Reimagining Content Creation

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THE EVENTS CALENDAR
WE CODE AWESOME
What are we doing here?

1. I ramble for a while
2. Finally arrive at the point
3. Talk about design for a bit
4. Show work from people smarter than me
5. We all have a nice chat - Questions & Conversation
I ❤️ WordPress
MISSION STATEMENT

TO DEMOCRATIZE PUBLISHING THROUGH OPEN SOURCE, GPL SOFTWARE.
WHY DOES WORDPRESS EXIST?
CONTENT IS THE WHOLE BALLGAME.
TrackBack a URI: (Separate multiple URIs with spaces.)

WordPress bookmarklet
You can drag the following link to your links bar or add it to your bookmarks and when you “Press it” it will open up a popup window with information and a link to the site you’re currently browsing so you can make a quick post about it. Try it out:

Press It - WordPress Through The Ages
WordPress Through The Ages (View site »)

2.2

Right click on the following link and choose "Add to favorites" to create a posting shortcut.

Press It - WordPress Through The Ages
A new version of WordPress is available! Please update now.
WordPress 4.2.4 is available! Please update now.

Add New Post

Enter title here

Publish

Save Draft
Draft
Edit

Visibility: Public
Edit

Publish Immediately
Edit

Move to Trash
Publish

Format

Standard

Aside

Gallery

Categories

All Categories
Most Used

Uncategorized

+ Add New Category

Tags

Choose from the most used tags

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using pingbacks, no other action necessary.
Where WordPress Fails

1. Encourages a waterfall approach to content
2. Content Strategy subject to dev process
3. Content limited to wysiwyg’s & metaboxes
4. Every problem looks like a nail when all you have is a hammer
5. Rich relationships are difficult to communicate
6. Distances creators from the users
<?php if ($sidebar == 'yes') { ?>
<div class="pageContent">
  <?php } elseif ( $headerimg ) { ?>
  <div class="pageContent full">
    <?php } elseif ($sidebar == 'yes') { ?>
    <div class="container">
      <?php if ($sidebar == 'yes') { ?>
      <div class="nine columns offset-by-one">
        <?php } elseif ($sidebar == 'yes') { ?>
        <div class="fourteen columns offset-by-one">
          <?php } else { ?>
          <div class="container noBannerContent">
            <?php if ($sidebar == 'yes') { ?>
            <div class="eleven columns">
              <?php } elseif ($sidebar == 'yes') { ?>
              <div class="sixteen columns">
                <?php } ?>
              </div>
            </div>
            <ul>
              <?php if (have_posts()) { ?>
                while (have_posts()) { the_post(); ?>
                <?php php $bigimg = get_post_meta(get_the_ID(), 'bigimg', true); $pageSlider = get_post_meta(get_the_ID(), 'pageSlider', true); ?>
                <li <?php post_class('dd_news_post'); ?>>
                  <?php if ($pageSlider) { ?>
                    <div class="postTitle clearfix">
                    </div>
                  <?php } ?>
                </li>
              <?php } }
            </ul>
          </div>
        </div>
      </div>
    </div>
  </div>
</div>
<?php get_header(); ?>

<main class="loop-content menu-slide" role="main">

<?php // Content: Sub-Header
get_template_part( '/content/header/sub-header' );

<div class="main-content-wrap">
  
  <div class="content-wrap">

    <?php if ( have_posts() ) : ?>
      
      <?php // Content: Loop Results
      get_template_part( '/content/loop/results' );
      
      <?php endif; ?>

      <?php if ( have_posts() ) : ?>
        
        <?php // Content: Loop Results
        get_template_part( '/content/loop/results' );
        
        <?php endif; ?>

    <?php endif; ?>

    <?php // Pagination
    tribe_paging_nav(); ?>

  </div>

</div><!-- .content-wrap -->

</main><!-- .main -->
I think Mashable is decoupled with the admin area for writing etc is WordPress but the frontend is Ruby On Rails.

Yup – we are Ruby and JavaScript on the front-end and we use WordPress on the backend. We have an entirely different product that we use for our longform builder, which is one of the advantages of decoupling. We can develop and use new tools for content creation without having to give up our legacy CMS system editorial is comfortable using.

http://wptavern.com/decoupling-wordpress
TEMPLATES SUCK.
TEMPLATED THINKING SUCKS HARD.
MODULAR THINKING IS BETTER.

“Reid, I know you’re not that smart. Where’d it come from?”
http://bradfrost.com/blog/post/atomic-web-design/
MODULAR DESIGN NEEDS TO SUCCEED ON THREE LEVELS

1. Visual Language / Aesthetics
2. Technology
3. Content Strategy
VISUAL LANGUAGE

• Design must function as a system
• Start with the smallest units and build up
• Everything is reusable
• Initial deliverables become Pattern Libraries and Frameworks
• Design all the way through your process, but identify how components are assembled to make specific deliverables.
• Design the relationships.
TECHNOLOGY

• Theme needs to be organized, modular, and flexible
• IDs should be a red flag
• You should be able to output Bootstrap or Foundation like frameworks for your projects relatively easily
• Admin User Interfaces that encourage best practices.
• Give them the right tools, not all of the tools.
CONTENT STRATEGY

• Small components come together to form individual pieces of content
  The Verge Longform, Velocity Page, Aesop Story Engine

• Relationships between pieces of content can tell larger stories
  Snowfall, America The Gutted, Panel Builder, ACF Flex Content

• Content should continually push the abilities of the CMS
  Post Formats anyone?

• Stop thinking only in terms of taxonomy. Tell stories.
PARADIGMS

SITE BUILDING VS CONTENT CREATION
Modules

Panel Location
- [ ] Above content
- [x] Below content

Panel Options
- [x] Enable Table of Contents

TOC Label for body content

If you've entered text in the body content area above, create label here

---

Media Tempalpe
*Media Table*

---

Link Group Table
*Link Groups*

---

Featured Content Panel
*Featured Content*
The Times’ dialect quiz was the most popular piece of content in the paper's history with more than 21 million pageviews — but projects like that and Snow Fall are not easily replicable. “We have a tendency to pour resources into big one-time projects and work through the one-time fixes needed to create them and overlook the less glamorous work of creating tools, templates and permanent fixes that cumulatively can have a bigger impact by saving our digital journalists time and elevating the whole report. We greatly undervalue replicability.” They point out that competitors like Vox and Buzzfeed view innovating with their platforms as a key function and allow them to create products like Buzzfeed’s quizzes — incredibly popular, but also easy to create over and over again. “We are focused on building tools to create Snow Falls every day, and getting them as close to reporters as possible,” said Quartz editor Kevin Delaney. “I’d rather have a Snow Fall builder than a Snow Fall.” (p. 36)
Let's agree to disagree and quietly resent each other.
Thank you!

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