

B2182EN Web site creation

4 ECTS

Objectives – Course description

To discover and analyse the current offer of Content Management Systems (CMS) in relation to other solutions for creating a website and to justify the choice of one of them;

- Analyse the website hosting offers (tools and functionalities proposed, advantages and disadvantages) and justify the choice of a solution;
- Understand and apply the basic rules of SEO and content creation and implement them in a CMS;
- Create, install and deploy a dynamic website;
- Identify additional dynamic features for a website and design the algorithm. Then develop it in PHP and integrate it into a CMS;
- Performing basic maintenance tasks: backup, restore and migration.

Learning content

Hosting and domain names:

- Types of servers,
- Domain names,
- Installation of a local WAMP server vs external hosting,
- FTP & other protocols,
- MySQL and PhpMyAdmin,

CMS:

- Installation of a CMS (Wordpress),
- Configuration and management of settings,
- Backup, migration and restoration,
- Update and upgrade,
- Managing themes (free and paid) & extensions,
- Using the CMS,
- Development of a feature in PHP;
- Maintenance operations;

SEO:

- History and current logic of SEO;

- Techniques and best practices for creating SEO content;
- Technologies applied to SEO within a website and more particularly within a CMS.

Learning outcome

Hosting and domain names:

- Being able to choose a hosting offer;
- Installing a current CMS

SEO:

- Understand the logic and goals of SEO;
- Designing and creating quality, relevant and effective content from an SEO point of view;
- Mastering the different techniques and technologies to integrate SEO within a Dynamic Website;

CMS:

- Install Wordpress on a professional hosting but also locally on your own machine;
- Configure and use Wordpress for a use such as a blog, a showcase site as well as a complete CMS;
- Master the different functions of Wordpress;
- Adding features to Wordpress (modules);
- Develop your own functionality in PHP and integrate it into a CMS;
- Modify the design (graphic template);
- Backup and restore the site in case of a problem;
- Migrating a site from one server to another.

Maintenance:

- Using PHPMysqlAdmin for simple tasks;
- Backing up the database and files of a website;
- Restore or copy a website.

Methodology

Theoretical learning followed by practical implementation of a complete CMS for a client.

Work in small groups + personal work.

Learning material

(e.g. syllabi, books or more voluminous materials distributed by CIACO)

Evaluation

50% Continuous assessment of the first four months Active participation in face-to-face teaching activities

50% Evaluation at the end of the first term Written and/or oral test

Comments on the assessments

1. For the student with no time conflict: the permanent assessment of the first term includes active participation in class, preparation at home of tasks to be reported on in the following course, creation and presentation at the end of the term of a website based on a real case.
2. This course is intended for students who are not able to complete the course in time and who have to complete the course in the first semester of the year. This work is the subject of an oral defense.
3. In no case will the course be validated if the student has not obtained half of the points for the practical work of creating a website.
4. As the assessment of the EU of which this ATCA is a part is subject to the absorbent failure rule, failure of the ATCA will automatically result in the failure of the EU.

Example: If the final mark for ATCA B2182 is 8/20, this mark will be used as the overall mark for EU B218. This is the case even if the final mark of the other ATCA of which the EU is composed is 14/20.

For the second session, the mark of the successful ATCA will be carried over. The student will only retake those parts where the mark is below 10/20.