UCLA Information Studies Department  
IS 289-3: Content Management Systems – Perspectives & Approaches  
Spring 2019, Thursdays, 5:30 – 8:50 p.m., GSEIS Room 111

SYLLABUS

Instructor
Gregg Rugolo  
greggr@ucla.edu  
310-963-3865 voice/text  
Office hours: by appointment

Course description
This course provides a survey of the content management systems (CMSs) landscape with a focus on content strategy and information structures. Students will gain an understanding of the types of CMSs and their applications, benefits and limitations—with special attention to the roles of structured content, metadata and taxonomy in successful CMS implementations. Other topics explored include distinctions between content and data; evolution of CMS technologies; content/component/page types in Web CMSs (WCMSs); capabilities enabled by CMSs; roles of a WCMS team; ethical and economic considerations of CMSs, platforms and aggregators; and the future of content management. Course structure will emphasize readings and discussion, student collaboration and guest speakers.

Learning objectives and outcomes
This course will prepare students to:

• identify the different types of content management systems (CMSs), determine which are best for specific use cases, and assess the benefits and limitations of CMS solutions for users and stakeholders;
• understand the foundations of content management, including information structures, content strategy and publishing processes;
• apply the principles of structured content to solve web content management (WCM) challenges;
• design, plan, implement and evaluate CMS/WCMS solutions;
• assess content management systems’ value to and impact on society and culture;
• explore future directions in content management and the role of information professionals in next-generation CMSs.
**Readings and related content**

One textbook is required for this class:


Several readings are set for each week, as listed in the “Class schedule” below (p. 4). Full references are provided in the “List of required and recommended readings” below (pp. 5-8). It’s important that you come to class well prepared, ready to discuss the week’s readings and any other assigned content (videos, PPTs, etc.). All required readings, beyond Barker, will be available from the course website, accessible through CCLE.

**CMS Speakers Series**

An important facet of this course is the chance for students to engage with industry professionals and subject matter experts with a wealth of experience in CMSs, content strategy and publishing operations. A series of six guest speakers or panels is planned on the following topics (subject to change):

- Content modularization: A story of structure
- Content strategy, digital experience and CMS
- The authoring experience and the role of templates and components
- CMS and the marketing stack: People, process & technology
- Drupal @ UCLA
- The future is structure: Ontology, schema.org and AI/NLP/ML

**Assignments, grading, attendance and participation**

Assignments will emphasize collaboration, synthesis and application of course learnings, and the development of presentation skills. Due dates are listed in the “Class schedule” below (p. 4). Full details on individual assignments will be made available in class and on the course website.

**Assignment percentages and points**

There is a total of 1000 points for the components of this course, distributed as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1</td>
<td>15%</td>
<td>150 points</td>
</tr>
<tr>
<td>Assignment 2</td>
<td>25%</td>
<td>250 points</td>
</tr>
<tr>
<td>Assignment 3</td>
<td>35%</td>
<td>350 points</td>
</tr>
<tr>
<td>Contributions to “CMS in the World” wiki and “CMS Library”</td>
<td>10%</td>
<td>100 points</td>
</tr>
<tr>
<td>Attendance + participation*</td>
<td>15%</td>
<td>150 points</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000 points</td>
</tr>
</tbody>
</table>

*participation to be evaluated on the basis of quality, not quantity
Grading

Final grades will be assigned on the following basis:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 92%</td>
<td>A</td>
</tr>
<tr>
<td>90-92%</td>
<td>A-</td>
</tr>
<tr>
<td>87-89%</td>
<td>B+</td>
</tr>
<tr>
<td>83-86%</td>
<td>B</td>
</tr>
<tr>
<td>80-82%</td>
<td>B-</td>
</tr>
<tr>
<td>77-79%</td>
<td>C+</td>
</tr>
<tr>
<td>73-76%</td>
<td>C</td>
</tr>
<tr>
<td>70-72%</td>
<td>C-</td>
</tr>
<tr>
<td>&lt; 70%</td>
<td>F</td>
</tr>
</tbody>
</table>

Attendance and participation

You are expected to attend each class and to participate actively in all discussions and activities.

Note: Assignments 1-3 are all due before class on the prescribed dates; there will be a penalty for assignments submitted after the due date.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date / Assignment</th>
<th>Topic</th>
<th>Required readings (see pp. 5-8 for full references)</th>
</tr>
</thead>
</table>
| 1    | Thu, Apr 4       | What is content? How is its delivery changing? | > Barker (2016)  
> Abel (2017)  
> Kelly (2016)  
> Simon (2014) |
| 2    | Thu, Apr 11      | Structuring content: modularization | > McGrane (video/slides, 2014)  
> Atherton & Hane (2018)  
> Jacobson (2009)  
> Brand (2011)  
> Barker (2016) |
| 3    | Thu, Apr 18      | CMS landscape | > Barker (2016)  
> &1 IONOS. (2019)  
> Czech (n.d.)  
> MacComascaigh & Murphy (2018) [if available] |
| 4    | Thu, Apr 25      | Structuring content: the role of metadata, taxonomy and ontology | > Barker (2016)  
> Rockley & Cooper (2012)  
> Bailie & Urbina (2013) |
| 5    | Thu, May 2       | Evolution of WCMSs | > Martinez-Caro, et al. (2018)  
> Heslop (2018)  
> Thompson (2011)  
> Czech (n.d.) |
| 6    | Thu, May 9       | Structure in WCMSs: Content/component/template/page types | > Curtis (2010)  
> Atherton & Hane (2018)  
> Bailie & Urbina (2013) |
| 7    | Thu, May 16      | Capabilities enabled or enhanced by WCMSs: Responsive/adaptive design, personalization, search, voice, VR/AR/MR | > McGrane (video/slides/transcript, 2014)  
> Barker (2016)  
> Adobe (2015)  
> Kraft (2017) |
| 8    | Thu, May 23      | Value and impact of CMSs | > Chayka (2019)  
> Weinberger (2015)  
> Henry (2018) |
| 9    | Thu, May 30      | Platforms, aggregators and user-generated content | > Lanier (video, 2016)  
> Barker (2016) |
| 10   | Thu, Jun 6       | Future of content management / impact of related technologies | > Barker (2016)  
> Andrews (2017)  
> Guseva & MacComascaigh (2018)  
> Parker, et al. (2016) |
| 11   | [TBD, finals week] | Assignment #3 presentations due | [none] |
List of required and recommended readings

The required readings in this list are marked with an asterisk (*). The others are highly recommended. This reading list may be amended during the course; if so, students will be notified in class at least two weeks in advance of changes and an updated syllabus will be posted. With the exception of the Barker text, all readings should be available either online or on the course website (accessible through CCLE).

Week 1: What is content? How is its delivery changing?


Free Software Foundation. (n.d.) "Content." In Words to avoid (or use with care) because they are loaded or confusing. Retrieved from https://www.gnu.org/philosophy/words-to-avoid.en.html


Week 2: Structuring content: Modularization


### Week 3: CMS landscape


### Week 4: Structuring content: The role of metadata, taxonomy and ontology


### Week 5: Evolution of WCMSs


**Week 6: Structure in WCMSs: Content/component/template/page types**


**Week 7: Capabilities enabled or enhanced by WCMSs: Responsive/adaptive design, personalization, search, voice, VR/AR/MR**


**Week 8: Value and impact of CMSs**


Society for News Design (2016, July 22). We know content management systems suck; we’re trying to fix them. Retrieved from [https://www.snd.org/2016/07/we-know-content-management-systems-suck-were-trying-to-fix-them/](https://www.snd.org/2016/07/we-know-content-management-systems-suck-were-trying-to-fix-them/)

Week 9: Platforms, aggregators and user-generated content


Week 10: Future of content management / impact of related technologies


</end>