

Web Development and Design 4 Pacing Guide

Course: Web Development and Design 4

Grade Level:12

Unit 1: WordPress Learning Log (Weeks 1-10)

Weeks 1-2:** Introduction to WordPress (2 Days), Setting up WordPress (3 Days)

Weeks 3-4:** Creating Content - Posts and Pages (5 Days), Theme Selection and Customization (5 Days)

Weeks 5-6:** Introduction to Plugins (3 Days), Implementing Basic Plugins (4 Days)

Weeks 7-8:** Advanced Content Creation Techniques (5 Days), SEO Basics for WordPress (5 Days)

Weeks 9-10:** WordPress Maintenance and Security (5 Days), Final Project Work (5 Days)

Unit 2: Athletics Website Management (Weeks 11-20)

Weeks 11-12:** Web Design Principles (5 Days), Introduction to Content Management Systems (5 Days)

Weeks 13-14:** Building an Athletics Website - Layout and Design (5 Days), Adding Multimedia Content (5 Days)

Weeks 15-16:** SEO for Sports Websites (5 Days), Using Analytics to Track User Engagement (5 Days)

Weeks 17-20:** Ongoing Site Management (10 Days), Final Project Presentation and Review (10 Days)

Unit 3: Responsive Design Theory with Bootstrap (Weeks 21-30)

Weeks 21-22:** Responsive Design Fundamentals (5 Days), Introduction to Bootstrap (5 Days)

Weeks 23-24:** Bootstrap Grid System and Components (5 Days), CSS Customization in Bootstrap (5 Days)

Weeks 25-26:** Building a Responsive Homepage (5 Days), Responsive Navigation and Layouts (5 Days)

Weeks 27-30:** Final Project: Creating a Complete Responsive Website (20 Days)

Unit 4: E-commerce using Square (Weeks 31-40)

Weeks 31-32:** E-commerce Fundamentals (5 Days), Introduction to Square (5 Days)

Weeks 33-34:** Setting up Product Catalogs (5 Days), Square Payment Integration (5 Days)

Weeks 35-36:** Designing the User Experience for E-commerce (5 Days), Online Marketing Strategies (5 Days)

Weeks 37-40:** Final Project: Building and Launching an E-commerce Site (20 Days)