Design Document: Design Your Website

Class Description

Develop a hierarchy of pages through the setup of a navigation menu. Then discover how customize the style and layout of your website.

**Prerequisites:** Capable of using a web browser (i.e. Google Chrome, Internet Explorer, Safari or Firefox).

**Curriculum Track**

Basics

**Audience**

Adults

**Course Length**

90 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To show new users how set up a site menu and adjust the appearance of their site using the customizer in WordPress.com.

Equipment Requirements

Projector and projection screen; computers with internet access for the instructor and each participant; laser pointer (recommended)

Software Requirements

One of the following. Windows 7, Linux or OS X.

Material Requirements

Pens or pencils, activity sheets, handouts, participant surveys

**Learning Objectives**

At the end of the session, learners will:

* Set up a primary navigational menu
* Set up and manage a social media menu
* Learn how to set a static front page
* Learn how to set a posts page
* Learn how to customize a theme

**Assessment Technique(s)**

Successful completion of class activities

Content Outline

**Agenda (3 mins)**

* Outline the following topics that will be covered in class:
  + Terminology & Descriptions
  + How to establish a primary menu
  + How to edit a social media menu
  + Set a static front page
  + Set a posts page
  + Basic theme customization

**Topics, Talking Points, and Activities (85 mins.)**

* Terminology & Descriptions
  + Define the following terms for participants:
    - **Primary Menu:** often referred to as the *main* menu, typically a list of navigational links
    - **Social Media Menu:** a list of links directed to social media profiles
    - **Static Front Page:** often referred to as the home page, a root level page displaying various content
    - **Blog Page:** shows your most recent post in reverse chronological order
    - **Featured Content:** is an option for spotlighting posts, intended to be displayed on a front page
    - **Categories:** descriptive terms used for sorting and grouping posts by topic
    - **Tags:** a set of single words which reflect the keywords or talking points of a post
    - **Theme Customizer**: Controls the appearance of a WordPress site
    - **Media Library:** houses images, video, recordings and files for inserting into pages and posts
    - **Header Image:** a custom graphic featured near the top of a page
    - **Site Icon:** a small graphic seen in browser tabs, URL bars, bookmarks, and mobile devices as application icons
    - **Heading Font:** the typeface used for posts, page titles, widget titles, comment headers and headlines
    - **Base Font:** the typeface used for the main body text and menus

**ACTIVITY**: Have participants complete **Activity #1** on the *Activity Sheet*

* How to set up a primary navigational menu
  + Note how WordPress.com includes an *About* page and a *Contact* page by default with a new account.
  + Also, make note that it is not necessary to build pages before developing a primary menu.
  + Live demo how to add a new menu item:
  1. Click **Menu** located in the left menu
  2. Using the dropdown menu near the top, choose **Primary Menu**
  3. Click the **Plus** icon to the right of About
  4. Click **Add menu item above**
  5. Click on the box containing the text *New Item*
  6. Type in a new page name - Home
  7. Click on the circle next to *Create a new page for this menu item*
  8. Click on the blue **Add Item** button
  9. Click on the blue **Save** button
  10. *Repeat the process to add a Blog page*
  + Live demo how to set a static front page:
    1. Click **Pages** located in the left menu
    2. Click **Ellipsis** icon to the left of Home
    3. From the dropdown menu choose **Set as Homepage**

**ACTIVITY**: Have participants complete **Activity #2** on the *Activity Sheet*

* + Live demo how to set a Posts page:
  1. Click on the grey **Customize** button located in the left menu next to Themes
  2. Click **Static Front Page** located in the left menu
  3. Under Posts Page choose **Blog** (or another page)
  4. Click the blue **Save & Publish** button
  + Explain the page chosen to be the posts page will display all posts published

**ACTIVITY**: Have participants complete **Activity #3** on the *Activity Sheet*

* How to set up a social media menu
  + Recommend either using an existing personal social media account or setting up a new social media account using Facebook, Twitter, LinkedIn or Instagram.
  + Live demo the process of linking a social media account:
  1. Click **Menus** located in the left menu
  2. Using the dropdown menu near the top choose **Social Links Menu**
  3. Click on the **Pencil** icon to the left of Twitter located in the Social Links Menu
  4. Click on the **Link** tab
  5. Paste a link to the Twitter account in the link address box
  6. Click the blue **OK** button
  7. Then click the blue **Save** button
  + Live demo how to remove social media links from the menu:
  1. Click **Menus** located in the left menu
  2. Using the dropdown menu near the top choose **Social Links Menu**
  3. Click on the **Pencil** icon to the left of Instagram
  4. Click on the **Trash** icon button to remove Instagram from the social media menu
  5. Click on the blue **Delete Item** button to delete Instagram from the list of options

**ACTIVITY**: Have participants complete **Activity #4** on the *Activity Sheet*

* How to use the theme Customize menu
  + Click on the **Customize** button located to the right of Themes. Show users the options customizing a theme. Explain each option, as follows:
    - **Custom Design**
    - Only available with the purchase of a plan
    - **Site Identity**
    - Allows you to change your site title
    - Allows you to change your site tagline
    - Allows you to set a logo image
    - Provides you with the choice to uncheck Display Site Title and Tagline
    - Gives you the choice of different WordPress.com credits and the option to hide it with the purchase of a plan
    - **Colors & Backgrounds**
    - Several preloaded palettes are available with a free site
    - The Default button reverts the palette back to the original state
    - **Fonts**
    - Allows you to set a headings font from a dropdown menu
    - Provides you with several options for Base Font
    - **Header Image**
    - Allows you to set a header image
    - Provides you a button for adding a new header image
    - Offers the choice of several images from WordPress.com
    - **Menus**
    - Offers the option to set your Primary Menu and Social Links Menu
    - Allows you to set your primary menu using dropdown menu
    - Allows you to select your social links from the dropdown menu
    - Provides you with an Add Items button and reveals a list of existing pages to choose from
    - Provides you the option to Reorder the menu items
    - Offers a checkbox option to automatically add new top-level pages to the menu
    - Offers advanced menu properties to further customize your menu
    - **Content Options**
    - Allows you to display the date of your posts
    - Provides you a checkbox for displaying categories and tags
    - Offers the choice displaying the post author
    - Offers three different options for displaying featured images
  + **Widgets**
  + Allows you to set and edit the list of widgets to be displayed in the lower section of the site
  + Reorder or add new widgets
    - **Static Front Page**
    - Choose any page to set as your front page
    - Choose any page to set as your post page
    - **Featured Content**
      * Assign a tag name to apply to any post you want featured on the front page
      * Check mark a box to hide the assigned tag in tag clouds and post meta
      * Check mark a box to display the tag content
  + Explain once the customizations are complete you have the option to click > **Save & Publish** the theme

**ACTIVITY:** Have participants complete **Activity #5** on the *Activity Sheet*

**Wrap Up/Closing (3 mins.)**

* Highlight the upcoming WordPress classes and share the types of topics that will be covered
* Ask if there are questions and answer any that were “parked” during the session
* Thank participants for coming and ask them to complete the class survey before leaving