LIVE WORDPRESS WORKSHOP SERIES

These live WordPress workshops by Dawn Pedersen are one hour each. The focus of each workshop is a particular concept in web design as applied to the creation of WordPress websites or other web assets. These hour-long workshops can be taken alone or as part of a series, and are counted as Professional Development.

SESSION 1:
WRITING FOR THE WEB
October 14 2015
10am–11am  LRC120

Studies show that people read 15% slower on the web than they do from a print document. Online users scan text, looking for keywords, sentences, and paragraphs that are meaningful to them. Learn how to write text that’s scannable, allowing your users to understand and retain your message better.

SESSION 2:
USING IMAGERY
October 21 2015
10am–11am  LRC120

Photos and graphics can be worth a thousand words each—if you select and display the right ones on your web page. Learn how imagery can enhance your site in ways that communicate rather than confuse. Also included: copyright issues, image sources, and simple edits.

SESSION 3:
INFORMATION ARCHITECTURE
October 28 2015
10am–11am  LRC120

Help people find all the incredible resources on your site! Information architecture is the art and science of organizing your page structure and navigational menus. Learn how to help users find your great stuff without resorting to the Search box.

SESSION 4:
CONTENT MANAGEMENT
November 18 2015
10am–11am  LRC120

Content management is the process of collecting, managing, editing, and publishing information on your website. Your practices and goals may vary by department, but some concepts are universal. Learn the best practices for handling content so that your site is always fresh and relevant.

SESSION 5:
PAGE LAYOUT
November 25 2015
10am–11am  LRC120

The primary objective of any page on your site is to communicate information clearly and effectively. A key way to accomplish this is a balanced page layout, with a focal point and sense of visual hierarchy. Learn what that last sentence means—along with a lot more—and how to apply these concepts to your SCC pages.

SESSION 6:
CREATING INFORMATIONAL GRAPHICS
December 2 2015
10am–11am  LRC120

You have an event or program, and you need to get the word out. Your choice of images, words, and fonts—and how you put them together—can have a powerful effect on the viewer. Learn the secrets of the graphics designers. They aren’t very difficult but can have a big impact.