



Developing a new default WordCamp theme



What did the old theme looked like?



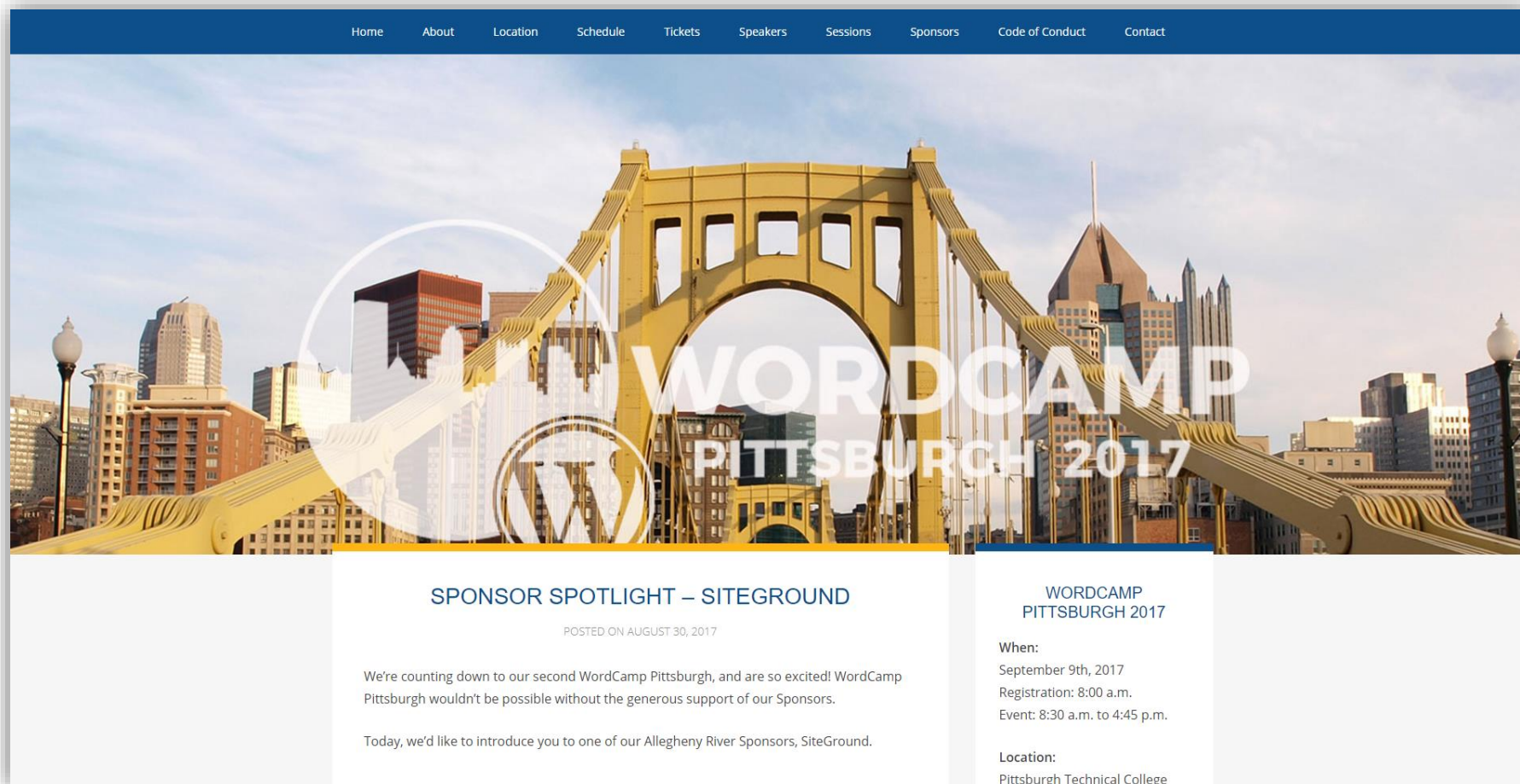


What did the old theme looked like?





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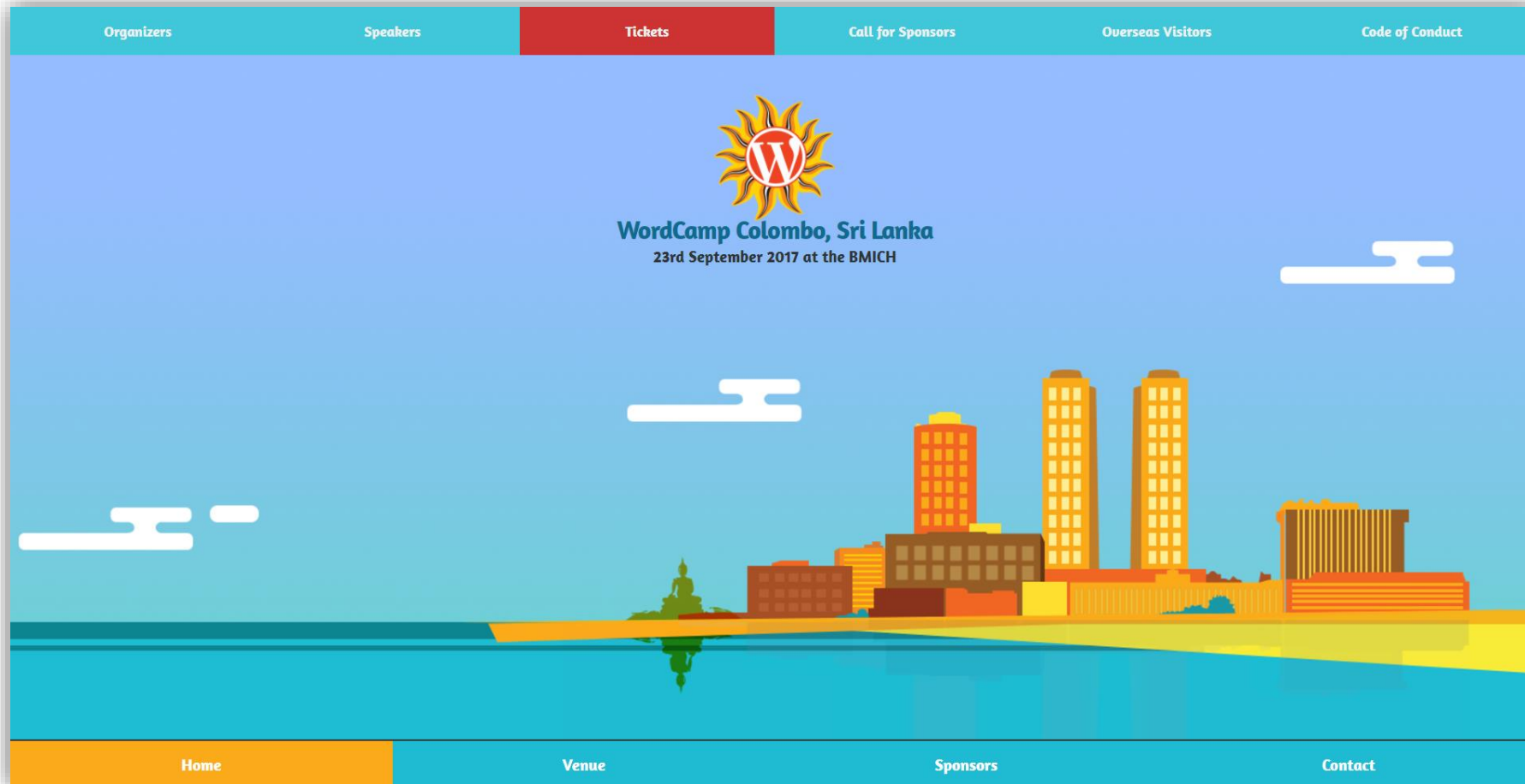


What did the old theme looked like?





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What did the old theme looked like?





Issues with the old theme and how they might get solved



What was wrong with the old theme?

- Underscores based, but 4 year old code
- Usage of „deprecated“ HTML tags and attributes (a11y)
- Very bad keyboard accessibility
- Only one navigation possible
- Limited widget areas (some special ones on the front page)
- No special page templates for typical WordCamp pages



Who to solve it?

- Just write a child theme
- Or upload your own custom theme
- Install some plugin for additional functionality
- Add some JavaScript to improve menu accessibility
- Easy, right?



The WordCamp.org platform

- A large multisite, hosting all WordCamp websites
- Only Superadmin can install themes and plugins
- Administators can't use any JavaScript
- They can't even use SVG images



Who to customize a WordCamp theme?

- Using the customizer
- Using shortcodes from the WordCamp.org platform
- Using a remote CSS file (ideally a public Git repository)
- Using the installed plugins (mainly Jetpack and some Post-Types)



The process of designing the new WordCamp theme

Designing the new WordCamp theme



<https://make.wordpress.org/community/2015/04/09/improving-wordcamp-org-adding-more-themes-page-templates/>

Designing the new WordCamp theme



<https://make.wordpress.org/community/2015/08/26/update-on-building-a-new-wordcamp-theme/>



Collecting things to keep/improve/drop

The old theme

- Two additional widget areas after the header: after-header and after-header-homepage (only on the front_page)
- Two additional widget before the content: before-content and before-content-homepage (only on the front_page)
- A second sidebar: sidebar-2
- 5 footer widget areas: footer-widget-1 ... footer-widget-5
- A credit action in the footer (which was never really used)

The new theme

- Latest version of _s for a solid HTML structure and good a11y
- Provide more flexibility by providing layout option, page templates and more widget areas
- Provide modular CSS and a style guide
- More flexible homepage options
- Page templates for speakers, sponsors, etc.
- Paginated archives for custom post types
- Generally improved a11y



The WCEU Style Guide

KSS STYLE GUIDE




- 0 Overview
- 1 Settings
- 1.1 Colors
- 1.2 Typography
- 2 Tools
- 3 Generic
- 4 Elements
- 5 Objects
- 6 Components
- 7 Trumps

1.1 Colors




Color variables and values used on the site. Local color variables should be used **only** in `_settings.colors.scss`.

Example

Brand

 Dark Blue <code>\$local-darkblue</code> <code>#0c3a51</code>	 Blue <code>\$local-blue</code> <code>#7194a8</code>	 Yellow <code>\$local-yellow</code> <code>#dac04a</code>
--	--	--

Links

 Link <code>\$color-link</code> <code>#7194a8</code>	 Hovered Link <code>\$color-link-hover</code> <code>#445f6f</code>	 Visited Link <code>\$color-link-visited</code> <code>#b0c4cf</code>
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The WCEU Style Guide

KSS STYLE GUIDE

- 0 Overview
- 1 Settings
- 2 Tools
- 3 Generic
- 4 Elements
- 5 Objects
- 6 Components
 - 6.1 Attendees
 - 6.2 Site branding
 - 6.3 Buttons
 - 6.4 Comments
 - 6.5 Footer
 - 6.6 Header
 - 6.7 Main
 - 6.8 Navigation
 - 6.9 Organizers
 - 6.10 Pagination
 - 6.11 Post
 - 6.12.1 Subscribe
 - 6.12.2 Social widget
- 7 Trumps

6.12.1 Subscribe

Subscribe jetpack widget

Example

SUBSCRIBE TO WORDCAMP EUROPE 2017 NEWS BY EMAIL

Enter your email address to subscribe to this site and receive news by email.

SIGN ME UP!

```
<div id="secondary">
  <aside id="" class="widget jetpack_subscription_widget">
    <h1 class="widget-title">Subscribe to WordCamp Europe 2017 News by email</h1>
    <form action="#" method="post" accept-charset="utf-8" id="">
      <div id="subscribe-text">
        <p>Enter your email address to subscribe to this site and receive news by email.</p>
      </div>
      <p id="subscribe-email">
        <label id="jetpack-subscribe-label" for="subscribe-field-blog_subscription-3" style="clip: rect(1px 1p
        <input type="email" name="email" required="required" class="required" value="" id="subscribe-field-blo
      </p>
    </form>
  </aside>
</div>
```

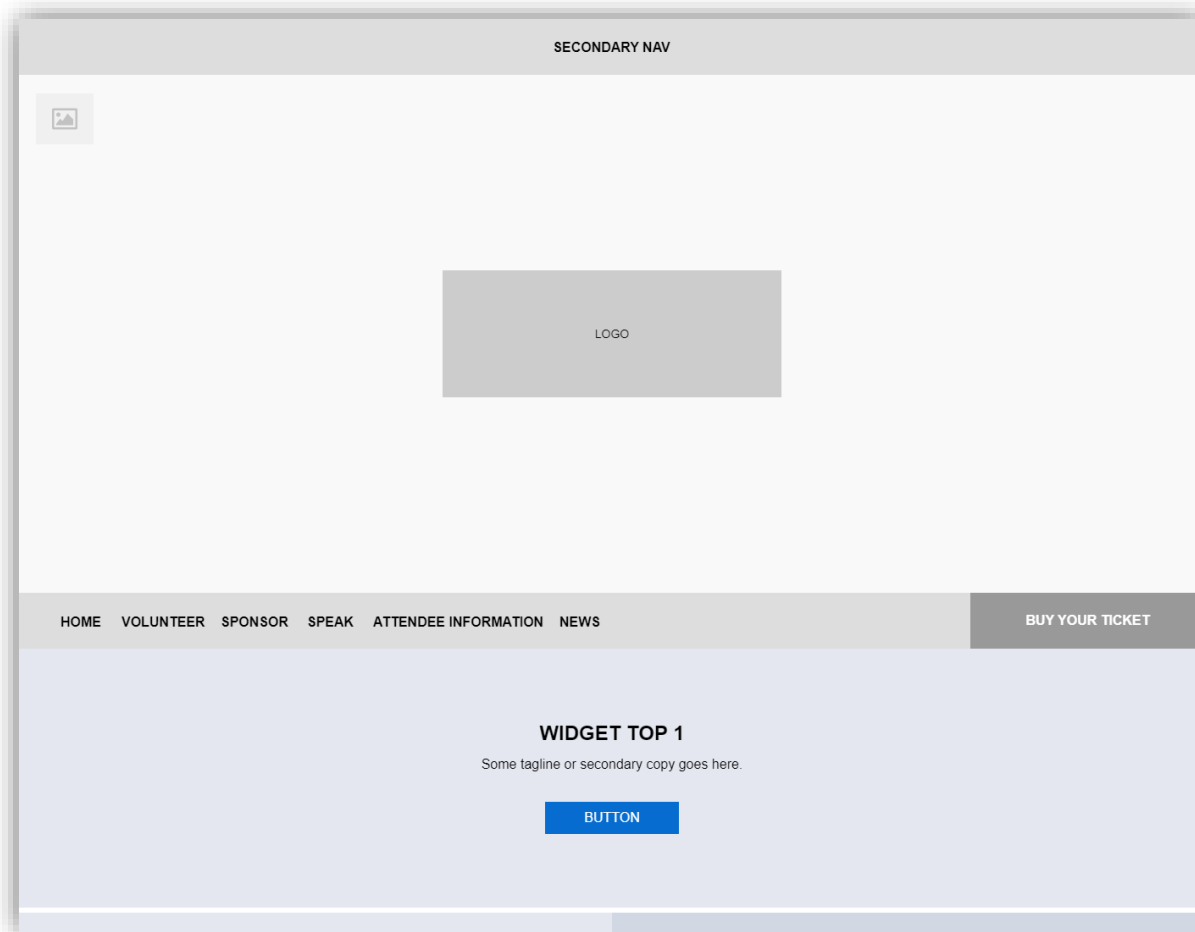
Presenting the idea to the community



<https://make.wordpress.org/community/2016/12/28/wceu17-design-team-is-building-improved-and-more-flexible-wordcamp-theme/>

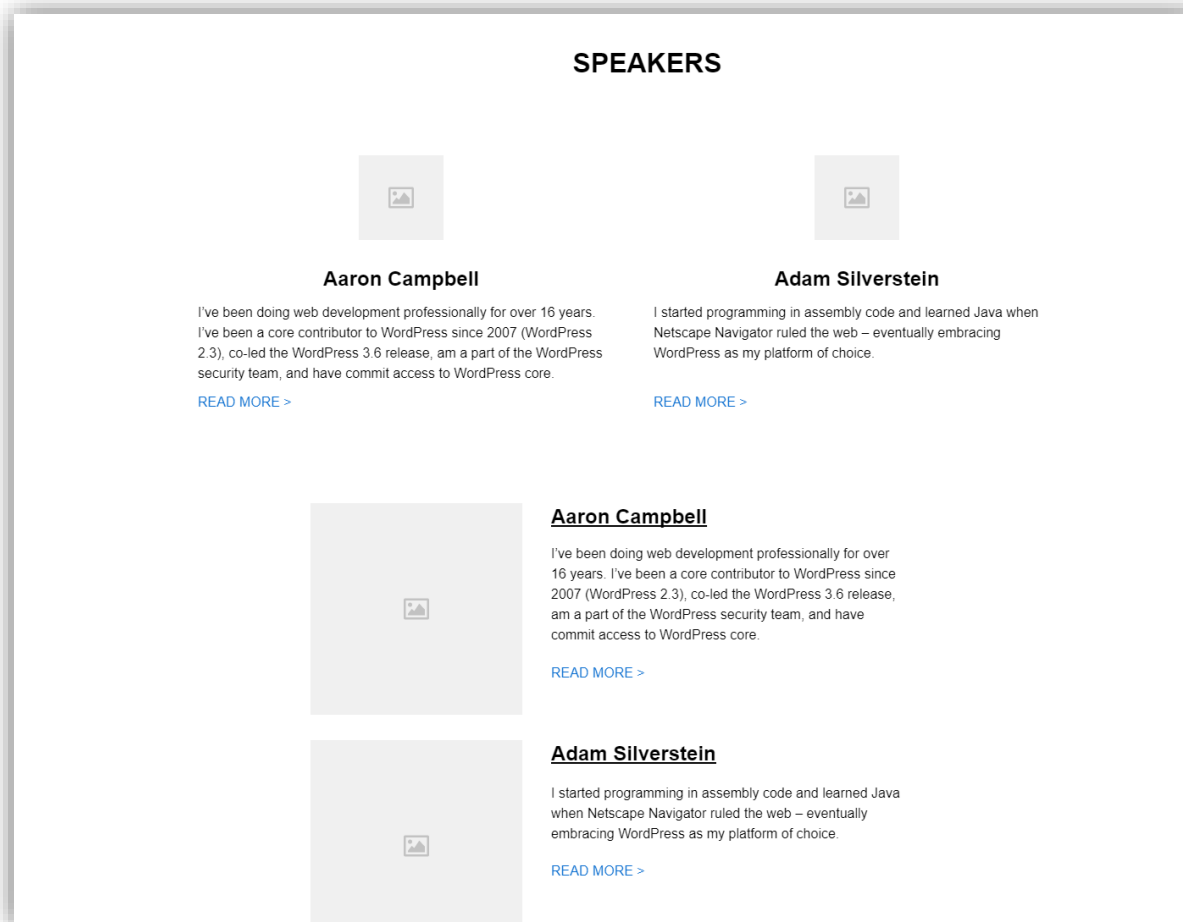


Creating some wireframes

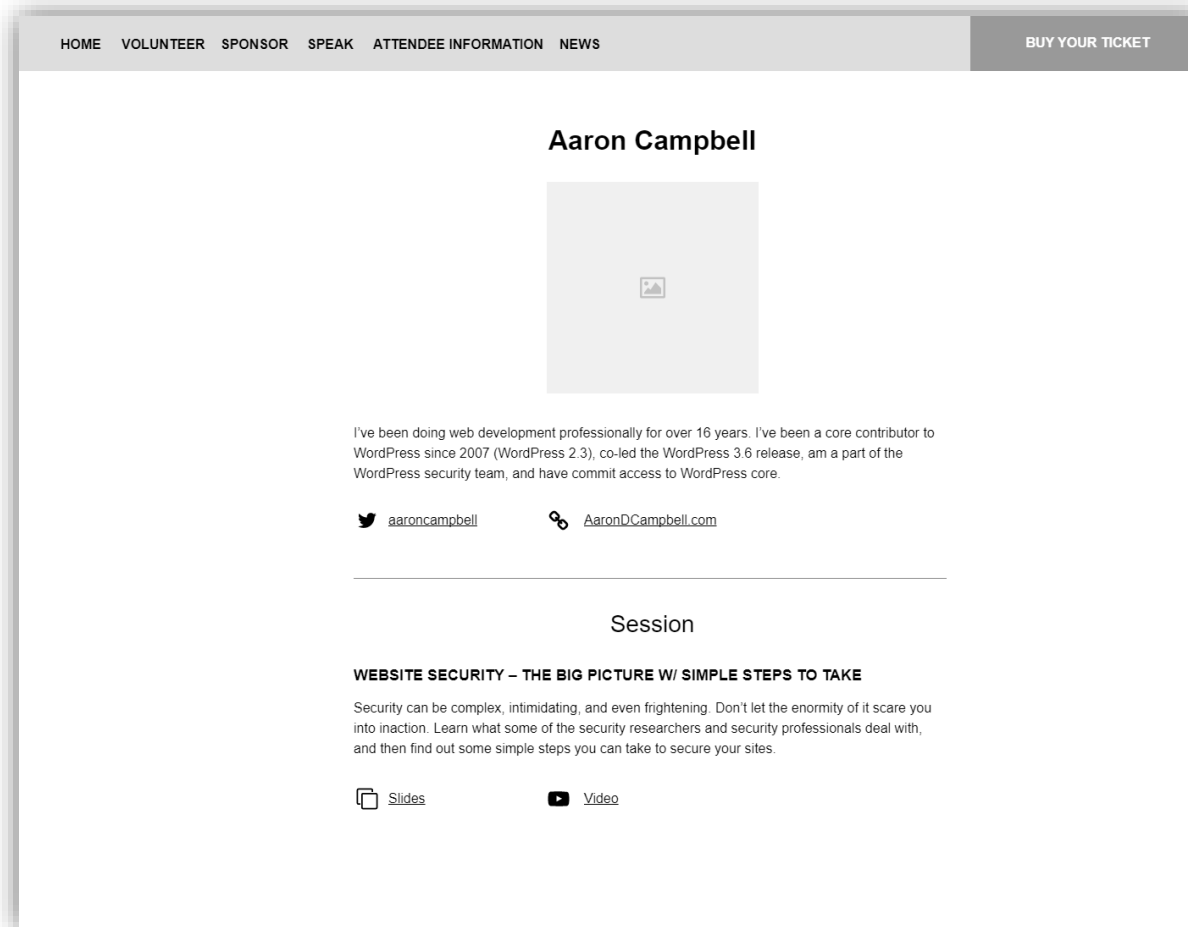




Creating some wireframes



Creating some wireframes



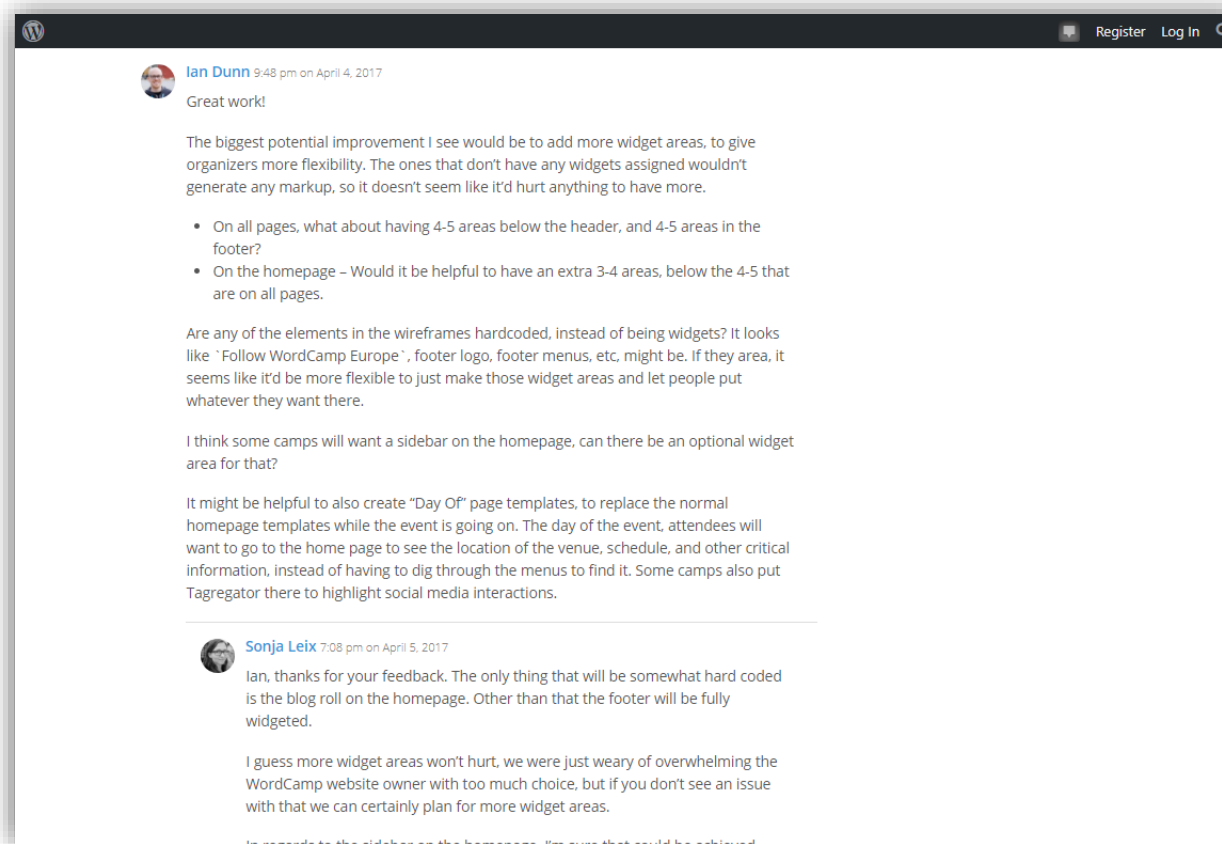
Giving an update on the progress



<https://make.wordpress.org/community/2017/04/04/progress-update-new-wordcamp-theme-campsite-2017/>



Getting some valuable feedback



<https://make.wordpress.org/community/2017/04/04/progress-update-new-wordcamp-theme-campsite-2017/#comment-23269>



Getting some valuable feedback

WORDCAMP EUROPE 2017
June 15-17, Paris, France | #WCEU

NEWS SPEAKERS SCHEDULES SPONSORS INFO TICKETS PRESS EN FRANÇAIS

WELCOME TO #WCEU DAY ONE

WordCamp Europe 2017 is taking place at [Les Docks de Paris](#).
The venue is a [5 minute walk](#) away from the metro station
Front Populaire, the terminus for the **number 12 line**.

Registrations start at **08:00am**, opening remarks are at
08:45am, and lunch will be served between **12:30pm and
2:30pm** (although the lunch break will be between 1:00pm
and 2:00pm).

SCHEDULE AND LIVE STREAM TRIBE MEETUPS AND SPEED NETWORKING

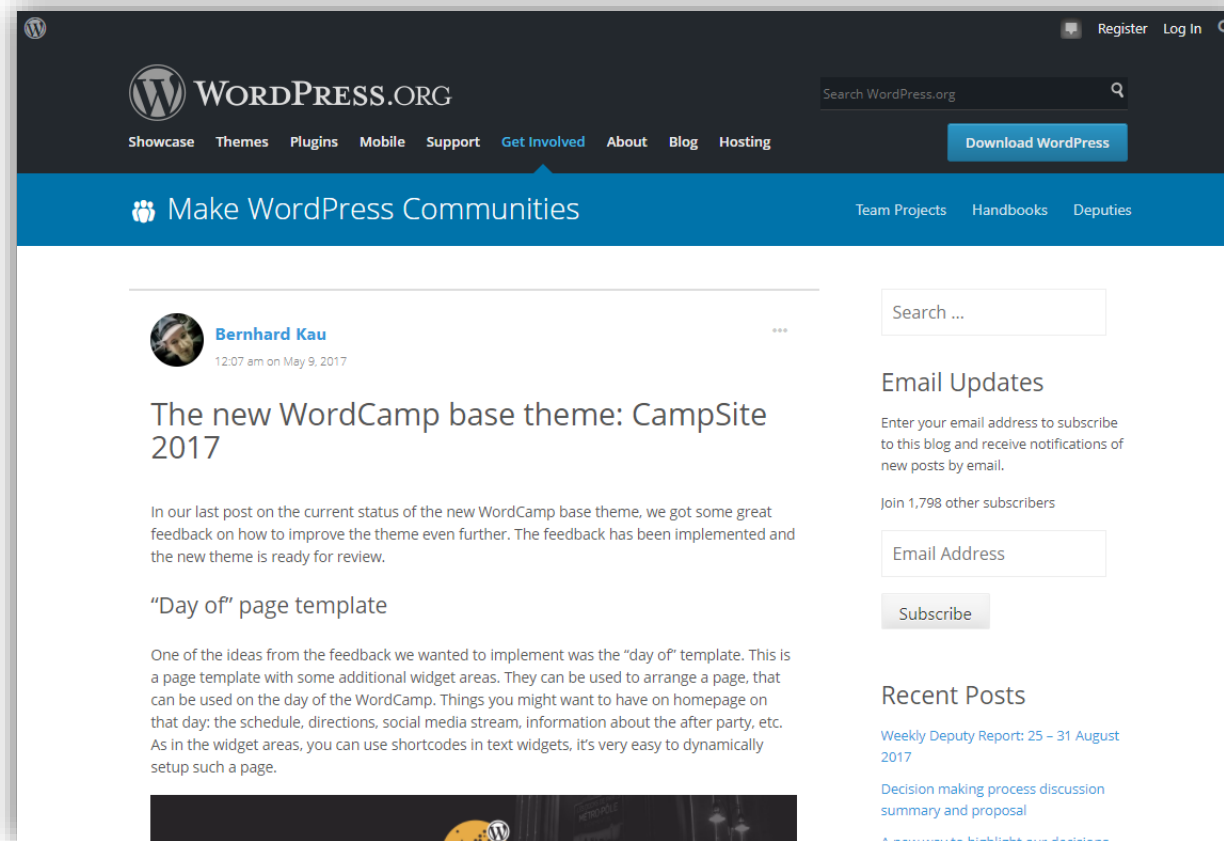
SPONSOR WORKSHOPS

SCHEDULE AND LIVE STREAM

Please note that although each time slot is 1 hour long, **talks will last for 40 minutes** (30 minutes talk, followed by a 10 minute Q&A), so **this will leave you 20 minutes to change tracks**, talk to other attendees and visit our sponsors booths.

Time	Track 1 - Pullmann	Track 2 - Eiffel
8:45 am	Opening Remarks – Paolo & Jenny	
9:00 am	WordPress Beyond Borders: Cross Cultural Communication and the Fundamentals of Caring Petya Raykova @petyaraykova	Demystifying the WordPress Bootstrap Process Alain Schlessler @alain_schlessler

Releasing the first version



<https://make.wordpress.org/community/2017/05/08/the-new-wordcamp-base-theme-campsite-2017/>

Iterating and fixing issues



The screenshot shows the GitHub repository page for `2ndkauboy / campsite-2017`. The repository has 4 watches, 6 stars, and 3 forks. The Issues tab is selected, showing a search bar with the query `is:issue is:closed` and a `New issue` button. Below the search bar, there is a table of issues with the following data:

Issue Title	Issue Number	Author	Labels	Projects	Milestones	Assignee	Sort	Comments
Sketch design export	#22	marcustisater						3
Social and top menus not registered	#21	iandunn						
Menu toggle not working?	#20	iandunn	bug					3
Only show secondary menu if assigned	#18	iandunn	enhancement					
Maybe remove Speaker template	#17	iandunn						7
Document navigation.js switch	#16	iandunn						1
Add screenshot	#15	iandunn						
SASS usage	#14	iandunn						2

<https://github.com/2ndkauboy/campsite-2017>

Opening the meta trac ticket



The screenshot shows the WordPress.org Trac interface. At the top is the WordPress.org header with navigation links: Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, Hosting, and a Download WordPress button. Below the header is the 'Making WordPress.org' section with a search bar and a 'Search' button. The main content area displays ticket #2818, which is a 'closed enhancement (fixed)' ticket. The ticket title is 'WordCamp: Add the new theme'. It was reported by 'Kau-Boy' and owned by 'iandunn'. The ticket is marked as 'normal' priority and 'has-patch'. The description mentions that the WordCamp Europe design team has worked on a new default theme and provides links to blog posts and a GitHub repository. The ticket was opened 4 months ago and closed 3 months ago. At the bottom, there are links for 'Commits (1)' and 'Change History (2)'.

<https://meta.trac.wordpress.org/ticket/2818>



The new theme is online!



So what does it look like?

WordCamp Europe 2017

June 15-17, Paris, France | #WCEU

[News](#)[Speakers](#)[Schedules](#)[Sponsors](#)[Info](#)[Tickets](#)[Press](#)[En français](#)

Your WordCamp Europe Memories

Posted on [July 7, 2017](#) by [WordCamp Europe](#)



Thank you to those of you who shared your memories from WordCamp Europe 2017 to your blogs! We've collected a list of your articles, photo collections, and podcasts below. 😊 [Continue reading →](#)

Share this:

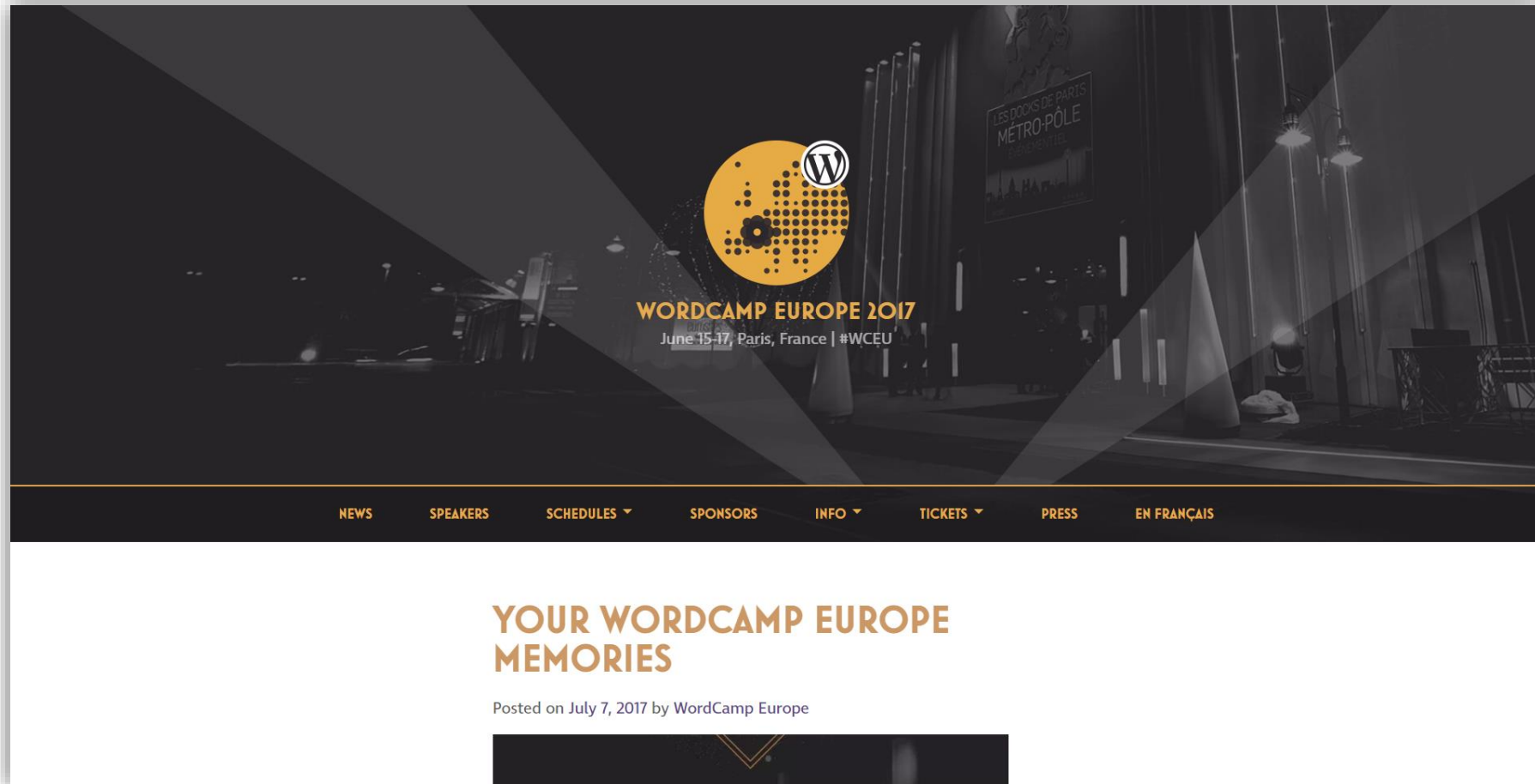


Posted in [News](#) Tagged [attendee articles](#), [recap7](#) [Comments](#)

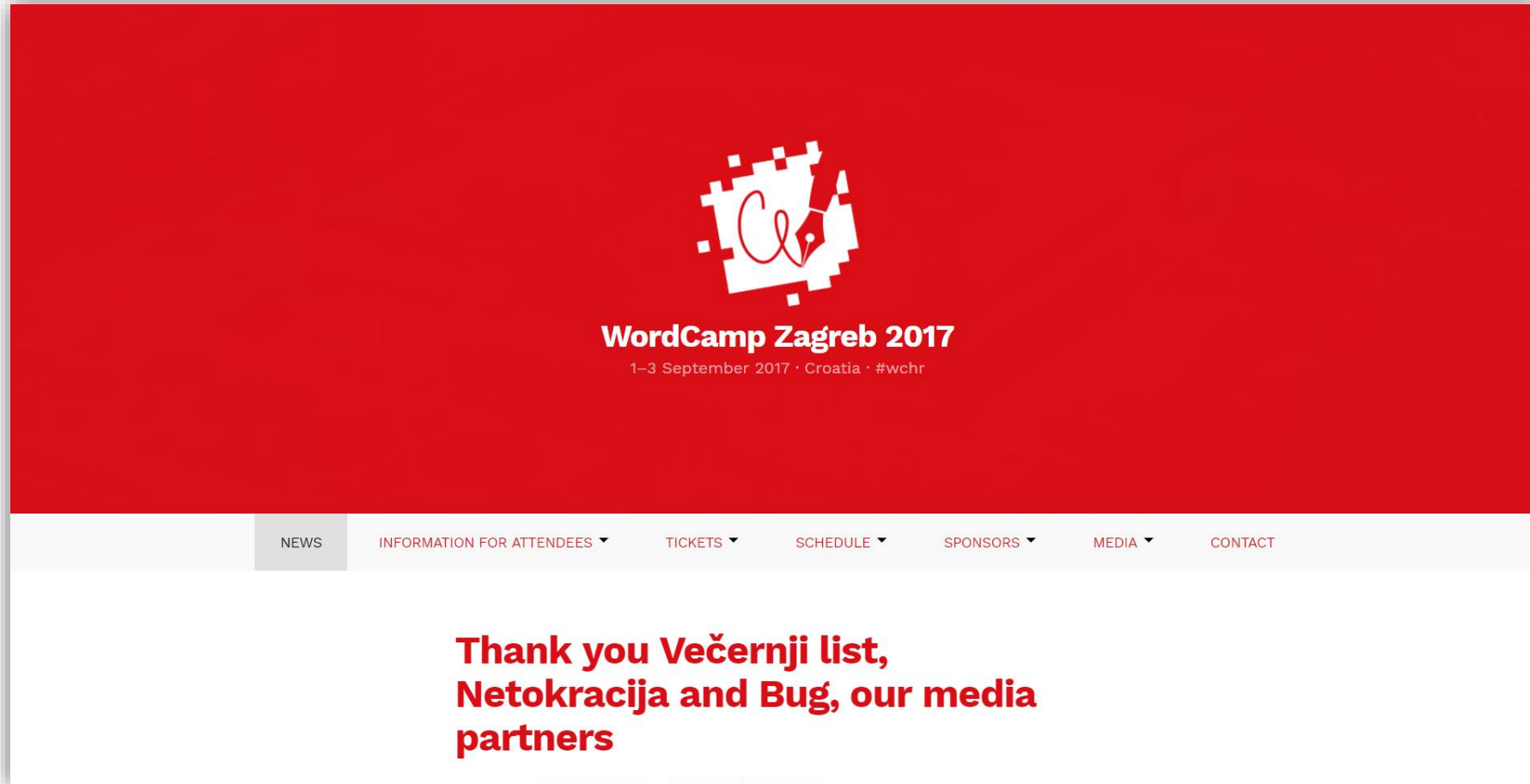
Five reasons you'll fall in love with Belgrade <3

Posted on [July 4, 2017](#) by [WordCamp Europe](#)

OK, just kidding ... now with the style guide.



Or how about this one?





Things learned implementing the new WordCamp theme



KISS: keep it simple, stupid

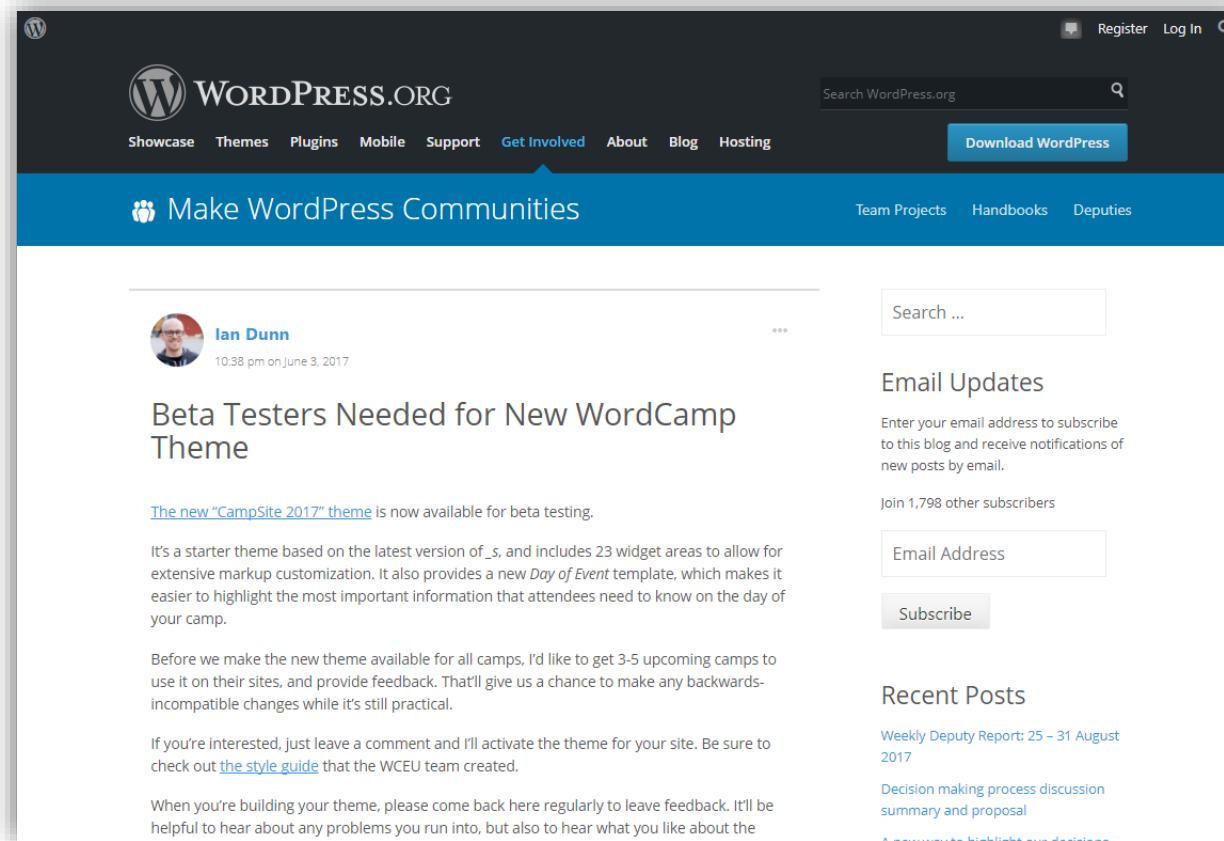
- Don't put too much into the theme
- Focus on good structure, usability and a11y, not design
- Add options to allow visualisation of dynamic contents
- Don't build yet another „Multi-Purpose“ theme
- The simpler the styles, the easier to customize/override
- Focus on what you are best at
- Get feedback from your users as soon as possible



Further improvements

- Extend some shortcodes for more flexibility
- Add a custom taxonomy for sessions (level, target ground, language)
- Add starter content (introduced in WordPress 4.7)
- Get more WordCamp organizers involved
- Create multiple style guides for more „layouts“

Get involved and join the beta testers!



<https://make.wordpress.org/community/2017/06/03/beta-testers-needed-for-new-wordcamp-theme/>



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kau-boys.com

[@2ndkauboy](https://twitter.com/2ndkauboy)