Web content management

Academic Year: (2024 / 2025) **Review date: 21-04-2018**

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: HERNANDEZ PEREZ, ANTONIO

Type: Electives ECTS Credits : 6.0

Year : 4 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Internet Technologies
Digital Edition

OBJECTIVES

After completing this course, students should be able to:
Carry out a process leading to implementation and launch of a website where the flow, storage and retrieval of digital content on an organization can be sustained over time.
Suggest and implement tools and applications for such sites to allow both, the consultation of the content and recovery, search engine optimization and socialmedia integration.

General skills:
- Ability to analyze information flows within an organization and synthesize the most efficient way to manage them.
- Ability to organize and plan the processes leading to the implementation or changes in an organization required to manage digital assets.
- Ability to work as a team.
- Ability to communicate orally and in writing to convince others of how the improved management of digital assets can help each individual and the organization.
- Troubleshooting.
- Critical thinking.
- Concern for quality and continuous improvement to consistently self-assess the implementation and / or reformulation of processes and objectives.

Specific Skills:
- Cognitive (Knowledge)
To Know about the importance of information systems at the corporate level.
To Know the different types of Content Management Systems and to be able to install and manage it.
To Know different methodologies for implementation and configuration of packaged information systems.
To Know how to implement different apps in different organizational settings within a CMS

- Instrumental (Learn how)
- Design, configure and integrate the functionality of an information system in an existing work process and information flows that occur in a complex information system.
- Characterize the functions of the modules of an information system and the expected results for each one.
- Define the convenient interface to each user.
- Use to input data in a complex information system, attributes and methods / conditions of use of the system.
- Monitor, analyze and interpret the behavior of users in an information system.

- Attitudes
- Critically evaluate the effectiveness, efficiency and quality of both the processes of analysis,

development and implementation of a digital content management.
- Team work: sharing tasks, rely on the activity of peers, fulfill the responsibilities assumed and assume critics from others.
- Ethical use of information: make an appropriate, responsible and legal use of the information used and generated.
- Maintain an appropriate level of quality in the delivery of the results of work: take some basic guidelines for submission, and respect for deadlines.

DESCRIPTION OF CONTENTS: PROGRAMME

The aim of the course is to enable students to understand the organizational and technological problems of implementation and use of technologies for digital libraries to manage digital content. This course focuses on dynamic web content management systems based on database management, installation and administration. Will discuss the organization and management of textual and multimedia objects, management of information flows, the integration of syndicated content and other web services (blogs, wikis), management of communication features and analysis of the use of these systems through log analysis.

PROGRAM
LESSON 1: History, evolution and characteristics of content management systems (CMS)
LESSON 2: Types and tools of CMS
LESSON 3: User centered design
LESSON 4: Creating a website with CMS: functional analysis and prototyping
LESSON 5: Use, management and accessibility of CMS interfaces: templates and style sheets
LESSON 6: Information architecture and security issues of CMS
LESSON 7: External and Internal Search Engines of a CMS and metadata
LESSON 8: SEO and Content Curator
LESSON 9: Web analytics

LEARNING ACTIVITIES AND METHODOLOGY

Theorical knowledge acquisition (2 ECTS), through lectures, teaching materials prepared by the teacher, online tutorials, readings, and personal study of the students.

Acquisition of skills and abilities (4 ECTS), by the administration and administration of a CMS. Students must define a use case defining different users with different access policies, will create a variety of content and activities and will learn how to integrate different services and work as a team.

The methodology of this course involves learning as a process of construction, and teaching as a support. Thus the teaching-learning process will encourage continuous learning and collaborative students, facilitating the exchange of experience between them.

Activities:
Individual
Readings
Public presentation
Implementation of particular functions on a CMS
Documentation on the use case defined
Final Report on the learning process
Group
Participation and debates on forum
Group work (project): implementation of a CMS, views definition, accessibility, internal search engine, metadata, logs, etc.

ASSESSMENT SYSTEM

% end-of-term-examination:	30
% of continuous assessment (assigments, laboratory, practicals…):	70

There will be a continuous process of assessment in accordance with the following parameters:
- Formative assessment activities, based on measuring the acquisition of knowledge, as well as carrying out practical activities and exercises: 70%. Students must demonstrate a minimun of knowledge and skill in at leas two CMS
- Final exam: 30%

The student who did not follow the continuous assessment may choose to perform a final exam that

% end-of-term-examination:	30
% of continuous assessment (assigments, laboratory, practicals…):	70

consists of a theoretical exam and another practical test. The theoretical part includes all the basic and additional bibliography contained in the program. The practical part may include all or part of the activities carried out along the course and must be done at the moment of the final exam and inside the class.

IMPORTANT NOTE: The verification of copying or plagiarism in any of the proposed activities for formative assessment will mean a total loss of the score assigned to such activity and a loss of 25% of the final score after the assesment of all activities and tests.

BASIC BIBLIOGRAPHY

- Eden, Bradford Lee Content management systems in libraries: case studies, Scarecrow Press, 2008

- Mauthe, Andreas; Thomas, Peter Professional content management systems: handling digital media assets , John Wiley & Sons, 2004

- Mutula, Stephen M. Web Information Management : a cross-Disciplinary Textbook , Chandos, 2007

ADDITIONAL BIBLIOGRAPHY

- Boiko, Bob Content Management Bible (2nd edition), Wiley, 2005

BASIC ELECTRONIC RESOURCES

- Connell, S . Content Management Systems:Trends in Academic Libraries: DOI:10.6017/ital.v32i2.4632

- Hullavarad, S.; O¿Hare, R.;Roy, A.K. . Enterprise Content Management solutions-Roadmap strategy and implementation challenges: http://www.sciencedirect.com/science/article/pii/S0268401214001285