

WORDPRESS - EASY WEB DEVELOPMENT



Autumn Term: Tuesday 10th October – 12th December 2017

Spring Term: Wednesday 16th January – 20th March 2018

Course Tutor: Andrew Paton

Course Overview

WordPress is one of the most popular open source blogging and content management systems in existence today. One of the reasons that it is so popular is due to its user friendliness and flexibility, as well as making it possible for non-technical people to build great looking sites.

It can be used as both a blogging platform and as a content management system, enabling a layperson to be able to update their site whenever they want to. There is also a huge plugin and theme market out there that makes it possible to turn your WordPress site into an e-commerce store with shopping cart or even a portfolio site with gallery.

The style of teaching is progressive with each lesson building on the previous culminating in a mini project where you will get to use what you have been taught during the previous classes to build your first custom WordPress site.

The Course Includes

- Introduction to WordPress
- Hosting Requirements
- Installing theme and demo content
- Site layout – Planning the layout of your site
- Working with pages and posts
- Adding content, using revisions
- Drip feeding blog posts
- Trackbacks & Pingbacks
- How to insert a link
- Users, Author Bio & Tools
- Working with themes & plugins
- Image optimisation
- WordPress security
- Adding legal documentation to your site - terms & conditions, privacy policy, etc.

Course Aims

- Provide the student with the skills to competently manage a WordPress site
- Enhance the functionality of the site via plugins and widgets
- Work with the selected theme to obtain the desired look
- Have an overall understanding of how WordPress works and hosting requirements

EVENING & SATURDAY COURSES 2017-18

Course Outcomes & Assessment

- Demonstration understanding of topic/s covered in session
- Successful completion of session exercises
- Completion of mini project

All students with 100% course attendance will be issued with an official AUB Short Course Certificate of Attendance detailing course contents, and study hours.

Entry Requirements

As this is an introductory course, it is assumed that all students have not used WordPress before and so will be starting from the beginning.

Additional Benefits

- Welcome Pack
- Access to AUB library
- Eligible for NUS Extra card
- Eligible for Adobe Discounts
- Access to specialist resources
- Coffee Vouchers
- Discount options via Suppliers
- Materials

What You Need to bring

All course materials are included in the course fee.

Sessions 10 weeks

Fees £299

Booking Online: aub.ac.uk/courses/short-courses
Phone: 01202 363222
Email: shortcourses@aub.ac.uk
Facebook: facebook.com/shortcoursesAUB

