPress Maintenance Project. |

PAT4 (LP8) WordPress Maintenance Project

Directions

You will configure content management settings  and perform a variety of maintenance tasks in WordPress following the steps outlined in the assigned textbook practice chapters which will meet the criteria on the scoring guide.  
  
You will submit:

* **For Project Points:**
  + The URL's (web addresses) to each of your finished blog set ups
  + The URL's to the administrative panels.
  + The username and password to your administrative panels.
* **For Core Ability Points:**
  + A Reflection Statement that includes:
* Citations of any resources that you consulted while working on this learning plan and assessment.
  + - What you knew coming into this learning plan, what you gained by doing the

work in this learning plan

* What you feel you could still use more information on.
* Description of any difficulties that you had while completing the learning plan and what problem solving approaches you used to solve the difficulties.

|  |  |
| --- | --- |
| Environment | Classroom |

Evaluator(s)

Instructor

Target Course Competencies

|  |  |
| --- | --- |
| 1. | Employ WordPress as a Content Management System |
| 2. | Maintain WordPress site/s. |

Target Core Abilities

|  |  |
| --- | --- |
| 1. | Act Responsibly |
| 2. | Think Critically and Creatively |
| 3. | Work Productively |

Scoring Standard

**Project Scoring Scale:**  
2 = Learner fully demonstrated   
1= Learner partially demonstrated   
0 = Learner did not demonstrate  
  
**Core Ability Scale:**  
Yes = 1 point Fully Demonstrated  
No = 0 points Not Fully Demonstrated  
  
You must earn 80% or higher  in order to successfully complete this PAT.  See Assessment Redo Policy.

### Scoring Guide

|  |  |  |
| --- | --- | --- |
|  | Criteria | Ratings |
| **1.** | **Employ WordPress as a Content Management System** |  |
| 2. | New user is added. | 2 1 0 |
| 3. | Member Community is created. | 2 1 0 |
| 4. | BuddyPress Social Network is created. | 2 1 0 |
| 5. | Forum is added to Blog. | 2 1 0 |
| 6. | New page is added. | 2 1 0 |
| 7. | Media is added to new page. | 2 1 0 |
| 8. | Language is changed to Spanish. | 2 1 0 |
| 9. | Language is change back to English. | 2 1 0 |
| 10. | Static page is set as home page. | 2 1 0 |
| 11. | Blog is added to static site. | 2 1 0 |
| 12. | Post is changed to sticky post. | 2 1 0 |
| 13. | Date is suppressed on stick post. | 2 1 0 |
| 14. | Portfolio is created. | 2 1 0 |
| 15. | Google Ads is added to blog. | 2 1 0 |
| 16. | E-Commerce plugin is installed. | 2 1 0 |
| 17. | E-Commerce plugin is activated. | 2 1 0 |
| **18.** | **Maintain WordPress site/s.** |  |
| 19. | WordPress site is backed up. | 2 1 0 |
| 20. | WordPress site is updated. | 2 1 0 |
| 21. | Outdated drafts are deleted. | 2 1 0 |
| 22. | Outdated links are deleted. | 2 1 0 |
| 23. | Statistics Tracker is employed. | 2 1 0 |
| 24. | Plugin updates are installed. | 2 1 0 |
| 25. | Suggestion is sent to Wordpress.com | 2 1 0 |
| 26. | Blogs are 100% functional in both environments. | 2 1 0 |
| **27.** | **Act Responsibly** |  |
| 28. | You follow directions | Yes No |
| 29. | You meet deadlines | Yes No |
| **30.** | **Work Productively** |  |
| 31. | You stay on task | Yes No |
| 32. | You use resources efficiently | Yes No |
| **33.** | **Think Critically and Creatively** |  |
| 34. | You use active problem-solving techniques (Plan, Do, Check, Act) | Yes No |

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