

Trainer Name: **Dorcas Réamonn**
 Training Company: **TalentPool Ltd.**
 Programme Title: **Design Your Own Website using Wordpress**

Location:	IT Carlow IT Training Room, Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow Google MAP: http://goo.gl/maps/dIv4D
Programme Duration:	3 full days (consecutive Wednesdays)
Commencing:	Wednesday 19 th February 2013
Time:	9.30am – 5pm
COSTS:	€120 per person
Programme Aim:	To provide participants with the ability to set up a small business website using existing template system, mainly Wordpress, plus basic understanding of HTML
Programme Objectives:	<p>The measurable objectives of this programme are;</p> <ol style="list-style-type: none"> 1. Understand the main fundamentals of web design 2. Utilise and choose free open source templates 3. Create a website from beginning using open source templates such as Wordpress, Joomla, Drupal 4. Integrate forms, videos, social media, payment facilities etc.
Outline Syllabus:	<p>Module 1</p> <ul style="list-style-type: none"> <input type="checkbox"/> Getting Started <ul style="list-style-type: none"> o How to choose a template system (briefly introducing Joomla, Drupal, Wordpress, but course will concentrate on Wordpress). How to choose a template. o Introduction to wireframes - we will construct one in class. <p>Module 2</p> <ul style="list-style-type: none"> <input type="checkbox"/> When creating a website from scratch, the content needs to be carefully

	<p>considered.</p> <ul style="list-style-type: none"> o Creating Content and copywriting. o Including keywords in content o How to add the content to the template. o How to add media (uploading images, Youtube/Vimeo embedding. Social media integration <p>Module 3</p> <ul style="list-style-type: none"> <input type="checkbox"/> If you are creating your own website, at least a basic understanding of HTML is necessary and greatly beneficial. We will have o Introduction to HTML. Students will learn how to add links, integrate and integrate PayPal for e-commerce websites. o We will also learn how to choose colours and structure the website for Usability and Accessibility. o Cross-Browser Compatibility and Cross-Device Compatibility - your website must be accessible for all potential clients and customers. <p>Module 4</p> <ul style="list-style-type: none"> <input type="checkbox"/> Search engine optimisation begins at the developmental stage. o Students will learn how to optimise pages and content for search engines <p>Module 5</p> <ul style="list-style-type: none"> <input type="checkbox"/> How to upload the website using FTP <input type="checkbox"/> How to get a URL and hosting for your website <input type="checkbox"/> Finally, how to check for errors
Training Method:	<p>The programme will utilise a variety of training methods including;</p> <ul style="list-style-type: none"> <input type="checkbox"/> Presentation style <input type="checkbox"/> Training aids <input type="checkbox"/> Exercises <input type="checkbox"/> Workshop style <input type="checkbox"/> Class participation <input type="checkbox"/> Homework <input type="checkbox"/> Computers for participants
Participant Profile:	<ul style="list-style-type: none"> <input type="checkbox"/> Good computer skills, participants should be used to the internet, comfortable with uploading files and have familiarity with online transactions <input type="checkbox"/> Owner-managers or accounts staff of



	established businesses which are based in Co. Wicklow & currently employ less than 10 people
Trainer's Name & brief profile:	<p>Talentpool is dedicated to providing qualified expert training to small and start-up businesses. Every tutor is a qualified trainer. Talentpool is a FETAC accredited organisation and works to provide supports of a very similar nature to a very similar user base.</p> <p>Dorcas has a Bachelor of Engineering Degree in Electrical Engineering from UCD and a Master's of Science Degree in E-Commerce (Technical) from DCU. Dorcas has also furthered her knowledge by completing courses such as Assistive Technology and 'Train the Trainer'.</p> <p>Dorcas is the owner of Zonua, website developers. She develops websites and is an expert in all aspects of how websites work.</p>
Training Facilities:	<p>LCD Projector, flipchart, screen, computers, internet access.</p> <p><i>A light lunch will also be provided.</i></p>