

# artistonline {DIY}

**THE SELF-STUDY COURSE**

Here are a few randomly selected pages from the Artist Online {DIY} Course - to download the entire eBook and gain access to all of the course videos click on the link below.

## [Artist Online {DIY}](#)

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# Module Two: Intro To WordPress

In Module One we jumped right in and created a website with a website builder that offered an easy-to-learn interface. I wanted you to have an instant comfort level with working inside a website before you took on a larger challenge.

## **WordPress is a larger challenge!**

There is quite a bit of material to digest before you begin to work on your WordPress site. In the next module you build a site in manageable steps. First, you have some reading to do and videos to watch.

This video explains WordPress in simple terms:

[What is WordPress?](#)

## **In this module learn:**

- **What is WordPress?**
- **Where to find themes for your WordPress website**
- **How to install WordPress using your host's cPanel (video)**
- **How to navigate the WordPress Dashboard (video)**
- **The one simple tweak you need to do to make this blogging platform into a website platform (video)**
- **What the WYSIWIG editor can do for your text (video)**
- **How to set up pages (video)**
- **2 ways to upload and install themes to your website (video)**

## Module Three: Working with a basic WordPress theme

In module two you read a lot of material about WordPress, learned how to install WP on your website and how to upload themes to your WordPress site.

If you haven't picked a theme yet, *don't worry* – there is time for that. In this module you work with the default theme that comes with the WP install.

You know where to go to choose themes (refer to the module two assignment) and you are thinking about the features that are important to you in a theme. For example, consider the following:

- ▶ **Do you want to be able to sell your work on the site?**
- ▶ **Are you interested in a slideshow, an image slider, special gallery effects?**
- ▶ **Or is a simple gallery enough as long as it showcases your work?**
- ▶ **Do you want a theme that includes an image gallery as a feature or do you want to add your own gallery feature with plugins?**

▶ **Do you need to change the colors of the theme background? If so, are you comfortable changing the code or do you want a theme that has a color picker built in?**

### In this module learn:

- **How to change from a blog to a website**
- **How to set up an image gallery without using plugins or special theme features (video)**

Keep thinking about what you need and want in a theme. It is a process. You might even need to upload a few (free themes!) and play around in them to get a sense of what you want.

The assignment for this module is designed to help you find a comfort level with working inside a WordPress theme in preparation for working with plugins, widgets and specialized themes.

Now it is time add some content to the site. We start with a simple theme and add a basic image gallery. Nothing fancy.

You aren't touching code so you can't break anything! Take your time.

# resource list #8

## qr codes



QR Code for [dailyartmuse.com](http://dailyartmuse.com) – go ahead, scan it!

**QR – as in Quick Response; Code – as in 2D Bar Code.** QR Codes carry information such as the price of a product, details about a product, images, coupons, email information, website URL and more. You can read the code using a Smartphone (think iPhone or Android) or a QR barcode reader. QR Codes are now being used as a marketing tool – today's consumers want and expect information fast, faster, fastest.

*Read the WhyHowWhat...*

## More About QR Codes and How To Use Them

- ➔ Way more information than you probably want about QR Codes [here](#)
- ➔ [An anecdote](#) that illustrates the What and Why of QR Codes simply and succinctly
- ➔ Who is actually scanning these 2D codes? Check out [this infographic](#)
- ➔ What types of QR Codes are there and how do you scan one? Find out [here](#) (there's a video too!)

“Consumers expect relevant content when they want it. By integrating QR codes on static, traditional medium such as, posters, print advertising, and catalogs – as well as within digital media like e-mail and web pages – QR codes provide a dynamic and interactive element that compels your audience to take immediate action – basically, to engage with your brand.” From [Mobilozophy](#)

- ➔ Ways to use QR Codes – [the shortlist](#)
- ➔ For more adventurous types - [101 Ways to Use QR Codes](#)
- ➔ [This article](#) includes 'what not to do' regarding QR Codes
- ➔ [Best Practices](#) for using QR Codes
- ➔ Becoming a [Human Hyperlink?](#)



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