

# imd405

## marketing basics

You are required to write all of your copy (text) for the website. You cannot have anyone else write the copy or take it from another source such as the web or a publication.

Any student that does not fulfill these requirements will receive an F for the course.

You are required to create a website using WordPress you must create your own theme Any site that does not have an original theme will not be eligible for a passing grade.

Proposal

Page Copy

Credits

All credits must be MLA

You must include a credit for each individual image and all text.

You need permission for all materials

**in additional to the process book you need to include credits and thumbnails on the site.**

**Technology and Credits can be turned-in ninth week**

# PROJECT 1 WordPress Web Site

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## Topic

Search Engine Optimization

The site should represent a complete site with enough seo information for the user to feel that the subject is covered well. You are required to include well balanced information. If you only include skimpy not well thought out information it will effect your grade severely.

## Deadline

See Schedule

## Url and Password

Once you have uploaded and set-up the WordPress see the instructor via email

URL for site

Username

Password

Add the site to your portal page

## Theme

You need to create your own Theme. The theme is based mainly on your CSS. You will be given the selectors for your CSS in order for them to match WordPress Files. Before uploading your Theme

You are required to move either the search-engine input panel or the page menu.

## Design

You need to create an original design.

## Essays

You are required to write four essays each of which will become a web page. The subject is SEO, the information must be in depth and well-rounded. You will receive an F for this class if your essays are not original and written by you. You cannot take the copy (text) from other sources including the web and publications. You can include very short quotes which must be cited.

## Posts

Create four posts (minimum) each should contain different seo information in some cases additional tips etc should be included within the page.

Pages should also include links to different resources. When using Video of Vimeo either link to uTube or embed the video on your page..

## Pages

You are required to have at least two pages

One for ABOUT and the other for CREDITS

## Plug-ins

Include additional plug-ins

**Work with spelling and grammatical errors will not be accepted**

You are encouraged to include additional posts and pages

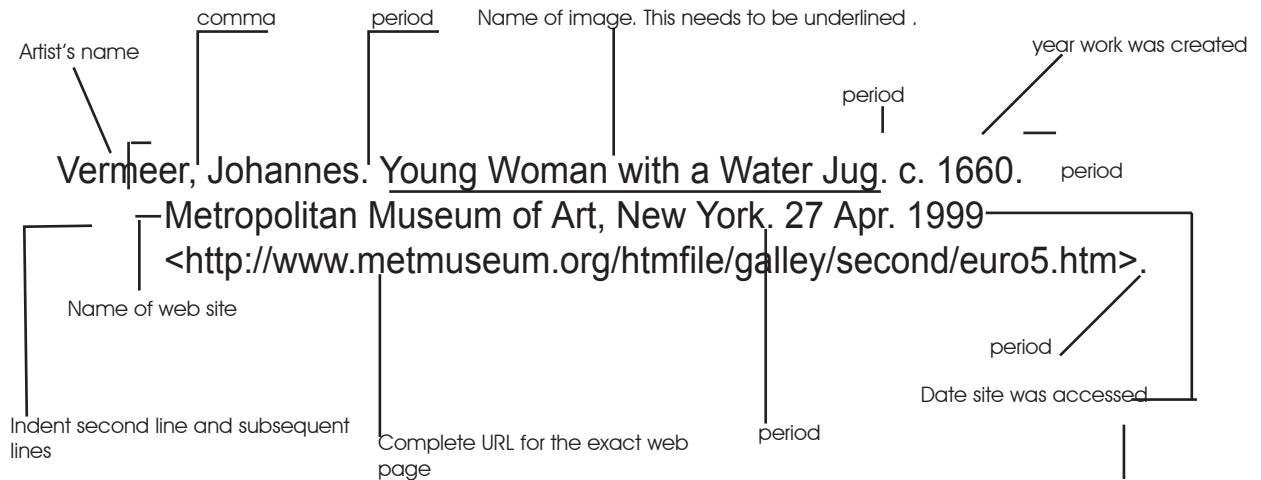
Think of this site as a potential portfolio piece and create accordingly

# CITING SOURCES

You need to use Modern Language Association, MLA format when citing all your sources. Additional information be found online on the class web site. There are quite a few restrictions on using materials from other sources. Read the handout that covers using materials from other sources

## GIVING CREDIT FOR IMAGES

Write the artist's name first then the title of the work. Next place the date of the image was created. If the precise date is not known, use the abbreviation c. (for circa) then indicate the approximation of the date. Next include the date of access to the Internet after the name of the institution or organiza-



If you have any other images from the exact same web page you can list the corresponding entry Vermeer, Johannes, Young Woman with a Water Jug c. 1660

When crediting images from Getty Images the first credit needs to be documented in full you can use the short listing for all subsequent images.

If you are quoting text from the web. The should be no more that a short paragraph and can only be used to make a point or example. Cannot be use in place of your own text. See handout on Copyright. You can use the following format: The author's name, the title of the article, the name of the magazine

