

SHORT COURSE DETAILS:

SWE07875 MAKE YOUR OWN WORDPRESS WEBSITE

Tutor: FINOLA GAYNOR

Dates: WEEKEND FRIDAY 18 MAY – SUNDAY 20 MAY

ABOUT YOUR COURSE:

This course is an introduction to creating a website or blog with WordPress. A practical step-by-step guide on how to set-up a site, create content, publish posts and pages, customise templates, widgets, menus and more. All will become clear.

To begin with we will discuss and walk through the basic set-up requirements of WordPress including domain names and hosting. You will then learn how to download and install WordPress, install templates, create and customize pages and menus with add ons and extensions.

As well as the practical set up, you will also review contemporary sites, and discover how WordPress can be effectively used as a tool to promote yourself and your work, and how digital channels can be integrated into your site. The tutor will briefly introduce you to the scope of imagery available for self-promotion. You will then learn how to prepare, store and distribute workflow of your website assets (ie content – photography, moving image and text).

By the end of the course you will have gained an understanding of WordPress, and learned the building blocks to create a WordPress site. You will have created and launched a professional website or blog, and know how this can help with effective promotion. You will know how to select and manage your own WordPress Themes so that you can continue to review your site designs in future.

LEVEL: SUITABLE FOR ALL

A subject focused course that is delivered to suit any level of experience from beginner to advanced practitioner. A structured start is followed by guided independent practice.

Is there anything a potential student needs to be able to do to succeed on this course?

You will need to have used a computer previously, have a basic knowledge and understanding of using word processing software for example MicroSoft Word®, and be familiar with using both a web browser and email.

ABOUT YOUR TUTOR:

Finola Gaynor is a designer, marketer, educator, writer and occasional restaurateur. Finola began her award winning design career back in the early '90's, working for a number of different creative agencies specialising in typographic, digital, information and graphic environmental design work.

Moving to East Anglia in 2012 enabled Gaynor to realise her 15-year ambition to curate the first exhibition worldwide of New York graphic designer, Lance Wyman; 'You Are Here', at the University Gallery. Finola works as an educational consultant, working in the UK, mainland Europe and Asia. She is also a writer, designer and occasional restaurateur.

TIMETABLE:

Arrival day: Friday 18 May

From 4.00pm	Arrival for residential students
6.45pm	Non-residential students please arrive by 6.45pm for welcome chat and dinner
7.00pm	Dinner
8.00pm–9.00pm	First teaching session – attendance is an essential part of the course. Introduction to the tutor and students, the course plan and to WordPress.

Other days: Saturday 19 May

9.15am	Morning classes start
10.30am	Coffee
11.00am	Morning classes continue
12.45pm	Lunch
2.00pm	Afternoon classes
3.30pm	Tea
4.00pm	Afternoon classes continue
5.00pm	Classes finish
From 6.30pm	Dinner
8.00pm	Evening working: workshops are available up to 10pm for those wishing to work on providing this has been discussed with the tutor. These sessions are untutored.

Departure day: Sunday 20 May

(Residential students to vacate rooms by 10am)

9.15am	Morning classes start
10.30am	Coffee
11.00am	Morning classes continue
12.45pm	Lunch
2.00pm	Afternoon classes
3.00pm	Classes finish
3.30pm	Tea then departure

REQUIRED PREPARATION:

You will need to prepare some assets for your site, any photographic, video and text content. Please bring these on a memory stick, if you use a MAC rather than a PC check your memory stick is programmed for both.

MATERIALS FOR YOUR COURSE:

We have a generously stocked craft shop, which opens daily from 8.30am–2pm.

For any materials you need to purchase from the shop, we suggest you do so during the first morning of your course, after having discussed with your tutor.

Available from the Shop:

Flash Cards (see below)

Available from the tutor:

A selection of content to create your website, but it will be much better for you to bring your own if you can.

Please bring any of the above, if you have them, and in addition:

Content (assets) for your website – please bring these on a memory stick, if you use a MAC rather than a PC check your memory stick is programmed for both

A camera if you have one with a connecting lead or flash card

HEALTH AND SAFETY:

The tutor instructs students in health and safety issues relevant to this course. There are no health and safety restrictions on access to this studio/teaching space in the absence of the tutor. All Personal Protection Equipment, apart from footwear, is provided by the College.