BRIDGING THE GAP BETWEEN DESIGN & DEVELOPMENT

WHO WE ARE

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THE DEVELOPER

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CREATE SMART DESIGN FILES

bethsoderberg 11:27 AM

also I'm working from the worst design file I've maybe ever seen

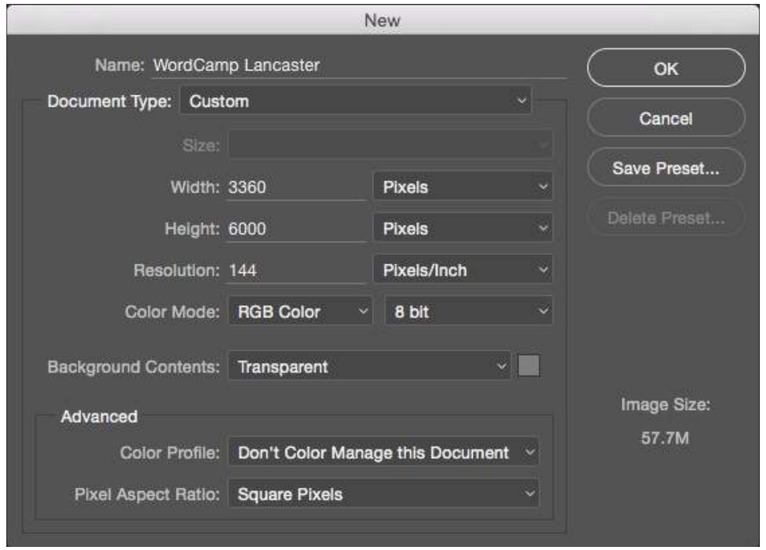
there are six pictures that are all supposed to be the same size

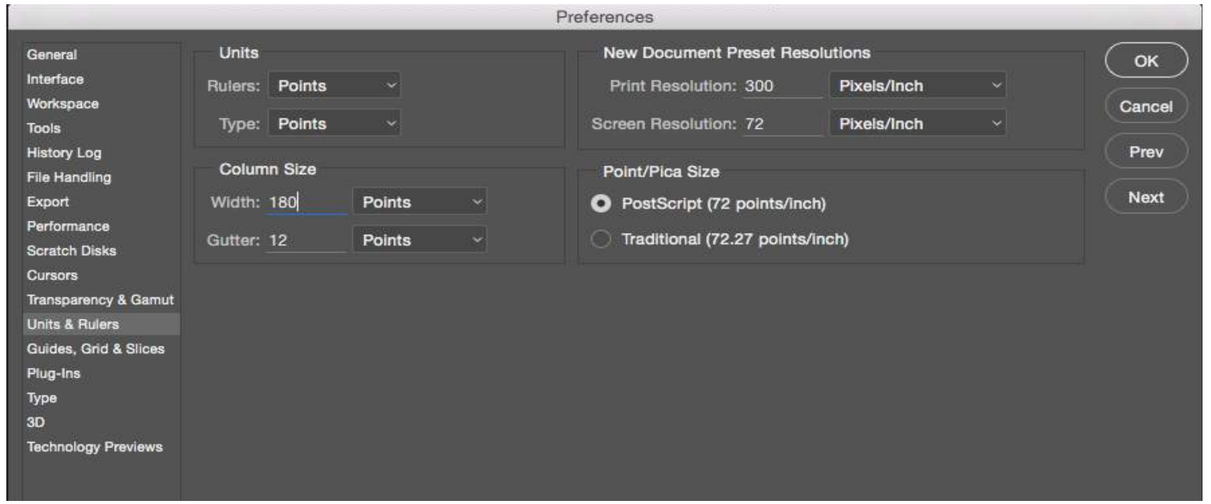
and they are all different

nothing is actually aligned

RETINA READY

Double your dimensions & resolution and set your units to points.





bethsoderberg 11:28 AM

yeah

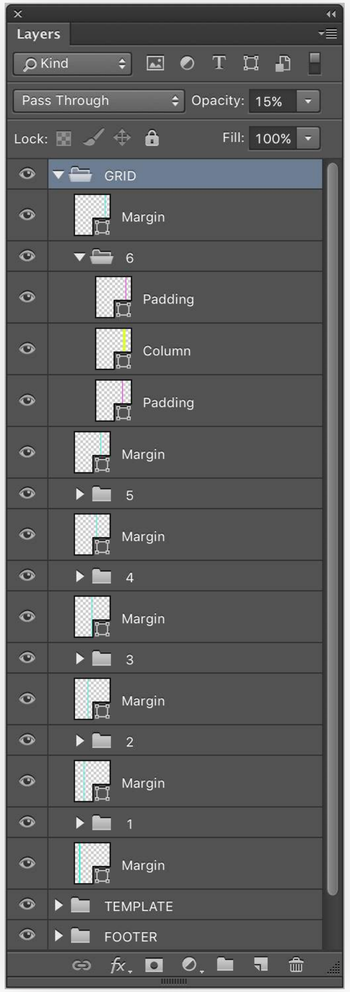
I actually had to make up what the grid should be

because there are things in partial pixels

i mean... wtf?

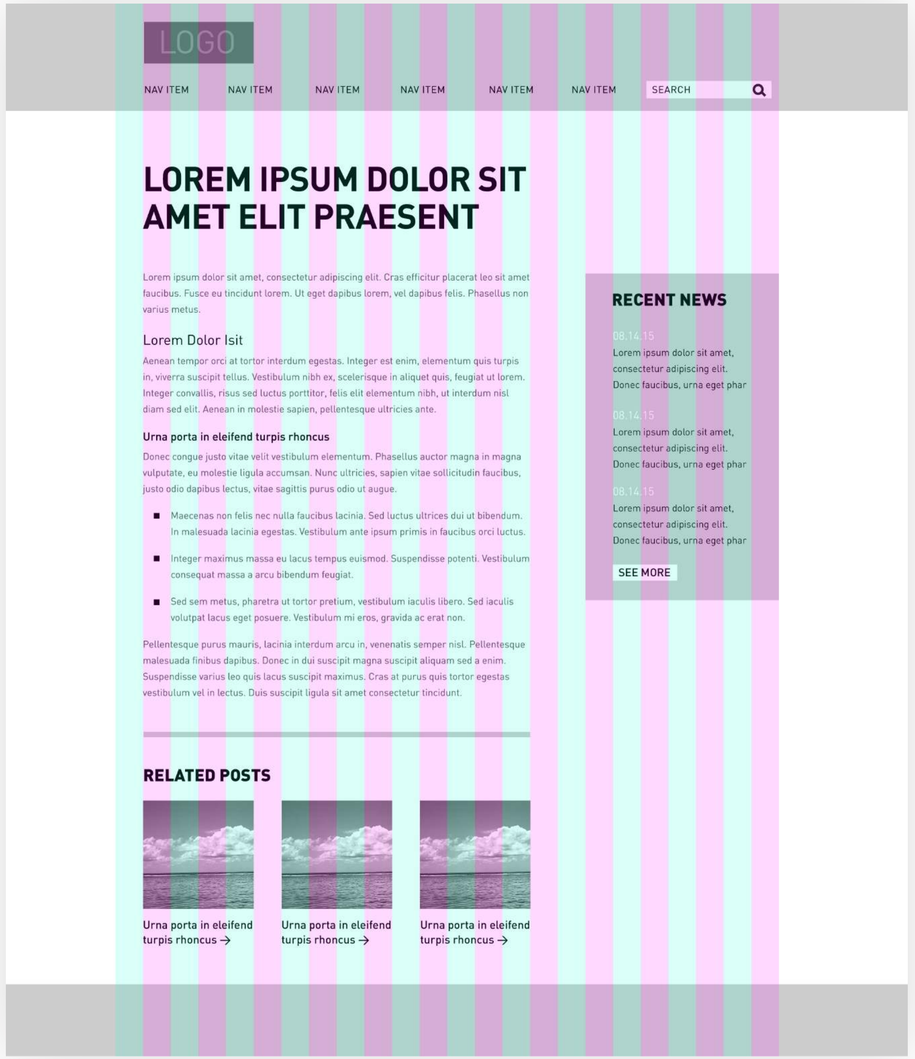
GRIDS

Create your grid using brightly colored rectangles with lower opacity.



GRIDS

Say goodbye to margins and padding and hello to 24 column grids.



bethsoderberg 2:05 PM

i can't tell what the base font size is... so far I've found...

28.13px, 30px, 36px, 28px, 32px

i don't understand.

TYPE

Always specify the line-height for all your typographic elements.

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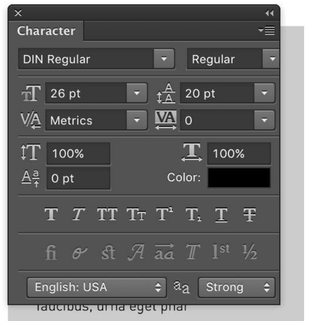

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TYPE

Anything that will end up being a WYSIWYG should be designed within a single text box.

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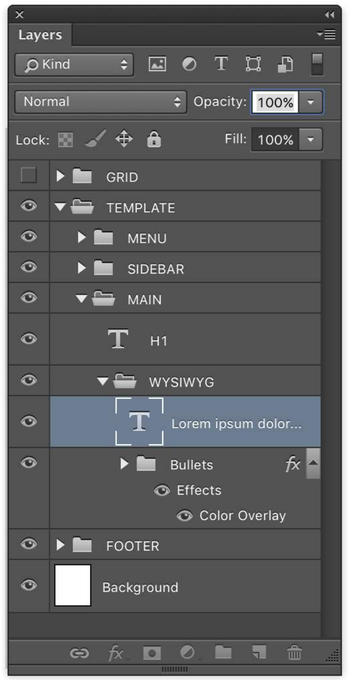

TYPE

Once you're designing within that single text box, use the "Paragraph-After Spacing" option.

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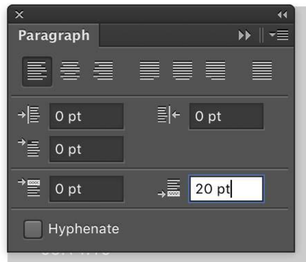

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SEE MORE

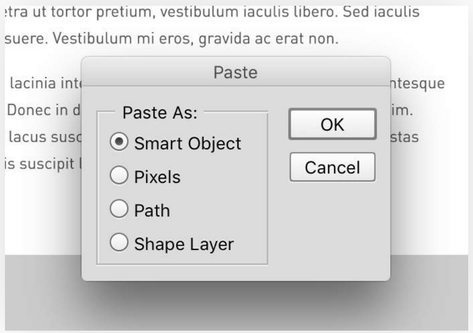
bethsoderberg 11:36 AM

seriously - cutting out three thumbnails - they are sized:
304x611, 301x607, 305x604

😬

IMAGERY

Smart objects are your friends.



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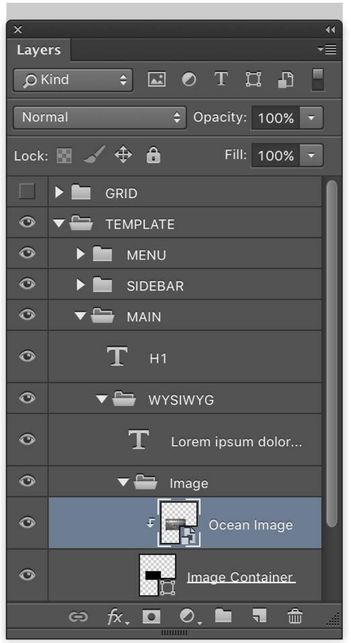

IMAGERY

Smart objects that are vectors are your best friends.

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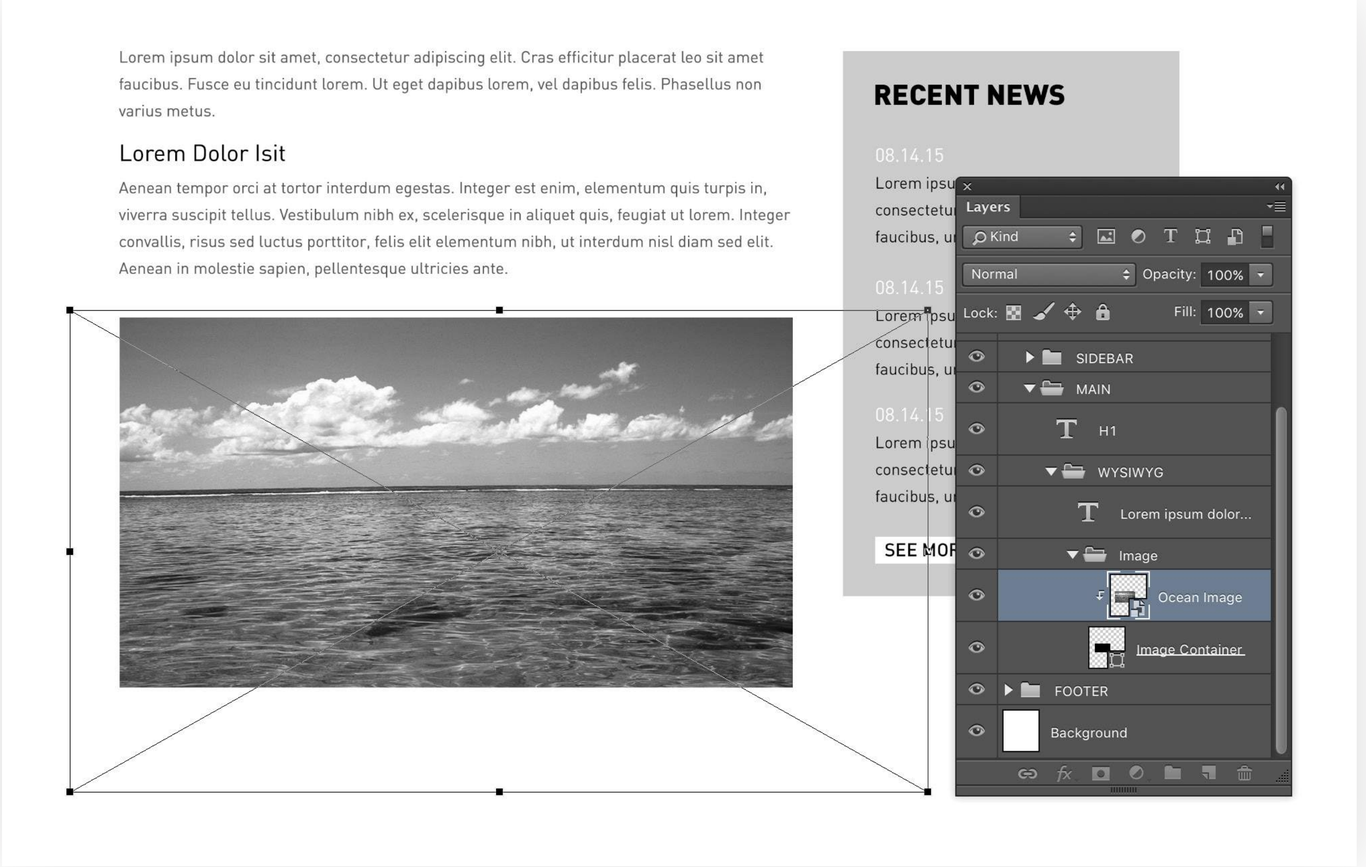
LOGO

IMAGERY

Stop cropping and place your images within a container.



DEVELOP WITH DESIGN IN MIND

CREATE SMART DEFAULTS

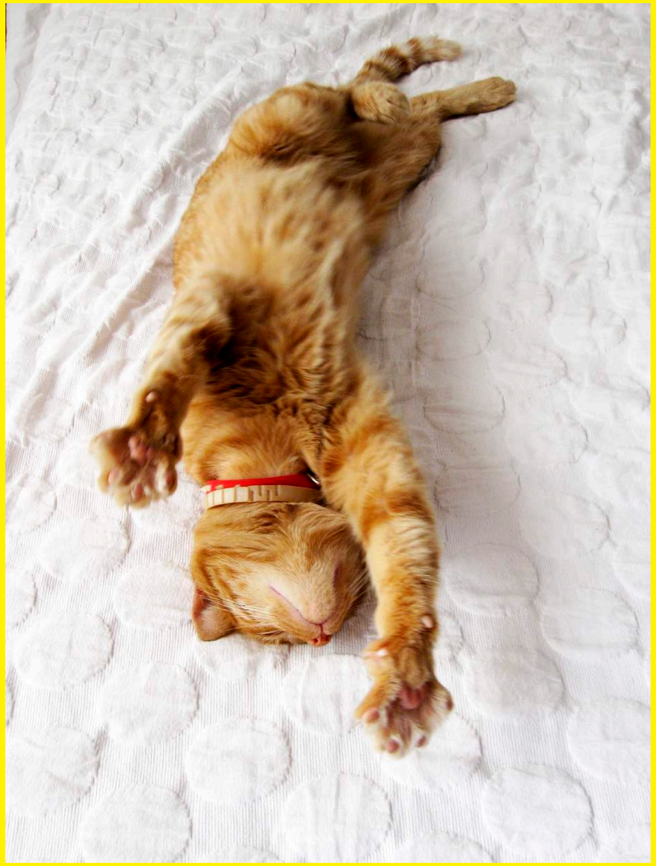
- Use a starter theme to create your own custom base theme.
- Or....create a custom child theme to recycle.
- Include helpful tools in your base theme: task runners, CSS preprocessors, CSS frameworks, grid systems.

DEVELOP FOR DESIGN INTEGRITY

- Make custom styles for the WYSIWYG editor.
- Add default images/icons.
- Descriptively label everything in the admin.
- Make reasonable character and word limits.

DEVELOP FOR DESIGN INTEGRITY

- Make elements appear conditionally.
- Make icons programmatic.
- Always answer the question: “What if X isn’t there? What will it look like?”



WRITE EXTENSIBLE CODE

- Use CSS preprocessors: partials, mixins, and variables are your friends!
- Don’t put JavaScript everywhere.
- Comment all of the things.

TALK TO EACH OTHER

TALK TO YOUR DESIGNER...**WHEN BROWSER COMPATIBILITY MODERNIZES.**

TALK TO YOUR DEVELOPER...**IF YOU HAVE A COOL IDEA.**

TALK TO YOUR DEVELOPER...**BEFORE YOU SHOW THE CLIENT YOUR DESIGNS.**

TALK TO YOUR DESIGNER...**AND SHARE REAL FEEDBACK WHEN REVIEWING COMPS.**

TALK TO YOUR DESIGNER...**BEFORE YOU START BUILDING.**

TALK TO YOUR DESIGNER...**WHEN YOU FIND MISTAKES IN THE COMPS.**

TALK TO YOUR DEVELOPER...**IF YOU CAN CODE.**

TALK TO YOUR DEVELOPER...**INSTEAD OF CREATING RESPONSIVE DESIGN COMPS.**

TALK TO YOUR DESIGNER...**WHEN YOU'RE IMPROVISING TO STYLE UNFORESEEN DESIGN ELEMENTS.**

TALK TO YOUR DEVELOPER...**WHEN YOU FIND VISUAL MISTAKES IN THE WEBSITE.**

THANK YOU

BETH & ELLEN

http://bethsoderberg.com/slides/2016/wordcamp-lancaster/slides.pdf

RESOURCES

- Popular Base Themes
  * Underscores (http://underscores.me/)
  * Bones (http://themble.com/bones/)
  * Sage (https://github.com/roots/sage)
- WordPress Default Themes Based on Underscores
  * Twenty Thirteen (https://wordpress.org/themes/twentythirteen/)
  * Twenty Fourteen (https://wordpress.org/themes/twentyfourteen/)
  * Twenty Fifteen (https://wordpress.org/themes/twentyfifteen/)
  * Twenty Sixteen (https://wordpress.org/themes/twentysixteen/)
- Task Runners:
  * Grunt (http://gruntjs.com/)
  * Gulp (http://gulpjs.com/)

RESOURCES

- CSS Preprocessors:
  - Sass (http://sass-lang.com/)
  - Less (http://lesscss.org/)
- CSS Frameworks:
  - Compass (http://compass-style.org/)
  - Foundation (http://foundation.zurb.com/)
  - Bootstrap (http://getbootstrap.com/)
  - Skeleton (http://getskeleton.com/)
- Grid Systems:
  - Suzy (http://susy.oddbird.net/)
  - Singularity (http://singularity.gs/)