

Content Management System Strategies – Spring 2017
WEB 123-001 (12241) – Wednesday 2:00 – 2:50 PM – RC 323
Web Development and Digital Media Department
Computer Science and Information Technology Division
Johnson County Community College

Instructor Information: Patrick Lafferty, Associate Professor, Web Development and Digital Media
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T: 8:50 PM – 9:20 PM
W: 1:00 PM – 2:00 PM, 2:50 PM – 4:50 PM, 8:50 PM – 9:20 PM
R: 5:50 PM – 6:20 PM
Sat: 11:50 AM – 12:20 PM

Course Information: Credit hours: 1 Contact hours: 1 Lecture hours: 1

Pre- or Co-requisites: WEB 110

Required textbook: The Content Strategy Toolkit: Casey, 1st Edition, ISBN: 9780134105109

Supplies: Removable storage (preferably a flash drive)

Other requirements: [Google.com](https://www.google.com) account

Course Description: This course will cover the basics of installing and configuring a Web Content Management System (CMS) to build blogs and websites. Students will use the CMS to perform many functions including installing plug-ins and assigning user permissions.

Course Objectives:

Upon successful completion of this course, the student should be able to:

1. Describe a content management system.
2. Discuss the various options for Web hosting.
3. Select, install and customize the appearance of a selected theme.
4. Use widgets to feature content on a website or blog.
5. Install plug-ins to add additional features.
6. Assign various user roles and permissions

Content Outline:

I. CMS Description

- A. Define a content management system.
- B. Explain the need for content management systems.

II. Web Hosting

- A. Describe the options available with both free and paid hosting for websites.
- B. Choose the best option for the project.

III. CMS Installation and Customization

- A. Identify the best theme for your audience.
- B. Install that theme through the CMS and/or via File Transfer Protocol (FTP).
- C. Distinguish elements that are easily customized within a theme from more complex changes.
- D. Modify the theme to the needs of your project.

IV. Widgets

- A. Define widgets.
- B. Implement widgets in the available areas within a theme.

V. Plug-Ins

- A. Clarify the differences between plug-ins and widgets.
- B. Determine the functionality missing from your CMS that can be added through a plug-in.
- C. Explore the plug-in options available for that function.
- D. Install the appropriate plug-in for your project.

VI. User Roles and Permissions

- A. Describe the various roles available in a CMS.
- B. Classify the permissions available to those roles.
- C. Decide which users require certain permissions.
- D. Assign users to roles appropriate to their needs.

Methods of Evaluation:

Evaluation of student mastery of course competencies will be accomplished using the following methods:

Grade Distribution:

15 projects @ 10pts each	150 pts
5 quizzes @ 20 points each	<u>100 pts</u>
	250 pts

Grading Scale:

A = 90 – 100
 B = 80 – 89
 C = 70 – 79
 D = 60 – 69
 F = below 60

When submitting written work via Google Drive, your file name AND title need to be structured like this:

lastname_firstname_projectname

If your work does not meet this standard, it may not be accepted.

On Grades:

While I hope you earn a good grade in this course, recognize that learning alone will not earn you high marks. Some of my most inquisitive and bright students have failed this class because they did not do the work required. DO NOT LET THIS HAPPEN TO YOU!

Late Projects and Papers:

Late projects and papers will receive a lowered grade. The grade *will be lowered one full letter grade* for *each day*, not class period, the work is late.

On participation:

Attendance is important. Just as important, though, is a constructive attitude and productive work habits, both as individuals and in collaborative group efforts. They affect the tenor of the classroom and will be a factor in determining grades.

As a registered student you are automatically given a student email account. As a student in this course, you are additionally required to setup and maintain an account on twitter.com. Please remember that your conduct online is governed by the [JCCC Student Code of Conduct 319.01](#), including the [JCCC Social Media Policy 520.00](#) and [JCCC Social Media Guidelines 520.01](#). All communications outside of class will be communicated via the class email and through twitter. All FERPA-protected information will only be communicated via your stumail account. You are required to check your student email account and twitter at least once per day as part of your class participation grade. It is strongly encouraged that you check both more frequently than that.

As a registered student, you are also automatically given a student server account. Please visit <http://students.jccc.net> to set up your student email account and your student server space.

Students will need to spend additional time in computer labs in order to complete projects.

**No Lectures or Demonstrations will be repeated.
Students are responsible for information missed due to absence.**

On Language

I do not tolerate [pejorative](#) language of any kind in my classroom. This includes, but is not limited to, disparaging language regarding creed, color and sexual orientation. Use of such language will result in **severe damage to your grade**. If you are not sure if you are being derogatory, err on the side of caution. This applies to both digital and physical environments,

ADA compliance statement

If you are a student with a disability and you will be requesting accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to Professor Lafferty and his Assistant Dean. Professor Lafferty and his Assistant Dean will identify for you which accommodations will be arranged.

JCCC provides many services to allow persons with disabilities to participate in educational programs and activities. Appropriate documentation of disability will be required to obtain support services. If you need support services, contact the Access Services in 202 Student Center or call (913) 469-8500 ext. 3974 or (914) 469-3885 TDD.

Academic Dishonesty Statement

No student shall engage in behavior that, in the judgment of Professor Lafferty, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials. This includes students who aid and abet, as well as those who attempt such behavior.

On Writing

The job skill held in the highest regard by employers might surprise you. I ask my professional contacts regularly, "what is the one skill you look for most in your new hires?"

Without exception the response resounds, "the ability to write well."

With that in mind, I use a strict ***five errors policy*** for your written assignments. That means that if you have five errors in any writing you hand in (grammar, punctuation, spelling, ANYTHING), ***it will be rejected***.

At that time, you will have the opportunity to correct your work and resubmit it for a ***maximum*** grade of seventy-five percent (75%).

**Content Management System Strategies
 Tentative Class Schedule: Wednesdays**

<u>Date</u>	<u>Subject/Project</u>	<u>DUE</u>
M 1/18	Course introduction	
M 1/25	<i>What is a CMS?</i>	Project 1: Chapter 1
M 2/1	<i>TBD</i>	Project 2:
M 2/8	<i>TBD</i>	Project 3:
M 2/15	<i>TBD</i>	Project 4:
M 2/22	<i>TBD</i>	Project 5:

M	3/1	<i>TBD</i>	Project 6:
M	3/8	<i>TBD</i>	Project 7:
M	3/15	<i>NO CLASS – SPRING BREAK</i>	
M	3/22	<i>TBD</i>	Project 8:
M	3/29	<i>TBD</i>	Project 9:
M	4/5	<i>TBD</i>	Project 10:
M	4/12	<i>TBD</i>	Project 11:
M	4/19	<i>TBD</i>	Project 12:
M	4/26	<i>TBD</i>	Project 13:
M	5/3	<i>TBD</i>	Project 14:
M	5/10	<i>TBD</i>	Project 15:

Final Exam Week: Saturday, May 13 – Friday, May 19

Final Grades will be available online by 12 PM on May 24.

Report all campus emergencies to the JCCC Police Department.

Dial 4111 from any campus phone

Dial 913-469-2500 from any cell phone

In the event of an emergency, move to a secure location on the third floor of the Regnier Center.

RC, Third Floor

