BRIDGING THE GAP BETWEEN DESIGN & DEVELOPMENT
WHO WE ARE

BETH SODERBERG
THE DEVELOPER
@bethsoderberg

ELLEN AMARAL
THE DESIGNER
empamaral@gmail.com
CREATE SMART DESIGN FILES
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
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.
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.
Always specify the line-height for all your typographic elements.
Anything that will end up being a WYSIWYG should be designed within a single text box.
Once you’re designing within that single text box, use the “Paragraph-After Spacing” option.
seriously - cutting out three thumbnails - they are sized:
304x611, 301x607, 305x604
😊
Smart objects are your friends.
Smart objects that are vectors are your best friends.
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.
• 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... \textbf{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

- 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://gulps.com/)
• 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/)