

3-6-2019

## Creating Websites and Leading Librarians to a New Level of Project Engagement

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### Repository Citation

Georgieva, M. (2019, March). Creating Websites and Leading Librarians to a New Level of Project Engagement. Presentation at ER&L (Electronic Resources and Libraries) Annual Conference, Austin, TX.

Available at: <https://digitalscholarship.unlv.edu/libfacpresentation/184>

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# Creating < WordPress websites > for librarians

Marina Georgieva | Visiting Digital Collections Librarian

March 6, 2019



# Who am I?

- Digital librarian
- Research interest
  - Metadata management and remediation
  - Digitization efficiency
  - Project management
  - Team management and training
  - Outsourcing and vendor relations

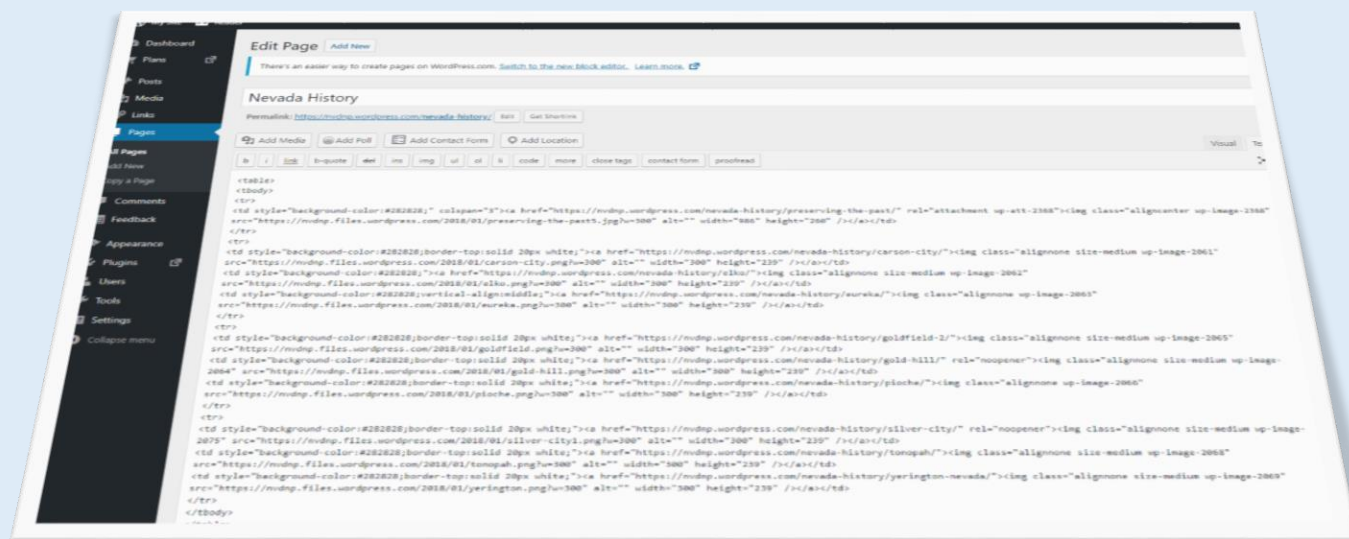
## What helped me succeed in the web design project?

- Trial and error
- Online tutorials and community help
- A bit of preparation from graduate school



# Librarians code and design!

- Coding in 2019 is like writing in 1800s
- MLIS programs include coding and web design



# Agenda



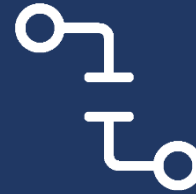
## 20 min theory

web design concepts  
tools  
technologies

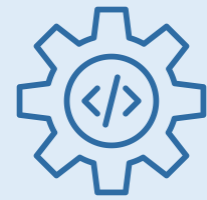


## 20 min demo

backend of 2 WordPress  
website versions  
• free • paid



## 8 min break



## 45 min activities

hands-on activities  
with HTML, CSS and  
WP administration



# Types of websites

## Static

### *Features*

- HTML | CSS driven
- Browsing only
- Basic and easy to create
- No database | no web programming
- Pages with fixed content
- Updates happen manually

### *Great for*

- Small websites
- Rigid content
- Small team
- Novice

## Dynamic

### *Features*

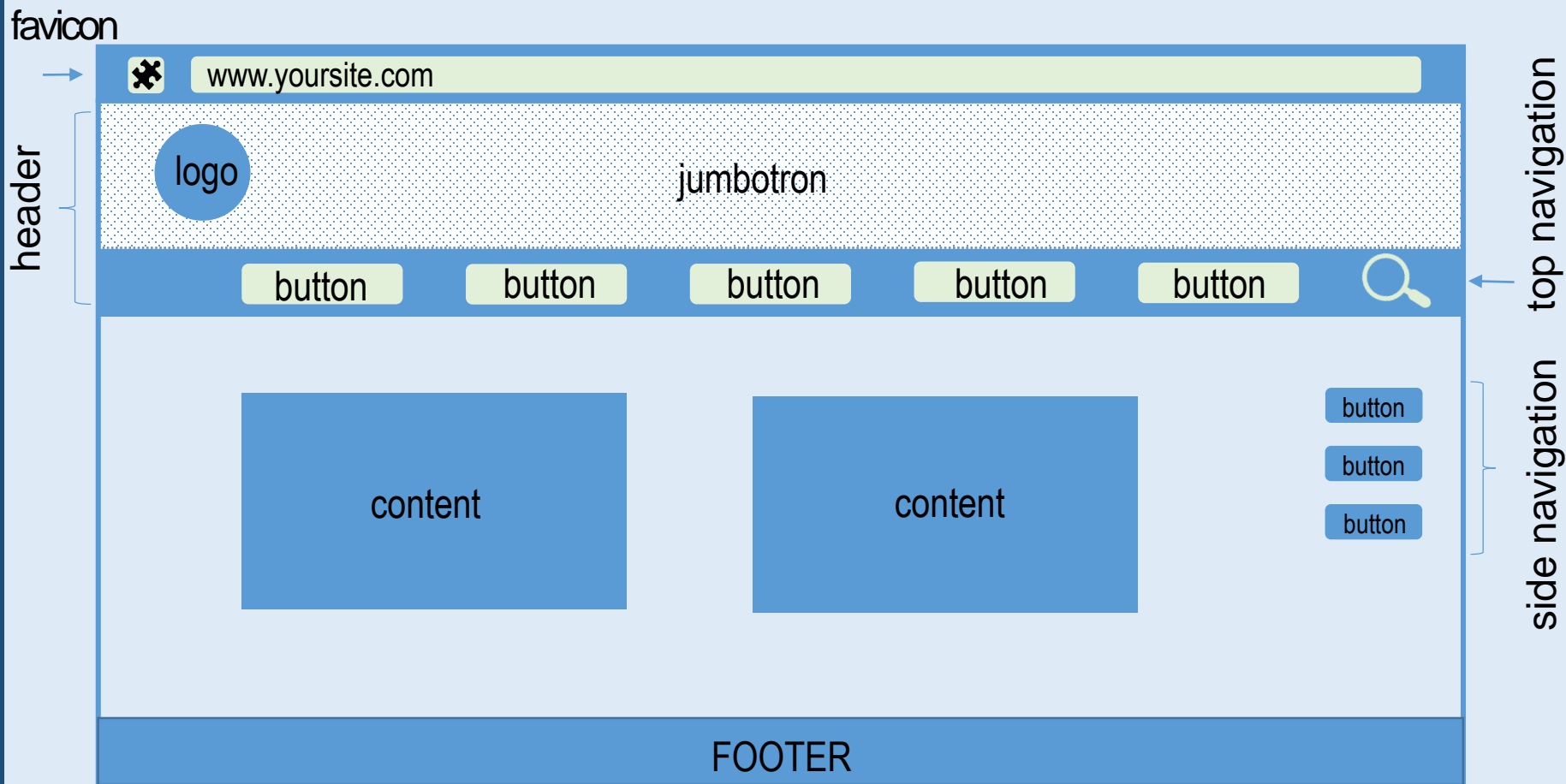
- Database driven
- Searching feature
- Require team of developers
- Require web programming
- HTML | CSS | PHP | JavaScript
- Dynamic (interactive) pages
- Automated updates

### *Great for*

- Large websites
- Constantly changing content
- Change design easily
- Easier to manage



# Website elements



# Website elements

## Site identity

Logo  
Favicon  
Jumbotron  
Color palette  
Consistent style

## Header | Footer

### *Header*

Container for site identity elements  
Main navigation  
Search bar

### *Footer*

Contact details  
Quick links

## Navigation

Main navigation  
Side navigation  
Landing pages  
Sitemap

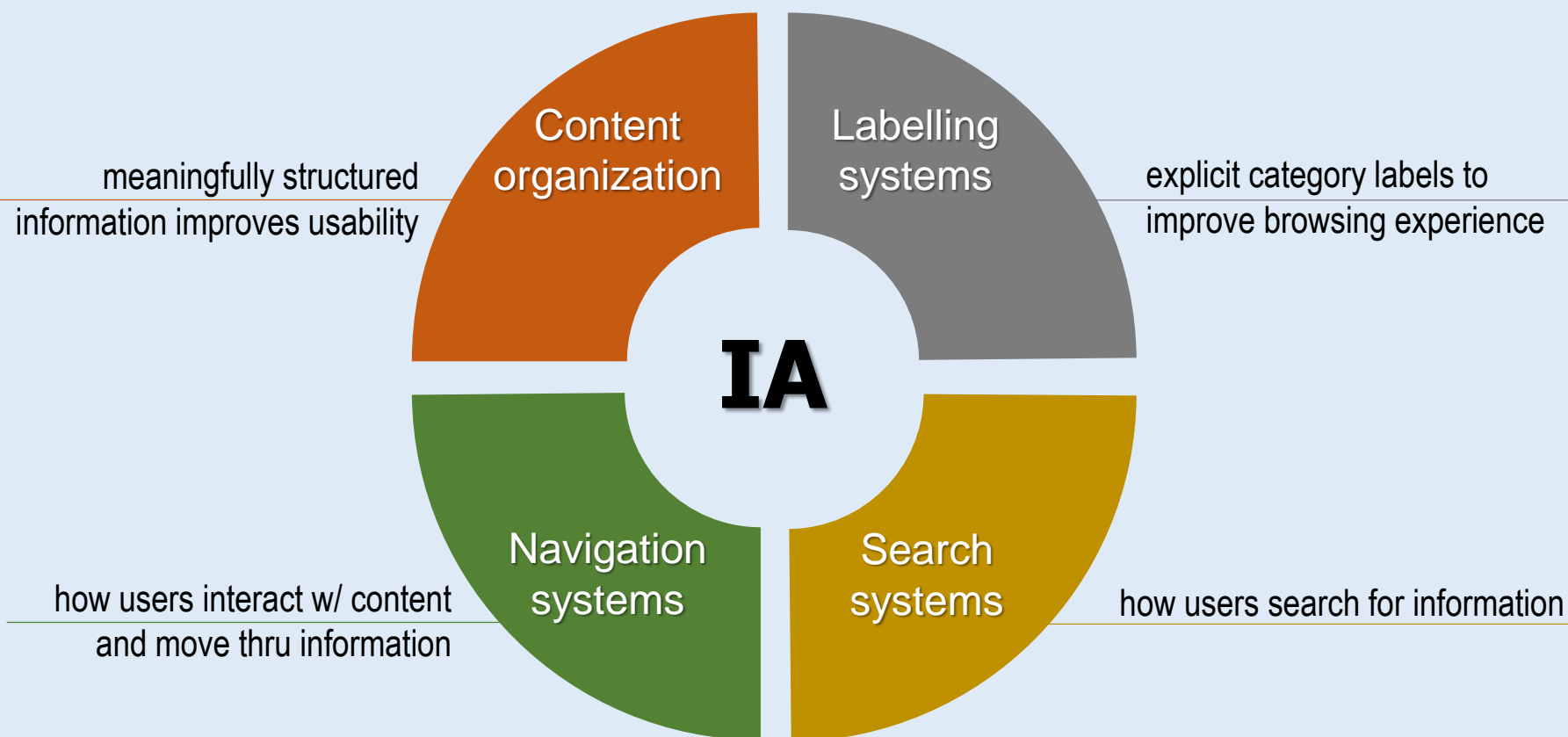
## Site body

All site pages  
All unique site content  
Most updated section





# Information architecture



# Tools

## Coding

Notepad ++  
Oxygen  
SublimeText  
TextMate



*Select coding software that finds syntax errors and hints syntax punctuation*

## Graphic design

Photoshop  
Corel Photo Paint  
Affinity Photo  
Pixlr | free browser-based



*Prepare web friendly graphics to optimize your storage space on server*

## CMS

WordPress  
Drupal  
Joomla  
Wix | web-builder



*Select CMS that offers community help and you are comfortable using*



# Technologies for static websites

## Hypertext Markup Language



- ✓ Markup language for creating websites
- ✓ HTML describes each content element
  - ✓ Text
  - ✓ Audio
  - ✓ Graphics
  - ✓ Links
  - ✓ Video
- ✓ HTML tells the browser how to render the web page so it displays correctly

## Cascading Style Sheets



- ✓ Formatting the webpage layout
- ✓ Defines how HTML elements are displayed on the website
  - ✓ Text styles (typography)
  - ✓ Element size
  - ✓ Layouts
  - ✓ Content placement
- ✓ Responsive design



# Syntax



<code>&lt;p&gt; &lt;/p&gt;</code>	paragraph
<code>&lt;div&gt; &lt;/div&gt;</code>	container, for placement
<code>&lt;table&gt; &lt;/table&gt;</code>	table
<code>&lt;img&gt; &lt;/img&gt;</code>	image
<code>&lt;span&gt; &lt;/span&gt;</code>	empty, for styling
<code>&lt;audio&gt; &lt;/audio&gt;</code>	recording

Opening tag declares beginning of element  
Closing tag declares the end



```
style="color:blue; font-size:30px;"
```

code

```
<p style="color:blue; font-size:30px;"> This is a paragraph  
</p>
```

displays as

This is a paragraph

Inline CSS is always placed in the element!



# WordPress advantages

- ✓ Easy to start
- ✓ Quick results
- ✓ No programming skills to start designing
- ✓ Built-in layout
  - templates and themes*
- ✓ Built-in features for website key elements
  - site identity, navigation, content organization*
- ✓ Customizable on all levels
  - navigation, pages, site identity*

#	Websites Using	Market Share %	Active Sites	# of Websites in Million
1	WordPress	59.7 %	22,671,100	313,050
2	Joomla	6.7 %	1,837,862	21,952
3	Drupal	4.7 %	577,549	27,863
4	Magento	2.7 %	210,000	14,188
5	Blogger	2.1 %	343,000	7,797
6	Shopify	1.7 %	7,000,000	17,285
7	TYPO3	1.5 %	303,333	6,580
8	Bitrix	1.5 %	183,346	6,127
9	Squarespace	1.4 %	1,727,900	9,390
10	Prestashop	1.3 %	247,350	5,770

2018

Millions of free tutorials!  
Community support!



<https://websitesetup.org/popular-cms/>



# WordPress flavors

## Start FREE!

- ✓ No fee
- ✓ WordPress hosting  
limited storage space 3 GB
- ✓ WordPress.com sub-domain  
yoursite.wordpress.com
- ✓ Limited templates | themes
- ✓ Standard plug-ins  
no option to add custom plug-ins
- ✓ Great option to start  
can upgrade to paid WP plan

## Go PRO!

- ✓ Paid WP website
- ✓ Personal hosting | domain  
.com, .edu, .net, .org ....
- ✓ Sub-domain options
- ✓ Skills to set up WP on C-Panel
- ✓ Storage space size of your choice
- ✓ Custom plug-in  
install what works best for you
- ✓ Direct access to CSS  
modify the theme  
remove features you dislike

## Use WP plan

- ✓ Paid WordPress plans
- ✓ Personalized hosting | domain purchased from WP  
.com, .edu, .net ....
- ✓ All perks that come with the selected plan  
<https://wordpress.com/pricing>
- ✓ Direct support from WordPress



# Demonstration

## Paid website (PRO)

- ✓ Paid Hosting
  - Domain
  - Cost
  - Benefits
  - Set up
- ✓ Plug ins
  - Elementor
    - Styling options w/o coding
    - Modal windows (pop-up)
    - No tables for placement
    - Media Library Categories
    - Responsive design
- ✓ Global CSS access
  - Modify theme

## Free website (WP hosted)

- ✓ Tables to escape template
- ✓ Irresponsive design (tables)
- ✓ No modal windows to enlarge image
- ✓ Landing page
- ✓ Sitemap
- ✓ Media library – chronological arrangement





<span style="text-transform: capitalize; font-size: 28pt;">  
&nbsp;

**WELCOME TO THE HANDS-ON PART** </span>

&nbsp;

<span style="color: #800080;"> fun is guaranteed </span>





# Let's get started!

- Download from the shared folder

<http://bit.ly/WPactivities>

- (1) **Handout** with activities
- (2) **Graphics** (unzip folders if you download as package)
- (3) **Text**
- (4) **Code**

- Log in to your WordPress account

- Helpful resources for future reference

**W3Schools** Online Web Tutorials

<https://www.w3schools.com/>

**Stack Overflow** – community help, ready solutions

<https://stackoverflow.com/>

**Lynda** video tutorials

<https://www.lynda.com>



# Activity 1 Set up a new website

Work with WordPress administrator page

1. Create WP account and log in with your credentials <https://wordpress.com>
2. Set up a website | name, category, etc.
3. Create a domain | select free domain name
4. Select and activate template | Hemingway theme  
The top navigation of *Hemingway* makes it good for professional websites
5. Upload favicon | a.k.a. site icon
6. Create a tagline
7. Upload header image
8. Publish/launch website

```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" src="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt=""></a><td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="" width="300px" height="300px" vertical-align="middle"></a><td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="" width="300px" height="300px" vertical-align="middle"></a></td></tr></table>
```



# Activity 2 Customize the website

Work with WordPress editor and administrator page

1. Create *Home page* for the website | Admin page > Pages
2. Add text to *Home page* using WordPress editor
3. Add external links to open in new tabs using WordPress editor
4. Add logos | UNLV, NEH, LC
5. Publish *Home page*
6. Make *Home page* a static page | Appearance > Customize > Home settings
7. Page URL customization

```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" data-bbox="733 745 905 778">Activity folder</a><td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdp.files.wordpress.com/2018/01/eureka.png?w=300" alt="http://bit.ly/activityTwo" data-bbox="698 785 942 818">http://bit.ly/activityTwo</a><td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdp.files.wordpress.com/2018/01/eureka.png?w=300" alt="" data-bbox="654 738 983 829"></a>
```



# Activity 3.1 Design top level page

Work with custom HTML / CSS code | tables and image placement

1. Create and publish new page with full width setting | Nevada History
2. Add it to main navigation menu | Appearance > Menus
3. Create a simple HTML table


```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" data-bbox="160 765 325 795"></a><td style="background-color:#282828;border-top:solid 20px white;"><a href="http://bit.ly/activityThree" data-bbox="115 805 375 835"></a><td style="background-color:#282828;border-top:solid 20px white;"></td></tr></tbody></table>
```

```
<table>
<tbody>
<tr>
<td colspan="3" > </td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```



# Activity 3.2 Design top level page

Work with custom HTML / CSS code | tables and image placement

4. Customize the table | expand top row across all cells
5. Insert images | use CSS to specify dimensions
6. Customize the table appearance | use inline CSS

NV History-1 image		
NV History-2 image	NV History-3 image	NV History-4 image

`colspan="3"` for stretching a cell across table  
`background-color:#282828` for changing cell color  
`border-top:solid 20px white` for having a divider between rows  
`width="986" height="260"` for NV History-1 file  
`width="300" height="239"` for NV History-2; -3; -4 files

```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" data-bbox="732 745 905 778">Activity folder</a><br><a href="http://bit.ly/activityThree" data-bbox="688 785 955 818">http://bit.ly/activityThree</a></td>
```



# Activity 4.1 Design sub-level page

Work with custom HTML / CSS code | tables, text and image placement

1. Create and publish new page with full width setting | Carson City
2. Add it to main navigation menu as a sub-page | Appearance > Menus
3. Create a simple HTML table


```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" src="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="" width="300px" height="300px" style="background-color:#282828;border-top:solid 20px white;"><a href="http://bit.ly/activityFour" src="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="" width="300px" height="300px" style="background-color:#282828;border-top:solid 20px white;">
```

```
<table>
<tbody>
<tr>
<td rowspan="2"> </td>
<td> </td>
<td> </td>
<td> </td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```



# Activity 4.2 Design sub-level page

Work with custom HTML / CSS code | tables, text and image placement

4. Customize the table | expand first column across all rows
5. Insert images | use CSS to specify dimensions
6. Customize the table appearance | use inline CSS
7. Add image captions
8. Add essay text

Text	Carson City 1 image	Carson City 2 image	Carson City 3 image
	Carson City 4 image	Carson City 5 image	Carson City 6 image

```
<td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" style="background-color:transparent;border-top:solid 20px white;"><a href="http://bit.ly/activityFour" width="440" height="283" style="background-color:transparent;border-top:solid 20px white;vertical-align:middle;"></td style="background-color:#282828;border-top:solid 20px white;"></tr><tr><td style="background-color:#282828;border-top:solid 20px white;"><a href="https://nvdnp.files.wordpress.com/2018/01/eureka.png?w=300" alt="Activity folder" style="background-color:transparent;border-top:solid 20px white;"><a href="http://bit.ly/activityFour" width="440" height="283" style="background-color:transparent;border-top:solid 20px white;vertical-align:middle;"></td style="background-color:#282828;border-top:solid 20px white;"></tr></table>
```

rowspan="2" for stretching a column across rows  
background-color: transparent for changing cell color  
vertical-align: middle for centering images in a cell  
width="440" height="283" for image dimensions  
width: 31% for text column  
width: 23% for first image cell



# Thank you!



**Visiting Digital Collections Librarian**

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