Introduction to Wordpress

Login: https://pathsup.org/log-in/

Dashboard
Posts
Media
Pages
Themify Builder
- **Layout Parts**

Appearance
- **Customize - edit homepage/header/footer**
- **Widgets - edit sidebars**
- **Menus - edit primary navigation**

Media and Storage

The file upload limit is 1.5MB per item to economize storage space on the website. Not only does the file use storage on the server, it can also slow the load time of the entire site.

Here are some general guidelines for optimizing your website's media:
- Save images as JPEGs unless they need to contain transparency. Images with transparent backgrounds can be saved as PNGs. Images should be saved at 72dpi resolution.
- Try to save images as close as possible to the final dimensions they will be displaying on the site. For example, the header logo should not be added to the library as a 1200x800px image because it only appears as a 200x75px graphic. Graphics can be resized using HTML but file size should be considered to save on storage space.
- In general, do not upload images larger than 2000px wide. This shouldn't be an issue for content creators, but if you need to add a large graphic to the site please contact us and we can help. Additionally, our team provides support for large background elements like the header background image and the homepage hero image so you won't need to worry about those elements either.

If you don't have access to Photoshop, here is a blog post that goes over some online alternative resources for resizing images for web:
https://resizing.app/

The link below outlines PDF optimization using Acrobat Pro DC. Typically, reducing image resolution within the document makes the most impact on file size. If you have trouble compressing your PDFs, just let me know and I can take a look.

https://helpx.adobe.com/acrobat/using/optimizing-pdfs-acrobat-pro.html

Accessibility

Simply put, web accessibility means providing everyone equal access to online resources including web pages, associated documents and multimedia. Federal and state regulations require public universities to have accessible websites, which means all web content contributors are responsible for maintaining the accessibility of their content.

Here are the "big 3" accessibility and usability points to keep in mind when creating content for the web:

1. Ensure that all images have **alt text**.
2. **Links** should make sense out of context. Phrases such as "click here," "more," "click for details," and so on are ambiguous when read out of context. Screen reader users often navigate from link to link, skipping the text in between. Using descriptive rich text for your links also strengthens the SEO of your content.
   - For example, don't include a reference to the link such as: "Use this <u>link</u> to experience our exciting services."
   - Instead, use something like: "Check out our <u>SEO services</u> page to experience all of our exciting services."
3. Use **headings** properly to establish a hierarchy within the content of your page. Pages should be structured in a hierarchical manner, generally with one 1st degree headings (<h1>) being the most important (usually page titles or main content heading), then 2nd degree headings (<h2> - usually major section headings), down to 3rd degree headings (sub-sections of the <h2>), and so on. Technically, lower degree headings should be contained within headings of the next highest degree (i.e., ONE SHOULD NOT SKIP HEADING LEVELS, such as from an <h2> to an <h4>, going down the document).

- ○ When encountering a lengthy web page, sighted users often scroll the page quickly and look for big, bold text (headings) to get an idea of the structure and content of the page. Screen reader and other assistive technology users also have the ability to navigate web pages by heading structure, assuming true headings are used correctly.

http://itaccessibility.tamu.edu/
https://webaim.org/

More Accessibility Resources:

- https://www.w3.org/TR/WCAG21/
- https://itaccessibility.tamu.edu/
- https://webaim.org/
- http://wave.webaim.org/
- https://webaim.org/resources/contrastchecker/
- https://www.rgd.ca/resources/accessibility/access
- https://digitalaccess.ucsf.edu/test-your-site

There are two layers to testing a web page/site for accessibility compliance: automated testing and manual testing. You need a combination of both to get the whole picture.

Themify

Themify Builder is a drag and drop layout tool with live edits and previews. The Themify Builder works with WordPress posts and pages, as well as custom post types. Shortcodes and HTML tags are supported with the Text module. The Builder can be used in both Backend Edit Mode and Frontend Edit Mode.

To add a new row to the page, use the builder to click the "+" and select the "Row" tab. Select the column option for your row.

Add elements to your row by hovering or clicking the "+" button and dragging/dropping the desired element into the appropriate column.

- Image
- Text
- Button
- Video

Click SAVE and then Update to publish your changes.

https://themify.me/docs/builder

Post specifications

- **Excerpts:** 45 words or less with no acronyms
- **Feature image:** 1280x720px

Note: If the article is published by an outside source (i.e. not the college of engineering or TEES) then a unique summary will need to be crafted to avoid copyright infringement. The post should then link to the original article.

Pages

Homepage

- Front Page 2: edit using Layout Part named "Home Top" under Themify Builder
- Front Page 3: edit using Layout Part named "Home News and Announcements" under Themify Builder

People Pages

Rows need to be in two columns, following the template below. CSS Classes are applied to rows (purple outline), wrappers (orange outline), or modules (blue).

- Title with red underline: apply CSS class "accent-title" to row with an H2 Text box
- Profile rows: should be two columns 50/50
  - apply CSS class "people-row" to row
  - apply CSS class "people-info" to the Text box (blue)

Directors

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Gravity Forms

In the Forms menu available when logged into WordPress, you will see a link that says New
Form. When you click on New Form, you will be presented with a box asking for the Title and
Description of the new form. You must give your form a name before you can begin, but you can
change that name later if needed. Once you've filled out the field(s), click Create Form.

To add a Gravity Form into the Themify Builder, first add the form to the WordPress WYSIWYG
using the "Add Form" button. Then, cut and paste that short code into a Text module in Themify
Builder wherever you want to place your form.

Resource/documentation:
https://docs.gravityforms.com/category/user-guides/getting-started/creating-a-form/

Mega Menu

Edit the menu under Appearance > Menus from the Dashboard.

To edit the column configuration, set the parent item to "Grid Layout" and add or subtract
columns as desired. Drag and drop submenu items from column to column, keeping in mind that
their sub-items will appear underneath them. Mega menu items use a linear row layout so you
may need to adjust your layout accordingly to avoid awkward gaps.
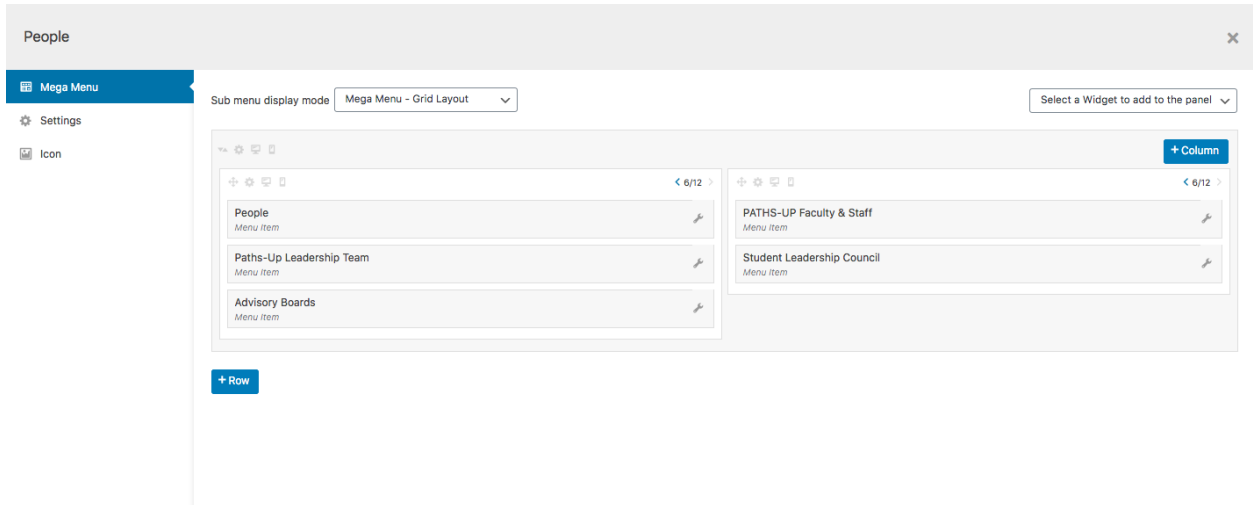
Plugins

Reach out to the EngComm web team to request new functionality on the site. Do not install or update plugins as they need to be vetted for security and accessibility before they can be applied to the site.

Member Portal

Adding Members

Restrict Content Pro

This plugin allows you manage user access to members-only content and restrict access to specific pages.

Add members

1. Within the Users tab under your dashboard menu, click "Add New"
2. Fill out required information and ensure that the Send User Notification option is NOT selected.
3. Assign the Role of Subscriber
4. Click the Add New User button
5. Under the Restrict tab, click "Memberships"
6. Fill out the following fields under the Add Membership section for the new member you wish to add.
    1. Customer email

2. Subscription Level
3. Membership Status (Active)
4. Expiration Date
7. Click "Add Membership"

Securing Pages

Securing members-only pages

1. Within the page editor, scroll below the text editor to find the "Restrict this content" options panel
2. From the dropdowns, restrict access to "Members of specific subscription level(s)" "Private Portal" with required user role of "All". See selections below.

Securing Files

WP File Download

This plugin allows you create and manage a categorized library of files that are easy to update, organize, and integrate into your content.

Manage files

1. Click on the "WP File Download" tab from the left menu of your dashboard.
2. To upload a document, select a category folder. Then, scroll to the bottom of the file list and click the "Select Files" button.
3. Choose the file local file you wish to upload from the finder.
4. In the Title field, add the title or name of the document (you may need to open the document on your desktop to find the name).
5. In the Description field, add the file name, excluding the file extension (pdf, jpg, etc.).
6. Click the Save button at the bottom of the Parameters.

Add files in your content

1. In order to insert a file in your content, open a page, post or any content, click on the WP File Download button, and select the file you wish to place. Click the "Insert this file" button. File category will populate in your article, indicated by a grey area.

Creating new seed grant project review pages

1. Add new page as normal, under Pages > Add New
2. Add the page name using the naming convention "Project Review: [project name]"
3. Assign "Seed Grant Projects for Review" as the parent page
4. Add "Download Project:" as a Heading 2 in the WYSIWYG and press return
5. Add the secured project download link by clicking the "WP File Download" button above the WYSIWYG toolbar and selecting the document (you will need to upload the document before this step).
6. Add a Horizontal Rule underneath the download link and press return
7. Under the Horizontal Rule, add the review form by clicking the "Add Form" button above the WYSIWYG toolbar and selecting "PATHS-UP Seed Grant Reviews" form.
8. Ensure that the "Display form title" and "Display form description" options are checked and click "Insert form".
9. Fill out the "Restrict this content" section to secure the page behind the private portal
10. Publish and preview the page to make sure that the content appears correct.
11. Try to view the page in an Incognito/private window to ensure that the content is appropriately restricted.