CONTENT DRIVEN DESIGN USING BOOTSTRAP PARAGRAPHS

TOM ATKINS
@GUITARISTOM
WHO AM I

SUNY ONEONTA MUSIC INDUSTRY GRAD 1995

IN WEB DEVELOPMENT SINCE 1997

NYS SINCE 2002 (DOS.NY.GOV)

ACCESSIBILITY AND USABILITY SPECIALIST

HEARING DISABILITY (BIRTH, NOT ROCK N ROLL)

CURRENT WEB TEAM LEAD (AG.NY.GOV)

SEND QUESTIONS @GUITARISTOM (TWITTER)

TOMATKINSBAND.COM
Overview

- Content Driven Design: Develop your content and ideas BEFORE deciding on CMS platforms, Decoupling, Application frameworks. Consider WCAG accessibility ALWAYS.

- Using Drupal, build with Bootstrap Paragraphs. It is astonishingly easy to present all of your content in multiple formats on one page and also in multiple areas of your site. Make your content, content. :-)

- The Process: Build your local Environment, Create a bootstrap sub theme, install all the necessary modules and flesh out your content types.
CONTENT DRIVEN DESIGN
What is Content?

✶ (Adjective) In a state of peaceful happiness -

✶ (Transitive Verb) To Make someone pleased and satisfied

✶ The principled substance (as in written matter, illustrations, or media) offered by a website
Steps to Achieve Content Nirvana

- Research and use tools available online. Know the analytics of current visitors vs. desired audience. Time spent on this now saves development time later ($$$)

- Design studio your content, especially how it is to be organized and determine how to convert your data into the most easily understood presentation. Develop those personas!!!
  https://parisleaf.com/blog/develop-personas-web-design-studio-method

- https://gathercontent.com/

- Assemble Content Suggestions, Related Content, SEO best practices. Make that content sausage!

Content Driven Design

- Content Editors enter content into web pages by selecting pre-formatted, A11y layout options when entering content. These reformatted layouts are based on researched information strategies completed before any content is entered into the website.

- Naturally mobile Responsive, this enforces best practices for both content editors and web developers.

- Takes into account the whole of a website, and how the content should reflect the key UX challenges of any website - clarity, reusability, accessibility. [https://lawsofux.com](https://lawsofux.com)

- On our specific platform, its a natural evolution of Drupal - from Content types to reusable body parts based on Content types.

- Content Driven Design is a real point of difference between Drupal and other CMS
Prototype and Prototype

- UXPin
- Sketch
- Adobe XD
- Axure
- Bootstrap Studio
- Bootstrap Paragraphs?
Example Content Summary

- iGuitarJournal
- For the guitarist who wants to improve their guitar skills.
- A place to share tips on learning, teaching, recording and performing
- Multiple Content types - different audiences: Beginners - Advanced, multi-generational, multi-cultural.
- Excel Spreadsheet all the things.
Real World

- Need to be able to record time spent rehearsing/practicing.
- Need to Dashboard report latest entries on sign in - mobile app interface.
- Social Media integration
- Spend time customizing design/branding
Welcome to iGuitar Journal.

Tracking your mastery one day and one note at a time.

Sign me Up!!
Goals of Content Driven Design

* Motivate your content to TEACH your visitors to be active users on your website. Hire Content Strategists to ensure you are reaching your audience in the most effective manner.

* Always Design Content with Accessibility in Mind

Accessible design is Good Design
Helpful Suggestions

- Prioritize Web page Real estate with the "Kindergarden Model of Organization"*
- Activity Zones, one activity at a time
- Visual Menu of Everything that is important, not hidden away in gigantic hidden drop menus

*"Organizing from the Inside Out - Julie Morgenstern"
Web Content Problems

- Needs to be natively mobile/responsive - Content Editors don't know how to do this, nor should they.

- Multiple audiences/personas often respond to content in different ways, but content needs a consistent appearance to reinforce brand identity.

- Must give your content editors the ability to present content in multiple styles and layouts and yet still retain your branding.

- Easy. Content Needs to be Easy to post and modify/revise.
OK TOM, I GOT MY CONTENT…

NOW WHAT?
The Drupal Bootstrap Paragraph Solution

- Uses Open Source Bootstrap theme which is open source, has exceptional documentation, wide adoption and is completely customizable.

- Wide adoption means it's easier to onboard more developers, standardizing on the platform.

- Easy. It's easy. Decoupling? Not as easy.
Key Sources

- Jim Birch
- d.o: thejimbirch
- https://bp.jimbir.ch
- Body Parts: Freddy Wheeler
Body Parts Explained

- Body parts are a collection of pre-formatted and professionally designed content areas that Content Editors select when creating/editing each part of the website.

- We (Freddy) called them body parts, but in bootstrap paragraph lingo, they are layout/content bundles; "common semantically organized fields and reference fields to common entities."
Content Design = Synchronicity

- Content Editors will enter content in an engaging and easy to understand interface, their focus is on the presentation of content from researched layout options.

- Drupal/Web Developers Develop technical solutions for evolving content, but their focus is on web development and performance.

- Content strategist and web development are two separate jobs that need to work seamlessly together to present a winning website.
Step 1: Paragraphs and Bootstrap Paragraphs

- Build your local Drupal environment: Acquia Dev Desktop, Mamp, Docksal, Lando/Pantheon
- Drush DL all the things (drush dl module --select)
  dl = download
- Composer/Symphony note: Presenter limitation
- Or choose a Distribution demo:
  https://www.drupal.org/project/varbase
Step 2: Quick n Dirty Bootstrap Subtheme

- Install Bootstrap (http://drupal.org/project/bootstrap)

- Drupalcoders Bootstrap Sass: https://www.drupal.org/project/drupalcoders_bootstrap

- Enable Drupalcoders, Drush dc "yourtheme"

- Go to sub theme directory, (cd /siteroot/themes/subtheme

- "NPM install"
Install all the other modules

- Drush dl "module/theme" --select
  Required Modules:
  Bootstrap theme, bootstrap sub-theme, entity reference revision, views reference, paragraphs, bootstrap paragraphs, contact formatter, inline entity form.

- Additional D8 modules displayed: adminimal theme (on admin side) admin menu.
Key Steps - (Demo)

- Create Content type
- Add new field of Type "Entity Revisions, Paragraphs"
- Allow "unlimited" so content Editors can add more than one paragraph per node.
- On field Edit screen, choose which bundles you want to allow for this field.
DEMO
Summary of Demo Details

- Demonstration of key Concepts: creating content type, adding paragraphs, Removing paragraphs
- Body Parts - Style, Layout...
- Entering in content by example
- Additional future uses - Full size background images, Full size video backgrounds ...
Reviewing Bootstrap Paragraphs

* Pre-assembled Field groupings using completely customizable content elements.

* Extendable (add heroes, full page background images etc.)
This basically replaces the "basic" type of Drupal Content Type, a simple HTML text box with customizable background and width display.
Image

- Mobile friendly
- Allows for customization of captions
- Attach link to image.
- Alt tag required (a11y!)
To make fullest use of this paragraph type, create a Text format of unrestricted. This has obvious Security issues, so make sure to use properly use permissions to control access to this. Great for customizing displays of API or third party data.
Contact Form

- Contact formatter module
- Add inline entity form to allow content editors to add or create a contact form.
Apologies to Brad Frost

Most Managers still want these regardless of how often we show them that nobody watches them.

All the awesome functions available to all the other bundles + variations in what can be in your carousel.
Blocks

- I cannot tell a lie - I haven't used this one yet, but it's awesome.
- Probably best to be used in its own content type.
- Not all blocks are available to be inside of this paragraph type. Notable blocks that do work are menus.. and that's pretty useful!
Views

- Views Reference Field. Can display ANY VIEW.
- Pass arguments, to refine the view. OMG.
- Insanely.Great.use.of.Drupal.
Layout: Columns

- Columns (equal) - allows six references, distributes content evenly up to six.
- 3 and 2 column (uneven)
- Offsets
Layout: Accordions

- Bootstrap collapse .js
- Accordions are inside Accordion sections
Layout: Modal

- Pop up window
Global Settings

- Controlling the bootstrap variable of content-fixed or fluid.
- Modifications of Background color
- First example of Code. YIKES! LOL!
Template, Markup and overrides

- Every part of bootstrap paragraphs is customizable.
- Requires installation of Devel and twig helper modules etc.,
- Adding additional components (like heroes etc) Perfectly explained by Jim Birch
- Need another hour.
“Pass on what you have learned. Strength. Mastery. But weakness, folly, failure also. Yes, failure most of all. The greatest teacher, failure is.”

–Yoda
Thank You

- Jim Birch
- Eric Steinborn/ Freddy Wheeler/ Ravathi Gajula/ Kiersten Burns & all my OAG co-workers
- NYS ITS - WebNY -
- Mentors - Greg Marshall / Doug Vann / Chris Catalina
- THANK YOU Drupal Camp NJ
- NYCamp
- Design for Drupal, Boston
- See you at Drupalcon Nashville!!!
ROCK ON!

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