BASIC WEB

WordPress Development

2

Basic Web - Introductions

WordPress Development

This class is focused on accomplishing three goals

Provide an understanding of your role in creating a web environment for your lodge.

Provide a basic understanding of the technologies.

Provide you with the skills necessary to maintain your site once you leave the class.

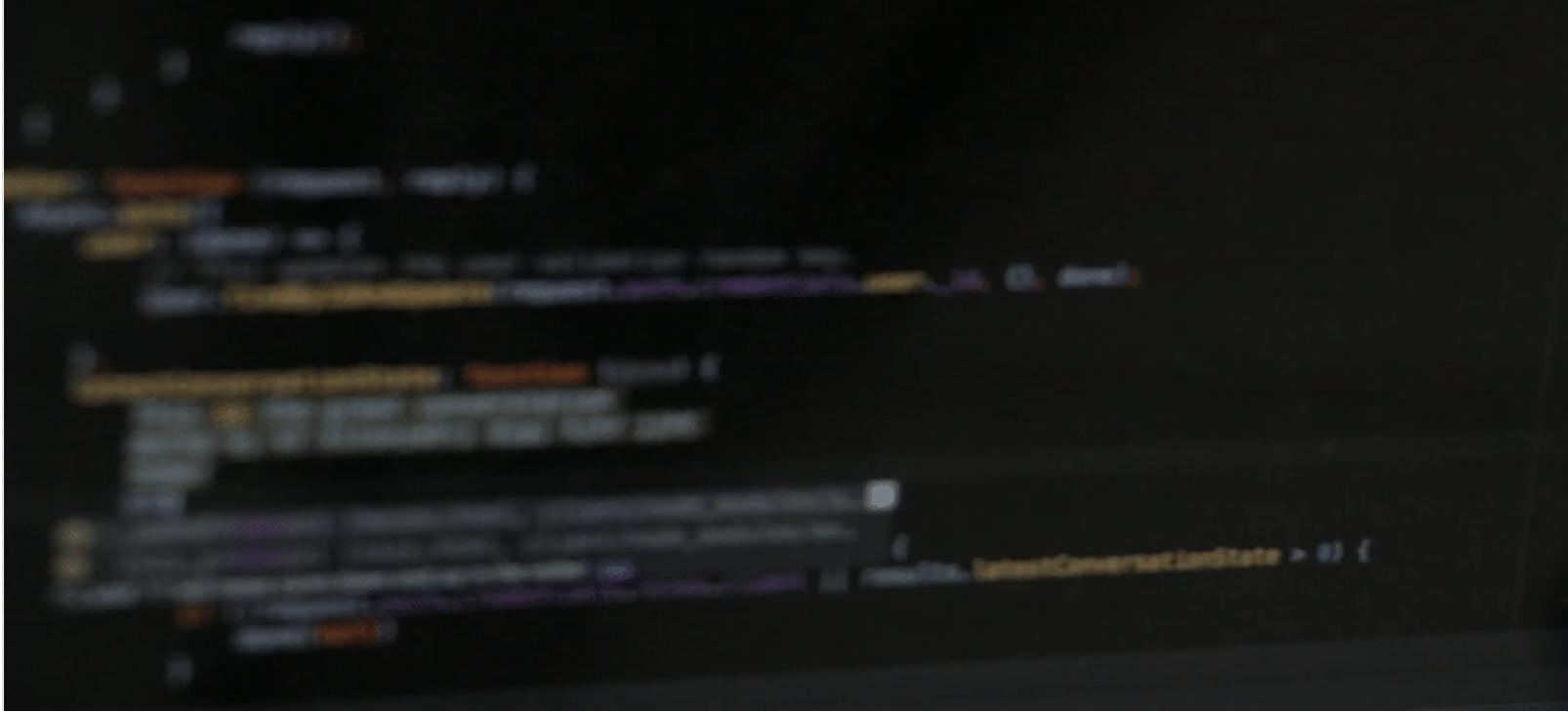**3** Basic Web – What this class is…

WordPress Development

We seriously only have a week?

Do not expect to understand everything by the end of the week.

Not everyone will continue after they finish this class.

You have resources when needed, before, during and after the class.

You are not an expert, in web design – some failures can be your greatest assets.

4

Basic Web – What this class is NOT

WordPress Development

5

Basic Web – What is Web Development

WordPress Development

Many elements of functional design joined together

Educating viewers about issues, concerns and accomplishments.

Engage viewers by giving them a reason to return

Messaging using visual, functional and practical design in web technologies.

Remain active and opened minded as elements and technologies change.

6

Basic Web – What are the Skills of a Web Developer

WordPress Development

Tim Berners-Lee

Tim Berners-Lee invented the World Wide Web in 1989. He founded and Directs the World Wide Consortium (W3C) the forum for technical development of the Web. He founded the Web Foundation whose mission is that the WWW serves Humanity, and co-founded the Open Data Institute in London. His research group at MIT's Computer Science and AI Lab ("CSAIL") plans to re-decentralize the Web. Tim spends a lot of time fighting for rights such as privacy, freedom and openness of the Web.

W3C®

7 | Basic Web – What is the WWW

WordPress Development

HTML

HTML Stands for Hyper-Text Markup Language. It is not the first web authoring technology, but it is the Grandad and the standard by which we use today. It is the language that your web browsers use to display the visual image on your monitor, screen or handheld device. As new technologies arrive, so does the way we write languages to make it smarter.

8

Basic Web – What is the technology behind the design?

WordPress Development

PHP

PHP (recursive acronym for *PHP: Hypertext Preprocessor*) is a widely-used open source general-purpose scripting language that is especially suited for web development and can be embedded into HTML. HTML can be sloppy. Lines after line of code can have adverse affects on your web page. PHP allows us to efficiently shorten the code in to a server side output script. This allows us to code complex pages and share the processing on the page itself as well as the server where the site is hosted.

9

Basic Web – What is the technology behind the design?

WordPress Development

CSS

Cascading Style Sheets (**CSS**) is a style sheet language used for describing the presentation of a document written in a markup language. In simple terms, the layout and design of your site is dictated by the style sheets. The advantage to stylesheets is much like PHP. The style sheet resides on your server and your web page links to this file to output the layout and design without cluttering and lengthening your web page, making it slower to process / load.

Basic Web – What is the technology behind the design?
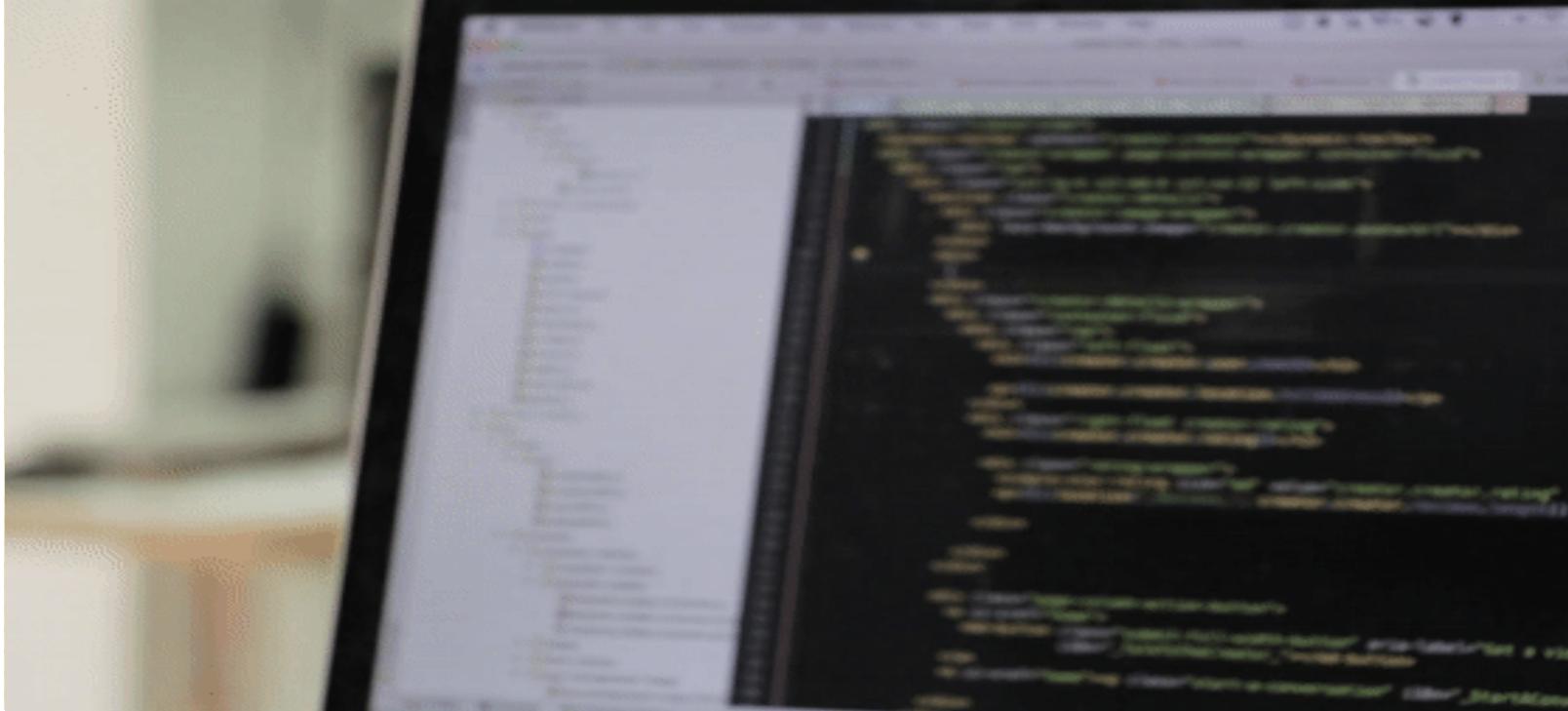
WordPress Development

JAVA

Another programming language that makes all complicated tasks less complicated. Everything from cars, appliances, laptops, mobile phones and much more contain JAVA programming to make it function as its developers intended for it to function. In case of our web sites, much of the functionality of the site can be attributed to JAVA.

11

Basic Web – What is the technology behind the design?

WordPress Development

12

Basic Web – What is WordPress

WordPress Development

Everything In One

- WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.
- It brings with it, multiple technologies into one - allowing you to create, maintain and share seamlessly and efficiently.
- Not required to be a development expert to use and manipulate WordPress.

13

Basic Web – What is WordPress

WordPress Development

Why is the IAM using WordPress

- WordPress gives flexibility and ease of use (most of the time) to the users.
- Changes often but less drastically than other technologies that require re-wiring and re-learning at a rate of once every few years.
- Open source. WordPress is open source which means we get to reap the benefits of thousands of developers who share their work for free and or very little compensation.
- Saves money. Using WordPress is free, many if not most plugins and themes are free. Learning to use WordPress is fairly inexpensive and using it daily is free. This saves the IAM money.
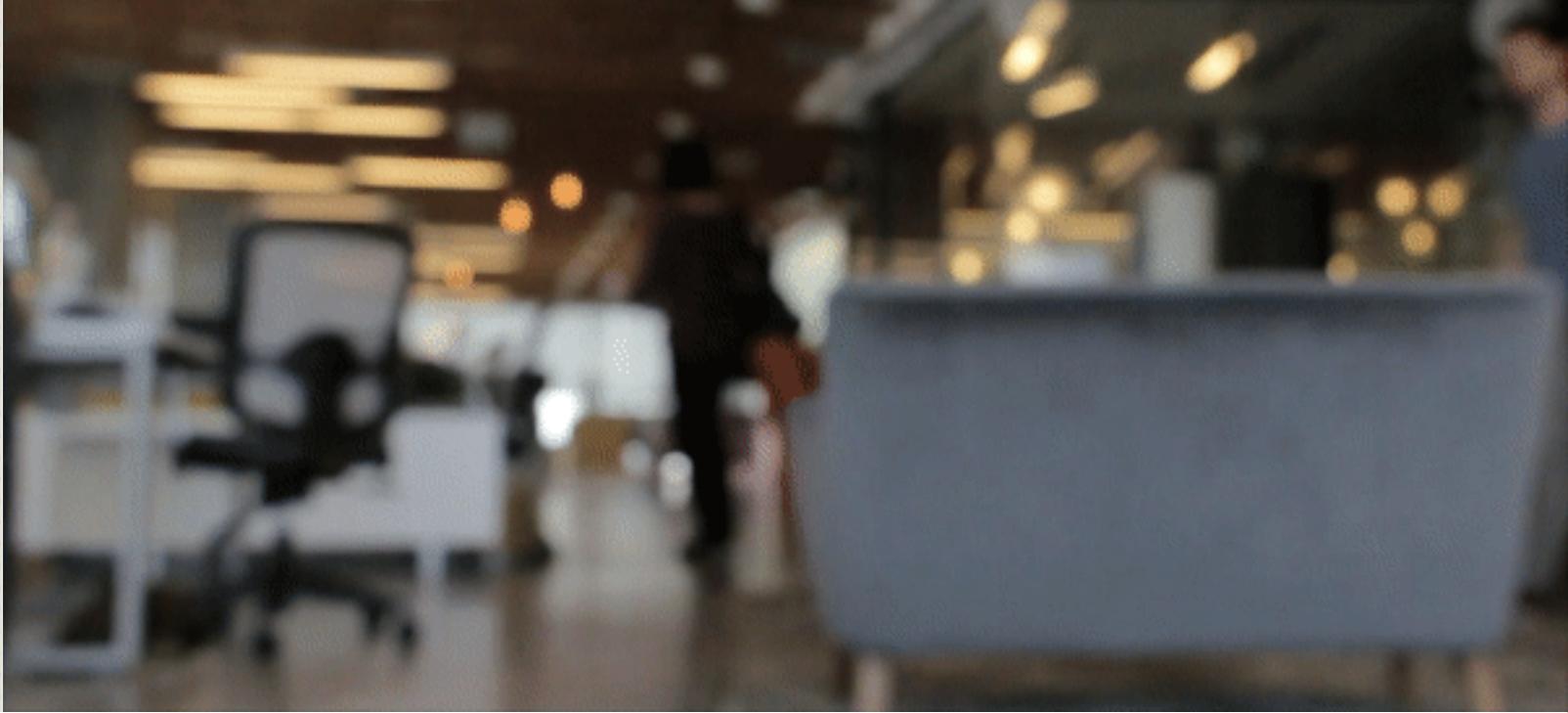
14

Basic Web – What is WordPress

WordPress Development

Elements of WordPress

SERVER	WordPress Core	JAVA	Themes	Plugins	Output	User Experience

Basic Web – Elements of WordPress

WordPress Development

16

Basic Web – The IAM Server & Resources

WordPress Development

I heard the IAM has a server for WordPress

- A few short years ago the need arose to establish a WordPress server for teaching here at W3.
- We now use the server for teaching and at one time hosted local and district websites. That experiment has run its course. As of now, the IAM no longer hosts local or district websites.
- A second generation of this is currently in the works. Our goal is to build an environment that we will be able to host local and district websites. While we do not know what this will look like, we are exploring ways to build an environment that is efficient, secure and manageable by a limited staff.

17

Basic Web – What is WordPress

WordPress Development

Resources - HELP

Of the greatest resources is Google. Search for WordPress help and read and learn. Mastering WordPress is all about having an idea, learning how to do it and light it up!

WPBeginners - http://www.wpbeginner.com
WPMU Blog - https://premium.wpmudev.org/blog/

18

Basic Web – What is WordPress

WordPress Development

Contacts

Your first line of personalized help is using the divPress site, specifically set up to be a resource and a place for help when you need.

divPress - http://iamdivpress.com/

Kiley Hernandez: khernandez@iamaw.org

Ross Olson: rolson@iamaw.org

Basic Web – What is WordPress

WordPress Development