



Duration:	6 weeks
Course:	Web Development 2
Instructor:	Darryl Hurs

Course Objective: Learn about working with content in WordPress including Text and Image optimization, basic Search Engine Optimization (SEO), color basics, and working with plug ins and widgets.

Bio: Darryl Hurs recently hired by CD Baby for market development in Canada has a 25+ year history in the music business including launching and running one of Canada's largest emerging artist showcase festivals and conference, Indie Week Canada. Past positions include graphic design/branding for Live Nation as a freelancer (corporate branding, event marketing assets, including work for known artists such as U2, Nickelback, Madonna, Beyonce, Jay-Z and Dave Matthews and the launching of VIPNATION.com website), retail buyer at HMV, booker for one of Toronto's top live music venues (The Rivoli), and performing in various musical acts is also part of his background.

Week	Topic
1	Writing for the web
2	SEO Basics
3	Photoshop – Saving images for the web
4	Photoshop – Basic image editing
5	Using Color
6	Plug-ins and Widgets

Evaluation (Participation, in-class assignments & attendance)

Class 1 assignment	20%
Class 2 assignment	10%
Class 3 assignment	20%
Class 4 assignment	20%
Class 5 assignment	10%
Class 6 assignment	10%
Attendance/Participation	10%
Total	100%