

Course Map: CIS 151: Website Development (with Wordpress!)

NOTE: This is an intro course, a survey and taste of concepts, tools and procedures rather than an effort to establish performance competencies.

Unit	Lesson Topic	Learning Outcome	Materials Provided	Demonstration	Success Criteria	Assessment
Discovery: Evaluate a client's website needs.	0. Pre-Consult	Prepare for Discovery Meeting by analyzing client input from pre-consult form.	Pre-Consult form configured for merge-on-submit	Consult form merge doc, with added student edits and questions pre-meeting	Evidence of student modifications indicating engagement	Revision history of merge document shows student modifications.
	1. Consult	Explore and clarify client needs with a clinical consult.	Discovery Meeting Agenda Template	Discovery Meeting Report	Self-assessment of meeting goal attainment	Discovery Meeting Report Form
	2. Scoping Document Contract	Prepare a scoping document that articulates objectives, requirements, and deliverables.	Scoping Document Template	Scoping Document	Format matches template; content matches meeting notes.	Peer (and client) review via document commenting.
	3. Contract	Finalize scoping document based on feedback, list deliverables in an executable contract.	Contract Template	Executable Contract	Contract reflects top-level deliverables and includes milestones.	Instructor (and client) feedback via document commenting.
Design: Design a website to meet those needs using free trials of appropriate tools.	4. Information Architecture	Define information architecture of the current site via sitemap and wireframes.	Reading: IA 101	Site Map	Well formedness regarding levels and connectors	Student submitted sitemaps.
	5. User Story and Conversion Path	Refine the site architecture based on user personas and user stories.	User-Based Design Template	User Story => Conversion Path	Thread followed from user story through wireframe.	Student submitted artifacts in prescribed format.
	5. Wireframe Diagram	Design the information architecture of the new site via sitemap and wireframes.	Screenshot & Wireframe Samples	Wireframe Diagram	Wireframe is well-formed landing page and reflects conversion needs	Student submitted wireframe diagrams aligned with sitemaps, conversion paths.

Unit	Lesson Topic	Learning Outcome	Materials Provided	Demonstration	Success Criteria	Assessment
Development: Develop and administer a website using Wordpress.	6. Set Up Shop: Hosting Environment	Configure a development environment, including local machine and server.	Various guide documents and procedure sheets.	Student sets up Siteground Hosting Account and Wordpress Instance	Evidence of successful base configuration	Uploaded screenshot showing initial configuration
	6. Set Up Shop: Local Environment	Install Code Editor and modify HTML/CSS Template to match wireframe	Guide document and sample HTML/CSS Wireframe files	Student produces HTML/CSS Version of Wireframe	Wireframe diagram elements reflected in rendered web page	Uploaded zip folder containing HTML and CSS files
	7. Writing Clean Code	Control text and page presentation using HTML and CSS.	Video demonstration on how to clean code with SublimeText.	Students clean sample bad code files to five criteria.	Review of cleaned files against five factors	Recorded screencasts reviewing uploaded video files.
	8. Theme Selection	Select an appropriate contributed, non-responsive theme.	Reading: Choosing Contributed Code	Screenshots comparing initial and chosen theme	Installed theme can support site scope.	
	8. Build Home Page	Create home page using the new theme.	Video Demonstration on building & customizing pages in Wordpress.	Home page built in Wordpress with text & image content, menu & widget(s).	Home page conforms to wireframe along four criteria.	Compare updated wireframe to new home page
	9. Theme Branding	Control element placement and exclusion using PHP Template files.	Procedure instructions for theme modifications in four methods.	Site appearance changes including theme options, custom logo, site-wide HTML and CSS elements.	Comparison of screenshots taken before and after theme modification, uploaded as assignment.	Color of background, fonts, and links enhance the readability and aesthetic quality, and are used consistently throughout.
	9. Development Planning	Update content list showing new pages and functions with new status column	Sample Content List sheet and instructions.	Updated content list Google Sheet linked to development meeting agenda.	Match between Website project scope, Website menu, and Content List.	Site pages reflect those in content list, and can be easily found through site menus.
	10. Development Meeting	Reviewing scope of work, create project backlog (punch-list)	Development Meeting agenda template and instructions.	Meeting agenda shared in live Hangout is converted to notes and to-dos. Punchlist is created and modified based on notes.	Match between Website Project scope, meeting to-dos, and new punch list.	Status and recent history of punch-list are reflected in the changes made to the site and its current quality.

	10. Plugin Integration	Select, Configure and Embed interactive elements and media using code and widgets.	Plugin specifications from Development Meeting Notes documented in Special column of content list (and punch list).	Website Project includes pages with plugins providing special functionality, from contact forms to online catalogs.	Match between Scoping Document, Content List and Website Project.	Site includes at least one plugin specially chosen and configured for the client's needs based on scoping document and Development Meeting.
Unit	Lesson Topic	Learning Outcome	Materials Provided	Demonstration	Success Criteria	Assessment
Implementation: Deliver a site to scope on deadline with indicated pages at production quality.	11. Quality Assurance Process	Define and manage a peer review quality assurance process.	Sample alpha feedback form and instructions for copying and modification.	Alpha Testing Feedback Form, peer feedback submitted to 3 other students.	Form is distributed to 3 peers. Feedback is provided to 3 peers.	In assignment submission, students name peers distributed to and share URLs of their feedback.
	11. Quality Assurance Process	Create a punchlist to manage a backlog of tasks.	Starter example of punchlist with three entries, video instructions for new sheet.	New punch-list sheet attached to Content List.	Content list includes punch-list sheet.	URL of content list pasted as assignment.
	12. Quality Assurance Application	Apply peer and instructor feedback from Alpha testing to punch list.	Alpha feedback form results.	Additions to punch list reflecting form feedback.	Feedback received from Alpha Testing is reflected in punch-list.	Comparison of student feedback submissions and punch-list.
	13. Presentation Preparation	Prepare slideshow to kick off a client review process per site requirements.	Instructions with links to templates.	Course Portfolio or Client Presentation Slideshow.	Option selected and slideshow developed.	Google form for sharing URLs and choosing presentation formats.
Assessment: Reflect on process to inform future.	14a. Course Portfolio and Plus/Delta	Prepare a plus/delta report to inform future site development.	Printed schedule, computer lab with projector.	Course Portfolio Slideshow Presentation	Course Portfolio slideshow displays and comments on student growth and accomplishments, and links to example documents.	Attendance at presentation, then post-presentation review of slideshows.
	14b. Client Presentation and Site Demonstration	Present site to client to prep for beta-testing.	Printed schedule, computer lab with projector.	Client Presentation Slideshow Presentation	Client Presentation slideshow features elements of site that match scoping criteria, and focuses on fully developed elements.	Attendance at presentation, then post-presentation review of slideshows.

	Lesson Topic	Learning Outcome	Materials Provided	Demonstration	Success Criteria	Assessment
	15. Website Project	Apply peer and instructor feedback to finalize website project for evaluation.	Students reference scoping document, content list, punch list, meeting notes.	Student website projects are shared.	Final evaluation of website project.	Website project evaluation rubric combines many elements.
Website Project Rubric Criteria	Content Development	Site pages reflect those in content list, and can be easily found through site menus.			Content List	
	Plugin Choice & Configuration	Site includes at least one plugin specially chosen and configured for the client's needs based on scoping document and punch-list.			Punch List	
	User-Based Design	Page regions (header, content, sidebar, footer) are used to support conversion path and match wireframe diagram.			Conversion Path	
	Scope and Product Match	Website appearance, content and functionality demonstrates alignment with scoping document. Site looks like and does what it is supposed to do.			Scoping Document	
	Information Architecture	Menus are clearly positioned to easily locate content related to currently displayed content. All pages connect to the navigation menu, and all external links connect to the appropriate website or file.			Site Map	