

## Highly Suggested Course Schedule.

Date	Activities
Week #1	<p><b>Introduction; The Business of Website Design</b>  <i>Introduction to WordPress. Buying a domain; Site Topic.</i>  <i>Prayer</i></p>
Week #2	<p><b>Setting Up Your Website</b>  <i>Set up a new site; General settings; Premium features.</i>  <u>Theory: Principles of great website architecture</u>  <i>Prayer</i></p>
Week #3	<p><b>Getting Around Wordpress; Taking Inventory</b>  <i>The dashboard; Get to know the toolbar; Choose a Theme</i>  <u>Practice:Introduction to Canva.</u>  <i>Prayer</i></p>
Week #4	<p><b>Website Design Plan, Navigation and Architecture</b>  <u>Theory: Fonts Colors, Schemes, Illustrations</u>  <i>Preparation, aesthetics, navigation, drop down menus, search boxes, user tasks, clickability, sequence, hierarchy,</i>  <i>Prayer</i></p>
Week #5	<p><b>Adding Pages</b>  <i>Write and publish a page.</i>  <i>Exercise: Create three pages with content</i>            Quiz #1  <i>Prayer</i></p>
Week #6	<p><b>Writing For The Web</b>  <u>Theory: Writing For the Web</u>  <i>Active Voice, Chuck of Content, Bullets, white space; The importance of hyperlinks, Styling and formatting, publish from mobile device; Publish a page.</i>  <i>Due: Design Mockup</i>  <i>Prayer</i></p>
Week #7	<p><b>Photography For The Web &amp; Widgets</b>  <i>Background, lighting, details, subject.</i>  <u>Practice: Photography Editing #1 (Aesthetics)</u>  <i>Prayer</i></p>
Week #8	<p><b>Creating Visual And Audio Content</b>  <i>Preparing images to post; upload and insert images to a post, upload images to media library, insert an image gallery, edit an image gallery, embed youtube content, instagram, twitter... Upload video to post.</i>  <u>Practice: Photography Editing #2 (Optimization)</u>  <i>Prayer</i></p>
Week #9	<p><b>Organizing and Managing Your Site Content</b>  <i>Understand tags and categories, Add tags, manage tags, find posts and pages, edit posts and pages. HTML; CSS</i>  <u>Practice: Design and develop a Logo.</u>  <i>Prayer</i></p>

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Week #10	<b>Spring Break</b>
Week #11	<b>Using Widgets and Menus</b> Understand widgets and widget areas, choose and add widgets, rearrange widgets, Manage widgets, get to know the menu screen, Create a menu, reader a menu, edit menu items; Add a logo. Quiz #2 <i>Prayer</i>
Week #12	<b>Adding Functionality With Plug Ins</b> <i>Find plug ins, build a contact form, Work on Prototype...</i> <i>Due: Website Prototype</i> <i>Prayer</i>
Week #13	<b>Making You Site Social</b> Add Follow Buttons, Publicize posts in social media, Understand comments, edit comments, display testimonials. <i>Quiz #3</i> <i>Prayer</i>
Week #14	<b>HTML Week; Sequence Lesson</b> eShop Lesson With PayPal <i>Conversations...</i> <i>Prayer</i>
Week #15	<b>Understanding Web Analytics</b> <i>Audience analysis, behavioral analysis, traffic and events</i> <i>Due: Self Reflection Paper (Friday)</i> <i>Prayer</i>
Week #16	<b>Class on Monday only. Due: Final Examination</b> <i>Due: Final Website</i>