



## IDENTIFYING DATA

### Content management, edition and publishing with CMS

Subject	Content management, edition and publishing with CMS			
Code	P04M176V01107			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Galician			
Department				
Coordinator	Martínez Rolán, Luís Xabier			
Lecturers	García Ariza, Alberto José Martínez Rolán, Luís Xabier			
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Web				
General description	(*)Esta materia recolle as guías e pautas básicas para comprender e realizar desenvolvementos web a través de HTML + CSS e o uso de xestores de contidos como Wordpress			

## Training and Learning Results

Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
C11	(*)Capacidade para implementar, adaptar e manter os sistemas de xestión de contidos (CMS) de referencia.
C12	(*)Capacidade para redactar contidos de marca para blogues, webs e redes sociais dentro da estratexia de comunicación dixital dunha organización.
C14	(*)Coñecemento dos elementos técnicos, legais, narrativos e artísticos para a creación e publicación de fotografías, gráficos, vídeo, audio e animación na internet e redes sociais.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
New	C11
New	C12
New	B1 C11
New	C11 D5
New	C14 D5
New	B1 D5

## Contents

Topic
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Principles of the design web	How the internet works. Introduction to the basic notions of CMS and web design How to write for web /blogs.
HTML and CSS	Uses of the most important HTML labels, structure of the archives, semantics, etc. The importance of the web standard (W3C) and differentiate between browsers. Responsive, web apps, and services that can be done with web technology Introduction to accessibility fundamental concepts of CSS (document flow) + novelties (CSS Grid, Flexbox...)
WordPress	CMS Configuration: domain, hosting, CPanel.  Customization and optimization of CMS functionalities (plugins, widgets), web design (templates). Technical SEO in WordPress  How to solve main WordPress problems
Other CMS	Introduction to e-commerce oriented CMS

### Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	12	28	40
Seminars	10	3	13
Essay	0	10	10
Systematic observation	2	0	2
Essay	0	10	10

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Mentored work	The student, individually or in group, elaborates a web document web with HTML + CSS and develops a website with a CMS
Seminars	Activity focused on working on a specific topic, linked to web development with CMS and / or HTML CSS technologies

### Personalized assistance

Methodologies	Description
Mentored work	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.
Tests	Description
Essay	The student develops exercises or projects outside the classroom, under the guidelines and supervision and mentoring of teachers or reputable experts in the field, preparing and presenting assumptions of a practical nature.
Essay	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.

### Assessment

	Description	Qualification	Training and Learning Results	
Essay	Creating a fully functional web page with WordPress	40	C11 C14	D5
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	B1 C12	D5
Essay	Creating a landing page from the most basic start using HTML CSS and the web resources focused on the theoretical sessions	40	C11 C14	D5

### Other comments on the Evaluation

Other comments on Evaluation:

1. Considerations about continuous assessment.

By default, students undergo continuous assessment.

To pass the subject, it is necessary to obtain a minimum of 50% of the score in each of the indicated methodologies/tests. If the minimum score is not achieved, the student will not pass the subject and will be recorded as failed in that examination session with the least detrimental grade for their academic record.

No averaging is done for any section if the minimum score is not achieved (50% of the total for each methodology).

Attendance is mandatory for both theory and practical classes. Students must attend the subject regularly (a minimum of 80% of the classes). If this threshold is not met, they will lose the right to be evaluated in the first examination session. Attendance is assessed using the systematic observation methodology.

In the second and subsequent examination sessions, each assignment will have a weight of 50%, and systematic observation will not be evaluated.

## 2. Brief description of the second opportunity.

Students enrolled in continuous assessment must pass, in the second examination session, the assignments that they did not pass with at least 50% of the minimum score in the first examination session.

Students enrolled in global assessment must undergo, in the second examination session, the same conditions described in the global assessment. That is, they will have the same evaluation system described in point 3 of these instructions.

To coordinate the second opportunity, students who need to undergo this assessment must contact the responsible teacher of the subject, who will establish the relevant tests either through Moovi or in person during the established and approved date by the Faculty Board.

The conditions for the second opportunity described here apply to the rest of the subsequent examination sessions.

## 3. Brief description of the global assessment.

Students who wish to do so and formally request it within the established deadline and mechanisms by the Dean's Office have the right to global assessment. For this purpose, it is advisable to review the information provided by the institution.

The global assessment test will be carried out on the date established by the institution and approved by the Faculty Board. It will systematically evaluate the methodologies and tests established in the course guide for the second examination session and will have a total duration of 5 hours.

In case of enabling the prior submission of assignments, it must be agreed upon with the person responsible for the subject well in advance.

## 4. Other considerations

For everything not covered and/or detailed in this guide, the instructions of the REGULATION ON EVALUATION, GRADING, AND QUALITY OF TEACHING AND THE STUDENTS' LEARNING PROCESS (Approved by the faculty on April 18, 2023) will be taken as reference.

The course guide presents the general overview of the subject. Due to space limitations and the inability to upload additional documentation on the Docnet platform, specific details will be managed through the Moovi platform.

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### Sources of information

#### Basic Bibliography

Xabier Martínez Rolán, **Diseño de Páginas Web: WordPress para todos los públicos**, UOC, 2019

#### Complementary Bibliography

Sabin-Wilson, L., **WordPress for dummies**, John Wiley & Sons., 2011

Aubry, C., **WordPress 3: un CMS para crear su sitio Web.**, Ediciones ENI, 2011

Cobo, S., & Juárez, S. C., **Internet para periodistas: kit de supervivencia para la era digital**, Editorial UOC, 2012

Giralt, M. L., **Introducción al HTML y al CSS.**, 2011

Gauchat, J. D., **El gran libro de HTML5, CSS3 y Javascript.**, Marcombo, 2012

Jeremy Keith, **Resilient web design**, 2017

Javier Eguluz Pérez, **Introducción a CSS**, 2009

Thord Daniel Hedengren, **Smashing WordPress Themes: Making WordPress Beautiful**, John Wiley & Sons Ltd,

Martínez Rolán, Xabier, **DISEÑO DE PÁGINAS WEB: Wordpress para todos los públicos**, UOC, 2019

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### Recommendations

#### Subjects that are recommended to be taken simultaneously

Audiovisual content design and online distribution/P04M176V01204

