Developing a new default WordCamp theme

What did the old theme looked like?
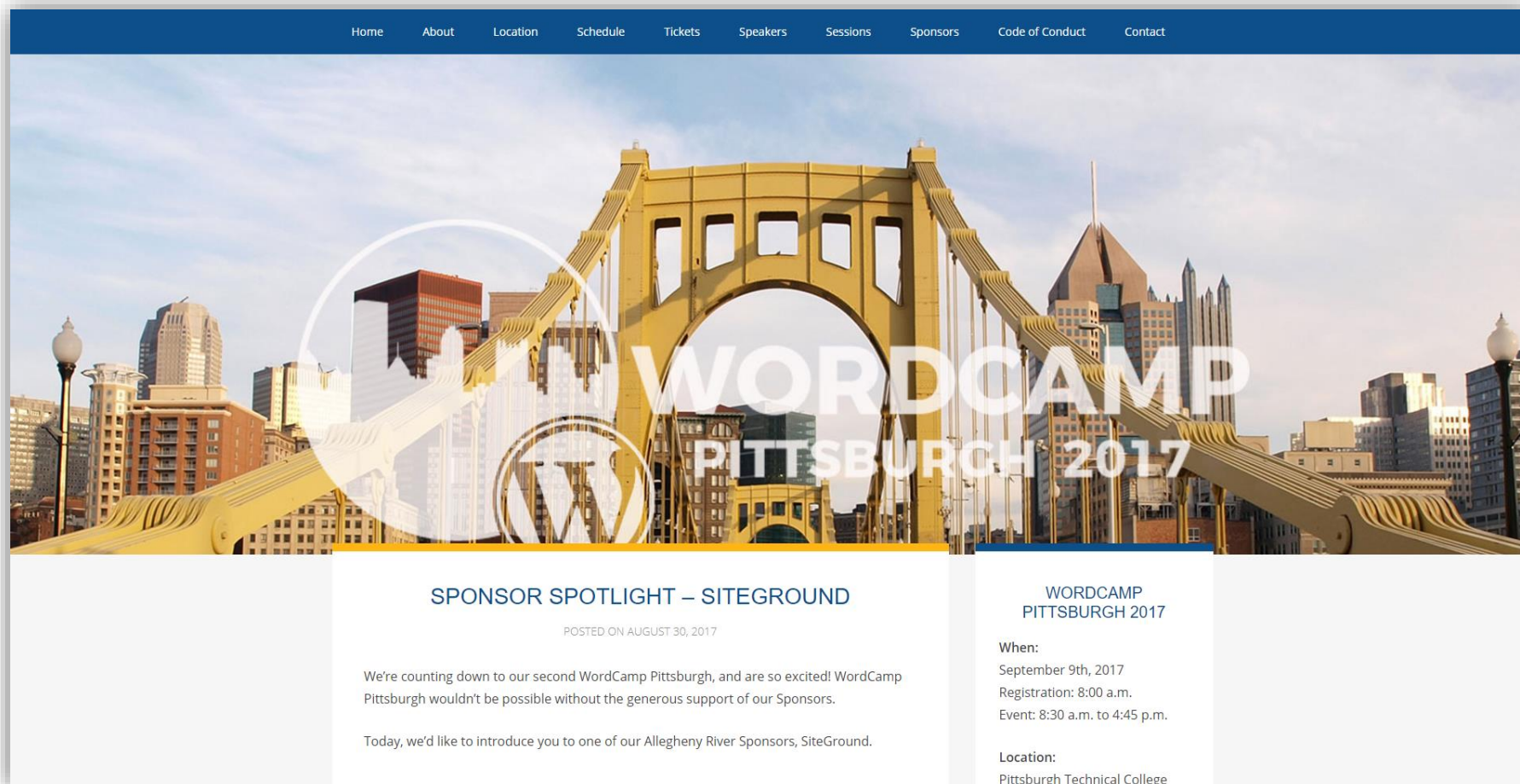
What did the old theme looked like?

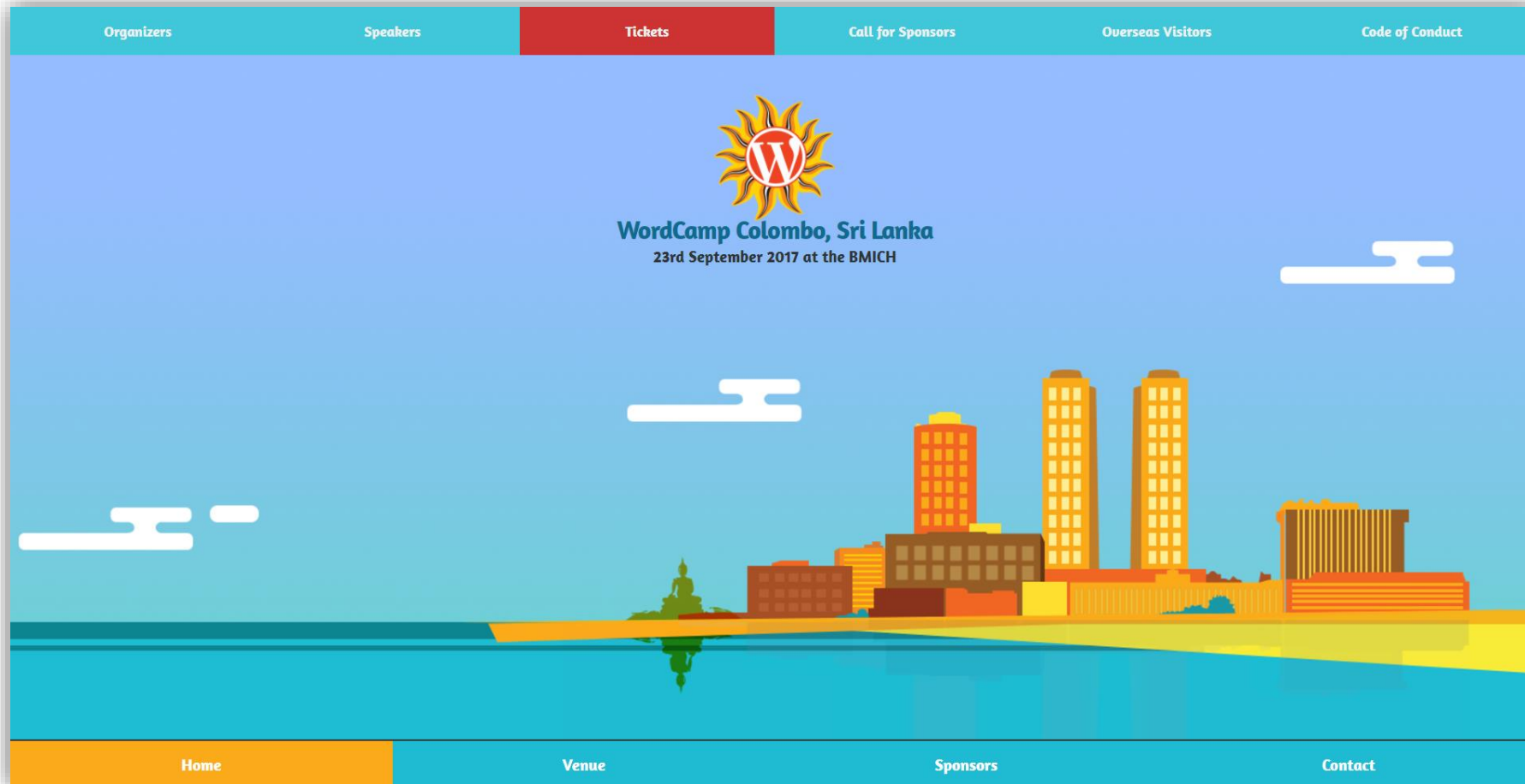# What did the old theme looked like?

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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 accessibilty
- 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 accessibitily

- 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

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
- Genernally improved a11y

The WCEU Style Guide

KSS STYLE GUIDE

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
$local-darkblue
#0c3a51

Blue
$local-blue
#7194a8

Yellow
$local-yellow
#dac04a

Links

Link
$color-link
#7194a8

Hovered Link
$color-link-hover
#445f6f

Visited Link
$color-link-visited
#b0c4cf

The WCEU Style Guide

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/
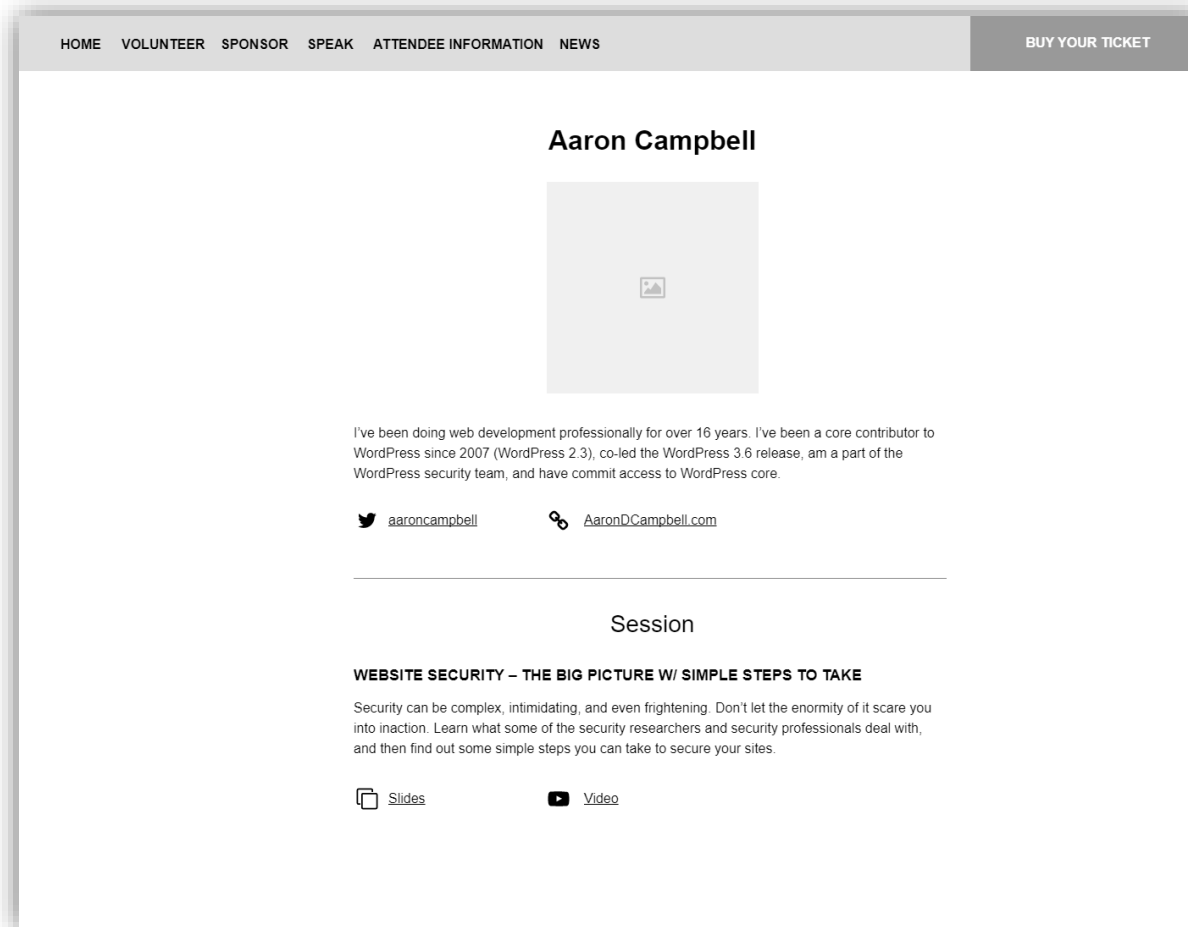
Creating some wireframes
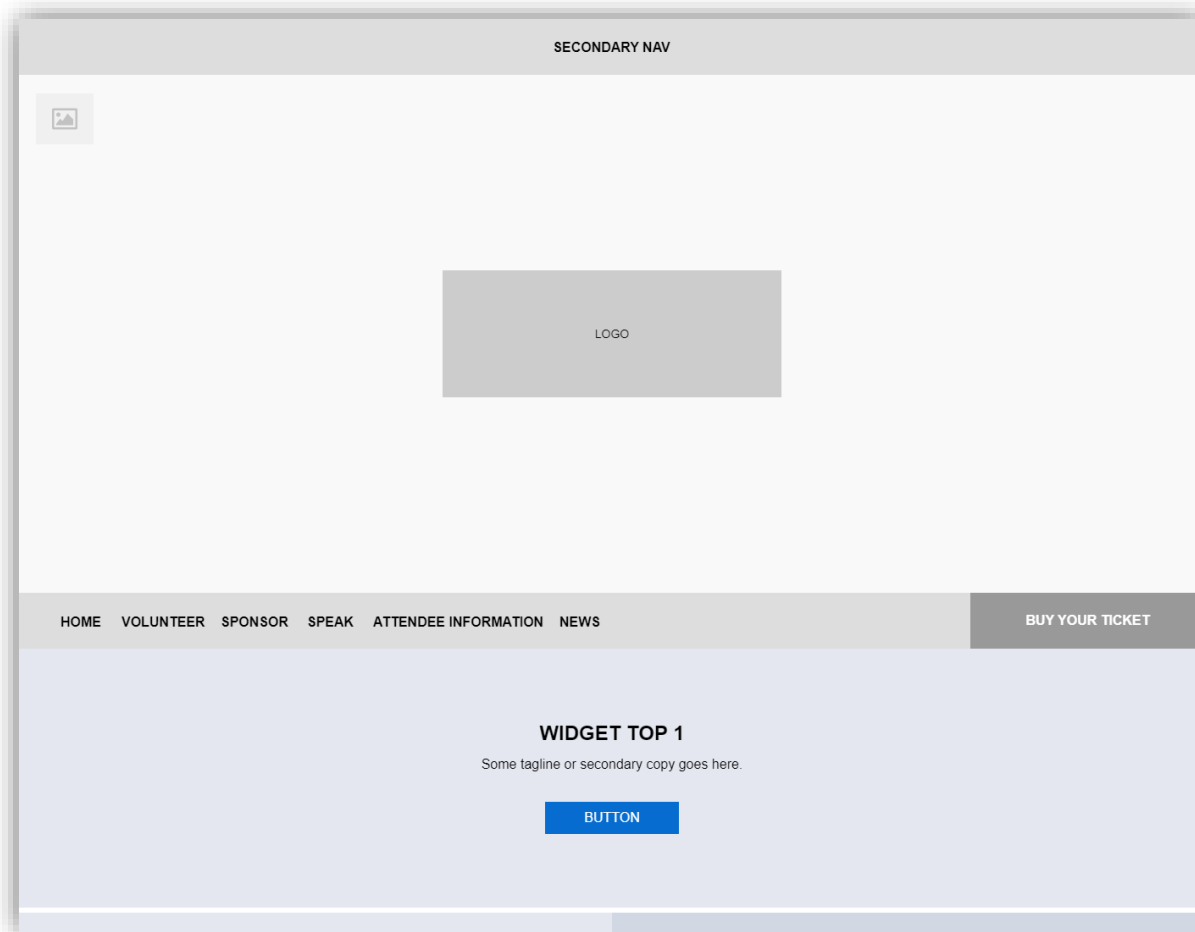
Creating some wireframes
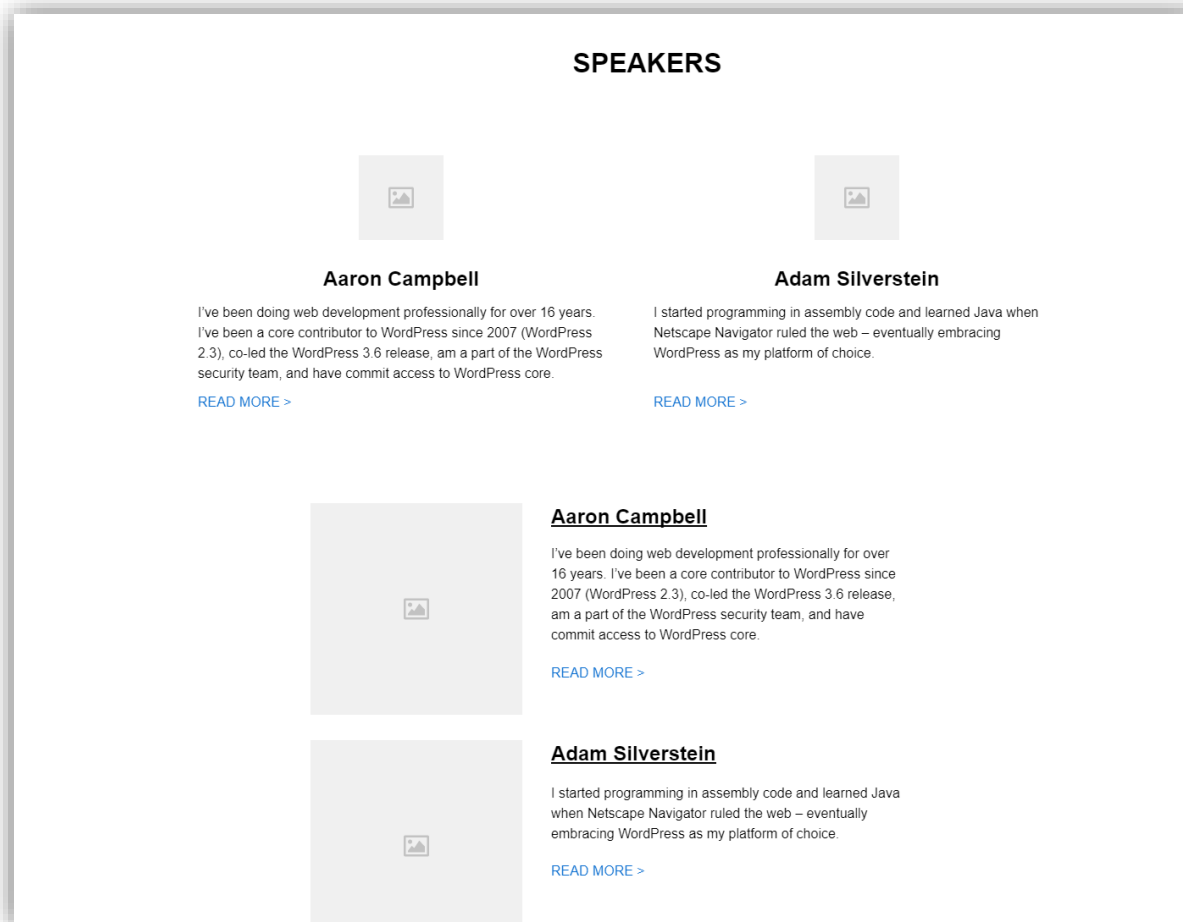
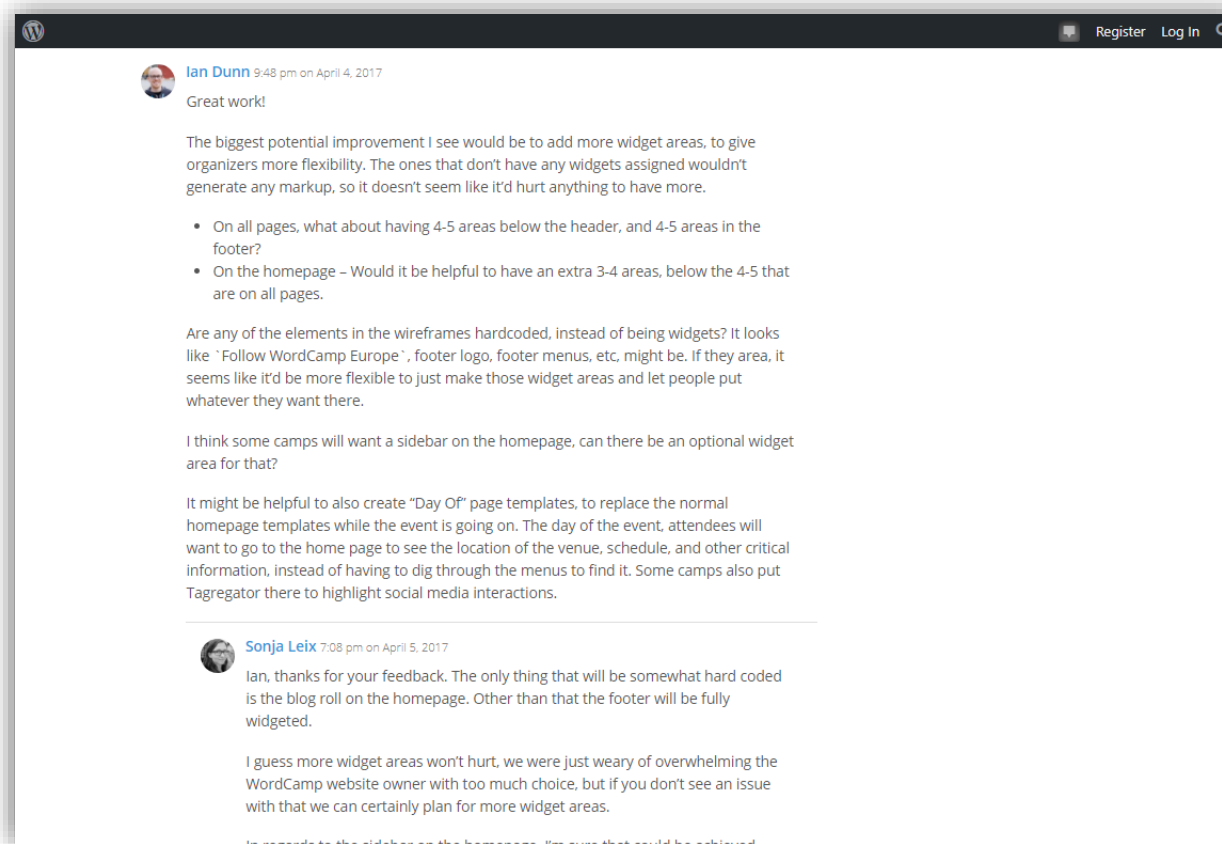# Creating some wireframes

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

Releasing the first version

https://make.wordpress.org/community/2017/05/08/the-new-wordcamp-base-theme-campsite-2017/
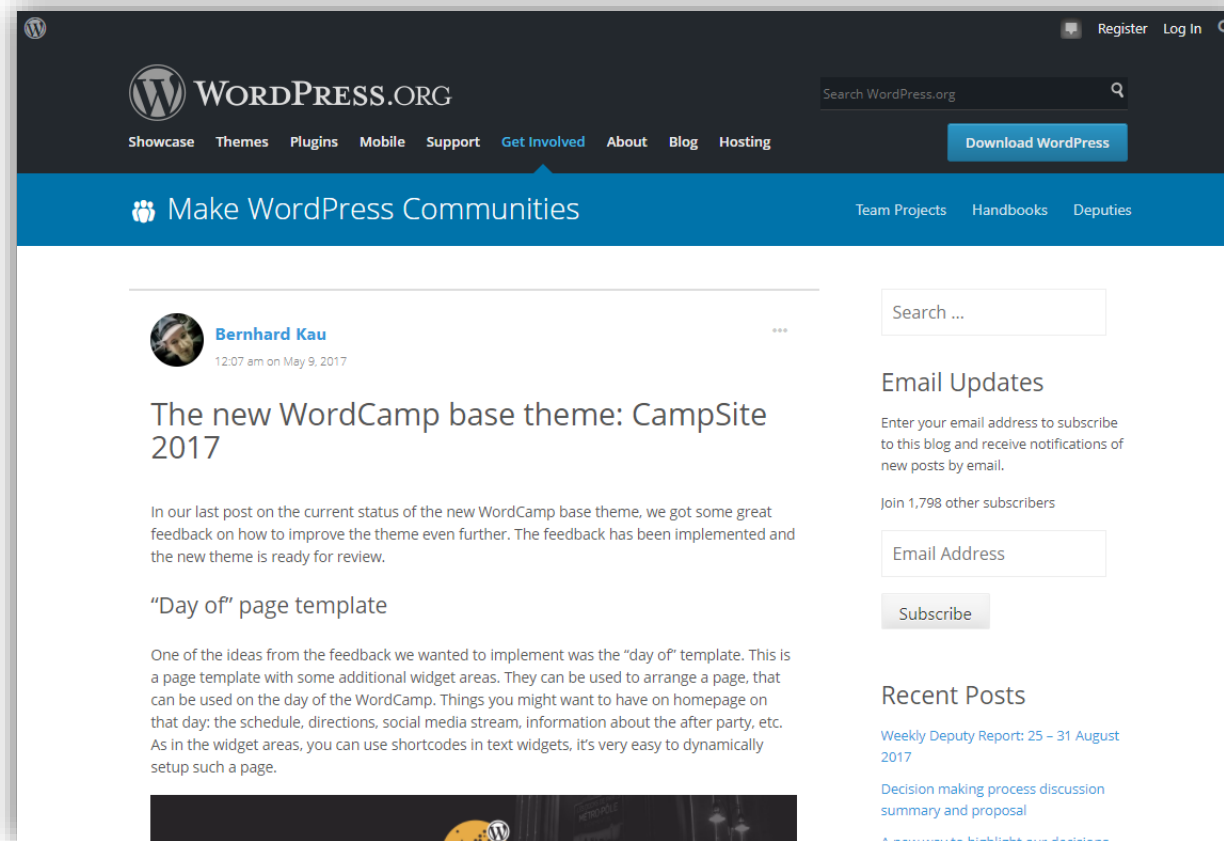
Iterating and fixing issues

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

Opening the meta trac ticket

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

The new theme is online!

So what does it look like?

OK, just kidding ... now with the style guide.
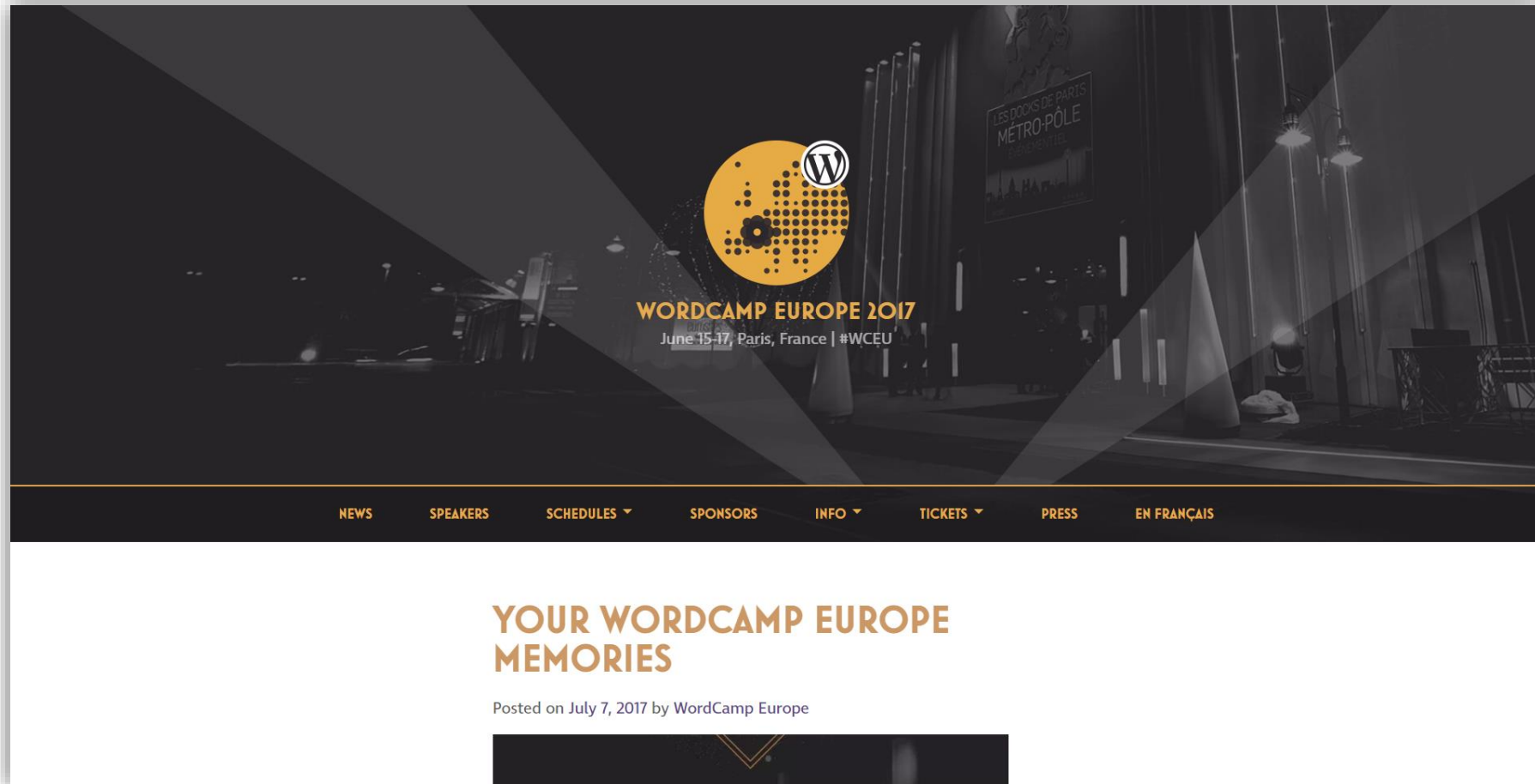
Or how about this one?
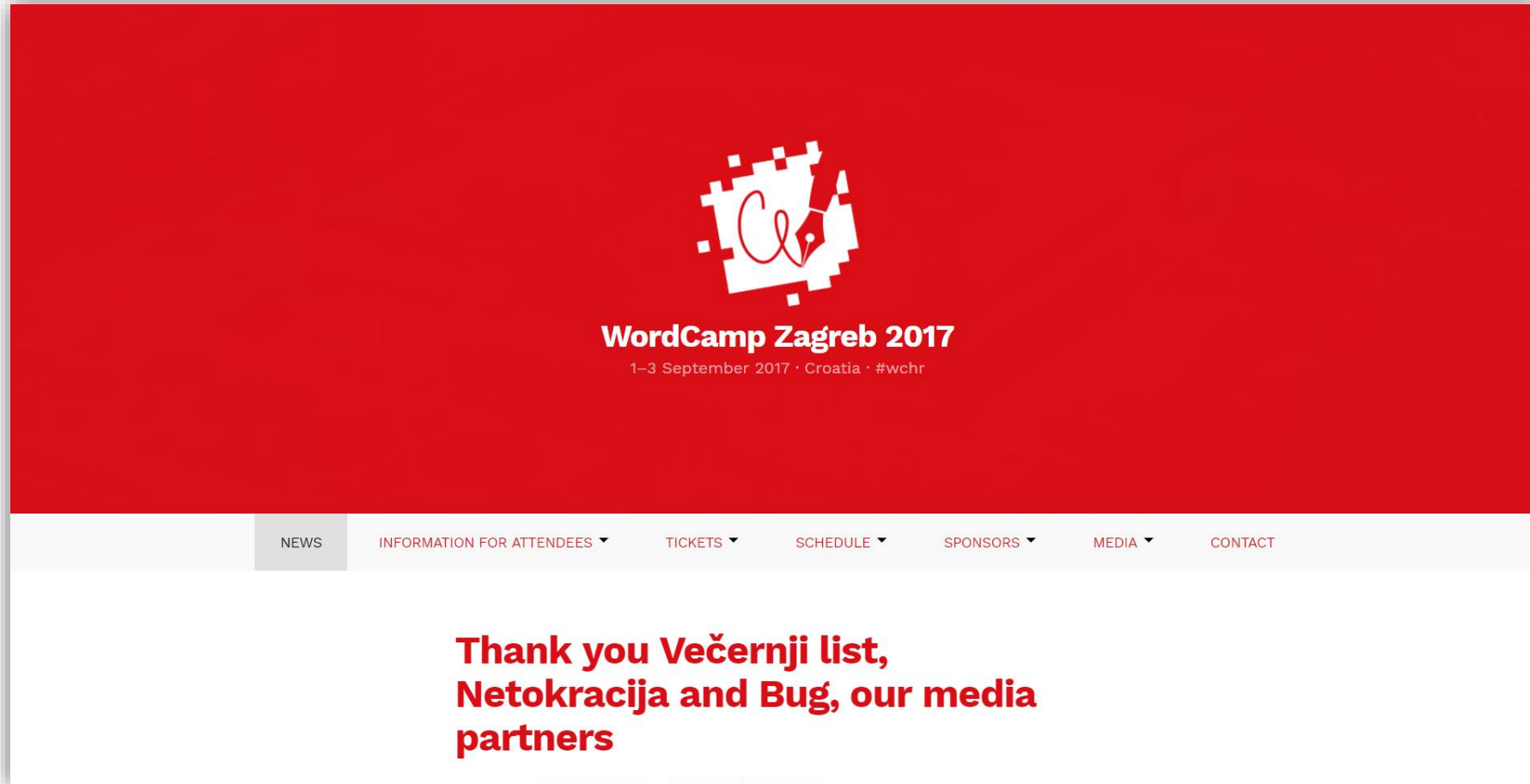
Things learned implementing the new WordCamp theme

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/
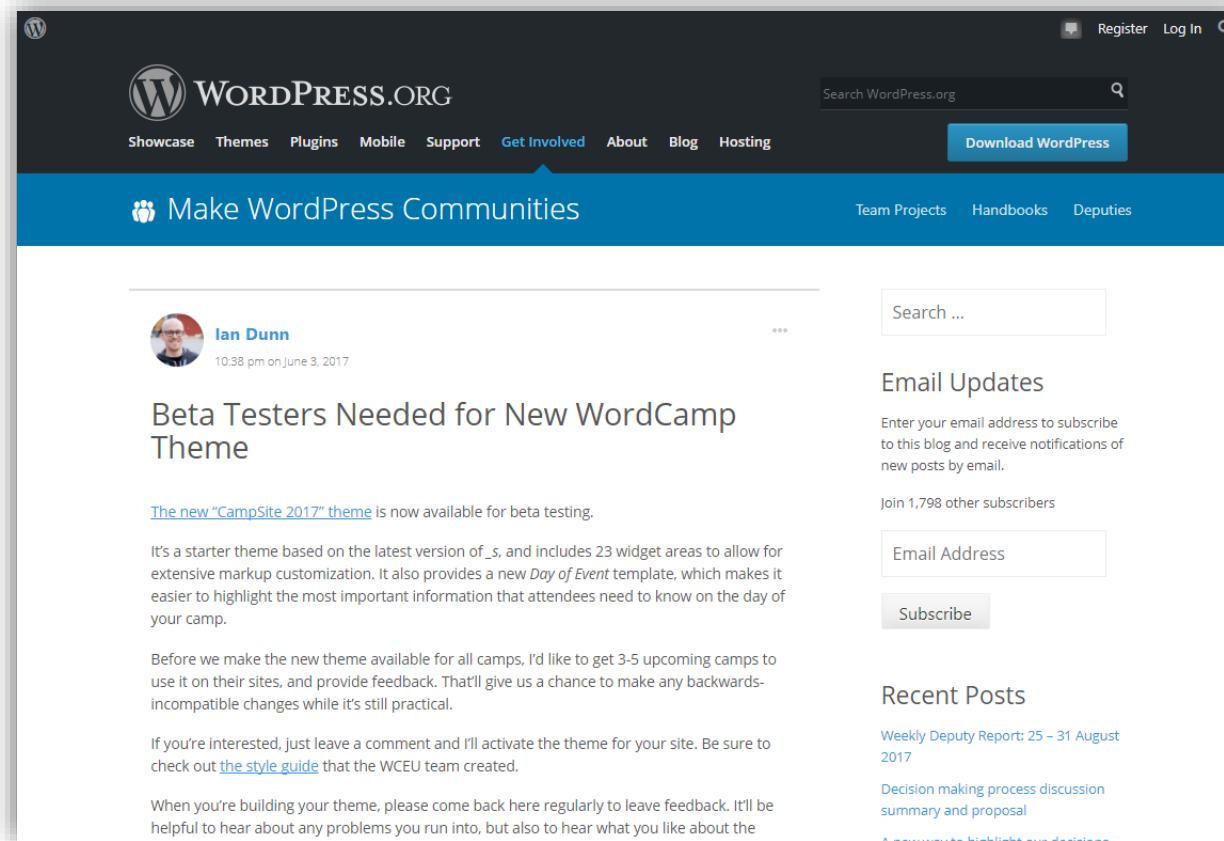
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