DESIGN-DRIVEN DEVELOPMENT

Jayvie A. Canono
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Who Am I?

- Front-end developer and designer
- Been using WP since it first came out
- Focus on custom themes
4 Stories

• Cases 1 & 2: WPify client-provided HTML & CSS site
• Cases 3 & 4: re-code a site with better theme code, non-deprecated functions, leaner CSS
Case 1: post types galore

- [http://knowledge.wharton.upenn.edu/](http://knowledge.wharton.upenn.edu/)

- Main post type: Article
  - Associated post types: Faculty Member, Partner (sponsor)

- Taxonomies: topic, and region
Case 2: Taxonomies out the whaaaaaaada

- Each post belonged under:
  - is it a TV show or a Movie?
  - what genre was it in (action, drama, comedy?)
  - what is the title of the show?
  - is it a clip or an episode recap?
Cases 3 & 4: reinventing the wheel

- Slow-performing sites with difficult to override CSS
- Goal was to make them mobile-friendly
- Rewrote the themes using _s while maintaining the look
- Case 3 was a complete rewrite of the CSS; total lines reduced to 1/2
- Case 4 imported most styles; added small file for media queries
Avoiding Headaches

- Clear scoping at the beginning of the project
- Designers & developers working together closely throughout different phases of the project
- Data / IA analysis before on line of WP code is even written
CPTs and Metadata and OH MY!

- Custom Metaboxes and Fields
- ACF
- Add these things in an mu-plugin!
So much under the hood!

“The souffle is not the souffle; the souffle is the recipe.”