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**Academic Year: ( 2024 / 2025 )****Review date: 01-05-2024**

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**Department assigned to the subject: Library and Information Sciences Department****Coordinating teacher: CALZADA PRADO, FCO JAVIER****Type: Compulsory ECTS Credits : 6.0****Year : 1 Semester : 2**

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## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Markup Languages  
Information Architecture

## OBJECTIVES

After successful completion of 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 search and retrieval of their content and recovery, positioning in web search engines and social media integration.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to Web Content Management Systems (WCMS): definition, evolution, characteristics and types
2. Planning, design and implementation of WCMS
3. Security and privacy
4. Web services: e-commerce
5. Accessibility
6. Performance and sustainability
7. Content creation and management
8. Internal and external search engines

## LEARNING ACTIVITIES AND METHODOLOGY

This 6 ECTS credit course (equivalent to about 150 hours of work by the student) includes the following types of training activities, distributed over 14 weeks:

- In the classroom: lectures and practical classes (28 sessions, 42 on-site hours) based on presentations, demonstrations and in-class activities. Theoretical exploration questions as preparation prior to the lectures and quick comprehension questions at the end of the sessions. A quiz for each unit, carried out in class, to support the continuous study of the course. Exercises and tasks related to a global course project that students will carry out in groups and whose results will be presented at the end of the course.
- Outside the classroom: up to 106 hours of individual study of learning materials, online resources, readings, etc. Preparation of theoretical exploration questions, quizzes, exercises and assignments of the subject project. Preparation of the final exam (2 hours of exam).
- Office hours: follow-up and support sessions, at the students' request. 2 hours per week, as part of the hours of preparation of the subject outside the classroom.

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- Outside the classroom: up to 106 hours of individual study of learning materials, online resources, readings, etc. Preparation of theoretical exploration questions, quizzes, exercises and assignments of the subject project. Preparation of the final exam (2 hours of exam).

- Office hours: follow-up and support sessions, at the students' request. 2 hours per week, as part of the hours of preparation of the subject outside the classroom.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

An assessment process will be followed according to the following parameters:

+ Continuous or formative assessment: 70%

+ Final exam: 30%.

To pass the course, students must:

--> pass the final exam (grade of at least 50% of the 30% assigned to the exam).

--> have submitted, at least, 50% of each type of deliverable activity considered in the continuous assessment of the course (practicals, quizzes, questions in class), have achieved with the submitted assignments an average grade equal to or higher than 50% of the global value of these activities, as well as pass the final presentation of the global project of the course.

In case of not passing the final exam of the ordinary call, the continuous assessment grade will not be added to the final grade and will proceed according to the regulations of the Faculty of Humanities, Communication and Documentation (2023), assigning a grade of 4.5 (Fail).

According to UC3M's regulations on Continuous Assessment (2011), in the ordinary call students who have not followed the continuous assessment will be entitled to take an exam that will allow them to obtain up to 60% of the final grade.

In the extraordinary call, students who have not followed the continuous assessment will be granted the opportunity to take an exam that will allow them to obtain up to 100% of the final grade. In case they followed the continuous evaluation, they will be evaluated in the way that benefits them the most, either considering a weight of the exam of 30% plus the grade of the continuous assessment, or giving a weight of 100% to the final exam, thus discarding the score obtained in the continuous evaluation.

## BASIC BIBLIOGRAPHY

- Barker, D. Web Content Management, O'Reilly Media, 2016
- Baumgartner, S. Decoupled Applications and Composable Web Architectures, O'Reilly Media, 2023
- Cunningham, K. Accesibility Handbook, O'Reilly Media, 2012

- Edgar, M. Speed Metrics Guide: Choosing the Right Metrics to Use When Evaluating Websites, Apress, 2024
- Emond, J. & Steins, C. Pro Web Project Management, Apress, 2011
- Feinleib, D. Bricks to Clicks: Why Some Brands Will Thrive in E-Commerce and Others Won't, Apress, 2017
- Firtman, M. High Performance Mobile Web, O'Reilly Media, 2016
- Frick, T. Designing for Sustainability, O'Reilly Media, 2016
- Gilbert, R.M. Inclusive Design for a Digital World: Designing with Accesibility in Mind, Apress, 2019
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- Lister, T. WordPress Styling with Blocks, Patterns, Templates, and Themes, Packt Publishing, 2024
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- Rauland, P. Mastering Woocommerce 4: build complete e-commerce websites with wordpress and woocommerce from scratch, Packt Publishing, 2020
- Rockley, A. y Cooper, C. Managing Enterprise Content: A Unified Content Strategy. 2nd ed., New Riders, 2012
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- Sims, L. Building Your Online Store With WordPress and WooCommerce: Learn to Leverage the Critical Role E-commerce Plays in Today's Competitive Marketplace, Apress, 2018
- Staiano, F. Designing and Prototyping Interfaces with Figma: Learn essential UX/UI design principles by creating interactive prototypes for mobile, tablet, and desktop, Packt Publishing, 2023
- Stull, E. UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers, Apress, 2018

## BASIC ELECTRONIC RESOURCES

- Barker, D. . Web Content Management: <https://learning.oreilly.com/library/view/web-content-management/9781491908112/>
- Baumgartner, S. . Decoupled Applications and Composable Web Architectures: <https://learning.oreilly.com/library/view/decoupled-applications-and/9781098151478/>
- Cunningham, K. . Accesibility Handbook: <https://learning.oreilly.com/library/view/accessibility-handbook/9781449322847/>
- Edgar, M. . Speed Metrics Guide: Choosing the Right Metrics to Use When Evaluating Websites: <https://learning.oreilly.com/library/view/speed-metrics-guide/9798868801556/>
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- Shivakumar, S.K. . Modern Web Performance Optimization: Methods, Tools, and Patterns to Speed Up Digital Platforms: <https://learning.oreilly.com/library/view/modern-web-performance/9781484265284/>
- Sims, L. . Building Your Online Store With WordPress and WooCommerce: Learn to Leverage the Critical Role E-commerce Plays in Today's Competitive Marketplace: <https://learning.oreilly.com/library/view/building-your-online/9781484238462/>
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- Stull, E. . UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers: <https://learning.oreilly.com/library/view/ux-fundamentals-for/9781484238110/>