

HCI 421 - Designing for Content Management Systems

Section: 801

Location: CDM 00527 Loop
Meeting time: 5:45 PM - 9 PM

Section: 810

Location: Online
View later in the week

Course Description

Websites are all about content. A database-driven content management systems (CMS) enables the management of these type of websites by content creators without the need of a technical background. This course will familiarize you with the different types of CMS systems available, their intended use and how to design for them. Designing for a CMS requires a content strategy and a visual design. A CMS can be used for many different types of sites such as blogs, community portals, corporate sites, online stores and more.

Prerequisite

Formal:

- HCI 406 (or equivalent first course in HTML/CSS)

Informal “nice to haves”, but not necessary for taking the course:

- Basic Webhosting Skills
- Interaction Design Skills
- PHP Skills (or other server-side scripting)
- SQL Database Skills
- Buyer Personas

This may not be the course for you if:

- You have no idea how to build a simple static website in HTML and CSS
- You have no idea what a webhost is, or how a webpage gets from a server to your browser when you enter a URL in your browser

Any changes to the syllabus will be posted in D2L.

Course Objectives

By the end of this course you are expected to:

1. Understand what a Content Management System is
2. Be familiar with the types of CMS platforms available
3. Understand use cases for when a CMS solution is appropriate
4. Understand best practices for designing, building and maintaining a CMS site
5. Understand and have the ability to define taxonomies in a CMS setting
6. Understand SEO for CMS

Course Schedule (subject to revision)

The details as well as any changes/revisions will be posted on D2L.

All books are available through Safari Books or Books24x7. The link is in D2L.

SESSION 1: JANUARY 7, 2019

Topic	Description	Assignment Due Jan 13 at 10AM
Getting Started	<ol style="list-style-type: none"> 1. Course Overview 2. Grading Policies 3. Course Objectives 4. Course Structure 5. Course Resources 	<ol style="list-style-type: none"> 1. Chapters 1 thru 4 Web Content Management by Deane Barker 2. Chapters 1 thru 3 Content Strategy for the Web by Kristina Halvorson 3. Learning Goals Discussion Forum 4. Quiz 1
Introduction to Content Management Systems	<ol style="list-style-type: none"> 1. What is a Content Management Systems (CMS) 2. Evolution of CMS 3. CMS Types 4. Basic Capabilities 5. Terminology 6. CMS Communities 7. Costs 	
Introduction to Content Strategy	<ol style="list-style-type: none"> 1. Defining Site Goals 2. Understanding Site Visitors 3. Requirements Gathering 4. Content Resources 5. Usability and Findability 6. Success Criteria 	

SESSION 2: JANUARY 14, 2019

Topic	Description	Assignment Due Jan 20 at 10AM
CMS Best Practices	<ol style="list-style-type: none"> 1. Content Factory 2. User Roles 3. Taxonomy 4. Migrations 5. CMS Selection 6. Visitor's Journey 	<ol style="list-style-type: none"> 1. Chapters 4 thru 6 Content Strategy for the Web by Kristina Halvorson 2. Content-tious Strategy (http://alistapart.com/article/contenttiousstrategy) by Jeffrey MacIntyre 3. Favorite Site Review 4. Quiz 2
CMS Components	<ol style="list-style-type: none"> 1. Technology Stack 2. Databases 3. Editors 4. ACL 5. Versioning 6. Themes / Templates 	
Defining a Project	<ol style="list-style-type: none"> 1. Project Definition 2. Purpose 3. Goals 	
Project Introduction	Review the details of the website that you will be creating	

UNIVERSITY CLOSED: JANUARY 21, 2019

SESSION 3: JANUARY 28, 2019

Topic	Description	Assignment Due Feb 3 at 10 AM
Development Approach	Share with you my development approach	

Developing a Project Brief	<ol style="list-style-type: none"> 1. Personas 2. Uses Cases/User Stories 3. User Acceptance 4. Market Analysis 5. Competitors 	<ol style="list-style-type: none"> 1. Chapters 7 thru 9 Content Strategy for the Web by Kristina Halvorson 2. Content Strategy for Website Projects (https://gathercontent.com/content-strategy-for-website-projects) 3. Chapters 1 thru 6 Joomla! 3 SEO and Performance by Simon Klooststra 4. Quiz 3
Content Development	<ol style="list-style-type: none"> 1. Content Audit 2. Needs Analysis 3. Assets 4. Content Factory 	

SESSION 4: FEBRUARY 4, 2019

Topic	Description	Assignment Due Feb 10 at 10 AM
Site Design	<ol style="list-style-type: none"> 1. Content Map 2. Site Map 3. Wireframes 4. Prototyping 5. Theme/Template 	<ol style="list-style-type: none"> 1. Chapters 1 thru 7 Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition by Steve Kug 2. Chapters 1 thru 6 Joomla 3 Explained by Stephen Burge 3. Project Site: Sample Content, Content Map and Wireframe Design 4. Quiz 4
Introduction to Joomla	<ol style="list-style-type: none"> 1. What is Joomla? 2. Infrastructure 3. Closed-Based vs Self-Hosted 4. Installing Joomla! 5. Joomla Features 6. Joomla Frameworks 7. CAM Model Overview 8. Twitter Bootstrap 	
Site Templates	<ol style="list-style-type: none"> 1. Joomla Base Templates 2. Changing Template and Framework 3. Modifying Templates Using CSS and HTML 4. Twitter Bootstrap 5. Template Overrides 6. Custom Templates 	
Going from Paper to Joomla	<ol style="list-style-type: none"> 1. Mapping Wireframes to Positions 	

SESSION 5: FEBRUARY 11, 2019

Topic	Description	Assignment Due Feb 17 at 10 AM
CAM Model	<ol style="list-style-type: none"> 1. Creating and Modifying Categories 2. Creating and Modifying Articles 3. Creating and Modifying Menus 	<ol style="list-style-type: none"> 1. Chapters 7 thru 9 Content Strategy for the Web by Kristina Halvorson 2. Chapters 7 thru 12 Joomla 3 Explained by Stephen Burge 3. Setup Hosting Account 4. Video: How to Install Joomla with Softaculous 5. Quiz 5
Extending Joomla	<ol style="list-style-type: none"> 1. When to Extend Core 2. Resources for Extensions 3. Recommended Extensions 	

SESSION 6: FEBRUARY 18, 2019

Topic	Description	Assignment Due Feb 24 at 10 AM
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User Management	1. User Access Matrix	1. Chapters 8 and 9 Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition by Steve Kug 2. Chapters 14 and 15 Joomla 3 Explained by Stephen Burge 3. Quiz 6
Joomla User Management	1. Default Access levels 2. Default User Groups 3. Modifying Default Access Levels and User Groups 4. Defining Your Own Access Levels and User Groups	
Security and Site Permissions	1. Understanding Site Security and Permissions 2. SSL or no SSL	

SESSION 7: FEBRUARY 25, 2018

Topic	Description	Assignment Due Mar 3 at 10 AM
Site Templates	1. Joomla Base Templates 2. Changing Template and Framework 3. Modifying Templates Using CSS and HTML 4. Twitter Bootstrap 5. Template Overrides 6. Custom Templates	1. Chapters 10 thru 13 Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition by Steve Kug 2. Chapter 13 Joomla 3 Explained by Stephen Burge 3. Chapters 7 thru 10 Joomla! 3 SEO and Performance by Simon Klooststra 4. Quiz 7

SESSION 8: MARCH 4, 2019

Topic	Description	Assignment Due Mar 10 at 10 AM
Optimizing Your Website	1. High-Level Look at How Search Engines Work 2. How Site Structure Affects Findability 3. User Core Features vs Adding an Extension 4. Site Analytics	1. Chapters 11 thru 18 Joomla! 3 SEO and Performance by Simon Klooststra 2. Quiz 8
Creating Engagement	1. Types of Interactions 2. User Core Features vs Adding an Extension 3. Integrating Social Media Sites	3. Work on your project site

SESSION 9: MARCH 11, 2019

Topic	Description	Assignment Due Mar 17 at 10 AM
CMS Comparison Revisited	1. Top CMS 2. CMS Types 3. Market Share 4. Ideal Customer 5. Pros and Cons	1. CMS Comparison 2. Quiz 9 3. Work on your project site

This session may include a Guest Speaker if there are enough in-class students.
Strongly encourage local online students to attend in person.

SESSION 10 (Last Class): MARCH 18, 2019

Topic	Description	Assignment Due Mar 24 at 10 AM
Mobile Considerations	1. Mobile First Design 2. Responsive Website vs Custom Mobile Site 3. AMP	1. Course Reflections 2. Completed Project Brief 3. Complete Project Site 4. Quiz 10
Your Questions Answered	1. Deliverables CMS Comparison Document Completed Project Brief Completed Site	

GRADING

Below are the details on the grading system for this term

Grade Item	% of Overall Grade	
Favorite Site Review	5	
Project Brief	25	
Project Site	40	
CMS Comparison	10	
Quizzes	10	These will count towards your Attendance and Participation grade. They will be based on the assignment due that week and class discussion. PLEASE TAKE NOTE OF THE DUE DATES
Course Reflections	10	At the end of the course turn in a course reflection report. The specifics are in the handout in D2L.
100		

Required Resources

You are asked to acquire and use the following resources:

- Access to Lynda.com video tutorial materials.
 - This is free via the DePaul Portal to Lynda.com. The link will be provided in D2L class site
- Acquire a Siteground.com Webhosting Account. You can pay for this, or get one for free.
 - Free account: Using your DePaul email address, you can acquire a free account at www.siteground.com/depauluniversity.
 - Paid account: If you prefer to use a paid CMS account you may do so. But I require you to acquire an account that will be primarily used for this course (rather than add this course's materials to an account you use for other purposes.)
 - I will require you provide me with Control Panel access to your account, so factor that in to your decision if you are thinking of using something other than the free SiteGround account. If you wish to keep your account and do additional work on it after the course, you can change your password to prevent me from having future access to it.

Other Requirements:

- You are required to provide me with SuperAdmin access to the back end of your CMS installations for the course. I require this access for two reasons. One, I can observe and evaluate your work for grading purposes. Two, I can quickly provide troubleshooting and support to you if a problem arises. I ask that you retain my access to your account and sites until the point I have submitted course grades in late March.

Safari Books

Reading materials are made available via Safari eBooks at no cost to you.

The books that will be used for this course are:

1. Joomla! 3 Explained: Your Step-by-Step Guide by Stephen Burge
2. Content Strategy for the Web by Kristina Halvorson, Melissa Rach
3. Joomla! 3 SEO and Performance by Simon Kloostra

Other reading materials that you may find helpful but are not required for this course will be listed in D2L.

Classroom Attendance and Behavior

Section 801 Students are expected to attend each class and to remain for the duration. While it is understood that Chicago traffic and weather are usually outside the control of a given student, arrival 15 minutes late or leaving early is not considered full attendance. Attendance credit may be deducted for such behavior. Student participation in class discussion (both by in class and discussion boards for online students) is desired and expected. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Second, students may be called upon by the instructor to offer comments related to the reading or coding assignments. Students must keep up with the coursework to participate in class discussion.

Multi-tasking with off topic cell phone or computer use is discouraged and considered unacceptable behavior. Please minimize non-course online activity. Out of respect to fellow students and the professor, non-course texting is never allowable in class.

Online Course Evaluations

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students.

They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity.

Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism

This course is subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor. The university and college policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism.

If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

HCI 421 Addendum to the Academic Integrity Policy

There is a fine line in open source coding between borrowing/extending someone else's published code and cheating on an assignment. Many forms of the former are acceptable and permitted in an open source coding environment. Representing someone else's work as your own is not acceptable. If you are unclear about where this line is drawn you need to ask about it before assignment submission. Pleading ignorance afterward is not an acceptable excuse.

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: cdm.depaul.edu/enrollment.

Incomplete

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

Email

Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at CampusConnect is correct.

Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

Instructor

Name: Shirielle "SD" Williams, MBA
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847-250-7403 SMS/Text - Google Voice
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Office Hours

Mondays, 4:15 pm to 5:15 pm - Campus Office and Skype
Saturdays, 9:00 am to 10:00 am - Skype only

I work full-time at my company Danico Enterprises. You are welcome to leave a voicemail at the work number listed above and I will call you back. If you would like to schedule an appointment outside of office hours, please email me with dates/times.

I will check email at least once a day.

LOOP CAMPUS

Lewis Center 1420,
25 East Jackson Blvd.
Phone: (312)362.8002

LINCOLN PARK CAMPUS

Student Center, Suite #370
Phone: (773)325.1677
Fax: (773)325.3720
TTY: (773)325.7296

Getting Help

- Post course content questions to the D2L discussion board so both other students and I can answer you. This shares the answer with the class [posting to the Board is better than emailing me as someone else in the class might answer you before I do—or improve upon my answer]
- Email me with questions
- Email me to schedule time outside of office hours, whether in-person, Skype or phone call
- Email me if the question is too personal to post to the discussion board and we will take it from there

Professional Background

This is my first time teaching at DePaul CDM. I started in technology 20+ years ago creating enterprise client server systems. My experience includes various IT positions including Application Developer, IT Project Manager, and SharePoint Consultant. In 2007, I founded Danico Enterprises to help small businesses and non-profit organizations with web design, development, and content strategy. In 2013, I left the corporate world to pursue Danico full-time. In addition to running Danico, I lead Joomla User Group Chicago North (JUGCN). Each year Danico Enterprises and I host JoomlaDay Chicago to bring together global technologists, industry thought leaders, and enthusiasts for a day to network and attend specialized topics presented by experts. I hold a bachelor's degree in Computer Engineering and Electrical Engineering from Purdue University and a Master of Business Administration from Lake Forest Graduate School of Management.