

character.

Advanced Web Publishing

Jack Mercer

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The Brief

“ Your task will be to create and design an on-line magazine using the Wordpress platform. You will be required to create content for a major feature on a subject relating to one aspect of your chosen creative sector. You should adopt the attitude of an investigative journalist to really bring out the best in your story. Additional content can be aggregated from other existing websites but you should ensure that any authors are properly credited and that your Magazine is aimed at a specific target market i.e you should first identify who would be likely to read your Magazine and then investigate and apply marketing strategies and tools that you could use to encourage user engagement and customer loyalty. ”

Idea Generation

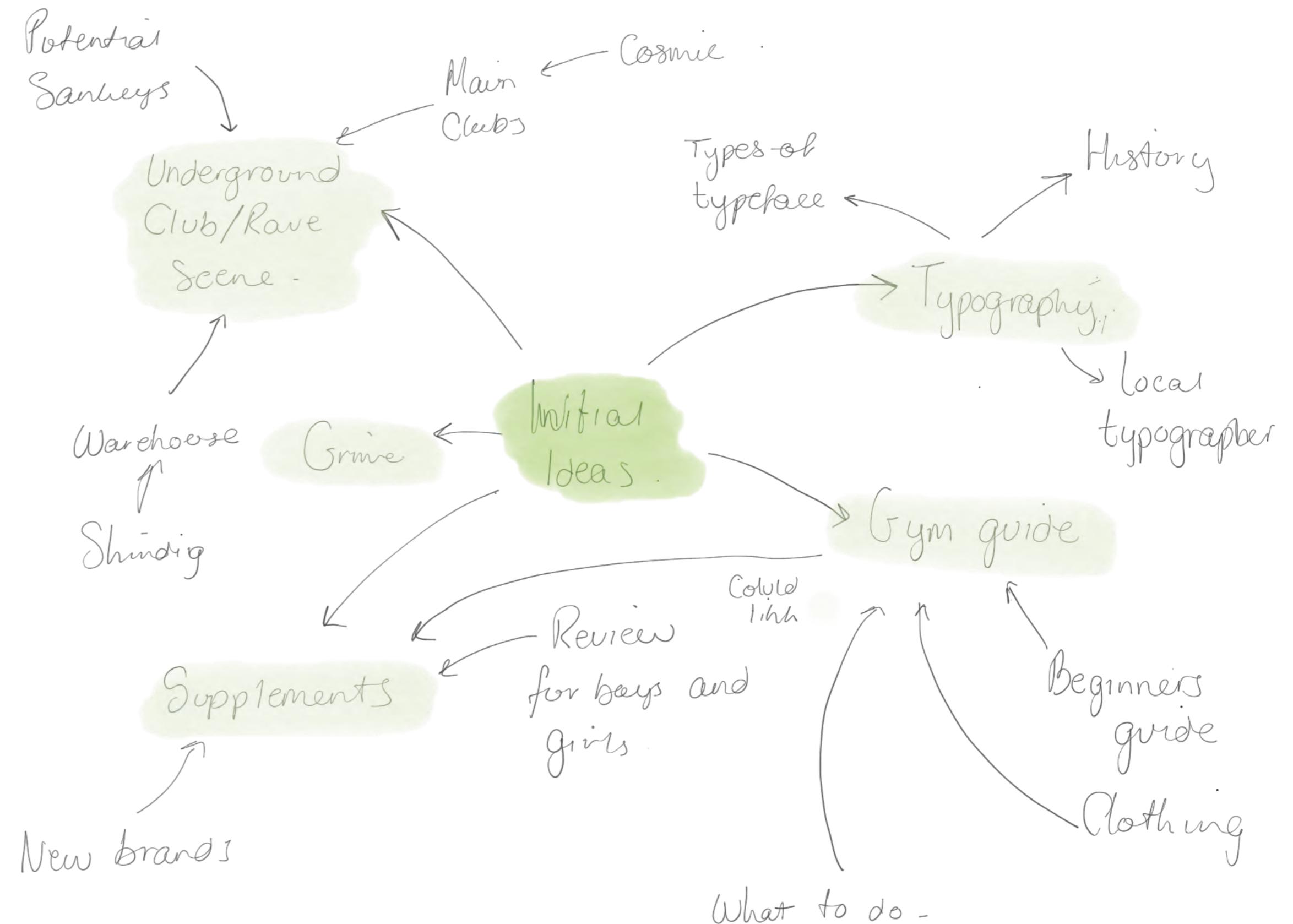
Initial Ideas

When given the brief, I had no idea about what I wanted to do for my project. Because of this, I tried to keep my ideas as broad as possible to allow me to research in any sort of direction.

After some initial mind mapping, I came up with a wide range of ideas:

- Underground Rave Culture/Scene
- A Gym Guide
- Typography
- Supplements
- Trainers

I think these are pretty solid ideas and the variety allows me to really have a think about which area I would like to pursue. However, before that, I will need to mind map more details about each idea



Initial Ideas - Underground Rave Scene

The first idea I had was the underground rave scene. Being from near Manchester and living in Newcastle, the rave scene is thriving at the moment with all kinds of events happening, therefore this would be a good idea to explore.

The main things is got from this that I could include as content were:

- History
- Local current culture (Manchester or Newcastle)
- Music Focus
- Any companies that currently report on the rave scene

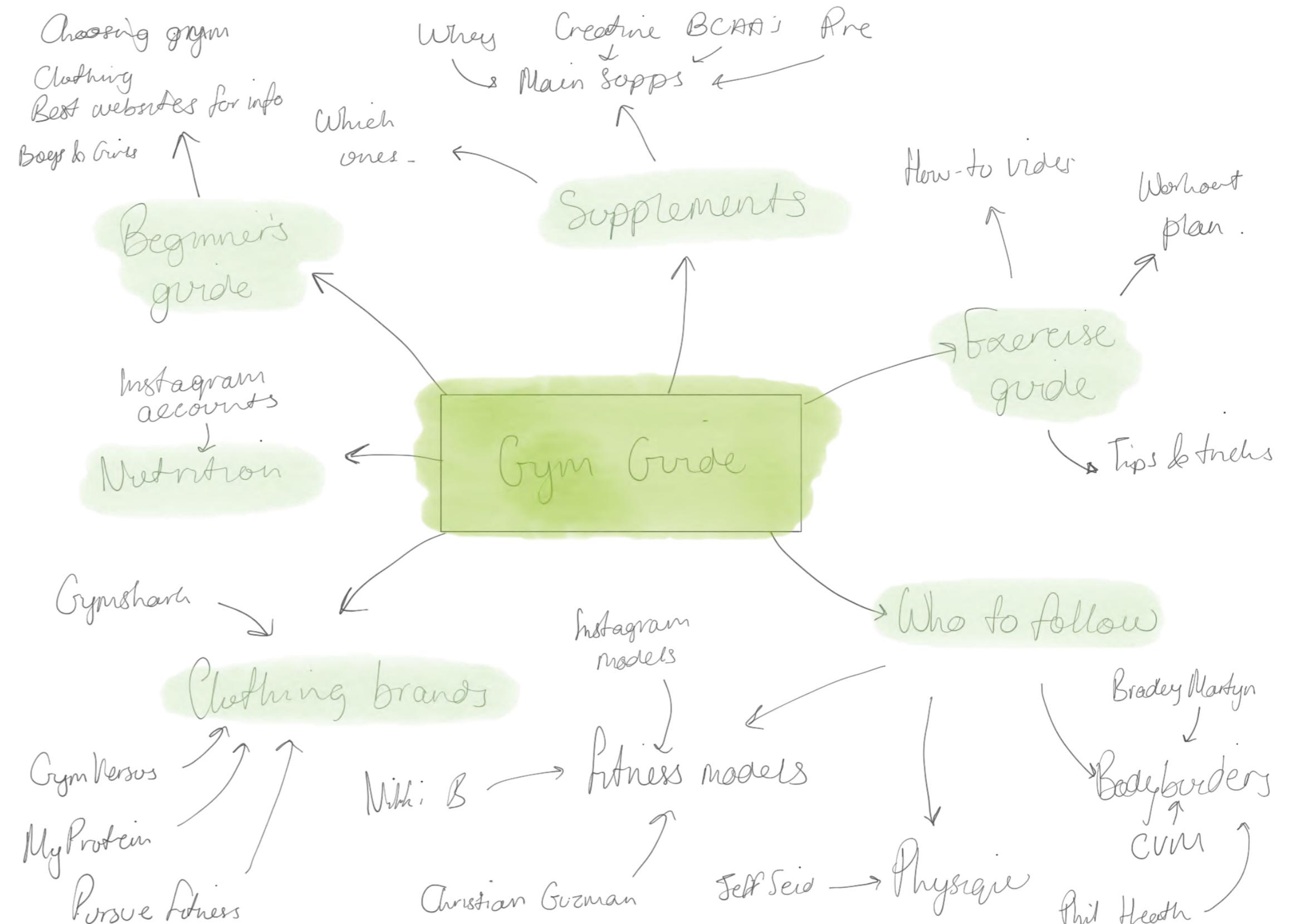


Initial Ideas - The Gym Guide

The gym guide is something a little more personal to me. I take the gym quite seriously in my own time and feel that some people would benefit from a website where all area of the gym lifestyle can be expressed.

The main things is got from this that I could include as content were:

- A beginner's guide
- Supplement guide
- Clothing brands
- Examples of athletes to follow

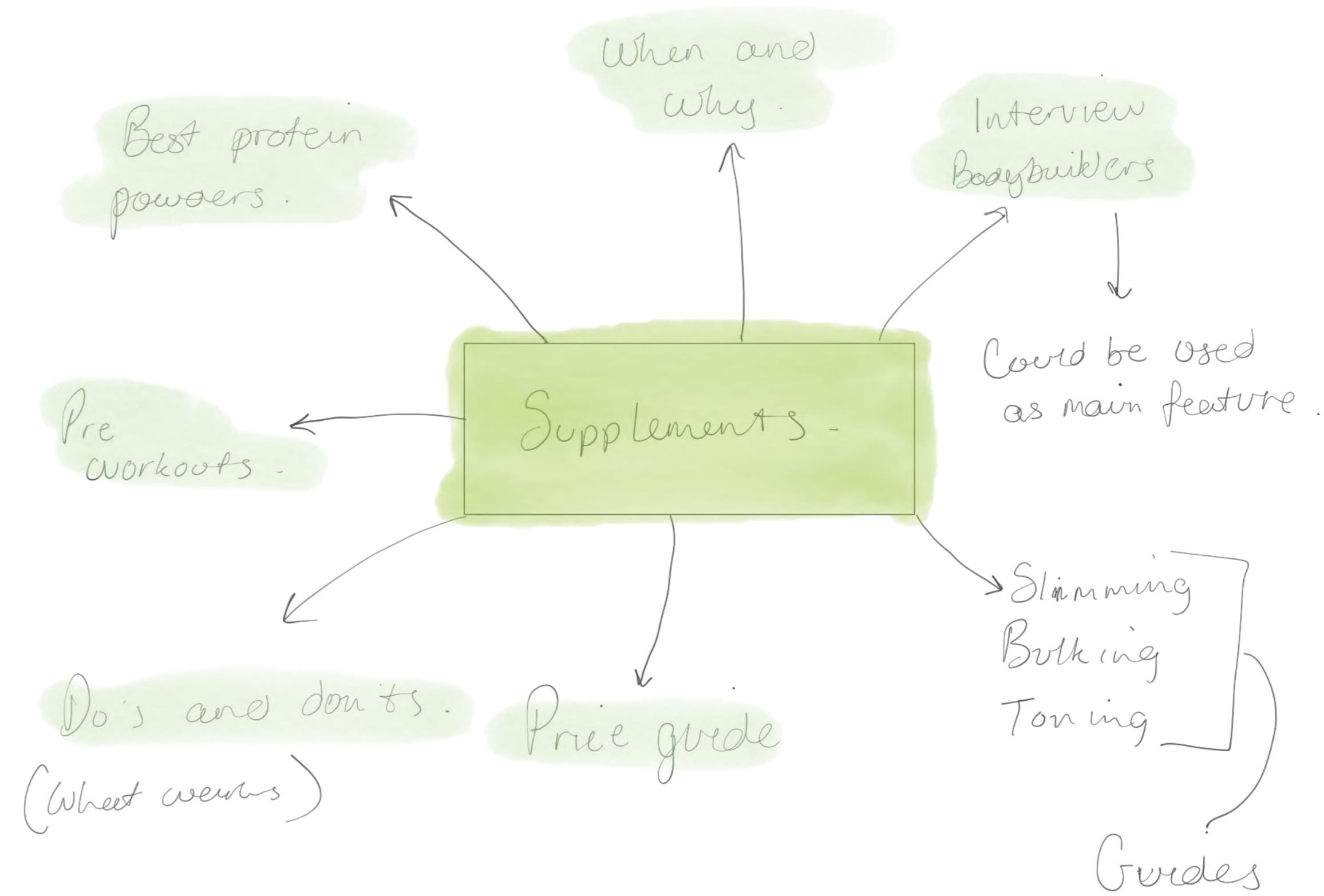


Initial Ideas - Supplements

This idea is similar to the gym guide yet would be more niche. It would be a lot more specific to the nutrition and supplement side of the gym lifestyle.

The main things is got from this that I could include as content were:

- When & why
- Interviews specifically about supplements
- Do's & Dont's
- A price guide
- Different guides for different results

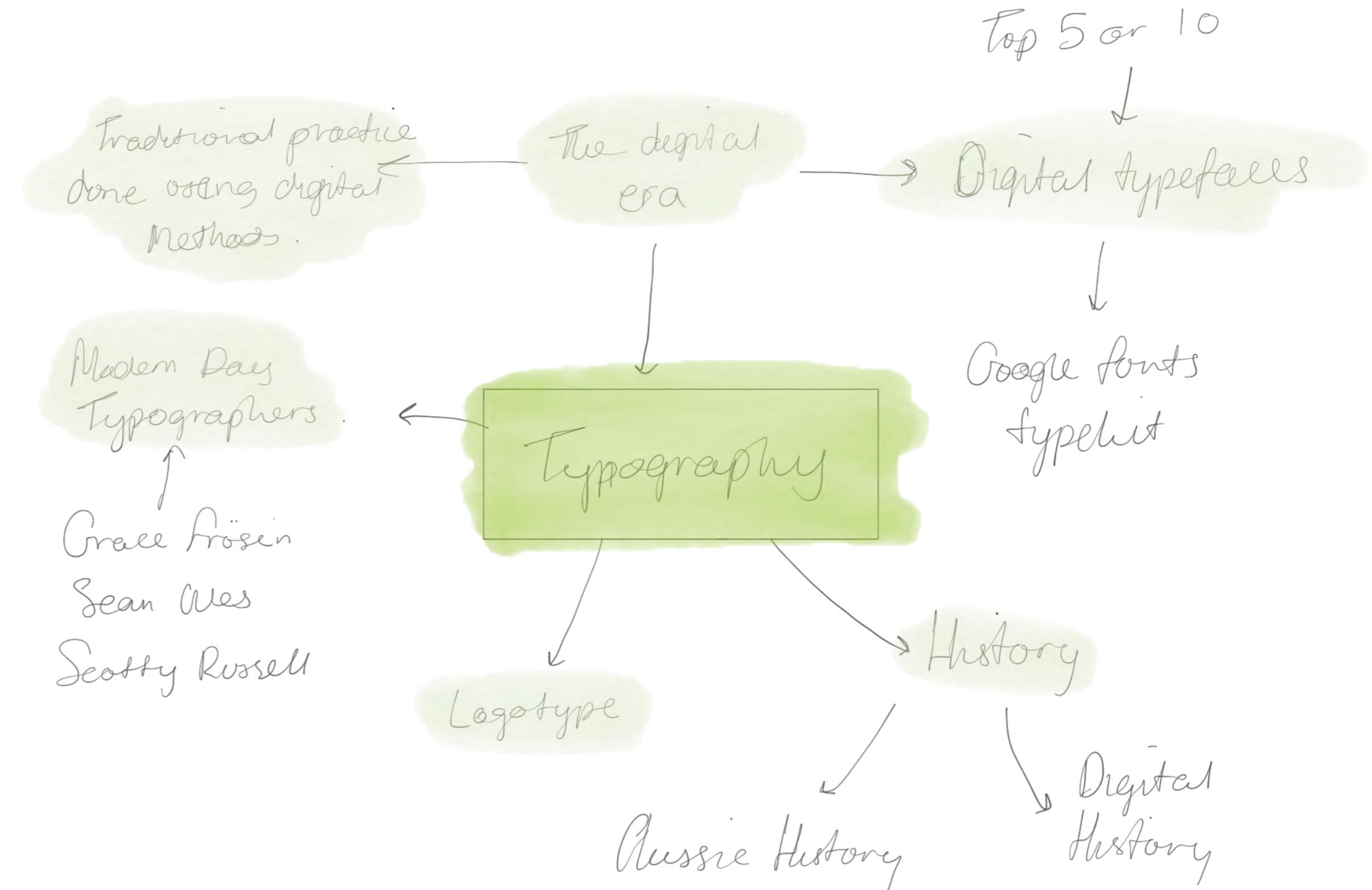


Initial Ideas - Typography

An idea very different from the rest is typography. From a design point of view, this could be very good to do. It could create a very impressive magazine website if done well.

The main things is got from this that I could include as content were:

- The digital era of typography
- Modern day typographers
- Logotype
- History (focus on digital)
- Top 5/10 typefaces



Final Project Choice

After doing some initial mind mapping for all of my initial ideas, I decided to go with Typography. The reason I chose this was due to the lack of existing online magazines for typography. When looking online, there was only versions of magazines that were once print magazines. Because of this, I think that a typography website will fit right into the market and if done properly, could be a really effective piece of work. I just need to find an angle to use for the main content of the website so that it fits well into the modern era.



A dark, atmospheric photograph of a library interior. Numerous bookshelves are filled with books of various colors and sizes, creating a dense, textured background.

Researching

Competitor Research

The next stage is to look at the competitors and analyse what they do right and what they don't necessarily do very well. Initially, as I said previously, I found that there wasn't very many online magazine sites for Typography. The ones that I came across straight away were Baseline (both the regular website, and the blog site) as well as Eye Magazine and Hyphen Press. The website that stood out most was the Baseline Blog (<http://blog.baselinemagazine.com/>).

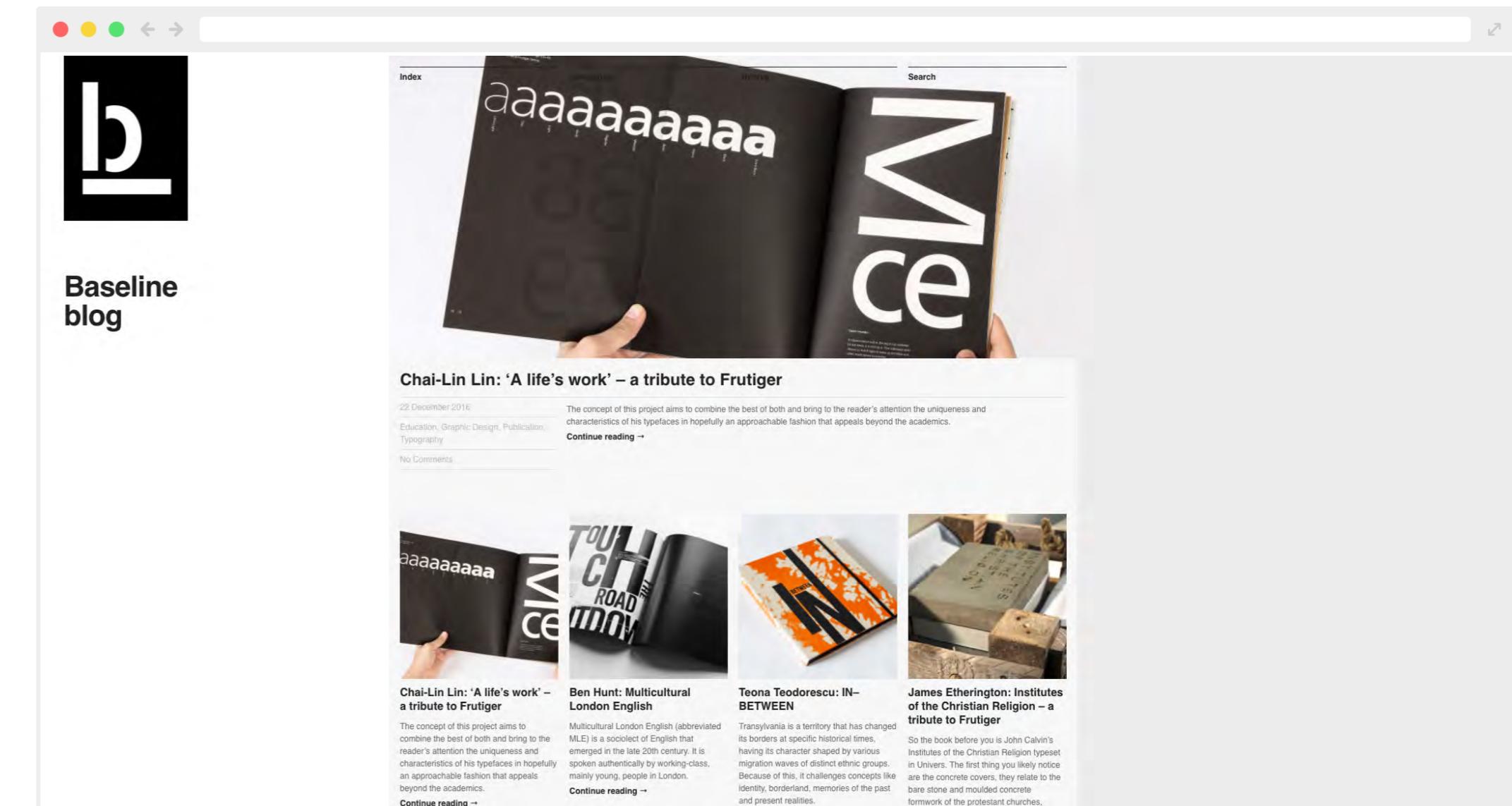


Competitor Research - Baseline Blog

Baseline Blog

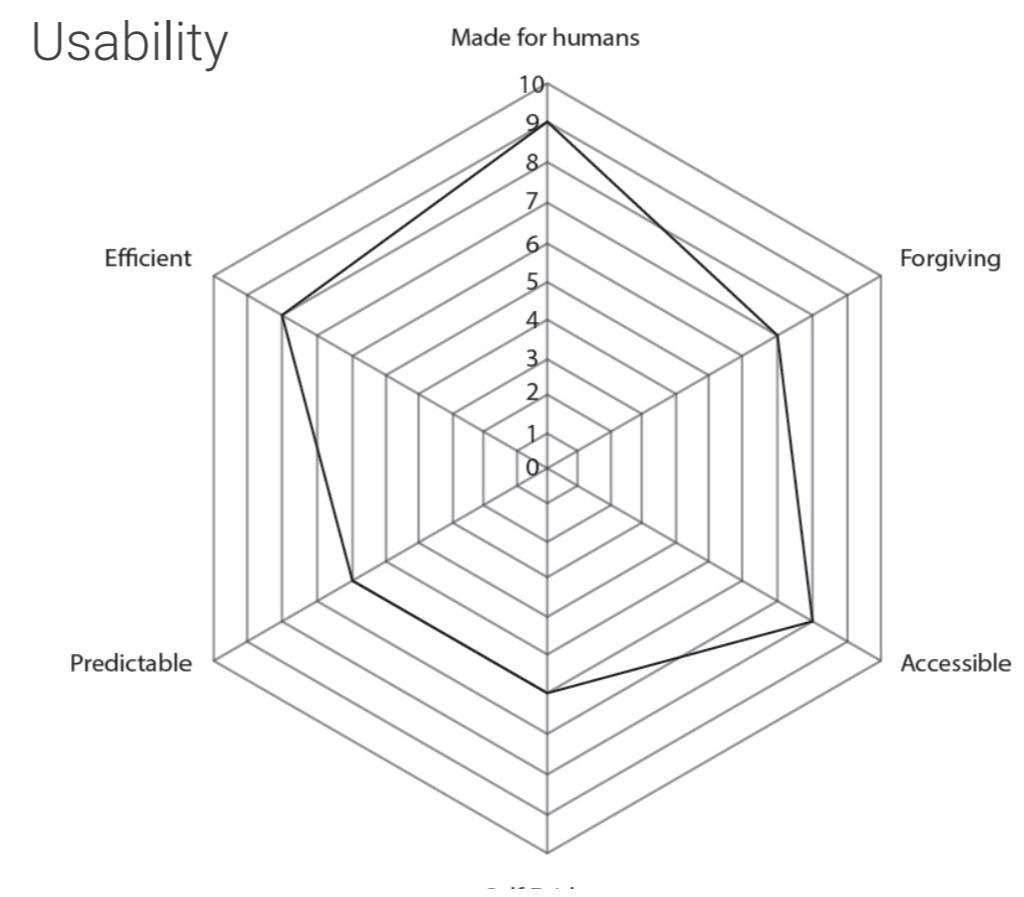
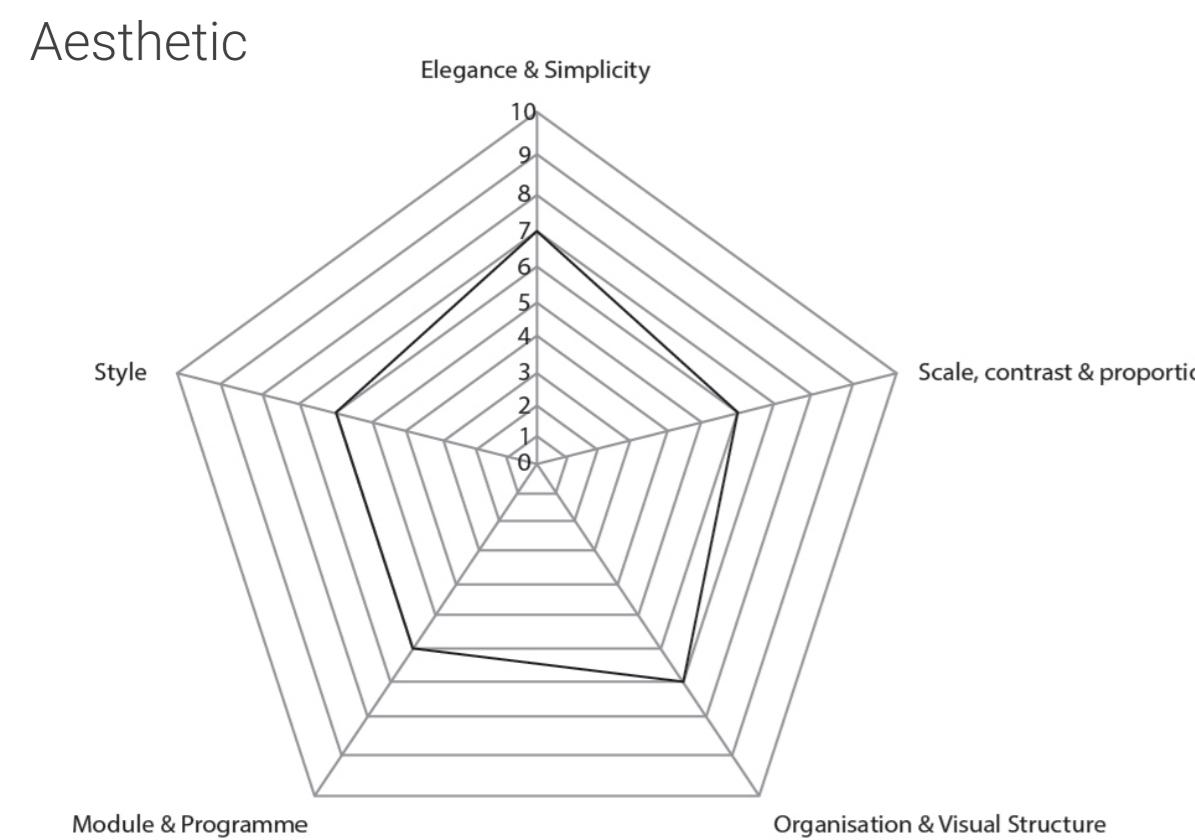
<http://blog.baselinemagazine.com/>

When you first go on to the Baseline Blog, you can see that there is no colour for the branding as it just utilises black and white. The colour comes from the featured images on the blog posts. This actually works really well to direct the reader's eyes to the blog content as opposed to the outer edges of the website. It is very content based. The 4 column layout for the homepage is a good size on the eyes. Also, the snippets of text from the articles aren't too long either. When you click in to a blog post, the layout is very appealing. The large image at the top engages you and then the hierarchy of information that follows works really well.



Competitor Research - Baseline Blog

For the interaction and mechanics of the site, it works well. The site is responsive so works well when resizing the browser window to different snap points. Even on mobile, the site works effectively, organising content in bite-sized sections. For example, on the homepage, the featured article sits full width, whereas the rest of the articles sit in a 2 column layout. This helps to create a sense of hierarchy from the featured article.



Baseline blog



Chai-Lin Lin: 'A life's work' – a tribute to Frutiger

22 December 2016

Education, Graphic Design, Publication, Typography

No Comments

The concept of this project aims to combine the best of both and bring to the reader's attention the uniqueness and characteristics of his typefaces in hopefully an approachable fashion that appeals beyond the academics.

[Continue reading →](#)

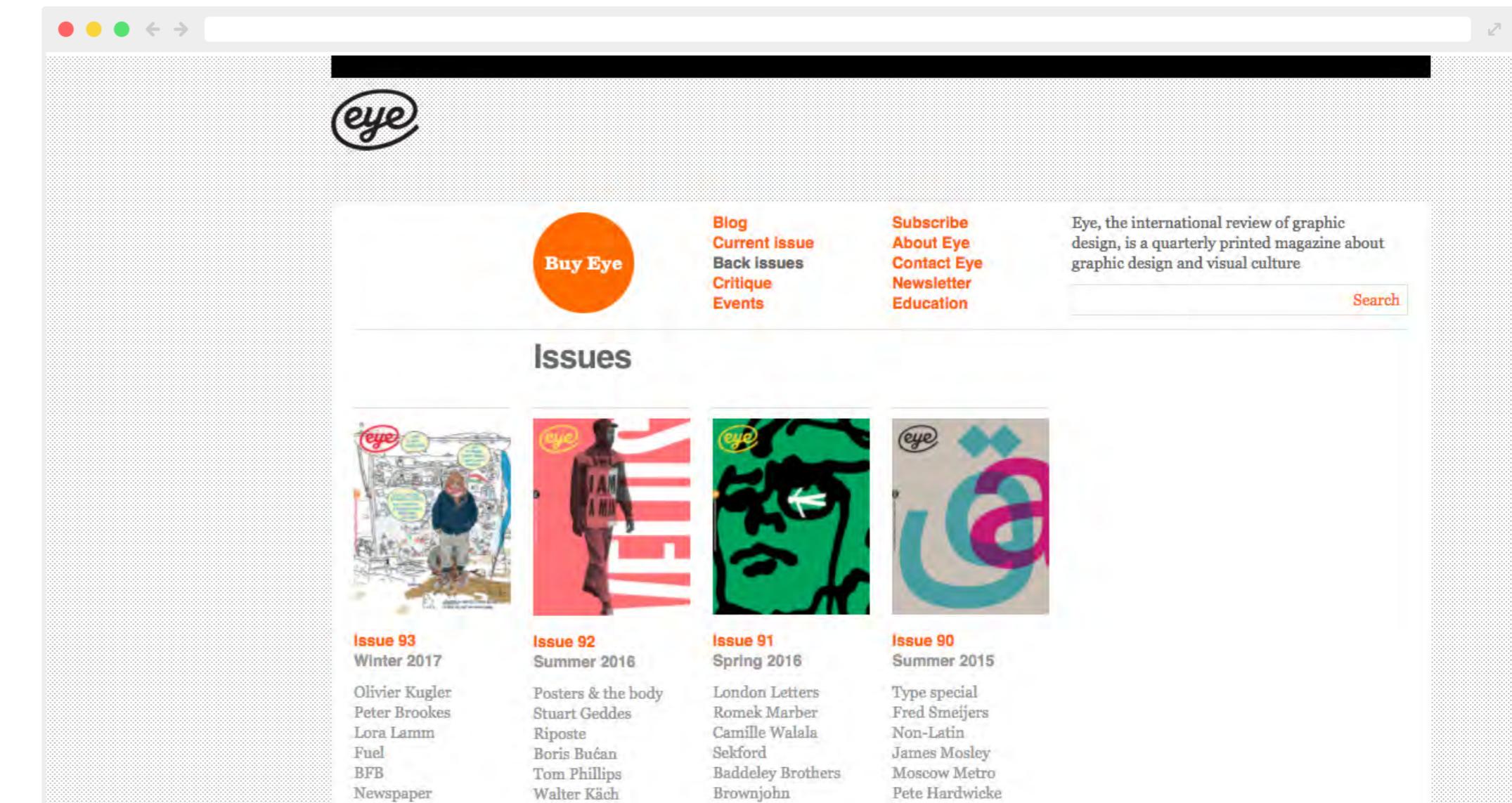


Competitor Research - Eye Magazine

Eye Magazine

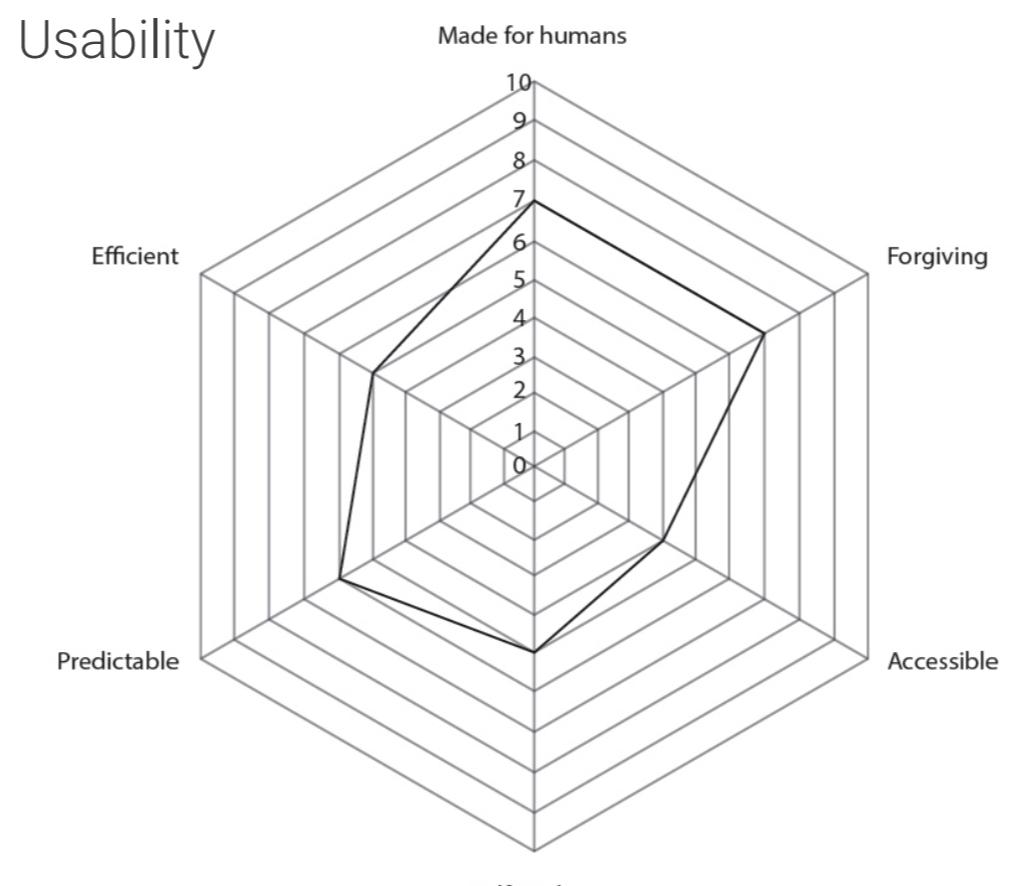
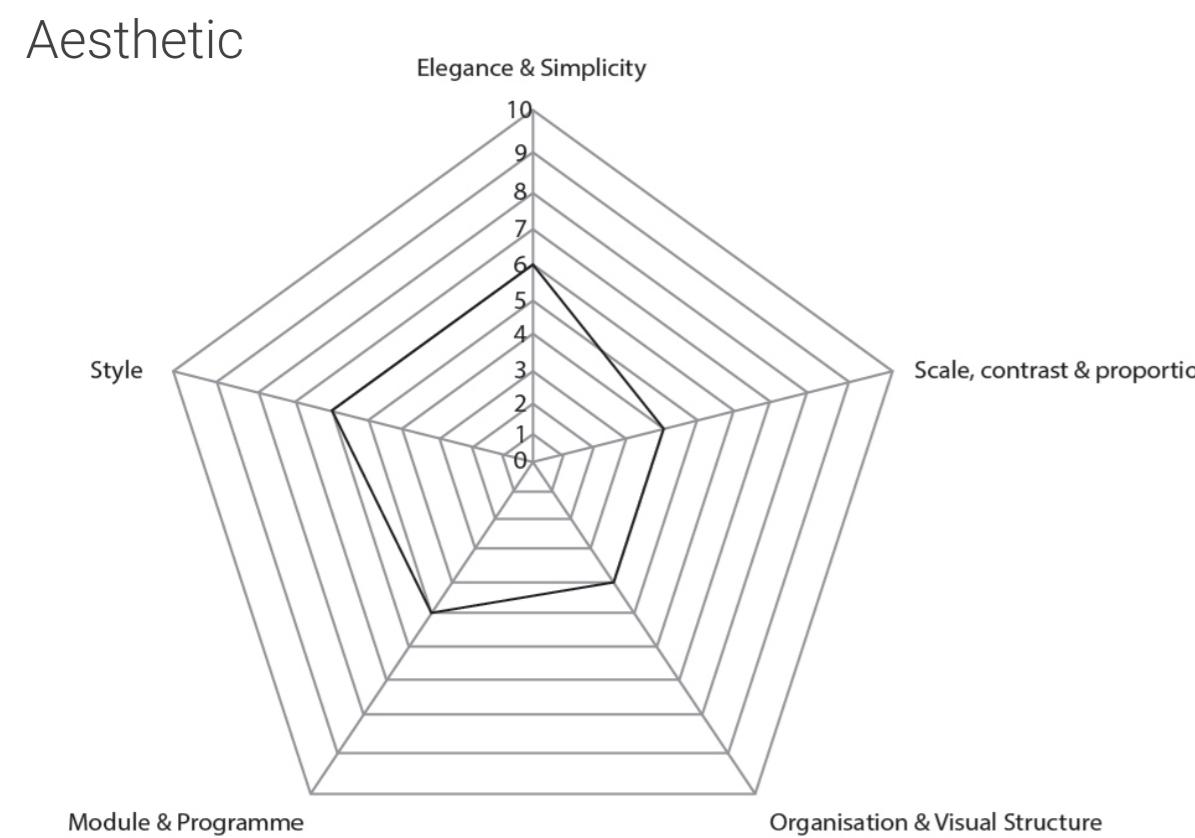
<http://www.eyemagazine.com/>

First off when you visit the homepage of the site, there's not much in terms of content that stands out. The only thing that caught my eye was the orange colour scheme. Personally, I'm not a big fan of the dotted background, it feels unnecessary and distracts your eyes from the main content. The articles/post snippets on the homepage do have a sense of hierarchy, working from a 3 column layout, down to a 6 column (although only 2 thirds of the width were full). The structure and design of the articles snippets isn't very appealing. The use of 3 colours (orange, black and grey) combined with the change from sans serif's to serifs doesn't work well on the eyes, especially when some snippets have body copy and some don't.



Competitor Research - Eye Magazine

For the interaction and mechanics of the site, the main body of the site doesn't actually sit in the centre of the page, it is over to the right side. The website isn't responsive to any snap points so the content hides on the right side of the page. Overall, the site is reasonably fast in terms of loading time and isn't offensive on the eye. It just needs a better sense of sectioning through colour or font weights.



The website features a prominent orange 'Buy Eye' button in the top right corner. The main content area includes a large image of a map of New York City with red circles highlighting specific locations. Below the image is a headline: 'Information is everywhere'. To the right, there's a sidebar with links to 'Blog', 'Current issue', 'Back issues', 'Critique', and 'Events'. Other visible sections include 'Foundry occupation' and 'Events'.

User Personas

James Everett

Web Designer, 28 years old

James is a web designer, working day to day with web fonts, and wants to look at working with new typefaces for a current website project and doesn't know where's best to look, or what's the current web font trends are.

For James, the typography website would be a really effective tool for him when designing any websites in the future. It will allow him to keep up to date with current trends and the newest web fonts, as well as where to find them.



User Personas

Emma Richardson

Business Owner, 32 years old

Emma is currently a new business owner of a clothing shop and wants to create her own brand. She wants to work with a designer, but first would like to research into other brands and get a feel for what she likes. To do this, she looks at websites such as Pinterest and Google for inspiration.

For Emma, to create her brand, she wants a really nice logotype to feature as the main stand-out piece. She looks on Instagram for typographers, as well as Pinterest. Where my typography website would come into its own is that all of the needed information could be found on the website. It will save Emma time trailing around the internet and will provide good advice and knowledge of typography for someone with beginner experience working with type, or even someone that's not necessarily connected first-hand to the design industry.



Visual Research - Logo Design

I compiled a Pinterest board together with different logo ideas that might work for the brand. As it is a typography based website, a logotype would work best. To do logo research, I will look at both websites and books.

Websites used:

<https://uk.Pinterest.com/>
<https://www.behance.net/>
<https://logopond.com/>
<http://logospire.com/>

Books used:

Logotype (Michael Evamy)
Logo Design (2005)
Logo (Michael Evamy)
Los Logos

To view my Pinterest board, click this link:

<https://uk.Pinterest.com/jackmercer/awp-logo-inspiration/>

Visual Research - Logo Design

2017 LOGO DESIGN TRENDS INFOGRAPHIC

- No. 01 Minimalism**
- No. 02 Hand-Drawn**
- No. 03 Negative Space**
- No. 04 Line Art**
- No. 05 Circles**

Milk

This is really cool! Definitely my favourite. Like how it is... by Robin Remsa Saved from behance.net

S SYNC

Logospire - a logo inspiration gallery Saved from logospire.com

ZipHub

Logospire - a logo inspiration gallery Saved from logospire.com

Olivia Stone

Premade logo - Photography logo - Logo design - Watermark 030 Hey, I found this really awesome Etsy listing at Etsy

slice™

Design graphique / Manual design_art_direction_branding_manual_01 AA13 - blog - Inspira... Saved from aa13.fr

M MIAKA

Photography logo, Logo, Premade logo, Logo design, Custom... Logo M MIAKA Luxury

Mikel Rumsey

Hole and Corner Magazine, 2 Issue Two - Lissom + Muster

2017 LOGO DESIGN TRENDS INFOGRAPHIC

- No. 01 Minimalism**
- No. 02 Hand-Drawn**
- No. 03 Negative Space**
- No. 04 Line Art**
- No. 05 Circles**

THE LAB

Visual graphic - Nesta The Lab VISUALGRAPHIC Saved from visualgraphic.com

JANE HEYWOOD

Premade Logo Design - Modern Calligraphy Font - Hand... Premade Logo Design - Modern Calligraphy Font - Hand... Etsy

The Studio SHOP

Custom type design | Saved from whitemaquic.com

Didot montserrat

Brusher lato thin

Lavenderia baskerville

ROBOTO garamond

BEBAS NEUE constantia

JOSEFIN SANS crimson text

Futura georgia italic

Coolvetica gill sans

Bien choisir sa typographie combinaison typographie

Hello Nobo Saved from hellonobo.com

100 MINIMAL LOGOS

Hole and Corner Magazine, 2 Issue Two - Lissom + Muster

Brand Launch: Mikel Rumsey | Brand Board, Brand Styling... Saved from walterink.com

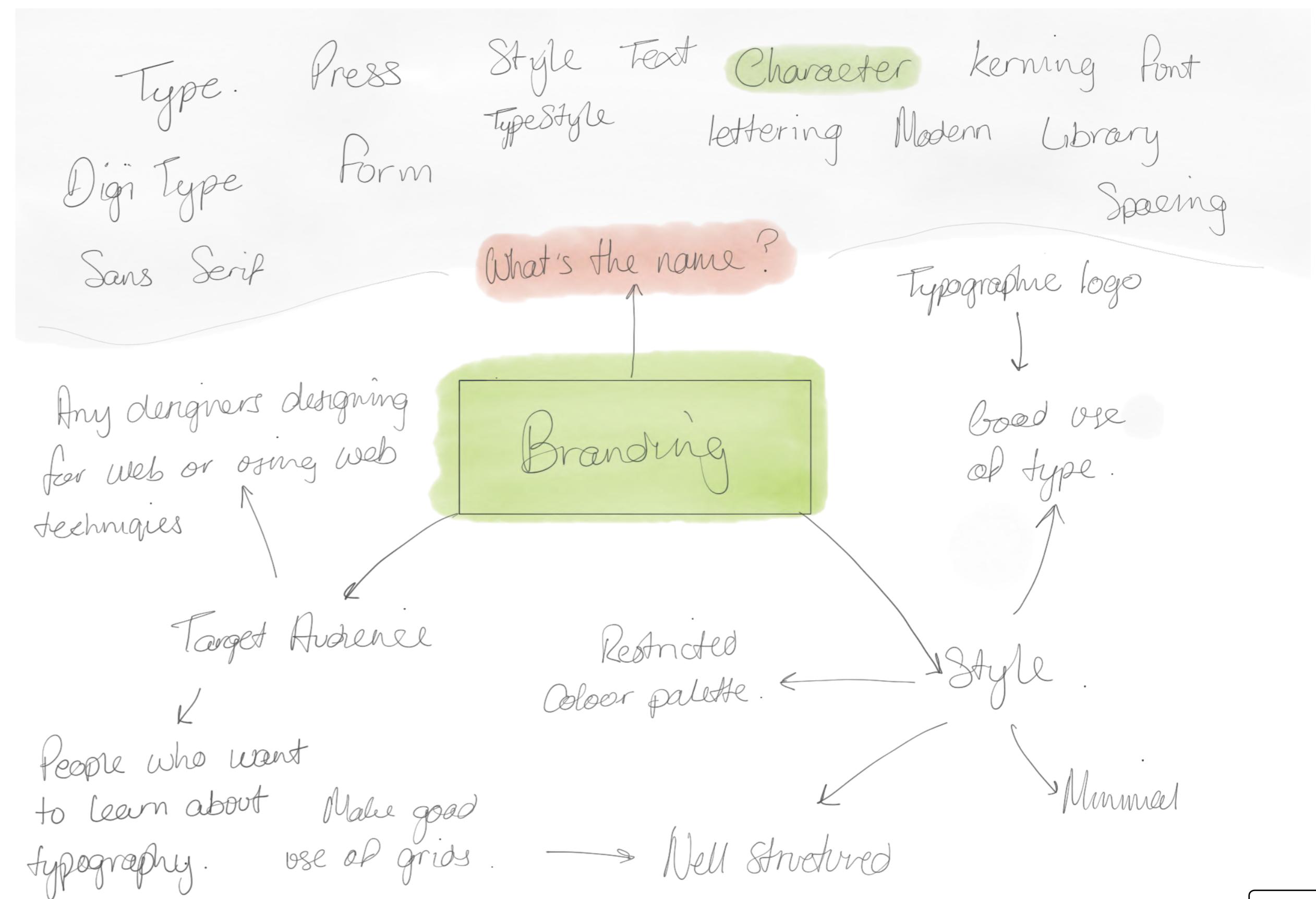
The Branding

The Branding

Initial ideas were focused around the name of the brand as well as looking at things such as the target audience and a base style for the brand.

I originally chose **Character** as the name for the brand. This is a clean name and I feel it will allow me to create a good logo to fit the brand.

For the style, I wanted to adopt a similar style to Baseline Blog. Working with a greyscale palette yet using the colour from images to add some pop to the designs.



Logo Development - Character

After decided on using **Character** as the name for the website, I next needed to create a logo. I wanted the logo to have a bit of flair and personality, giving it its own 'character'. There isn't necessarily a plan with the logo, I just wanted to get some ideas on a page and see what works and what doesn't. I used my visual inspiration on Pinterest as a starting point for the logo, but I didn't necessarily want to restrict myself. For typeface inspiration, I looked on Dafont to see what kinds of typefaces looked appealing.

As you can see from the green highlights, these were the typefaces that stood out for me. However, I'm not overly impressed by any of these.



Logo Development - Character

I went back to Illustrator to try and work with character and see what I could come up with. After searching through more typefaces, I found quite a classic typeface called “Playfair Display” from the Google Fonts library (<https://fonts.google.com/specimen/Playfair+Display>). The typeface was a really nice weight and resembled a really classy look and feel which is what I would like to aim for in this online magazine. I also had a quick play around with an icon logo as well as colour. I quite like all 4 ideas, but I will decide on one at a later date when I bring the brand together.

Character.

CHARACTER .

CHARACTER.

CHARACTER.

CHARACTER.

CHARACTER.

Character

character.

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character.

Character

Character.

character.

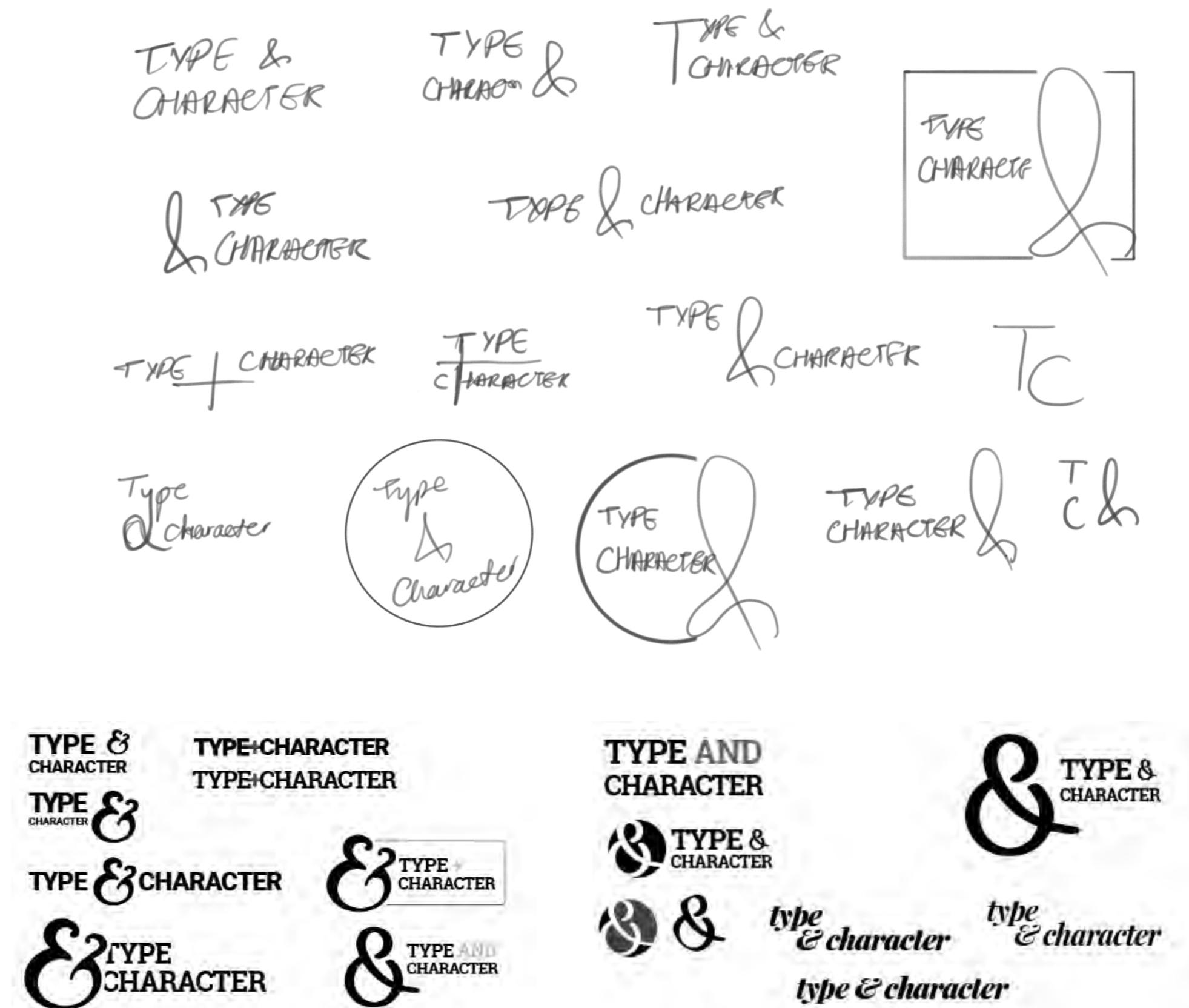
character.



Logo Development - Type & Character

Above are some quick sketches to get a feel for some sort of possible composition when working with 'Type & Character'. It already feels much more diverse than 'Character'. However, I will explore both brand names further through digital ideas.

I progressed on to designing a logo for "Type & Character". In my head I had an idea of what it looked like, but began to quickly realise that it wouldn't work as well as I thought. When moving on to digital designs for the logo, I tried to copy my sketches but found it very difficult to pick a typeface that would suit the style. After some experimentation, I found a style that suited the name. It was difficult to try and incorporate the ampersand without unbalancing the composition of the logo. To get around this, I just featured it within the logo as opposed to having it larger than the text.



Logo Development - Type & Character

Here is the final stages of the Type & Character logo. I have also featured some icons at the bottom with use of suitable colour to get a feel for the brand.

I think the logo looks good. However, I had a better idea of it in my head and when I got to designing the logo, I couldn't quite get the composition right without it looking forced.

*type
& character*

*type
& character*



Final Logo

Overall, I am pleased with the outcome of both logo's. However, after speaking to some classmates I decided to go with 'Character'. I chose Character because it is the name that creates more of an impact and leaves more of an impression of the user.

C. character.

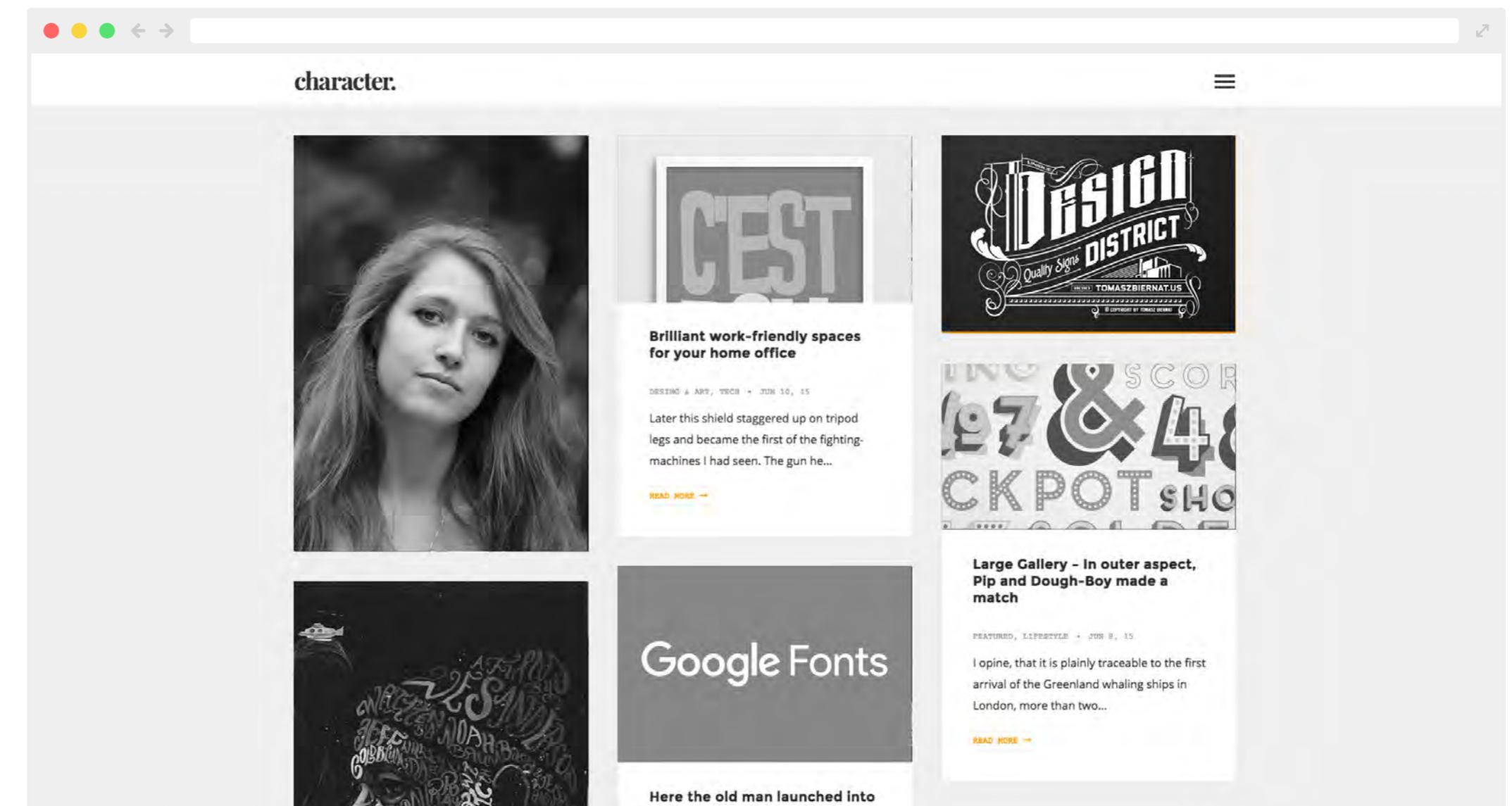
Branding in Context - Website Mockups

Once I had chosen Character, I wanted to see what it would look like on some websites and pieces of stationery. This will help to get a feel for the use of colour, the size of objects and a feel for typography.

Website Mockups

When choosing the websites to use, I wanted to use the card style that is predominantly used in blogs. I also did an example of a different style to see the contrast in design. The style on the examples is a very minimal and stripped back style, making a big impact with the images and contrast in colour. I simply mocked up my logo as well as some images onto the screenshots.

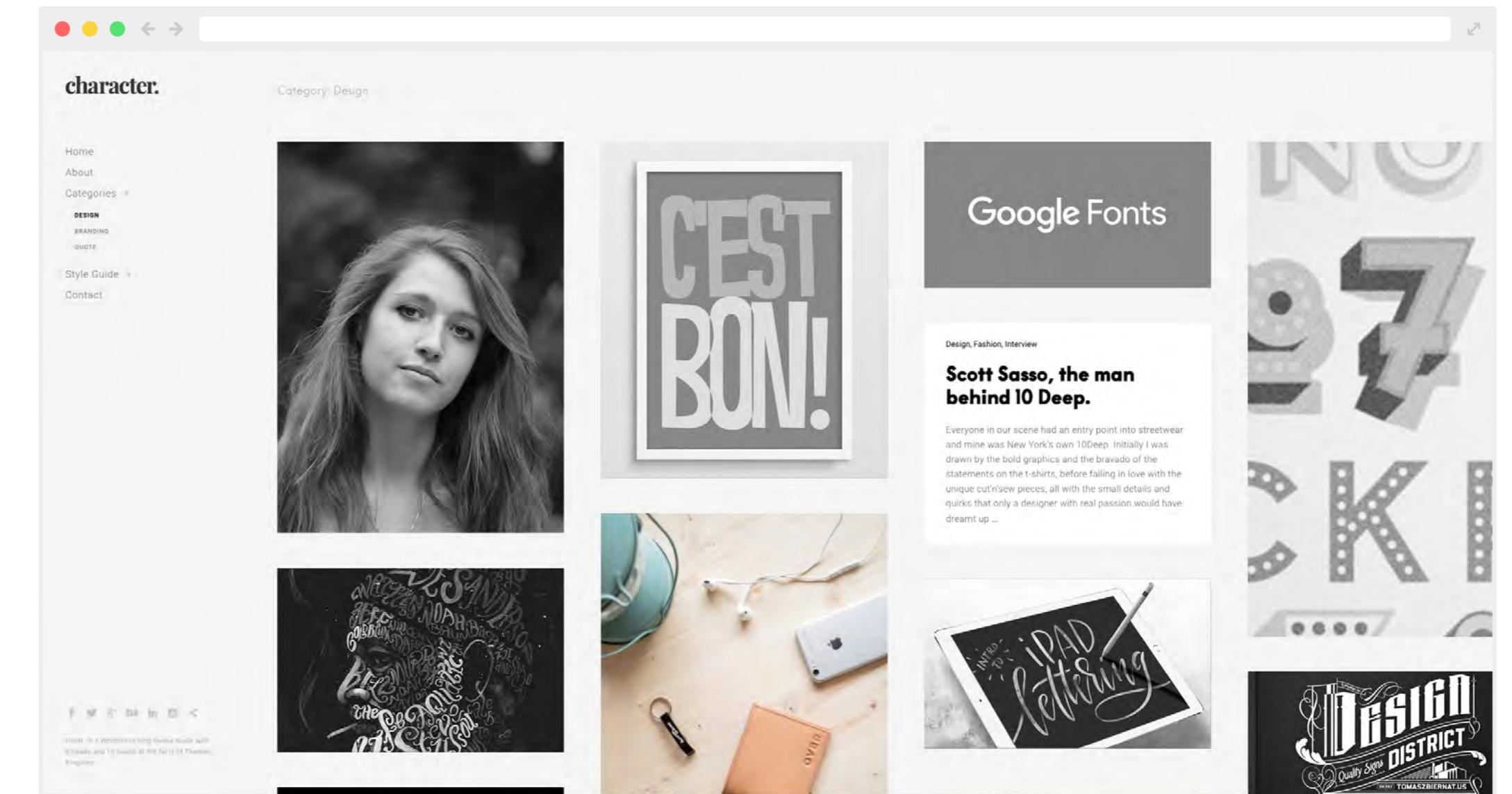
To the right is a vertical masonry grid layout with black and white images and makes use of cards. I really like this layout as it provides a good balance of type and image.



Branding in Context - Website Mockups

On the right is a vertical layout again, but with a navigation on the left side. I like how there is colour on the images on this version, it adds more personality to the web page.

The negative to this page would maybe that each page may need to have some sort of masonry layout or it would look unbalanced.

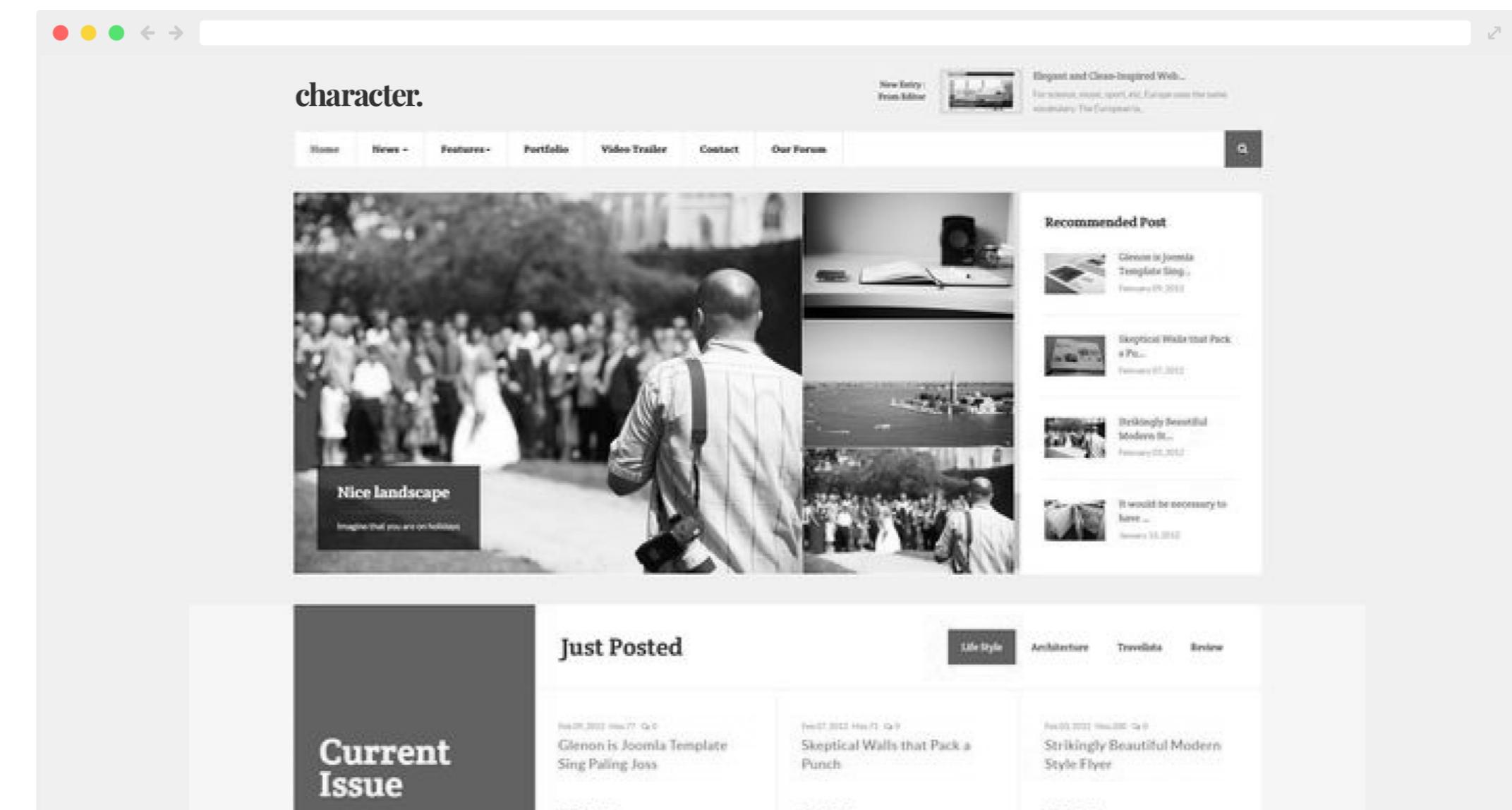


Branding in Context - Website Mockups

This version features a more traditional news website layout. It gives more of an informational feel to the site, displaying a lot more text-rich content as opposed to the big images on the previous examples.

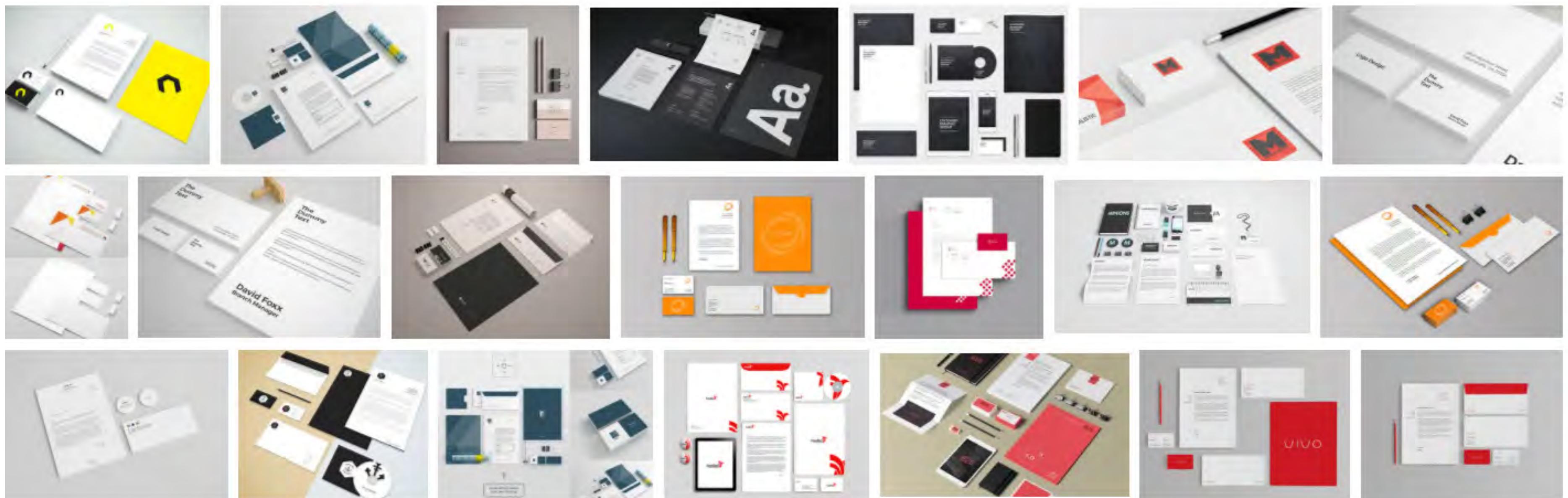
The negatives for this are that there is still no colour on the images so it looks a bit bland. It also looks too crammed in the main featured section, trying to put too many items in 1 row.

After doing the website mockups, the card idea really works and allows me to make a big feature out of the article's images. The layout that looked like a traditional news website wasn't really suited for my concept. It was a bit too cluttered and there was too much going on.



Branding in Context - Stationary

The next step to create a full brand is to mock up some stationery. This will allow me to get a real feel for the brand and allow me to expand it onto an online magazine. For the mockups, I did a quick search on Google for 'free stationery mockup'. I found a big variety of mockups, but I wanted to find one that was stripped back so I could add my own style and design to it.



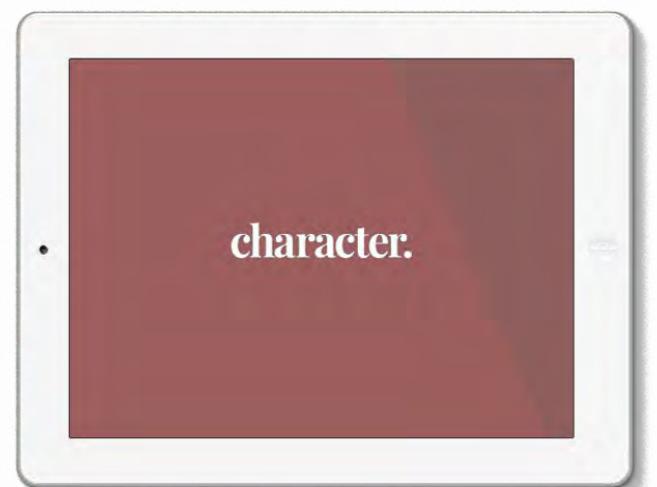
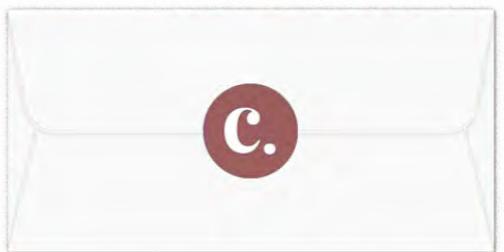
Branding in Context - Stationary

On the next 2 pages is my stationary mockups. I experimented with different layout and colour to establish some sort of brand and a style. After having a play around with different style and colour, I think I will work with the dark duck egg blue for the colour. For the composition and design, the stationery mockups helped to show that the branding is quite versatile and can be used in any scenario. The consistency will come when I start creating content and styling the website.



Branding in Context - Stationary

More examples of stationary...



Brand Guidelines

To finish off the brand, I created a set of brand guidelines to really tie the brand together. Click the image on the right or the link below to view the PDF.

[Click here to view the Brand Guidelines PDF](#)

The image shows a sample page from the 'character' Brand Guidelines. It features a dark header with the 'character.' logo and 'BRAND GUIDELINES'. Below this, there's a section titled 'LOGOTYPE' showing the 'character.' wordmark and two variations of the 'c.' logo: one in a dark square and one in a white circle. A note says to use full color for the character logo. Another note specifies the use of a roundel for the 'c.' logo, mentioning the need for a full stop in the center. The 'TYPOGRAPHY' section includes 'MONTserrat' and 'ROBoto' fonts, each with a large 'SF' monogram and a grid of lowercase letters. The 'CORPORATE COLOURS' section shows three main colors: black, grey, and light grey. The 'IMAGE USES' section shows a storefront window with the 'OLD FAITHFUL SHOP' sign both in its normal state and with a yellow overlay representing a hover effect.

LOGOTYPE

character.

c.

When using the character logo, make sure that the full colour is used (no tints), either as a background colour or as the colour of the logo.

For the roundel logo, use the C and the full stop in the centre of the roundel as shown above.

TYPOGRAPHY

FONT MONTserrat

SF

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FONT ROBoto

SF

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CORPORATE COLOURS

Main colours

IMAGE USES

Normal

On hover



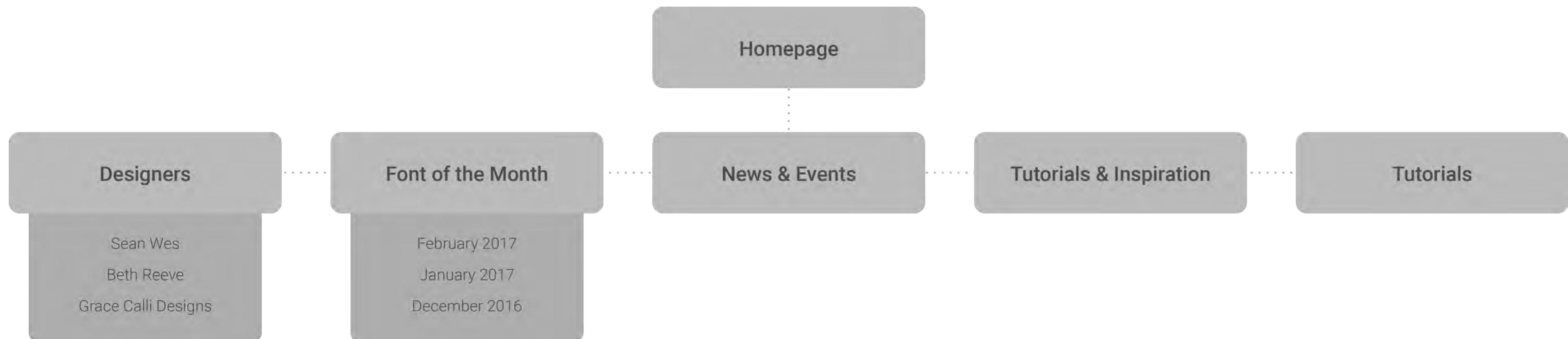
Website Content

Website Content

With the website being very blog driven, it would need to feature lots of different content throughout the site. Before I began looking at articles specifically, I wanted to look at the site structure and the site map. To do this I used 2 methods; using my competitor research as a base and then using card sorting to establish the top level pages.

Sitemap

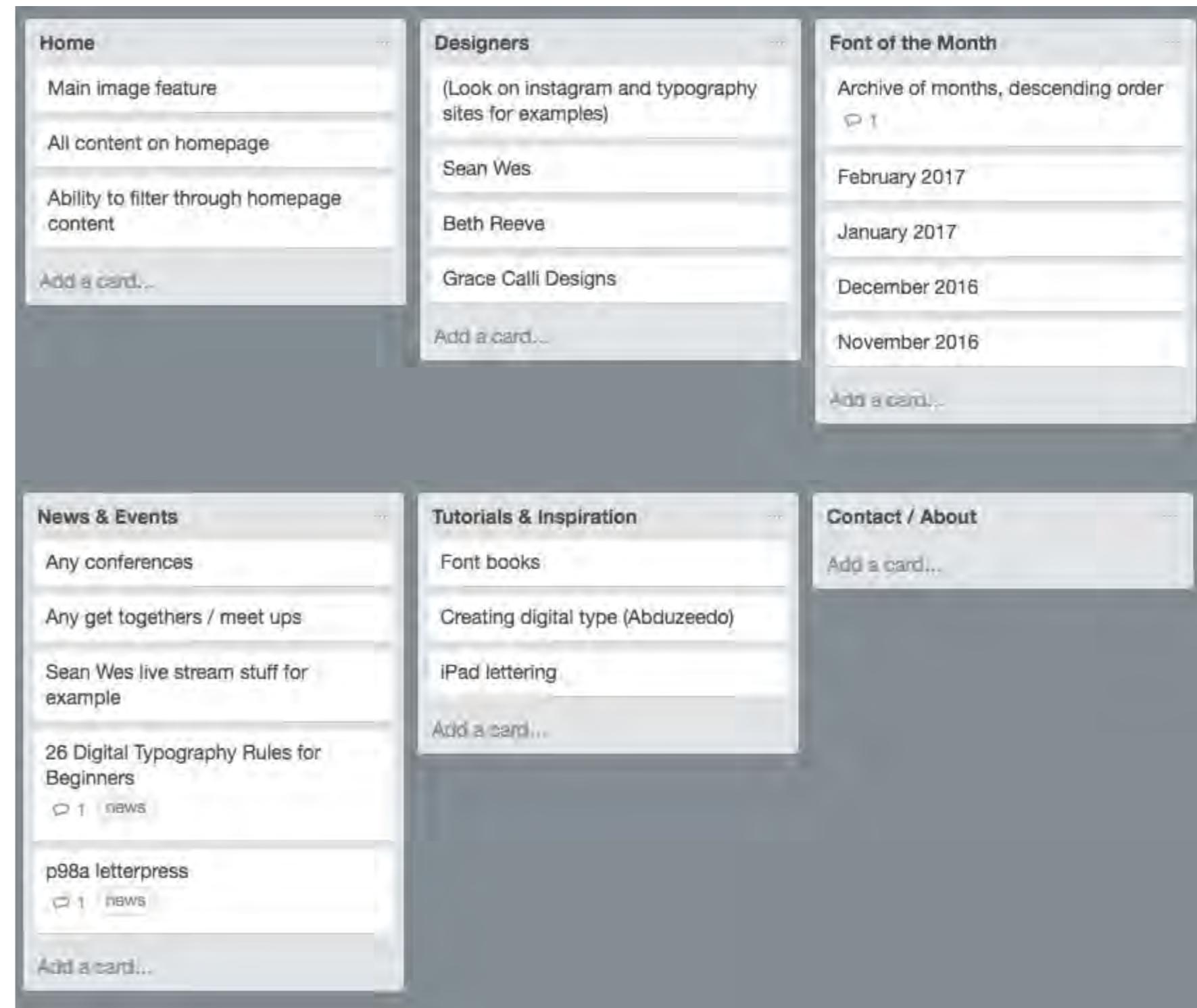
A big starting point with any website is looking at the sitemap. Especially when working with Wordpress, a sitemap is really helpful to quickly create your pages and set up the navigation menus. For my sitemap, it wasn't just about putting the navigation items on a page, it was about establishing a bit of hierarchy with the content. From doing the card sorting example earlier, it allowed me to get a feel for which were the more important and prioritised topics on the website. For example, I realised that News & Events are a good pairing and are quite high up on the hierarchy therefore would sit together in the navigation. I worked my way down hierarchy as I got across the navigation, until I eventually finished with contact which wasn't as high up on the priority list.



Card Sorting

Card sorting was a very new thing for me as I'm not very organised when it comes to content. However, for this project, as we were collating lots of content, I felt it was necessary to somehow sort the content in-to suitable areas. Some areas more obvious than others. For example, the events were pretty obviously together. However, it got a bit more tricky with the tutorial and inspiration cards. For this reason, in the navigation, these will sit together.

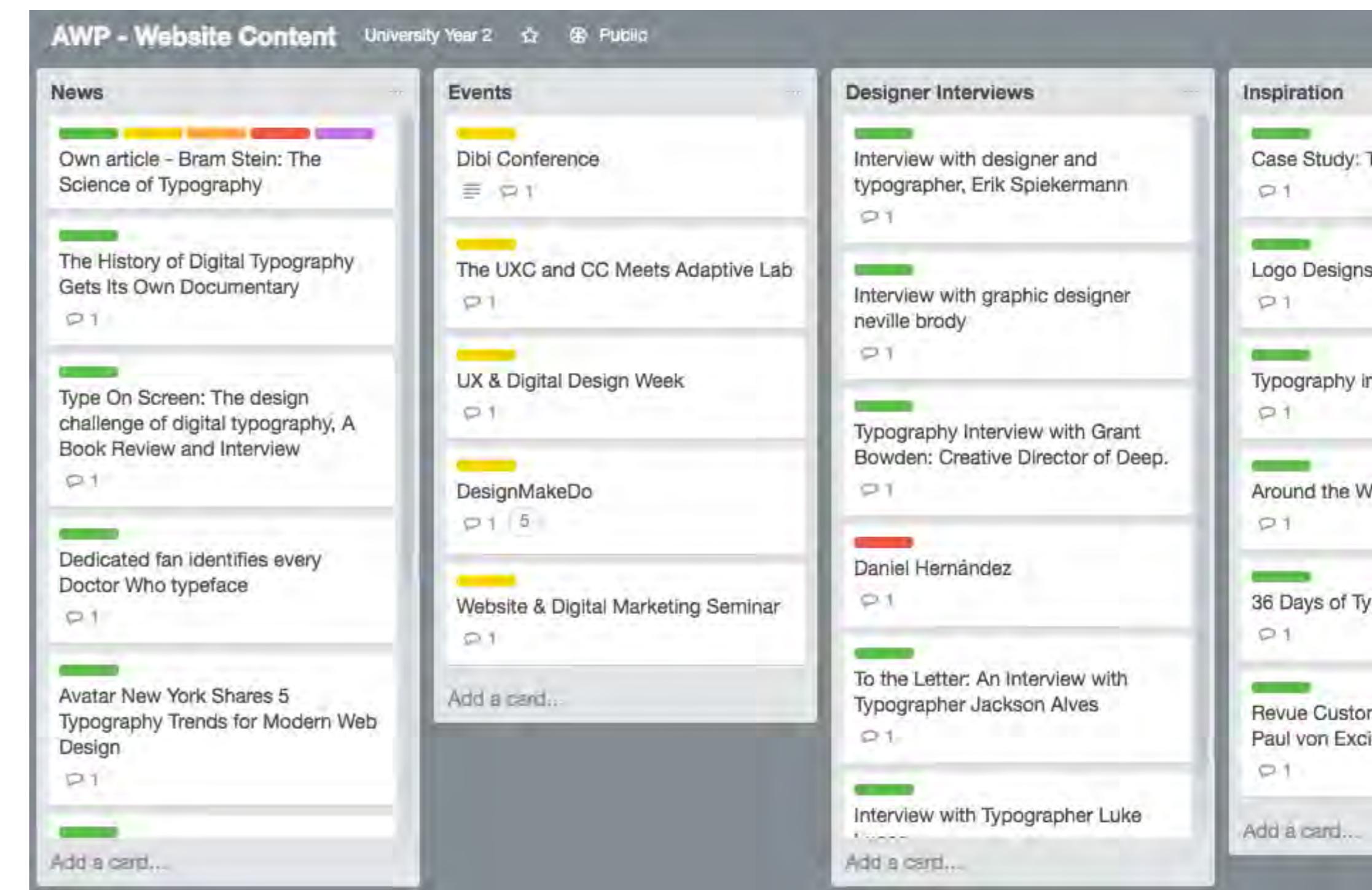
Rather than doing the card sorting physically with post-it notes, I used Trello to lay out the different cards. I had a column on the left called "Unassigned" where the cards would start and I would ask someone to shift the cards around and put them under the relevant headings. I would also ask the user in testing if they felt any of the headings would need to be changed or if any could be merged together. The results from this were extremely useful. I found that the majority were as I predicted. However, from feedback, one or two users mentioned about the confusion between tutorials, which I had predicted, therefore felt the need to address.



Content & Article Gathering

For this project, although Wordpress is very content based, I didn't want to dwell and spend lots of time on sourcing tonnes of top quality articles. Instead, I found articles that I thought fit the pages well and would suit my website well. The content on the articles had a good balance of text and images, especially on the tutorial articles. I really liked this as it could add colour to the website which was the idea from the beginning. Articles sourced range from websites such as Abduzeedo, Creative Bloq and many more.

When gathering my articles, I needed somewhere to store them all and keep them in an order where I know whether I have added them to the site or not. The best management system for me to use is Trello. It is an excellent way to continually add articles and use labels to signify whether they have been added to the Wordpress site or not.



[Click this link to view the website content Trello board](#)

Featured Article

Featured Article

My featured article was inspired by our visit to the Dibi Conference in Edinburgh at the end of March. However, before we went to the conference, my featured article was going to be based around a designer local to me. The designer is called Beth Reeve and works as a Graphic Design in the Lancashire area. What made me want to create my article based around her was that I used to work with her and during my time working with her, I noticed her fascination in typography and how she used lots of different techniques in her work, both in studio and freelance. She now works for a company on their wedding promotion, working with type on a day-to-day basis, both digitally and by hand.

Due to the visit to Edinburgh, I changed my article idea. Instead I chose to write it about one of the speakers called Bram Stein. A web developer working at Adobe Typekit, the perfect candidate for an article on my site. The article is based around his talk on "The Science of Typography" - right up my street. In the talk, he talks about the more geeky side of type and how it has been adapted to the web.

As a whole, I felt really inspired by the talk and I am really happy with the outcome of the article, especially with how it is displayed on the site.

[Click here to view the article.](#)



Website Visuals

Wireframes

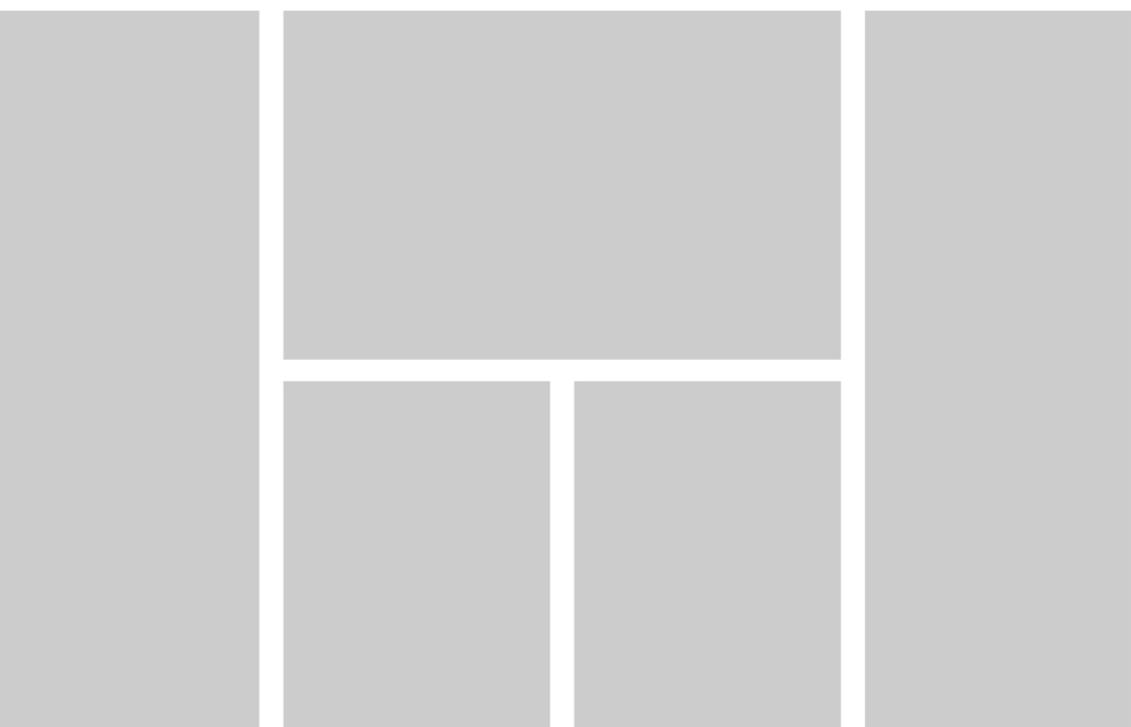
The wireframes are the first steps for me when creating a website. They are the structure of the site behind all the styling and content. I took my time over this and made sure it was well made because then it would make it so much easier for me to build through code. By using a 960 grid and 12 columns (<https://960.gs/>), this could replicate in to Bootstrap using their column system.

The first idea I had for the homepage adopts a style where the pieces of information are organise into sections where there is different heights and widths which ultimately create a solid layout.

This design also features a hamburger menu that slides the whole page across and reveals the menu. I have chosen a hamburger menu because if it was a horizontal menu at the top, it might look too long and unbalanced.

In the initial stages of designing, I was really focused on having big images with no text, but later on in the project, I came to the realisation that text would need to be a big feature to balance out the images. It would also help in terms of the user experience to keep the user interested and give them an insight into the content.

≡ character.

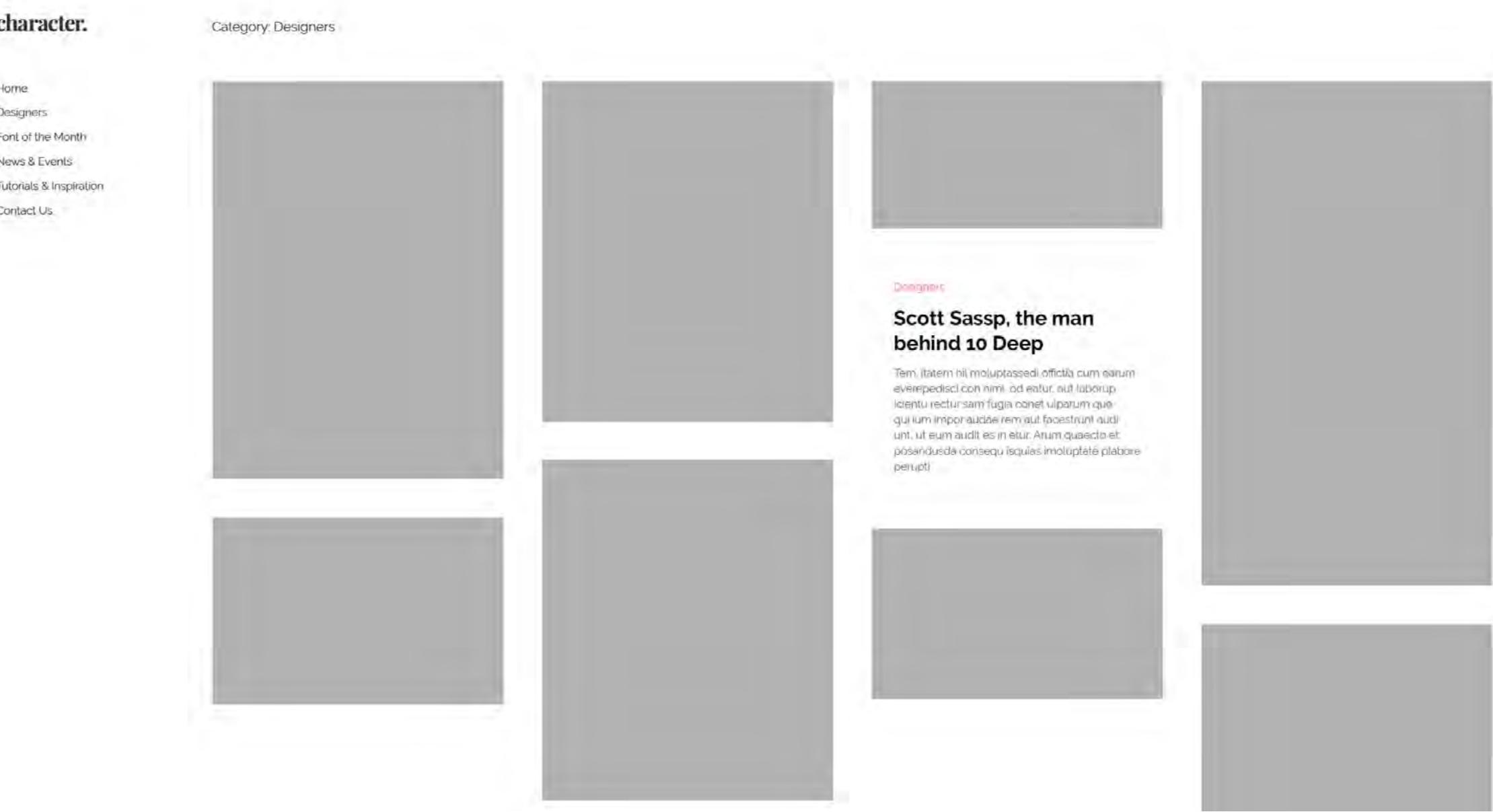


Wireframes

The other design has a more horizontal style. The layout for the content has a very loose row style and adopts the different heights of either the images or the text. It makes for a different, yet appealing layout.

For the navigation, by having a vertical nav, I don't need a hamburger menu but can list all of the navigation items.

The only downfall to this design is that it would be difficult to create hierarchy and have a featured article that stands out.



Wireframes

Included in the wireframes is 2 designs for the articles. They're both similar for the layout, yet have different features.

The first one makes a big thing out of the author on the top left next to the first paragraphs, and constrains the image gallery to a container.

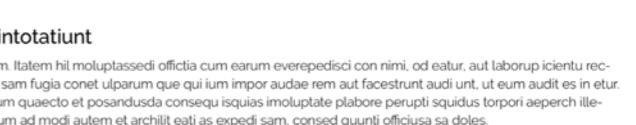
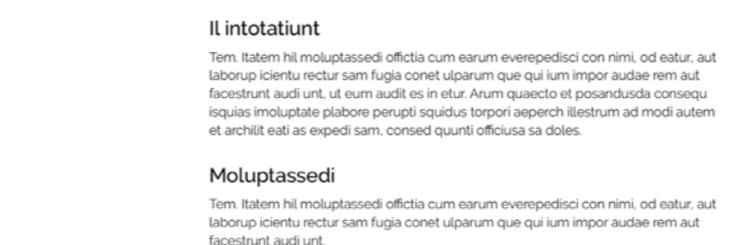
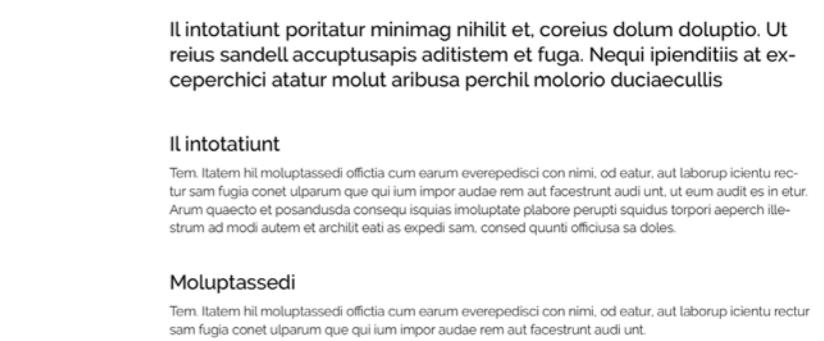
On the second one, the author section is removed, and the image gallery spreads all the way to the edge of the page to separate from the constraints of the text.

As you can see from the wireframes, they work well to give me an idea for the kinds of content on each page and how everything will sit on the page. The main thing for me was to get a good balance on each page; not too image heavy, yet not too text heavy.

This is just a test heading for the articles



This is just a test heading for the articles

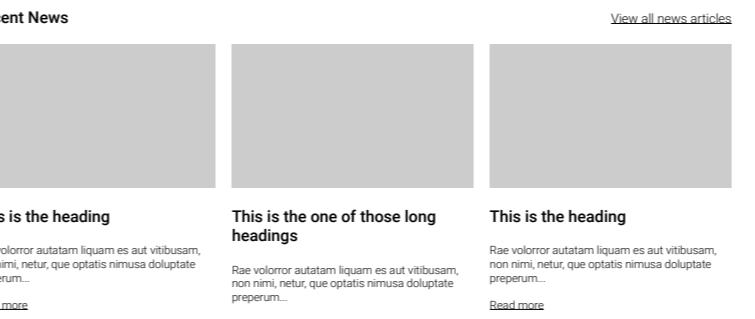
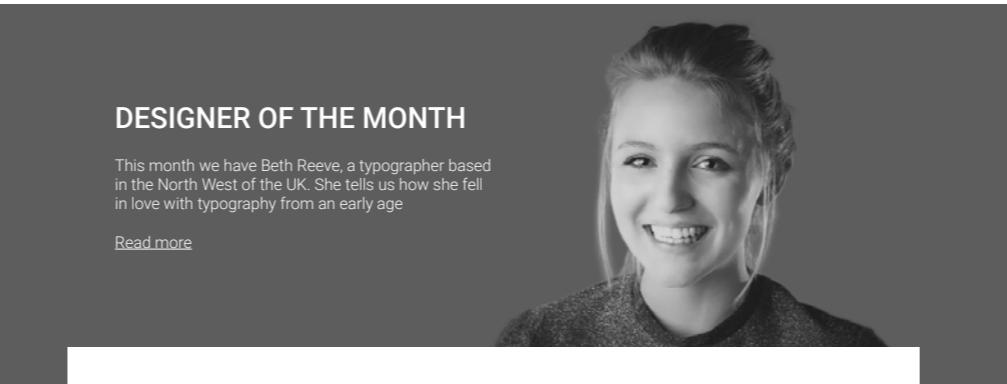


Website Artwork

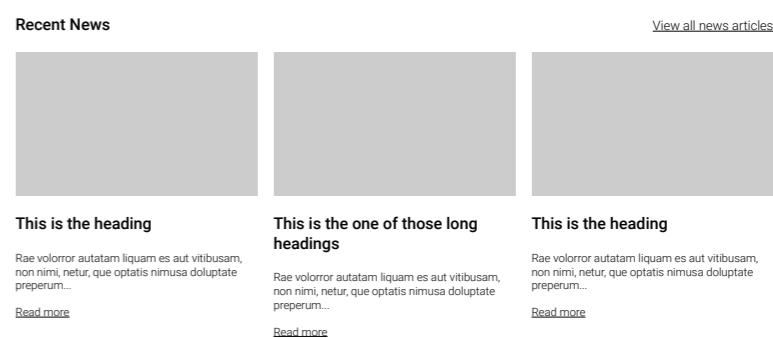
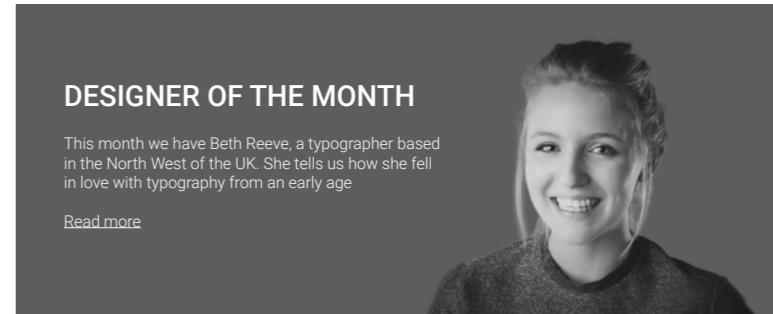
The initial artwork for the website was a big feature that I really wanted to get nailed before I began working my way into building and styling the actual website. I began by using my visual inspiration as well as my branding to pick out key styles and patterns that I could use on the website.

I found from my research that in some of the current web trends, a lot of card formats were being used. This was perfect for me. The cards would be a great way to give the user bite-sized snippets of information that they could then click in to and read more. As for the styling of these 'cards', I felt that an image, title and excerpt would be the most valuable items to include.

= character.



= character.



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Website Artwork

I kept a very well structured layout throughout the whole site, yet experimenting with parameters of the webpage, having some images full width and some within the 960 grid. After a few ideas, I decided that for homepage, I wanted to keep everything within 960, including the featured section at the top of the page. Following from that, there would be the most recent news, followed by a recent tutorial and finally a call-to-action at the bottom.

I also experiment seeing how a hamburger menu would look on desktop. I thought it would really well, and it seemed to look good when designing the artwork. However, when it came to building I had problems which will be explained in the Wordpress section of the document.

= character.

Home > Designers

Designers

Filter ▾

Beth Reeve Designer of the Month
This month we have Beth Reeve, a typographer based in the North West of the UK. She tells us how she fell in love with typography from an early age
[Read more](#)

James Edmondson
Rae voloror autatam liquam es aut vitibusam, non nimi, netur, que optatis nimusa doluplate preperum...
[Read more](#)

Eric Fielding
Rae voloror autatam liquam es aut vitibusam, non nimi, netur, que optatis nimusa doluplate preperum...
[Read more](#)

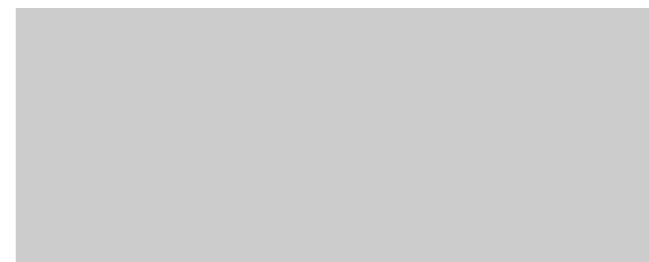
Clive Stones
Rae voloror autatam liquam es aut vitibusam, non nimi, netur, que optatis nimusa doluplate preperum...
[Read more](#)

Emma Wilkinson
Rae voloror autatam liquam es aut vitibusam, non nimi, netur, que optatis nimusa doluplate preperum...
[Read more](#)

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Enter email address Sign Up

This is just a test heading for the articles

Posted 12th Jan 2017 23 | 35



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Website Artwork

As you can see on the right, these are the News & Events pages. On the left was my first artwork mockup. In this design, I was trying to use a grid-like system at the top to prioritise content and then filter the hierarchy through the rest of the page to a 2 column and then 3 column layout. This didn't really work for the news & events as it created a sense of unneeded hierarchy.

Because of this, I switched to a masonry layout. I chose this because it allows for a more relaxed layout and shows off the images as well as the text. It will also be a challenge for myself to code and style using masonry grids, as I haven't done it before.

I didn't feel the need to spend tonnes of time on the design process once I had come up with my style, as I could just quickly test different things out when coding.

Overall, I think the artwork reflects my brand really well. It signifies a solid and well structured brand with hints of class and using images to bring through the colour.

The left screenshot displays a grid-based website layout. At the top, there's a header with a search icon. Below it is a 'News & Events' section with a 'Filter' button. The main content area features a 2x2 grid of cards. The top-left card shows 'The Counter Press Business Cards' with a grayscale image. The top-right card shows 'HBO Lettering' with a colorful, abstract graphic. The bottom-left card shows 'James Edmondson' with a grayscale image. The bottom-right card shows 'Eric Fielding' with a grayscale image. Each card has a heading, a brief description, and a 'Read more' link. A large gray rectangular placeholder is positioned below the card grid.

The right screenshot displays a masonry-based website layout. It follows a similar structure with a header and a 'News & Events' section with a 'Filter' button. The main content area uses a masonry grid. It includes cards for 'James Edmondson' and 'Eric Fielding' (grayscale images), and a larger card for 'Arko' (colorful graphic). Below these are three rows of three red placeholder cards each, labeled 'This is the heading', 'This is the one of those long headings', and 'This is the heading'. Each red card contains placeholder text and a 'Read more' link. A dark footer bar at the bottom encourages newsletter sign-ups.

Social Media Campaign

Social Media

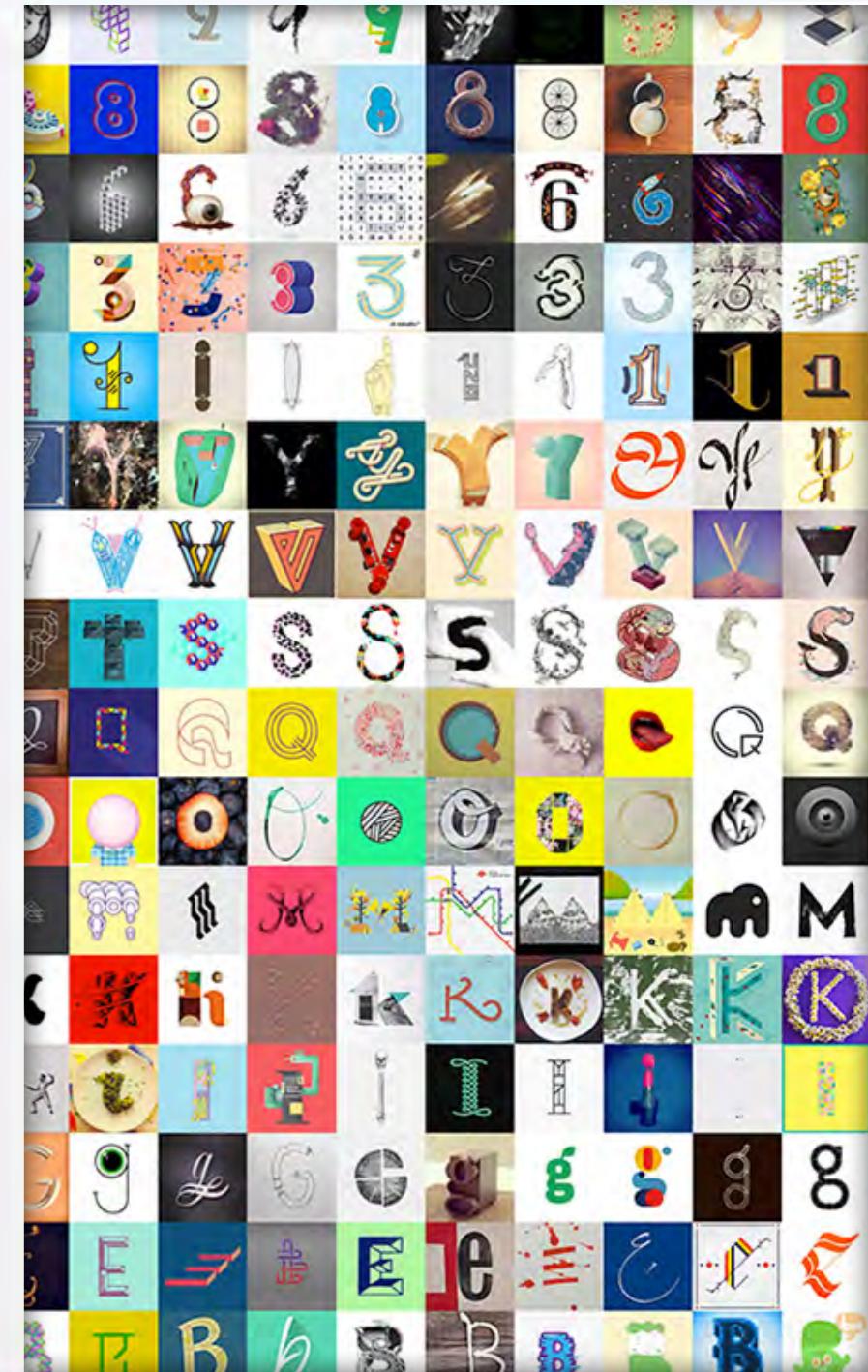
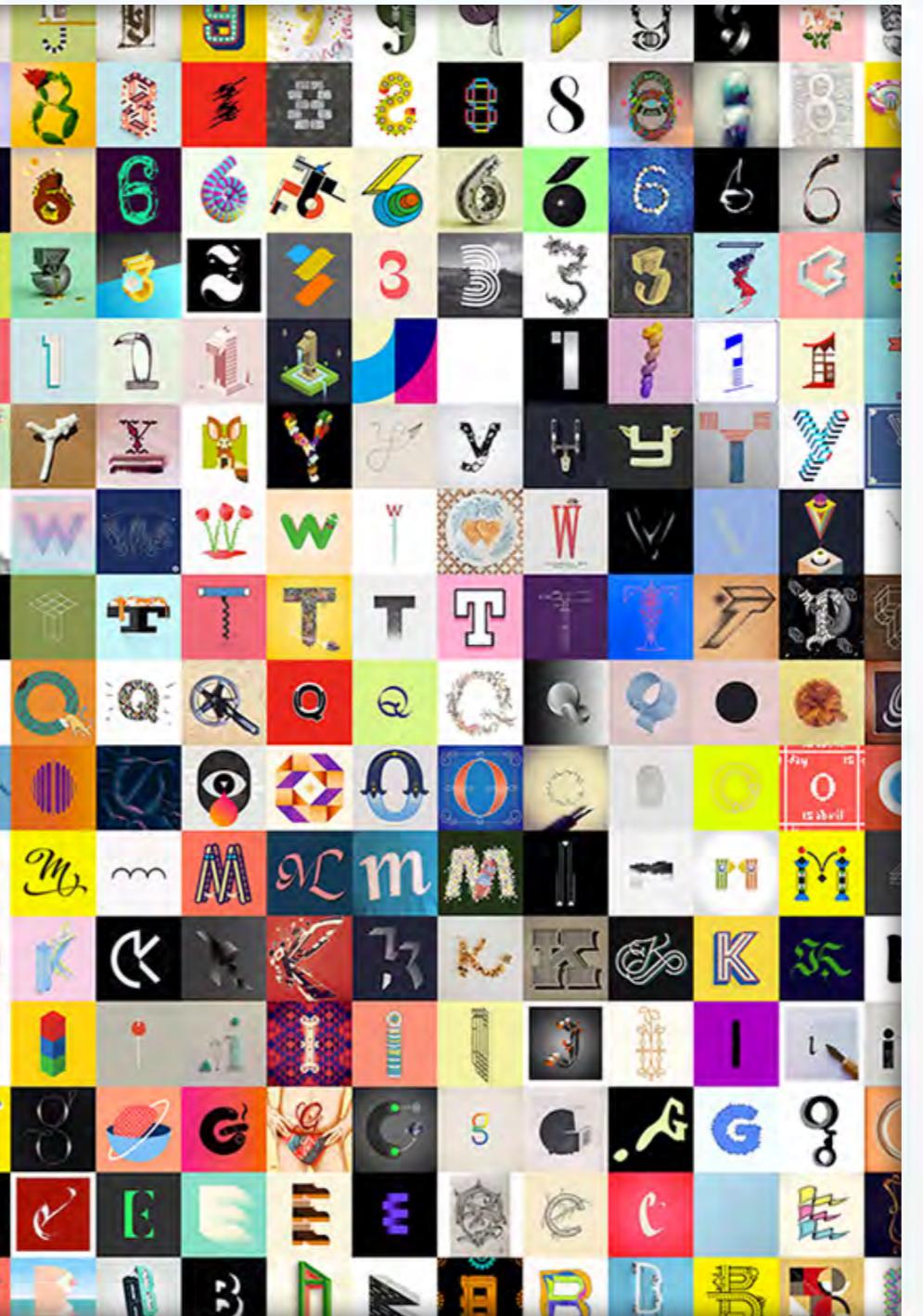
Being a big component in the brief, I wanted the social media campaign do be something relevant and engaging for the user.

Potential social media campaigns

- Typeface bundle giveaway
- An apple pencil or a tablet stylus
- Gift voucher for a design resource website (*GraphicBurger* for example)
- A hashtag for a week long campaign, get people creating their own compositions

Social media campaign outputs

- Facebook (like, share etc)
- Twitter (retweet to win)
- Snapchat (geofilter)
- Instagram (repost, like, comment etc)



#weekoftype

For my social media campaign I have decided to run a 6 week event. It is mostly focused towards Instagram but promotion can come through any form of social media.

I have created a hashtag where, through the Character Instagram, we will put out a new hashtag every week for 6 weeks. The hashtag will start with a base of **#weekoftype** but each week will add a number to the end; **#weekoftype_1** etc.

The idea is to get anyone drawing their own compositions, whether it be hand drawn or vectorised.

There will be no winners, but some of the most interesting will be reposted on to our own Instagram and will credit the original poster.

The branding for the campaign will be a lot more colourful to engage the user more, as opposed to using greyscale colours like on my website which may not attract enough attention.



#weekoftype - How it works

Here is a run through of the step by step process of how the #weekoftype will run.

Step 1

We will upload a photo on to Instagram with details of the competition.

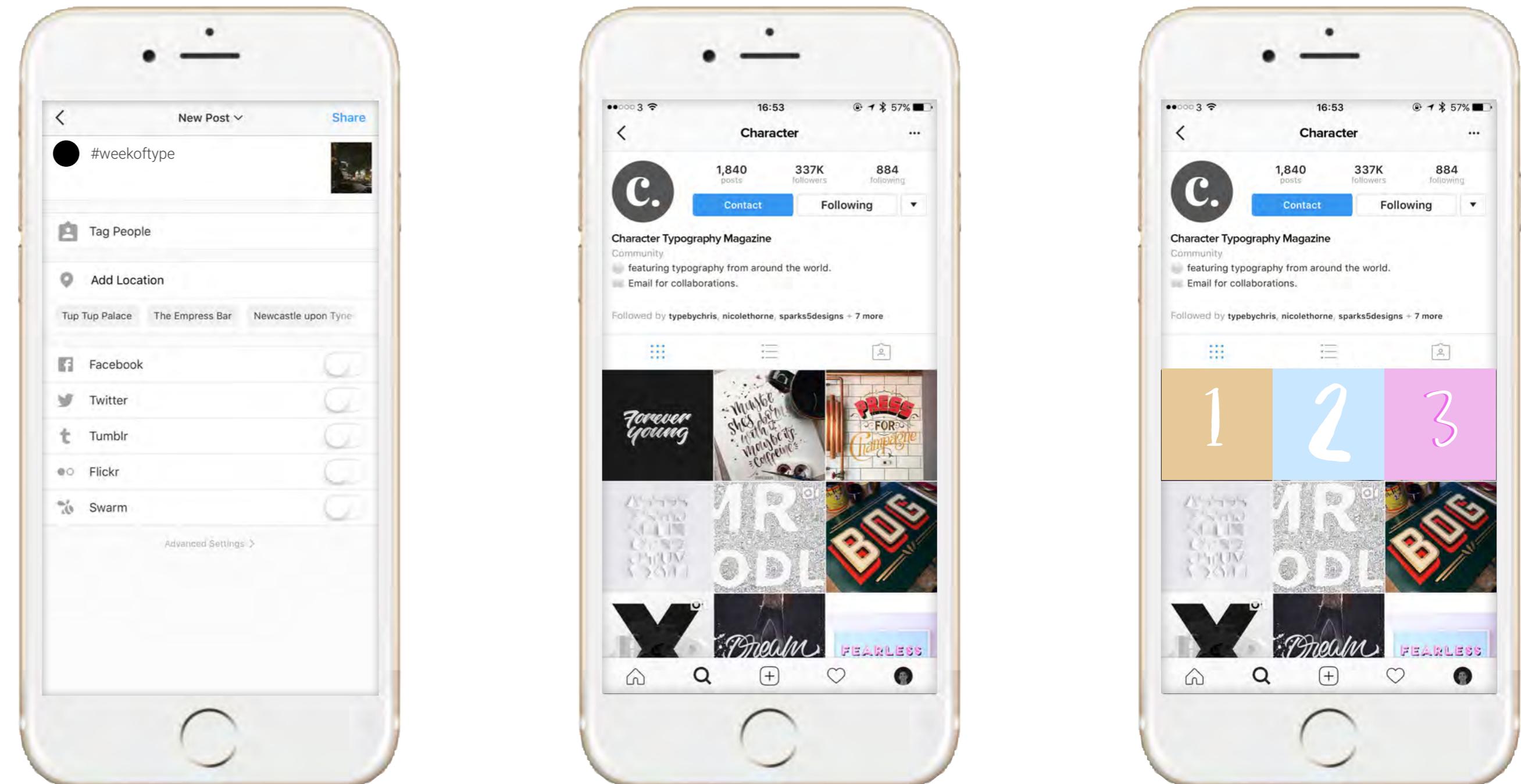
Hopefully it will get people interest and get them talking about the hashtag

Step 2

Let the photo circulate social media and then sit for a bit, gain followers and keep followers interested.

Step 3

Have a countdown of 3, 2, 1 until the launch of the competition



Step 1

Step 2

Step 3

#weekoftype - How it works

Here is a run through of the step by step process of how the #weekoftype will run.

Step 4

We will upload a photo on the Monday of the week with the hashtag for that week.

Step 5

Followers will create their interpretation of the “brief” - by hand or digitally

Step 6

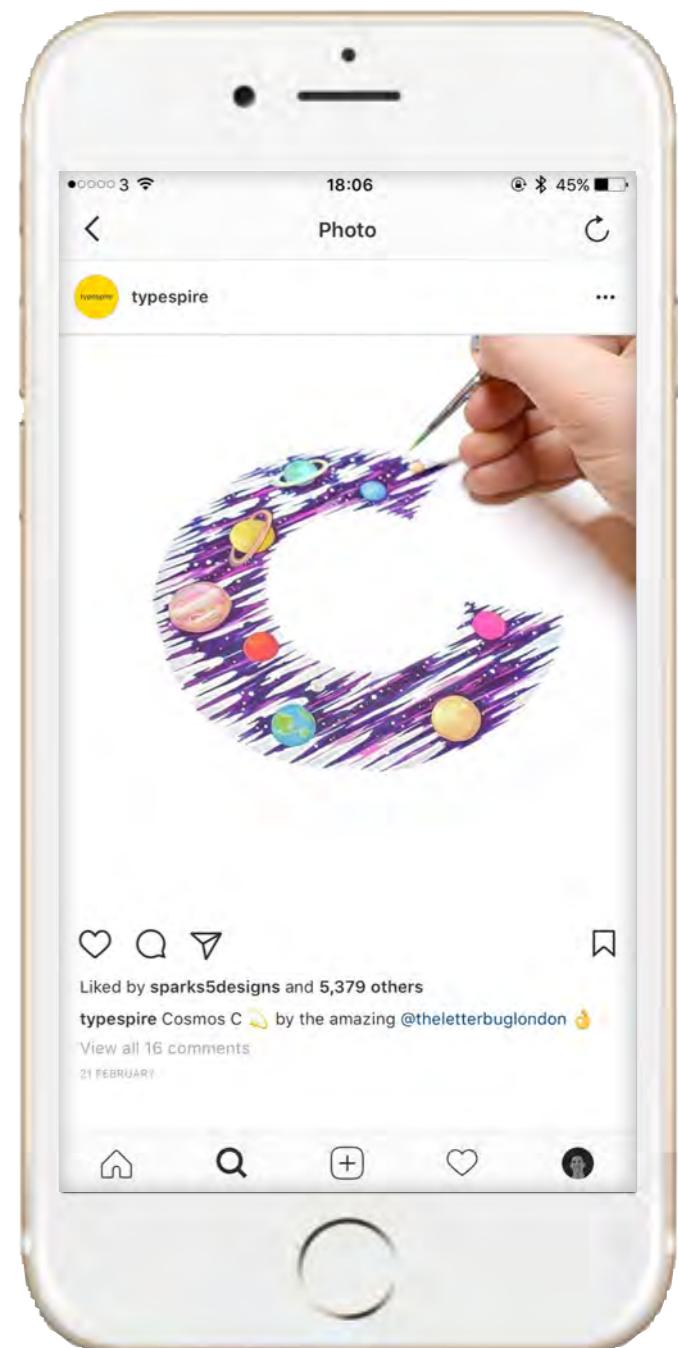
They will submit their drawing to Instagram using the hashtag for that week. At the end of each week, some designs will be reposted onto our social media.



Step 4



Step 5



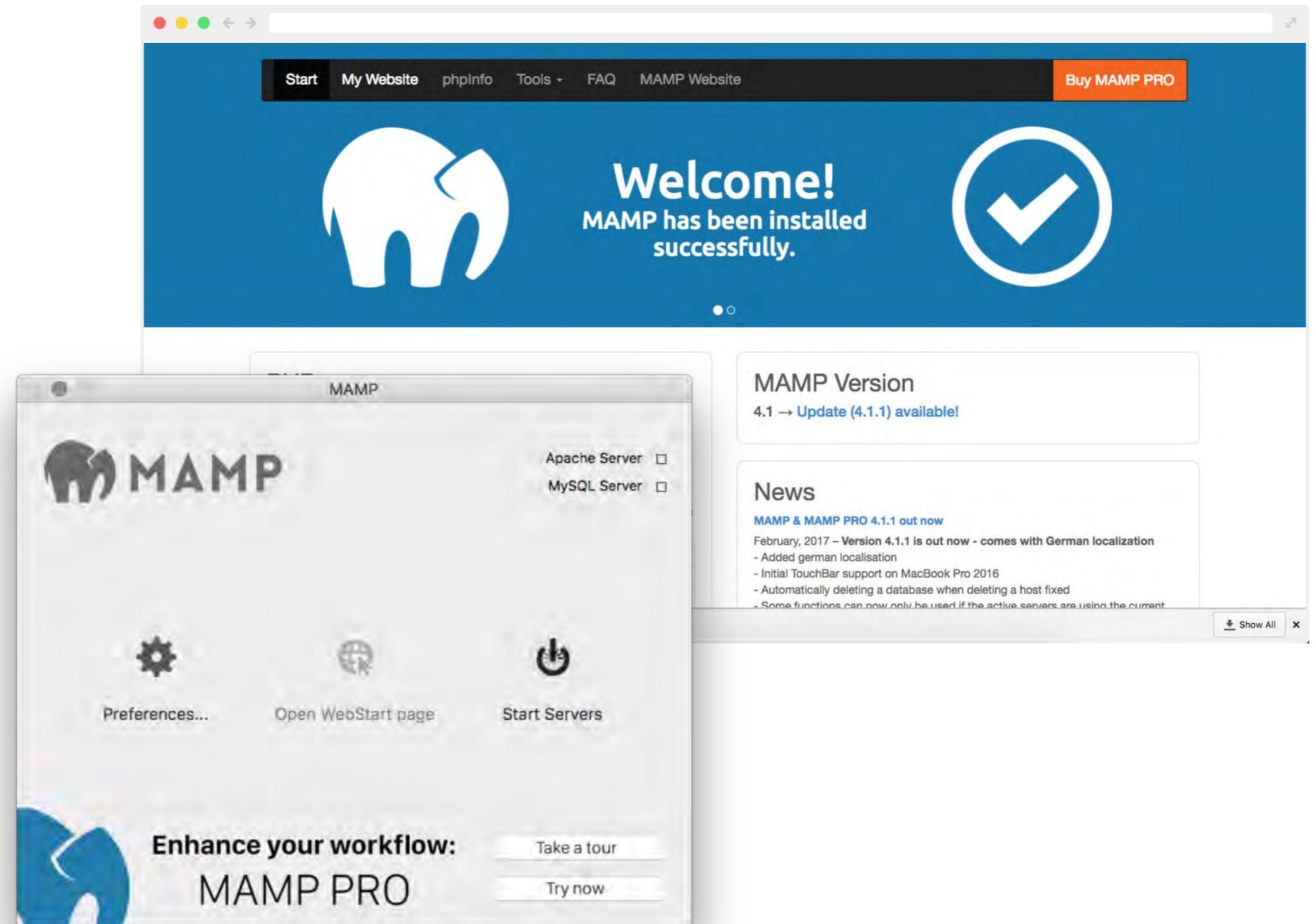
Step 6

Wordpress

MAMP Task

A task that we were given in class by Trevor was to set up a local MAMP site. The aim of the task was to familiarise yourself with what MAMP is and how it works, as well as how Wordpress works. By downloading and installing Wordpress, as well as setting up all the database details, it gives you a good base to begin the rest of the build.

As I have used Wordpress and MAMP before, this task wasn't too difficult and could be done relatively quickly.



Child Themes Task

The second part of the task was to set up a child theme. The parent theme that we were using was called “**Popper**” and we created a child theme for it. To do this, we created another folder in the “**Themes**” directory of Wordpress and called it Popper-child.

From here, we would need to then need to set up a **style.css**. In here, we use the **@import** feature to import the existing style from the parent theme, but the child’s theme can overwrite and add-on to the existing style.

In the image to the right, you can see the set up of the style.css. In here there are a few details that we need to set up the child:

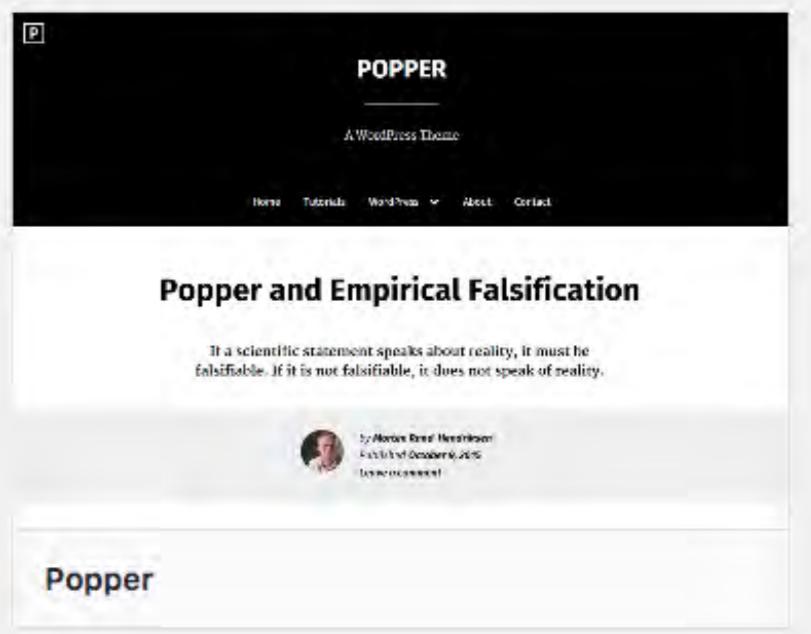
- The theme name
- The theme template (the parent theme)
- The @import url feature

Once you have the style.css set up correctly, all you then need to do is go log in to your Wordpress site, navigate to themes and activate the child theme (shown on the right).

```
/*
Theme Name: Popper Child Theme
Theme URI: http://jackmercerdesign.co.uk
Description: Popper child theme
Author: Jack Mercer
Author URI: http://jackmercerdesign.co.uk
Template: popper
Version: 0.0.1

@import url("../popper/style.css");

.entry-title {
    font-size: 5.8em;
}
```



Potential Wordpress Themes

For me when choosing a theme, I wanted to pick something that was quite stripped back in terms of styling and functionality. This was because I'm quite confident in building the site how I want it, as opposed to using preset page styles etc. As I would be doing a lot of PHP editing anyway, it makes sense to find a stripped back theme with only relevant functionality.

When looking at Wordpress themes, there's a few things I would like to include:

- A featured image
- A creative way of showing articles
- Well structured article pages
- Good use of thumbnail imagery



Potential Wordpress Themes

Decoblog

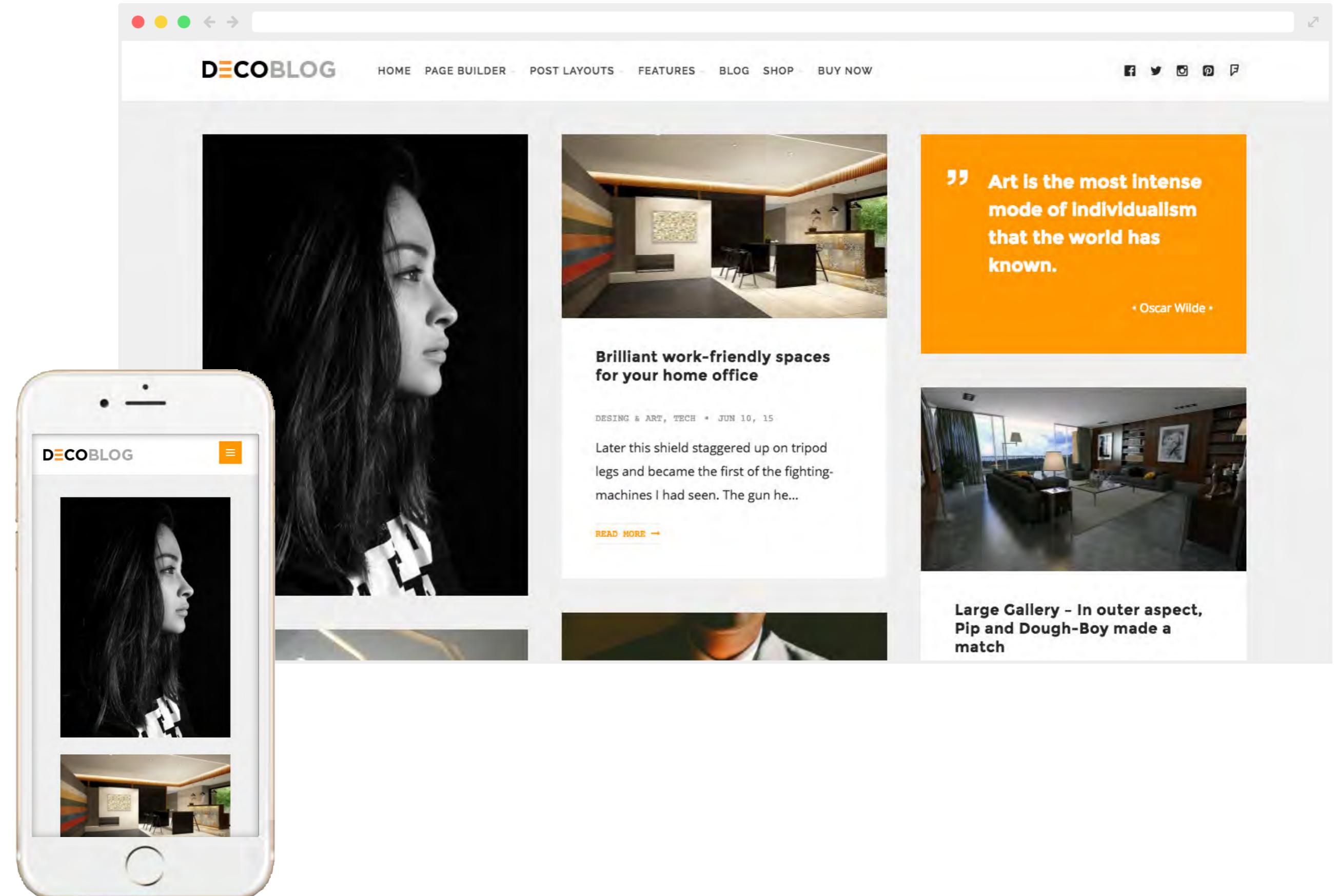
<http://capethemes.com/demo/decoblog/>

Positives

- A really nice theme that makes good use of card layout
- Big thumbnail imagery
- Easily able to add a featured article at the top of the page
- Really nice article layouts

Negatives

- An expensive paid theme



Potential Wordpress Themes

Stacker Lite

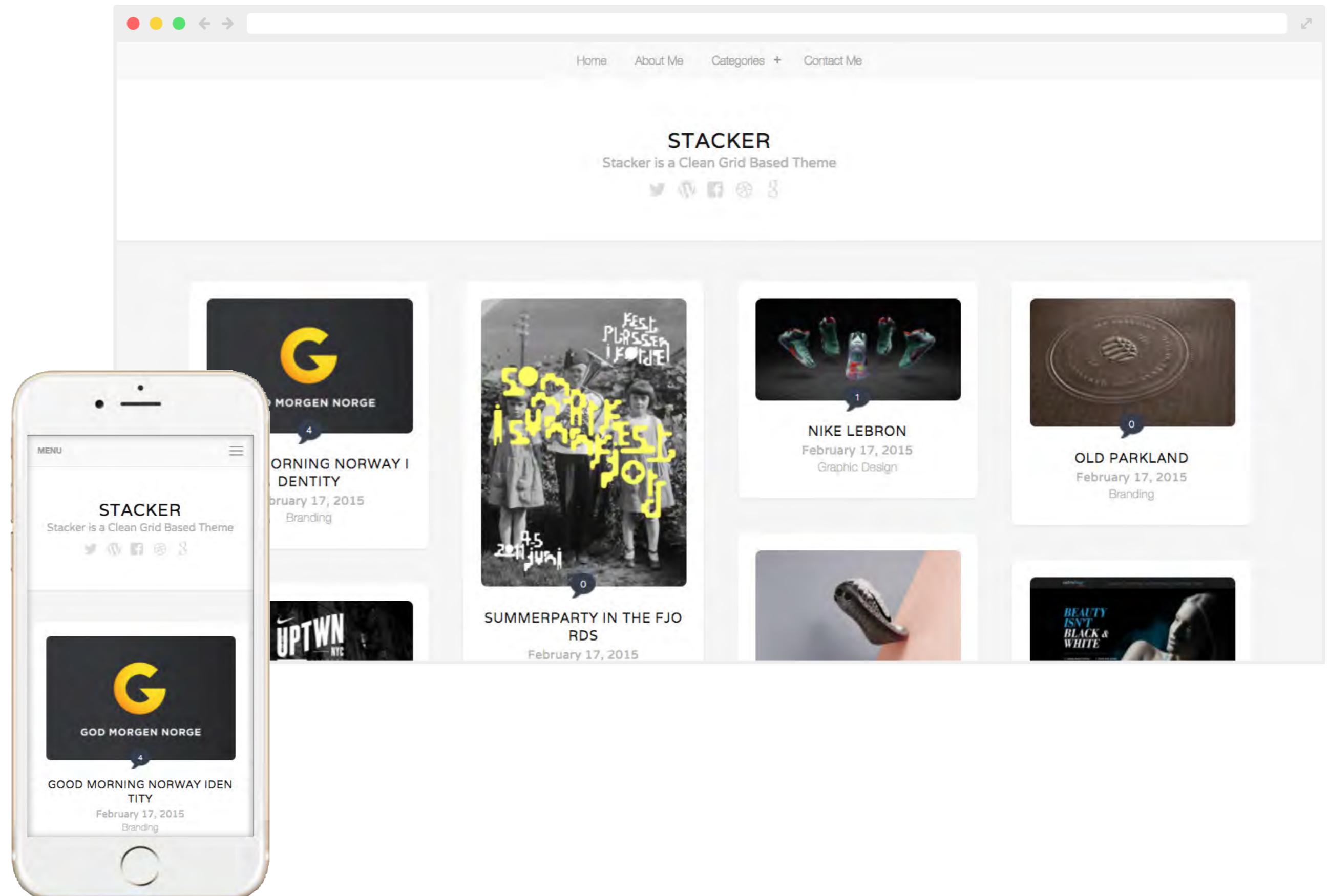
[http://themefurnacedemos.com/
stacker/](http://themefurnacedemos.com/stacker/)

Positives

- A free theme
- Good card layout on homepage
- Good use of imagery
- Clean overall style

Negatives

- Needs a lot of editing and styling
- Article layouts may need some work

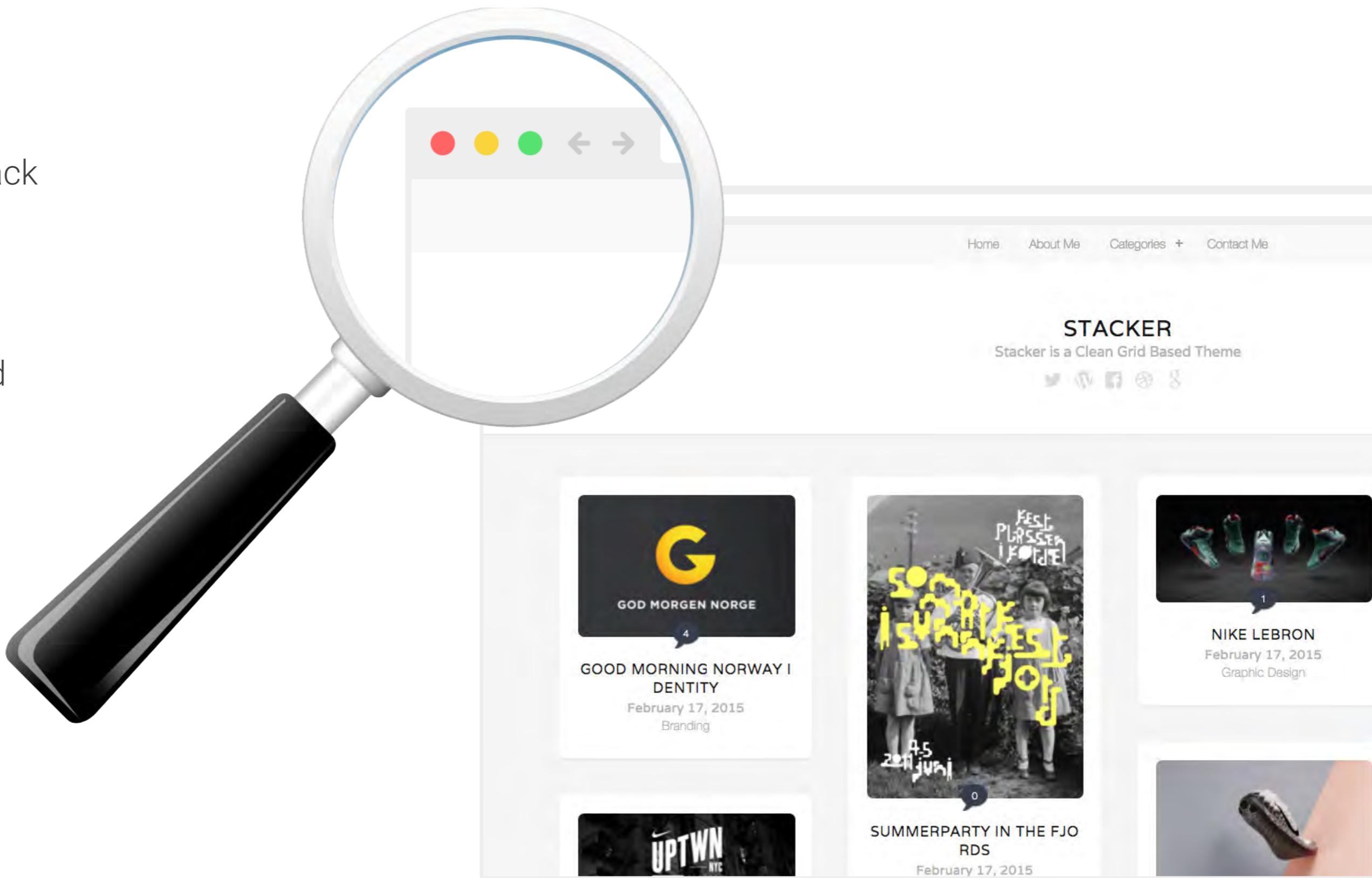


Choosing a Theme

After viewing the different demo's for each theme, I decided that I would use Stacker Lite.

The reason for this was that it was a very stripped back theme, but had lots of functionality in terms of the masonry grid and mobile navigation.

It would allow me to build a website like the one I had originally designed in my artwork.



Back-end of Wordpress

To begin with, I installed Wordpress on to MAMP so that I could work offline. Once Wordpress was installed, I began to set up the back-end of the website.

Before I started to style and build anything, there was a few things I needed to set up:

- Pages - Including setting up a homepage and posts page
- Categories
- Permalinks
- Navigation Menu

These are very easy to do through the back-end of the site, however are quite a crucial part of the website, and I prefer to do them before I start building and styling the site.

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to ...

Contact Us	Page ▾
Tutorials & Inspiration	Page ▾
Inspiration sub item	Page ▾
Tutorials sub item	Page ▾
Designers	Page ▾
News & Events	Page ▾

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetic of your site and make it easier for search engines to index.

Common Settings

<input type="radio"/> Plain	http://awp.jackmercerdesign.co.uk/?p=123
<input type="radio"/> Day and name	http://awp.jackmercerdesign.co.uk/2017/04/20/sample-post/
<input type="radio"/> Month and name	http://awp.jackmercerdesign.co.uk/2017/04/sample-post/
<input type="radio"/> Numeric	http://awp.jackmercerdesign.co.uk/archives/123
<input checked="" type="radio"/> Post name	http://awp.jackmercerdesign.co.uk/sample-post/
<input type="radio"/> Custom Structure	http://awp.jackmercerdesign.co.uk/ /%postname%

Pages [Add New](#)

All (8) | Published (8) | Bin (2)

Bulk Actions ▾ [Apply](#) All dates ▾ [Filter](#)

<input type="checkbox"/> Title
<input type="checkbox"/> Contact Us
<input type="checkbox"/> Designers
<input type="checkbox"/> HOME — Front Page
<input type="checkbox"/> Homepage — Posts Page
<input type="checkbox"/> Inspiration
<input type="checkbox"/> News & Events
<input type="checkbox"/> Tutorials
<input type="checkbox"/> Tutorials & Inspiration
<input type="checkbox"/> Title

Bulk Actions ▾ [Apply](#)

Creating Posts

Using my website content Trello board, I could now add in my posts. Each post would be categorised using the categories I set up earlier.

In total, there is 31 posts, and around 5/6 for each category. This is a good number as it allows enough population on each page.

On each post, the following were used:

- A title
- Author Name
- Date Posted
- Original website with link
- A featured image (if applicable)
- Main content with text and images

As for the actual content, I just simply took the content from the site where the post originated from. I did this because I didn't want to take lots of time and dwell over the content, but make sure I had all the articles in.

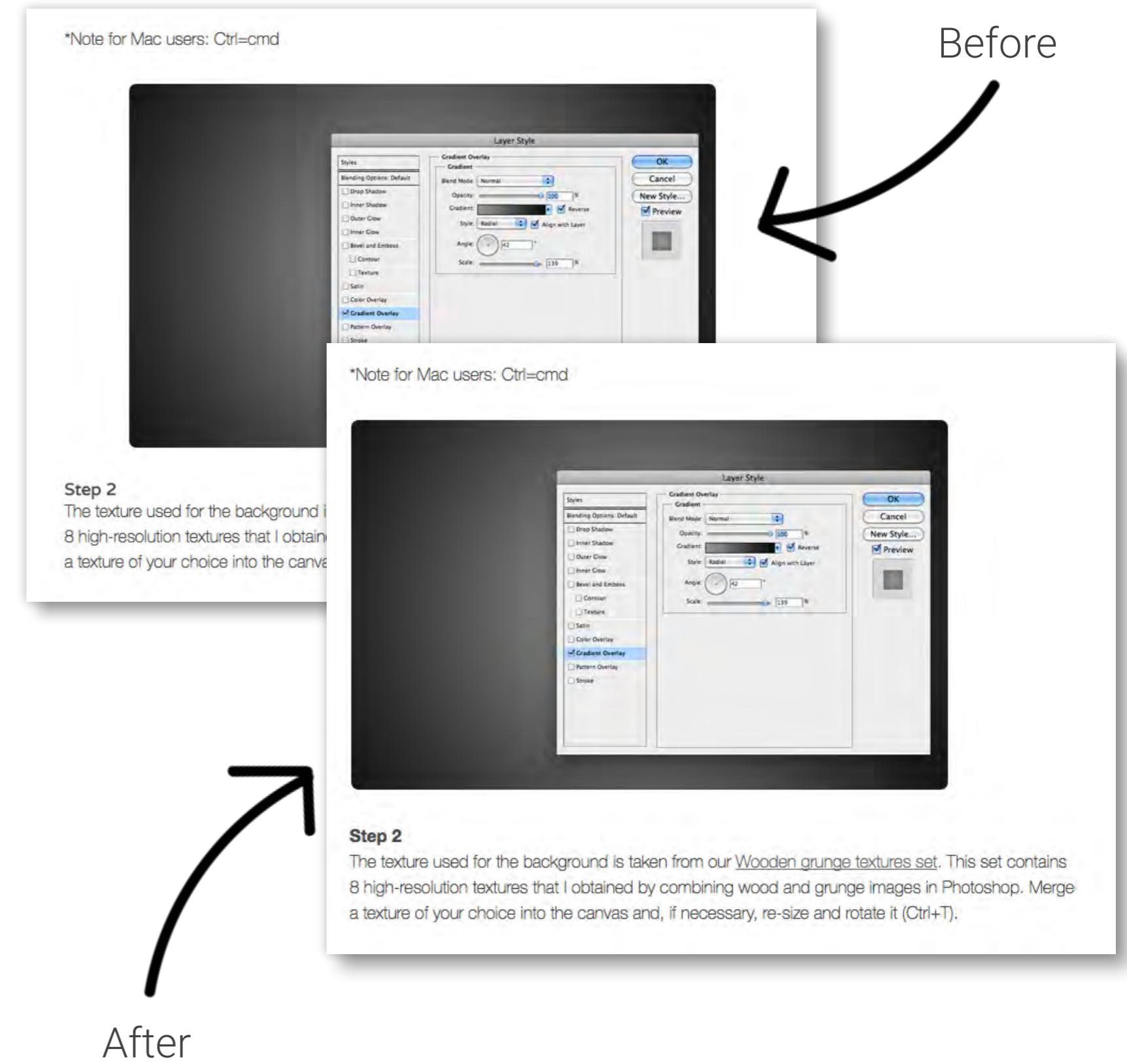
Title	Categories
Bram Stein: The Science of Typography	Designers
The Rules of Responsive Web Typography	News
My Favourite Type Foundries to Find The Best Typefaces	News
The Science Behind Fonts (and how they make you feel)	News
Avatar New York Shares 5 Typography Trends for Modern Web Design	News
Dedicated fan identifies every Doctor Who typeface	News
Create a 3D Vintage Lightbulb Sign Using Illustrator, Cinema 4D, and Photoshop	Tutorials
How to Create a Tasty 3D Typographic Illustration in Photoshop	Tutorials
Create an awesome broken plate typography effect	Tutorials
Cool Typography with the Blend Tool in Illustrator	Tutorials
Typographic Logo in Illustrator and Photoshop	Tutorials
3D Type with Repoussé in Photoshop CS5 Extended	Tutorials
Revue Custom Logotype Process by Paul von Excite	Inspiration
36 Days Of Type	Inspiration

Creating Posts

When creating posts, I ran in to a few problems. These problems were due to me copying and pasting from the originator's website.

The first problem was the text styling. For my main copy, all the text was styled in Paragraph but making headings and important sections stand out using bold or italics. To sort the problem with styling, I just needed to go through each article and get rid of any unwanted breaking spaces and tighten everything up a bit.

The second problem was when I was putting the images in. At first, I was downloading the images from the originating website, but quickly found that I could just copy them with the text and they placed fine. However, some of them had left aligned, and some had centre aligned. To get passed this, I set all images to "no alignment". This managed to sort the images.



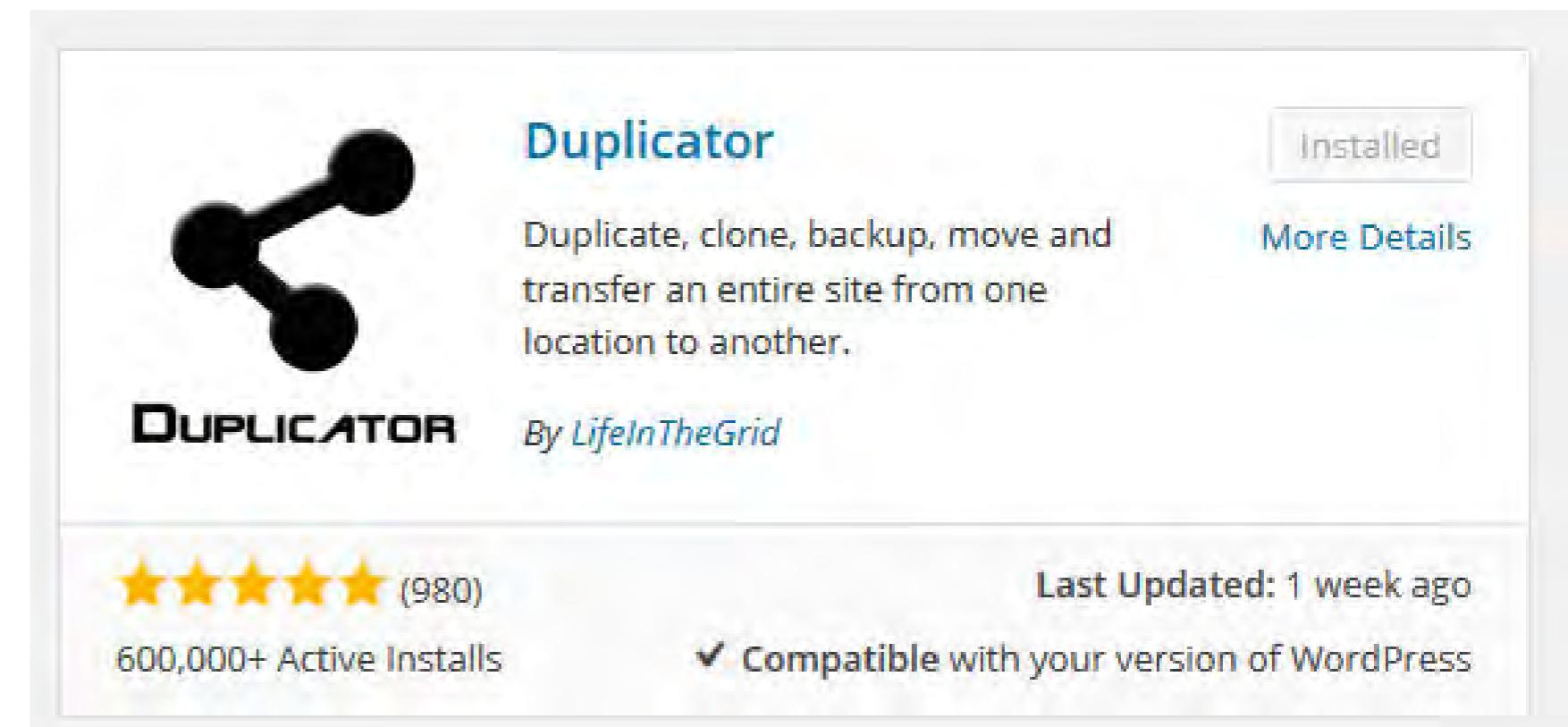
Making the Website Live

For the first few weeks of the project, I was working on MAMP because I wasn't ready just yet to make it live on my hosting. I have had my hosting package and domain for the past year or so, so I didn't have to worry about purchasing one for this project. A few weeks in, I made the site live.

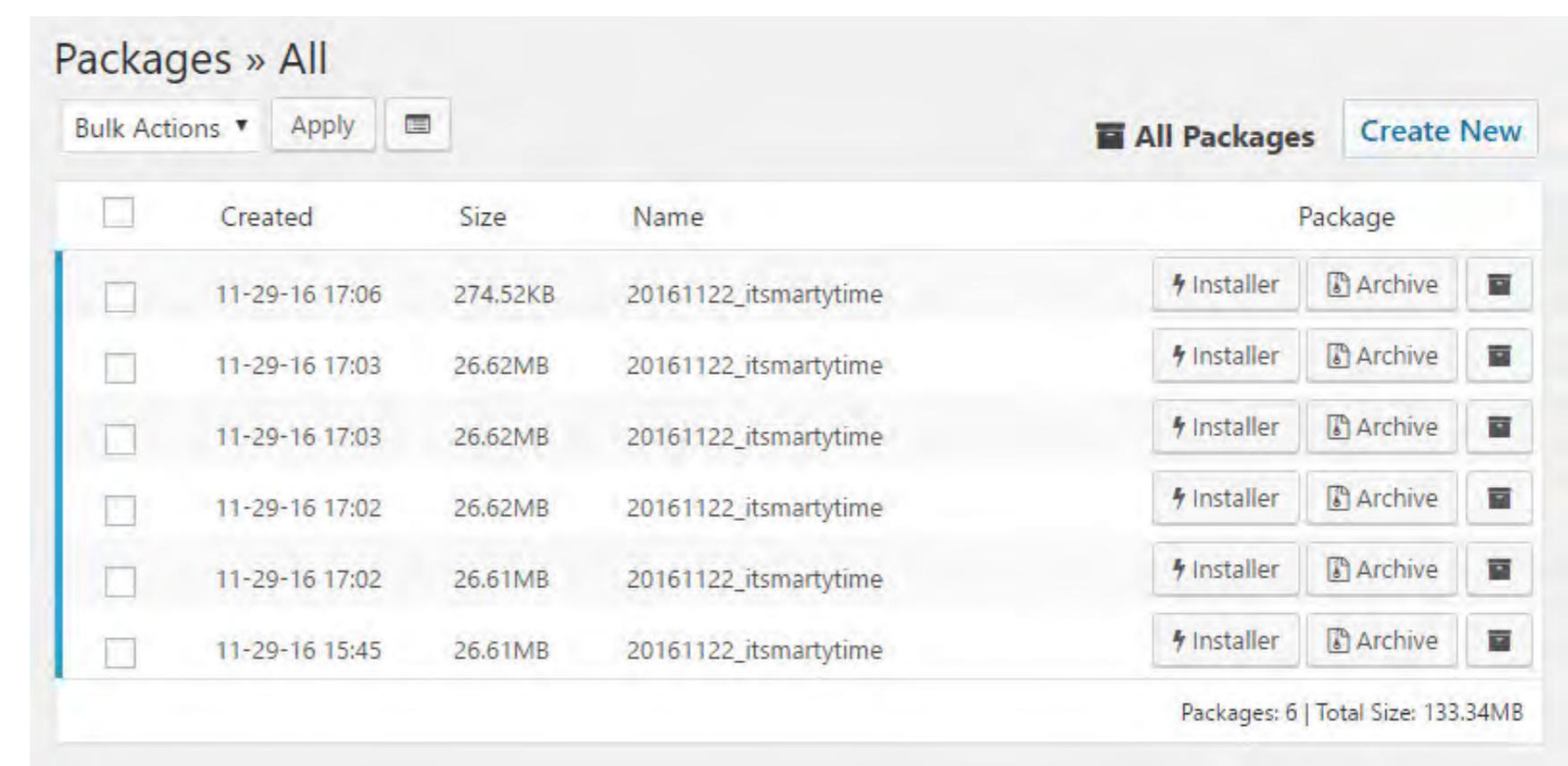
To do this, I needed to do a few steps.

Step 1

I would need to backup my site using a plugin called Duplicator. This is a really effective plugin when moving Wordpress sites. It allows you to create a package file of the full Wordpress site and the database, along with an installer.php file. Once backed up and packaged on my MAMP site, I could move on to the next step.



The screenshot shows the Duplicator plugin page on the WordPress.org repository. The plugin is listed as 'Installed'. It features a logo of three interconnected circles, the name 'DUPLICATOR' in bold capital letters, and a description: 'Duplicate, clone, backup, move and transfer an entire site from one location to another.' by [LifeInTheGrid](#). It has a 5-star rating of 980 reviews and over 600,000 active installs. The last update was '1 week ago' and it is marked as 'Compatible with your version of WordPress'.



The screenshot shows the Duplicator plugin interface within a WordPress dashboard. It displays a list of backup packages under 'Packages > All'. There are six packages listed, each with a checkbox, creation date, size, and name (all named '20161122_itsmartytime'). To the right of each package are three buttons: 'Installer' (with a lightning bolt icon), 'Archive' (with a folder icon), and a trash bin icon. At the bottom right, it says 'Packages: 6 | Total Size: 133.34MB'.

Making the Website Live

Step 2

Next I needed to log in to the Cpanel of my web hosting. The hosting provider I used is TSO Host (<https://www.tsohost.com/>). They're really reliable and their customer support is excellent. They also have a really user friendly website, including the control panel features.

Once logged in, I would need to set up a new database and database as well as a user for the Advanced Web Publishing website. To do this, I navigated to the SQL Databases section of the Cpanel.

You can see from the screenshot on the right that I have made a database user as well as the “webpub” database. The dev database is used for personal use, whereas the “webpub” is the one I’ll be using in this project.

Add New Database User

This section allows you to create, view and manage all your MySQL database users.
Note: usernames must not contain any strange characters and should be 7 characters or less.

Username:	jackmerc_webpub
Password:	password
Allow Access To:	jackmerc_webpub

Create New User

The table below details your existing MySQL databases.

Database Name	Database Server
jackmerc_dev	10.169.0.138
jackmerc_webpub	10.169.0.138

Showing 1 to 2 of 2 entries

Making the Website Live

Step 3

The next step was creating the subdomain for the Web Publishing site. I quite liked the sound of having awp.jackmercerdesign.co.uk. It was short and to the point. The name of the subdomain didn't really matter, it was just for me to quickly navigate to it and recognise what it is.

To set up the subdomain, I needed to go back in to the Cpanel of TSO Host and navigate to the subdomains section.

The process is really simple, just click the "add new subdomain" tab and enter the desired details. Also notice how for the directory, the website is in its own "subdomains" folder. This is where all of the files will be stored.

Add A New Subdomain

A subdomain is a domain that is part of a larger domain. For example, mail.demosite.com and calendar.de allows you to add a subdomain to an existing hosted site. If you wish the subdomain to have its own unix user account, please see the [Subdomains User Accounts](#) page.

Domain: awp jackmercerdesign.co.uk

Directory: /subdomains/ awp

Add Subdomain

Domain
awp.jackmercerdesign.co.uk
dev.jackmercerdesign.co.uk

Showing 1 to 2 of 2 entries

Making the Website Live

Step 4

Once it has all been set up on my hosting, I used Coda's "sites" feature to connect to my FTP server. From here I could navigate to the subdomains folder and find the AWP subdomain.

Once in here, I took my Duplicator package file and the installer.php file. I dropped them in to the root of the AWP subdomain folder.

Site

Nickname:

Root URL:
Used when previewing remote files, and for the site image.

Local URL:
If specified, used when previewing local files.

Remote Root:

Local Root:

To track and publish changes, both paths must be set.

Connecting

Server:

User Name:

Password:

Port:

Protocol:

List Encoding:

Use passive mode for data transfers

Prompt for password when connecting

Making the Website Live

Step 5

From here, I visited awp.jackmercerdesign.co.uk/installer.php. This would pull up the Duplicator install file. This takes you through a few steps to set up Wordpress on the new server. It is relatively simple, you just need to know your the database details that you just set up in the hosting and you're good to go.

The way Duplicator works is that the `installer.php` file extracts all of your website from the package file and puts it in to the hosting.

The massive bonus to using Duplicator is that it updates all of the links for you to the new web address, saving you going through the whole site and changed yourself or using plugins to do it.

Duplicator - Installer
version: 0.5.12 [Help]
Online Resources -
1 Deploy 2 Update 3 Test
Step 1: Files & Database
Requirements: Pass
MySQL Database
Action: Create New Database
Host: localhost
Name: awp_jackmercerdesign
User:
Password:
Test Connection
Using Connection String:
Server=localhost; Database=awp_jackmercerdesign; Uid=awp_jackmercerdesign; Pwd=; Port=3306
Server Connected: Success
Database Found: Success
Hide Connection Details

Duplicator - Installer
Installer version: 0.4.3 [Help]
Online Resources -
1 Deploy 2 Update 3 Test
Step 2: Files & Database
installer-log.txt
Old Settings
URL: edit
Path: edit
New Settings
URL: get
Path: get
Title: get
New Admin Account...

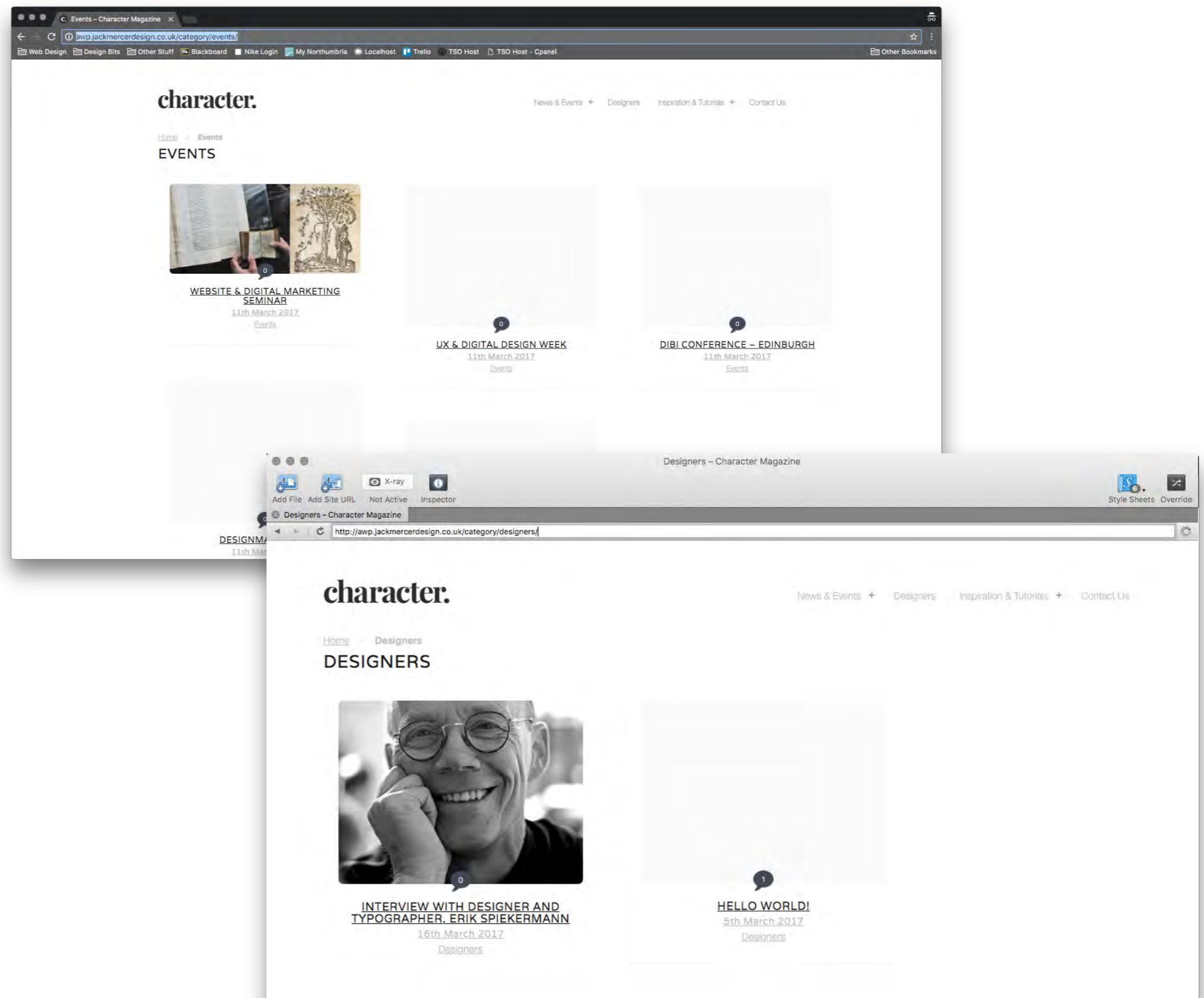
The Build

Original Website Structure

The original structure for the Stacker Lite theme was very good, however, I quickly found that it wasn't really looking how I wanted with my content. Because of this, I felt the need to code a lot of the pages to how I wanted them rather than fiddling around with the existing code.

It may have taken a lot longer to do all of the PHP coding but I found that the outcome was much better than it would have been if I would have just stuck to editing the existing code.

In the next set of pages, I will talk through the full PHP process and talk about which pages I created and how I created them using different tools and features.



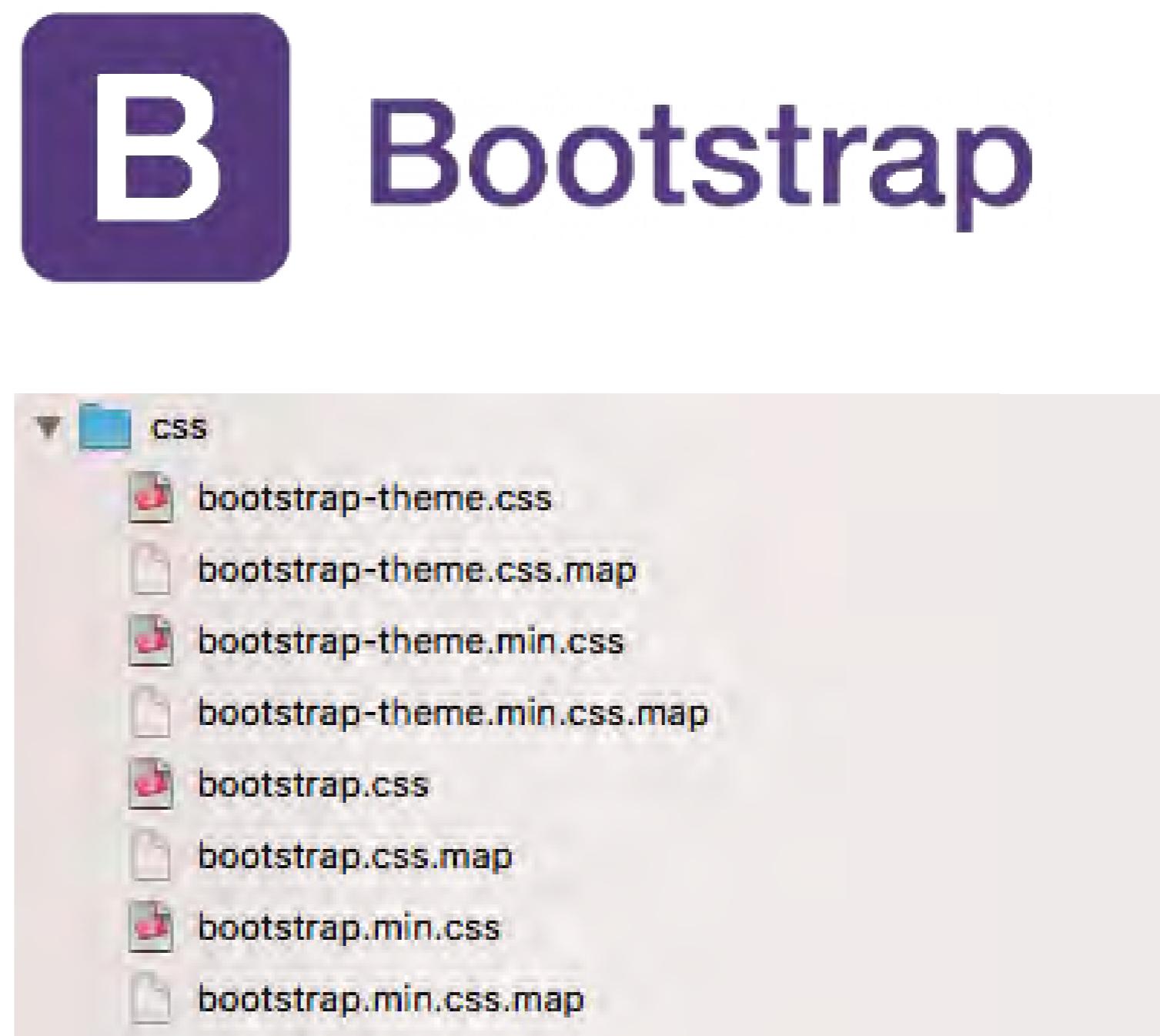
PHP Editing - Importing Bootstrap

When coding the pages for the website, I decided to import Bootstrap and use it as the base for the pages. I feel confident using Bootstrap and I had originally designed the website to fit in 12 columns so it seems like a logical thing to do.

To import bootstrap, I downloaded the Bootstrap CSS files from <http://getbootstrap.com/>. I then dropped them in to my child theme directory. From there, I could duplicate the header.php in to the child theme and import the Bootstrap stylesheets. The benefit to putting this in the header.php is that the header is on every single page, so Bootstrap will be used on ever page.

To do this, I used the piece of code below. This imports the stylesheet from my child theme directory. It's as simple as that. I can now use bootstrap classes and style in my website.

```
<!-- bootstrap -->
<link href=<?php echo get_stylesheet_directory_uri();?>/css/bootstrap.css" rel="stylesheet" media="screen">
```



PHP Editing - Bootstrap Classes

When using Bootstrap in the code, there are lots of classes and functions which can make your site look professional.

For the structure of the site, I used classes to lay out the content in a 12 column grid. Everything within the div should add up to 12 to fit on one line, or the div with the extra columns will drop to the next line. As you can see below, I used **col-md-6** for the columns. This means that when the browser width is above the medium snap point (I will explain snap points & media queries later on), the div will be 6 columns wide.

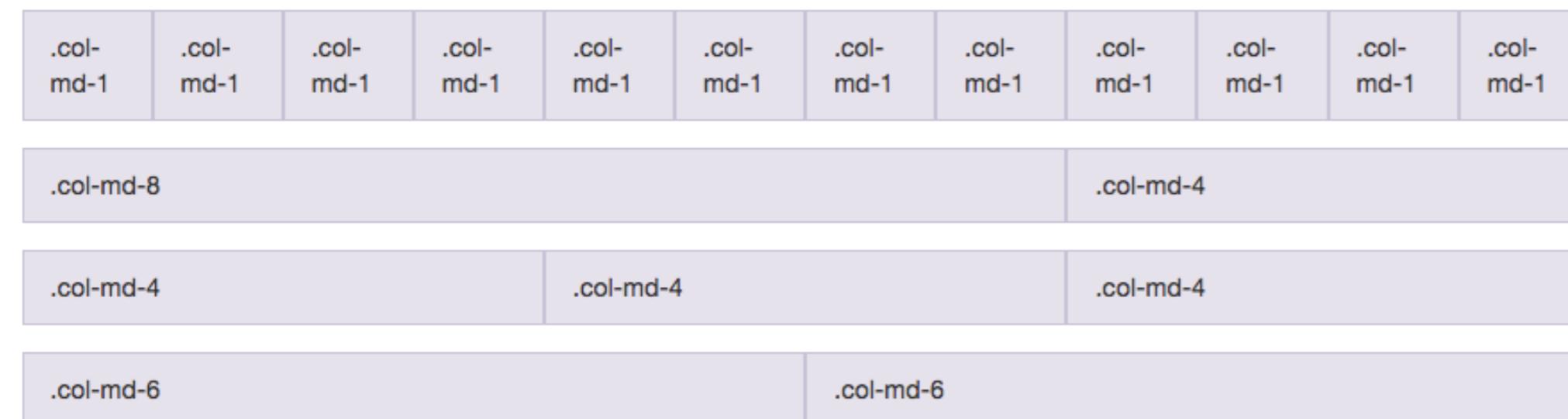
```
<a class="designer-links" href="<?php echo $link_to_article; ?>">  
  <div class="des-col col-md-6" style="background-image: url(<?php echo $image['url']; ?>);">
```

This means that I can have it 2 columns wide because the two 6 column divs will sit together in the div.

Below is a diagram by Bootstrap to show how the column grid works.

Example: Stacked-to-horizontal

Using a single set of `.col-md-*` grid classes, you can create a basic grid system that starts out stacked on mobile devices and tablet devices (the extra small to small range) before becoming horizontal on desktop (medium) devices. Place grid columns in any `.row`.



I implemented this column grid style in near enough all of the divs on the website, with the exception of a few such as the header.

PHP Editing

Now I have Bootstrap imported, I could begin with coding all of the different pages. To do this, I used my knowledge of html and existing experience editing Wordpress PHP files. The pages that I have built from scratch include:

- The homepage
- Tutorials & Inspiration
- Inspiration
- Tutorials
- News & Events
- Designers
- The post template page

This makes up all of the pages that you can see when navigating through the site. Although this looks like a lot of pages, quite a few of the pages use the same basic structure as each other, except with some tweaks.

I began by hard coding all of the content in such as the titles, images and text, which I would then link back to Wordpress through PHP later on (see Advanced Custom Fields page).

```
<div class="container">
<div class="col-sm-12">
<div class="row header-section">
<div class="page-title">
<h2 class="top-level-heading">Tutorials</h2>
</div>
</div>
</div>

<div class="row designer-sections">
<div class="tuts-col-swap col-md-12">
<div class="col-sm-6 tuts-img">
<a class="tuts-links" href="#">

</a>
</div>

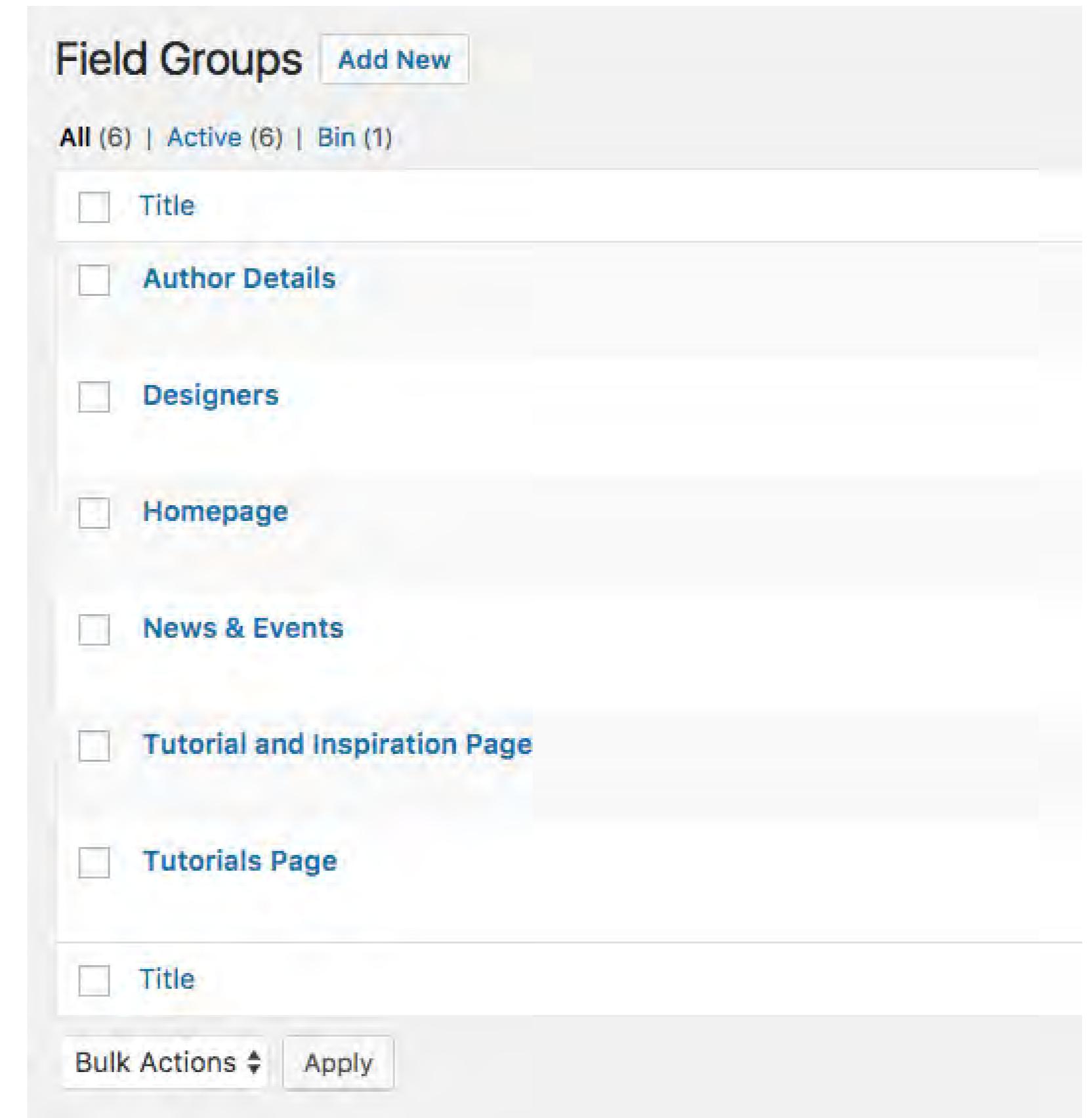
<div class="col-sm-6 tuts-text-wrap">
<div class="tuts-info">
<a class="tuts-links" href="#">
<h2 class="tuts-name">
Create a 3D Vintage Lightbulb Sign
Using Illustrator, Cinema 4D, and
Photoshop
</h2>
</a>
<p class="tuts-desc">
Great-looking 3D typography often involves
the use of several applications. In this
tutorial, we will show you how to create a
vintage lightbulb sign using Adobe
Illustrator to create and export the basic
paths, Cinema 4D to create the 3D render,
and Photoshop for post-production. Let's
get started!
</p>
</div>
</div>
</div>
```

PHP Editing - Advanced Custom Fields

Once I built up the structure of the whole website with hard coding, I now needed to link all of the different bits of content to the back-end of Wordpress so that changes could be made from Wordpress as opposed to keep having to go in to the code and change information.

To do this, I used a really effective plugin called Advanced Custom Fields. What the plugin allows you to do is create your own visual structure for a post or page - allowing you to create whatever layout you want on any page. You then use PHP snippets in your code to link back to the custom field.

When setting up each ACF (Advanced Custom Field), you do so through it's own control panel in Wordpress. As you can see on the right, I have a set of custom fields for near enough every page, with the exception of a few. Some of the pages aren't on there because I have used the same custom fields across a few different pages, therefore only needed one set of field groups.



PHP Editing - Advanced Custom Fields

I will explain exactly how the ACF's are set up and how they work

The Setup

In this example, I'll use the Homepage layout. In here, it emulates the structure of the homepage on my website. A big main image, recent news title, recent news, recent tutorial title, recent tutorial video and then the font of the month section.

Below them is a module where you can specify a rule where the ACF's will show. So for this I chose the Homepage.

Edit Field Group [Add New](#)

Homepage

Order	Label	Name	Type
1	Main Image	main_image	Repeater
2	Recent News Title	recent_news_title	Repeater
3	Recent News	recent_news	Repeater
4	Recent Tutorial title	recentTutorial_title	Repeater
5	Recent Tutorial video	recentTutorial_video	Repeater
6	Font of the Month	font_of_the_month	Image

+ Add Field

Location

Rules

Create a set of rules to determine which edit screens will use these advanced custom fields

Show this field group if

Page is equal to Homepage and

or

Page is equal to HOME and

or

Add rule group

PHP Editing - Advanced Custom Fields

Creation of ACFs

A common theme with the ACF's is that I've used a field type called a "Repeater". A repeater is a single field with as many different items in it as you want. When used in the code, it acts as a piece of content that will repeat for the more rows you add. You will see this later on.

In the repeater, I have 5 different items that I want to be repeated. In this example, its the 3 recent news modules on the homepage. The items in the repeater include:

- News Image
- News Title
- News Description
- News Link
- News Read More

These are all the bits that I want to include for each news card on the homepage.

The screenshot shows the ACF Repeater editor for a field named 'recent_news'. The top navigation bar includes 'Recent News', 'Edit', 'Duplicate', 'Move', and 'Delete' buttons, along with tabs for 'recent_news' and 'Repeater'. The main area is divided into sections: 'Field Label' (set to 'Recent News'), 'Field Name' (set to 'recent_news'), 'Field Type' (set to 'Repeater'), 'Instructions' (empty), 'Required?' (set to 'No'), and 'Sub Fields'. The 'Sub Fields' section lists five items, each with an 'Order' number (1-5), a 'Label' (e.g., 'News Image', 'News title', 'News Description', 'News link', 'News read more'), a 'Name' (e.g., 'news_image', 'news_title', 'news_description', 'news_link', 'news_read_more'), and a 'Type' (e.g., 'Image', 'Text', 'Text', 'Url', 'Text'). A blue '+ Add Field' button is located at the bottom right of the sub-fields table.

Order	Label	Name	Type
1	News Image	news_image	Image
2	News title	news_title	Text
3	News Description	news_description	Text
4	News link	news_link	Url
5	News read more	news_read_more	Text

PHP Editing - Advanced Custom Fields

Including ACFs in Code

As I mentioned earlier, I hard coded all of the content such as titles and images, in to the code using text and images. Now I had set up my ACF's, I could start to use PHP snippets to pull through the relevant information into my website. To do this, I would need to look on the Advanced Custom Fields website for some help.

For this example of the news cards on the homepage, I needed to find the PHP code for the repeater. I took the existing code and simply adapted it to fit.

As you can see, the ACF uses "if" and "while" statements to see whether there is content there to fill the divs.

The diagram illustrates the process of incorporating Advanced Custom Fields (ACF) into a website's PHP code. It consists of two main sections: 'Before' and 'After'.

Before: This section shows a block of static HTML code for a news card. The code includes a background image, a title, and a description, all enclosed within a nested structure of div elements.

```
<div class="row news-articles">
  <div class="news-card-outer">
    <div class="news-card">
      <a class="home-img-links" href="#">
        <div class="news-art-bg" style="background-image:url(http://placehold.it/350x150);">
        </div>
      </a>
      <a class="home-head-links" href="#">
        <h3 class="news-heading">News Title</h3>
      </a>
      <p class="news-copy">This is just a demo description</p>
    </div>
  </div>
</div>
```

After: This section shows the same news card structure, but now generated dynamically by PHP. It uses conditional statements ('if' and 'while') to check for content and loop through it. It also uses PHP's echo statement to output the values from the ACF fields ('news_image', 'news_title', 'news_description', 'news_link', 'news_read_more').

```
<?php if( have_rows('recent_news') ): ?>
<div class="row news-articles">
  <?php while( have_rows('recent_news') ): the_row(); ?>
    // vars
    $news_image = get_sub_field('news_image');
    $news_title = get_sub_field('news_title');
    $news_description = get_sub_field('news_description');
    $news_link = get_sub_field('news_link');
    $news_read_more = get_sub_field('news_read_more');

    <div class="news-card-outer">
      <div class="news-card">
        <a class="home-img-links" href="php echo $news_link; ?&gt;"&gt;
          &lt;div class="news-art-bg" style="background-image:url(&lt;?php echo $news_image['url']; ?&gt;);"&gt;&lt;/div&gt;
        &lt;/a&gt;
        &lt;a class="home-head-links" href="<?php echo $news_link; ?&gt;"&gt;
          &lt;h3 class="news-heading"&gt;&lt;?php echo $news_title; ?&gt;&lt;/h3&gt;
        &lt;/a&gt;
        &lt;p class="news-copy"&gt;&lt;?php echo $news_description; ?&gt;&lt;/p&gt;
      &lt;/div&gt;
    &lt;/div&gt;
  &lt;?php endwhile; ?&gt;
&lt;/div&gt;
| &lt;?php endif; ?&gt;</pre

A large black arrow points from the 'Before' code block to the 'After' code block, indicating the transformation process.


```

PHP Editing - Advanced Custom Fields

Wordpress Back-end Editing

The main benefit of ACF is that you can edit all of the information that goes inside the ACF's from the dashboard in Wordpress. This is really handy to make quick changes.

As you can see on the right, using the homepage news card example, for the repeaters, all you need to do is add a new row where you can input all of the information.

Once everything is set up, it makes it really easy to add content.

As for the other pages, I repeated this process, with the exception of a few minor things, and everything worked fine.

Recent News				
	News Image	News title	News Description	News link
1		The Rules of Responsive Web Design	Responsive web typography	http://awp.jackmercerc.com
2		The science behind fonts	I've noticed how seemingly	http://awp.jackmercerc.com
3		UX & Digital Design Week	During a whole week you'll	http://awp.jackmercerc.com

Add Row

PHP Editing - Page Breadcrumbs

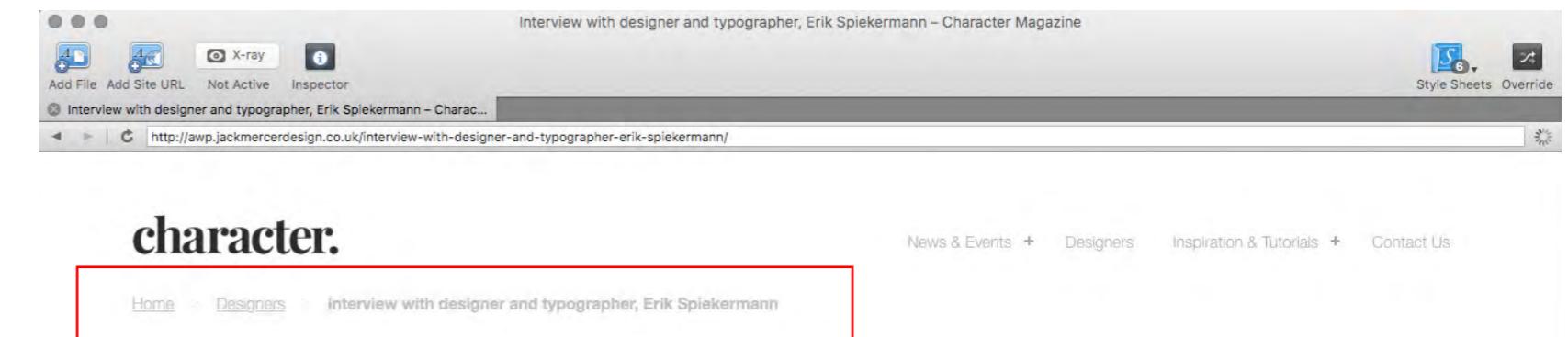
In my artwork designs, on one or two pages, I designed in breadcrumbs at the top of the page. I quite like this idea to add a bit of depth to the website. I decided to give it a try on my site. To do this, I found this link: <https://www.thewebtaylor.com/articles/wordpress-creating-breadcrumbs-without-a-plugin>

In this tutorial, it tells you to copy and paste some PHP in to your functions.php file, and then adding the below snippet of code to my header.php file where I wanted the breadcrumbs to show.

```
<?php custom_breadcrumbs(); ?>
```

This would allow the breadcrumbs to show up on the page where I wanted. I could then use CSS to style the breadcrumbs to how I had designed.

However, I found that the breadcrumbs weren't as effective as I would have liked so removed them later on in the project.



Interview with designer and typographer, Erik Spiekermann

Testing Name | 21 June, 2015
[DaFont](#)



CSS Editing - Text Styling

Throughout the whole of the project, I would say that the CSS for the website is the most crucial and fiddly bit. Its where I can pull all of the code together to create an appealing looking website.

To begin with, I wanted to establish some rules with the heading classes, paragraph classes and link classes. To do this, I simply created some CSS to use base styles for all of these elements. Some of the styles included typeface, font size, text colour, line height.

```
h1, h2, h3, h4, h5, p {  
    color: #454545;  
}  
  
a {  
    color: #666;  
    text-decoration: underline;  
}  
  
h2.post-title {  
    margin-top: 40px;  
}  
  
h2.header-title {  
    font-size: 30px;  
    color: #fff;  
    margin-bottom: 20px;  
}  
  
a.home-head-link {  
    text-decoration: none;  
}  
  
p.header-copy {  
    width: 600px;  
    font-size: 18px;  
    margin-bottom: 22px;  
    color: #fff;  
}  
  
p.header-read-more {  
    color: #fff;  
    text-decoration: underline;  
}  
  
h3.home-titles {  
    float: left;  
    font-size: 20px;  
    margin-left: 15px;  
}  
  
h3.news-heading {  
    font-size: 20px;  
    margin-bottom: 15px;  
    padding: 0 20px;  
    margin-top: 20px;  
}  
  
h3.news-heading:hover {  
    color: #333;  
}  
  
p.news-copy {  
    margin-bottom: 20px;  
    padding: 0 20px;  
    color: #666;  
    word-wrap:break-word;  
}  
  
p.news-read-more {  
    padding: 0 20px;  
    text-decoration: underline;  
    color: #666;  
}  
  
p.news-read-more:hover {  
    color: #333;  
}  
  
p.homepage-links {  
    text-align: right;  
    color: #666;  
    text-decoration: underline;  
    margin-right: 15px;  
}
```

CSS Editing - Box / Column Styling

Next I would need to look at the styling for the boxes and cards that I was using. Some of these included working with padding, margins and border radius's.

I used a range of different paddings to get everything to sit right. There was no fixed amount that I would use, I just did it to how it looked to my eye. The same goes for the margins, I just did it to what looked best.

As for the border radius on the images, I stuck to 4px throughout the whole site. This was a good amount because it was just enough to take the edge off the image, but not too much that it began to look too rounded.

Also in the CSS, because some of the images in the code are done as background images, they need to use background properties to appear. For example, I used background-size: cover; and background-position: center center; - This fills the image to the height and width and sits it centrally.

```
div.header {  
    padding: 30px 0px;  
    background-color: #fff;  
    box-shadow: 0 10px 20px rgba(0,0,0,0.04);  
}  
  
.header-img {  
    height: 500px;  
    background-size: cover;  
    border-radius: 4px;  
    margin-bottom: 50px;  
    margin: 0;  
    display: flex;  
    justify-content: left;  
}  
  
.homepage-outer {  
    padding: 0 0 0 0;  
    width: 100%;  
}  
  
.news-card-outer {  
    padding: 0 !important;  
    margin: 0 0px 30px 0px;  
    border-radius: 4px;  
    box-shadow: 0 3px 6px rgba(0,0,0,0.04),  
               0 3px 6px rgba(0,0,0,0.07);  
    width: 30%;  
}  
  
.tutorials-image {  
    padding: 0 30px;  
}  
  
.fotm-image {  
    padding: 0 15px;  
}  
  
.recent-tut {  
    margin-bottom: 20px;  
}  
  
.top-nav i {  
    width: 100%;  
    height: 110px;  
    padding-top: 40px;  
    position: fixed;  
    top: 0;  
    border-bottom: 10px;  
    z-index: 999;  
    background-color: #fff;  
    box-shadow: 0 3px 6px rgba(0,0,0,0.02), 0 3px 6px rgba(0,0,0,0.03);  
}  
  
.character-logo {  
    width: 140px;  
    height: auto;  
    float: left;  
    margin-top: 22px;  
}  
  
#cssmenu.align-right {  
    background-color: #fff;  
    width: 70%;  
    float: right;  
    padding-top: 15px;  

```

CSS Editing - Box Shadow Hovers

A really nice feature that I picked up from Abduzeedo was their hovers on images. As you roll over an image, an exaggerated box shadow appears underneath the image to show that the image is clickable. I wanted to incorporate this, especially on the Tutorials and Inspiration separate pages. As these pages features big images with text underneath, it was a great opportunity.

To do this, I found the class name and added **:hover** to the end of the class. This allows me to add features on just the hover, creating a really nice effect. For me, I didn't want to add such an exaggerated effect, but make the image have a slight micro interaction to show the user that the image is clickable.

```
.tuts-img {  
    padding: 0;  
}  
  
.tutorial-image:hover {  
    box-shadow: 0 3px 6px rgba(0,0,0,0.14), 0 3px 6px rgba(0,0,0,0.18);  
    -webkit-transition: .35s ease;  
    -moz-transition: .35s ease;  
    transition: .35s ease;  
}
```

Tutorials

Create a 3D Vintage Lightbulb Sign Using Illustrator, Cinema 4D, and Photoshop

Great-looking 3D typography often involves the use of several applications. In this tutorial, we will show you how to create a vintage lightbulb sign using Adobe Illustrator to create and export the basic paths, Cinema 4D to create the 3D render, and Photoshop for post-production. Let's get started!

CSS Editing - Flexbox

Something very new to me for this project was the use of Flexbox. I was recommend it by my brother as it is a really handful CSS built in to CSS3 that is now supported by most browsers.

The CSS3 Flexible Box, or Flexbox, is a layout mode providing for the arrangement of elements on a page such that the elements behave predictably when the page layout must accommodate different screen sizes and different display devices.

In my website, there is multiple uses of Flexbox. The main use is to vertically align divs on top of another div. To do this, I would next the overlay div inside the outer div. I would then use CSS to overlay the nested div and vertically align it center. You can see in the CSS that the outer div uses certain Flexbox styles (inside red box), and this then should automatically vertically align the nested div centrally.

Code excerpt from the Designers page...

```
<div class="col-sm-12 design-outer">  
  <div class="col-md-8 left-side-image" style="background-image: url(<?php echo  
    </div>  
    <div class="col-md-6 col-md-offset-6 right-side-text">  
      <a class="designer-links" href="<?php echo $link_to_article; ?>">  
        <h2 class="feat-title">  
          <?php echo $title; ?>  
        </h2>  
      </a>  
      <p class="feat-copy">  
        <?php echo $description; ?>  
      </p>  
    </div>  
  </div>
```

```
.design-outer {  
  padding: 0;  
  height: 400px;  
  display: flex;  
  align-items: center;  
}  
.left-side-image {  
  height: 400px;  
  position: absolute;  
  background-size: cover;  
  background-position: center center;  
  border-radius: 4px;  
  float: left;  
  align-self: flex-start;
```



Flexbox CSS attributes

CSS Editing - CSS Masonry Grid

The CSS masonry grid can be found on the News & Events page. I decided to use it on this page because after I began building and importing content, I didn't feel it necessary to have a "featured" article at the top, so a masonry grid was a suitable solution.

To create the masonry grid style, I used a tutorial that I found online - <http://w3bits.com/css-masonry/>. In the tutorial, they talk about the use of **column-count's** and **column-gap's**. This is how the CSS reads the div content and formats it in to the masonry column grid. By displaying each "card" (news item) as **display: inline-block;** it allows the cards to sit in a column-like fashion.

On the right you can see my code markup and CSS that I used. As I have used Advanced Custom Fields, there is only one snippet of code, but you can see how the classes work and how it is set out.

```
<div class="masonry-news">  
    <div class="news-item">  
        <a class="news-img-link" href="#">  
              
        </a>  
        <a class="news-title-links" href="#">  
            <h3 class="news-heading">The title</h3>  
        </a>  
        <p class="news-copy">The description</p>  
    </div>  
  
</div>  
  
.masonry-news {  
    margin: 1.5em 0;  
    padding: 0;  
    -moz-column-gap: 1.5em;  
    -webkit-column-gap: 1.5em;  
    column-gap: 1.5em;  
    font-size: .85em;  
}  
  
.news-item {  
    display: inline-block;  
    background: #fff;  
    padding: 0;  
    margin: 0 0 1.5em;  
    width: 100%;  
    box-sizing: border-box;  
    -moz-box-sizing: border-box;  
    -webkit-box-sizing: border-box;  
    box-shadow: 0 3px 6px rgba(0,0,0,0.04),  
               0 3px 6px rgba(0,0,0,0.07);  
    border-radius: 4px;  
    -moz-border-radius: 4px;  
    -webkit-border-radius: 4px;  
}  
  
.news-item:hover {  
    box-shadow: 0 3px 6px rgba(0,0,0,0.2),  
               0 3px 6px rgba(0,0,0,0.26);  
    -webkit-transition: 0.5s; /* Safari */  
    transition: 0.5s;  
    -webkit-transition-timing-function: linear;  
    transition-timing-function: linear;  
}
```

CSS Editing - :nth-child Classes

As I was working heavily with Advanced Custom Fields and in there, there isn't a toggle for selecting a class - well at least that I know of. So for example, on my tutorials page, I wanted to have alternating layouts; image on the left on even rows, and then the image on the right on the odd rows. To do this, I needed to use **:nth-child** classes in my CSS. What this allows me to do is specify CSS properties for the odd div, then style another set of properties for the even div.

This worked really effectively. It only took a few tweaks to get the padding sorted on each side, but other than that it worked great. It saved me having to hard code each item in to the code.

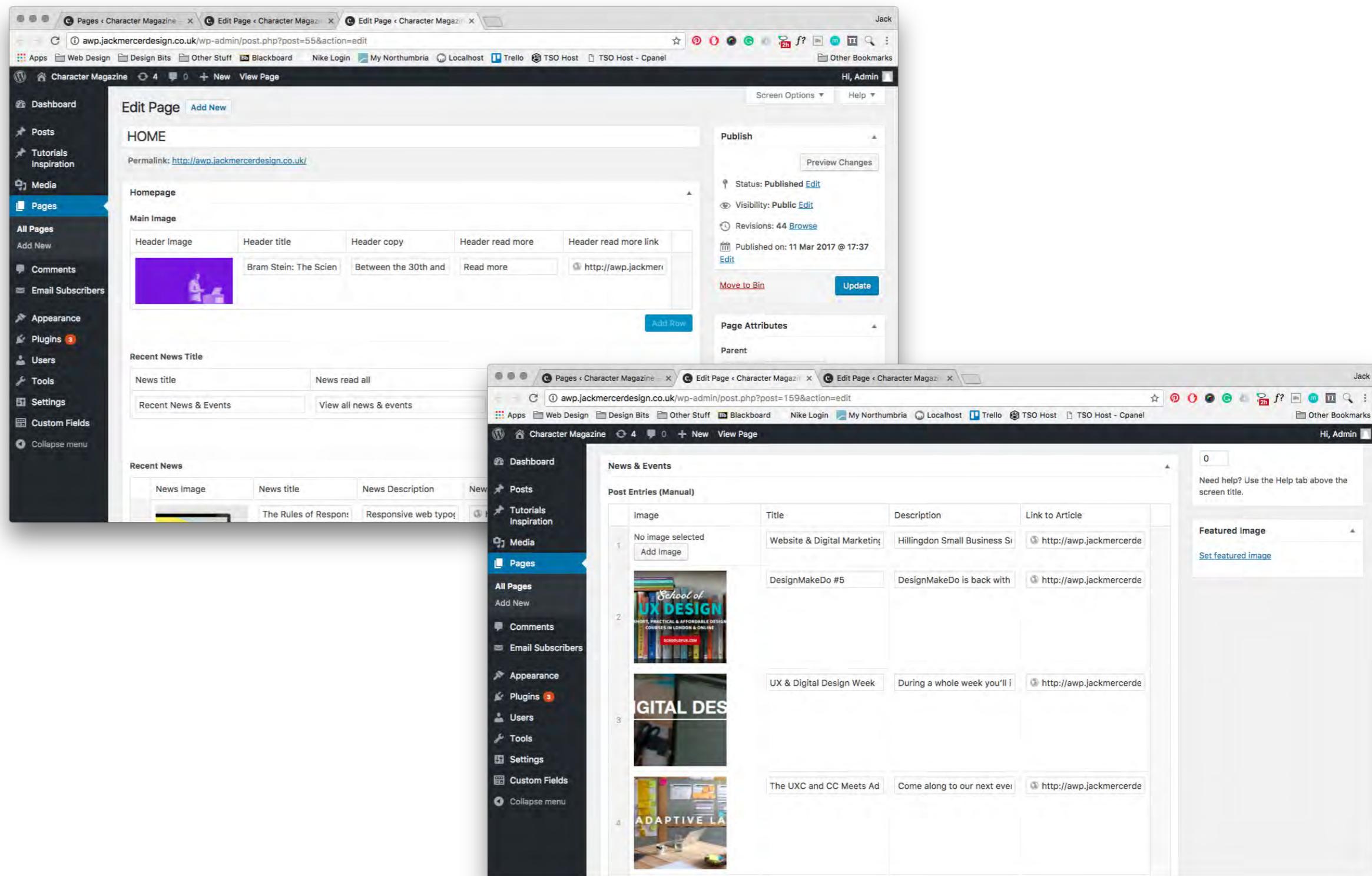
When actually in the code, rather than using floats, I simply used **order: 1** on the odd class.

```
<div class="tuts-col-swap col-md-12">  
  <div class="col-sm-6 tuts-img">  
    <a class="tuts-links" href="<?php echo $link_to_article; ?>">  
        
    </a>  
  </div>  
  
  <div class="col-sm-6 tuts-text-wrap">  
    <div class="tuts-info">  
      <a class="tuts-links" href="<?php echo $link_to_article; ?>">  
        <h2 class="tuts-name">  
          <?php echo $title; ?>  
        </h2>  
      </a>  
      <p class="tuts-desc">  
        <?php echo $description; ?>  
      </p>  
    </div>  
  </div>  
</div>  
  
.tuts-col-swap {  
  display: flex;  
  margin-bottom: 60px;  
}  
  
.tuts-col-swap:nth-child(odd) .tuts-img {  
  order: 1;  
}  
  
.tuts-col-swap:nth-child(odd) .tuts-text-wrap {  
  padding-left: 0;  
}
```

Populating Pages with Content

After the stage of hard coding some dummy content in to each page for styling, I would then need to use ACF's to populate each page. As I had already set up each page's ACF, it was relatively easy.

The only problem with doing it this way is that it isn't automated which is what I would've wanted. By automated, I mean that when a new post is creating with the relevant category tag, it will appear in that relevant page. Unfortunately, I don't know how to do that. If I was to revisit the website in the future, I would like to implement this feature.



Responsive Coding & Styling

A feature of the website that I wish I would have spent more time on is the responsive elements of the site. Unfortunately, I began to run out of time, and prioritise issues on the desktop site over the mobile issues.

However, with this being said, I did get quite a bit of styling done on the mobile site.

By using media queries, I was able to efficiently edit basic things such as the headings all the way up to using Flexbox to style the homepage featured image.

The pages that work best on mobile are the homepage, an individual article page and the News & Events page

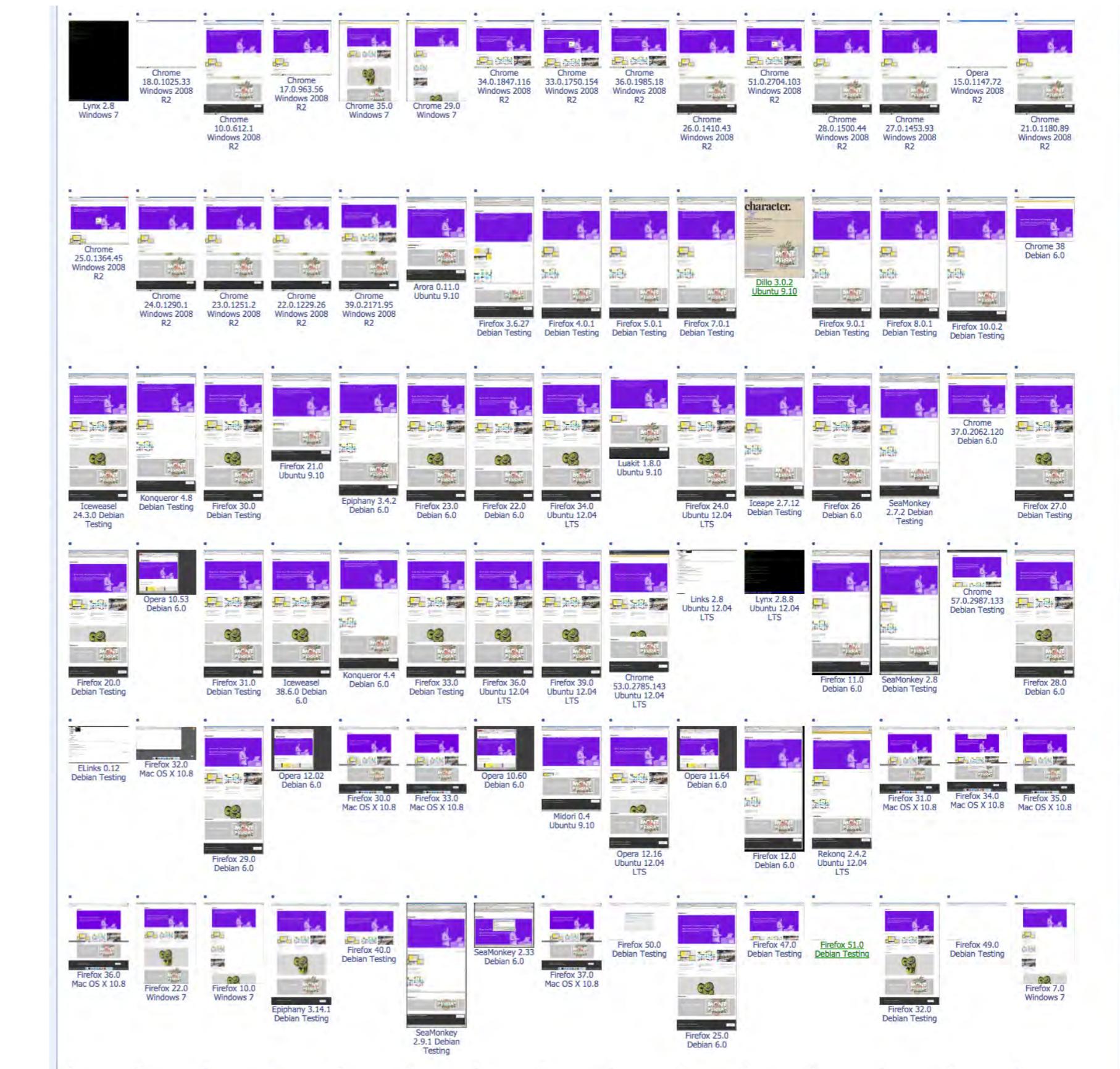
```
@media only screen and (max-width: 768px) {  
  
    .news-card-outer {  
        width: 100%;  
    }  
  
    .news-articles {  
        display: block;  
        justify-content: space-between;  
        clear: both;  
    }  
  
    img.character-logo {  
        width: 160px;  
        margin-left: 4%;  
        position: absolute;  
    }  
  
    .top-nav {  
        padding-top: 15px;  
        height: 80px;  
        width: 100%;  
        overflow: hidden;  
    }  
  
    .nav-container {  
        width: 100%;  
    }  
  
    h2.post-title {  
        font-size: 30px;  
        line-height: 40px;  
        margin-top: 10px;  
    }  
  
    .news-card {  
        width: 94%;  
        margin-left: 3%;  
        padding-bottom: 30px;  
    }  
  
    .post-featured-img {  
        height: 150px;  
        padding: 0;  
        margin: 0 0 20px 0;  
        width: 100%;  
    }  
  
    .spacer {  
        height: 70px;  
    }  
  
    .homepage-cols {  
        width: 94%;  
        margin-left: 3%;  
    }  
  
    p.homepage-links {  
        float: left;  
        margin-left: 3%;  
        margin-top: 10px;  
    }  
  
    .news-headings {  
        margin-bottom: 20px;  
    }  
  
    h3.home-titles {  
        margin-left: 3%;  
    }  
  
    .header-img {  
        height: 300px;  
        border-radius: 0px;  
    }  
  
    .header-text {  
        width: 94%;  
        margin-left: 3%;  
    }  
  
    h2.header-title {  
        font-size: 24px;  
        line-height: 30px;  
    }  
  
    p.header-copy {  
        font-size: 14px;  
        line-height: 22px;  
        width: 94%;  
    }  
  
    p.news-copy {  
        padding-bottom: 20px;  
    }  
  
    .tutorial-img-bg {  
        height: 200px;  
        border-radius: 0px;  
    }  
}
```

Browser Testing

For browser testing, I have been continuously testing between Safari and Chrome, but obviously that isn't enough to debug and find any serious problems. To tackle this, I took to using <http://browsershots.org/>.

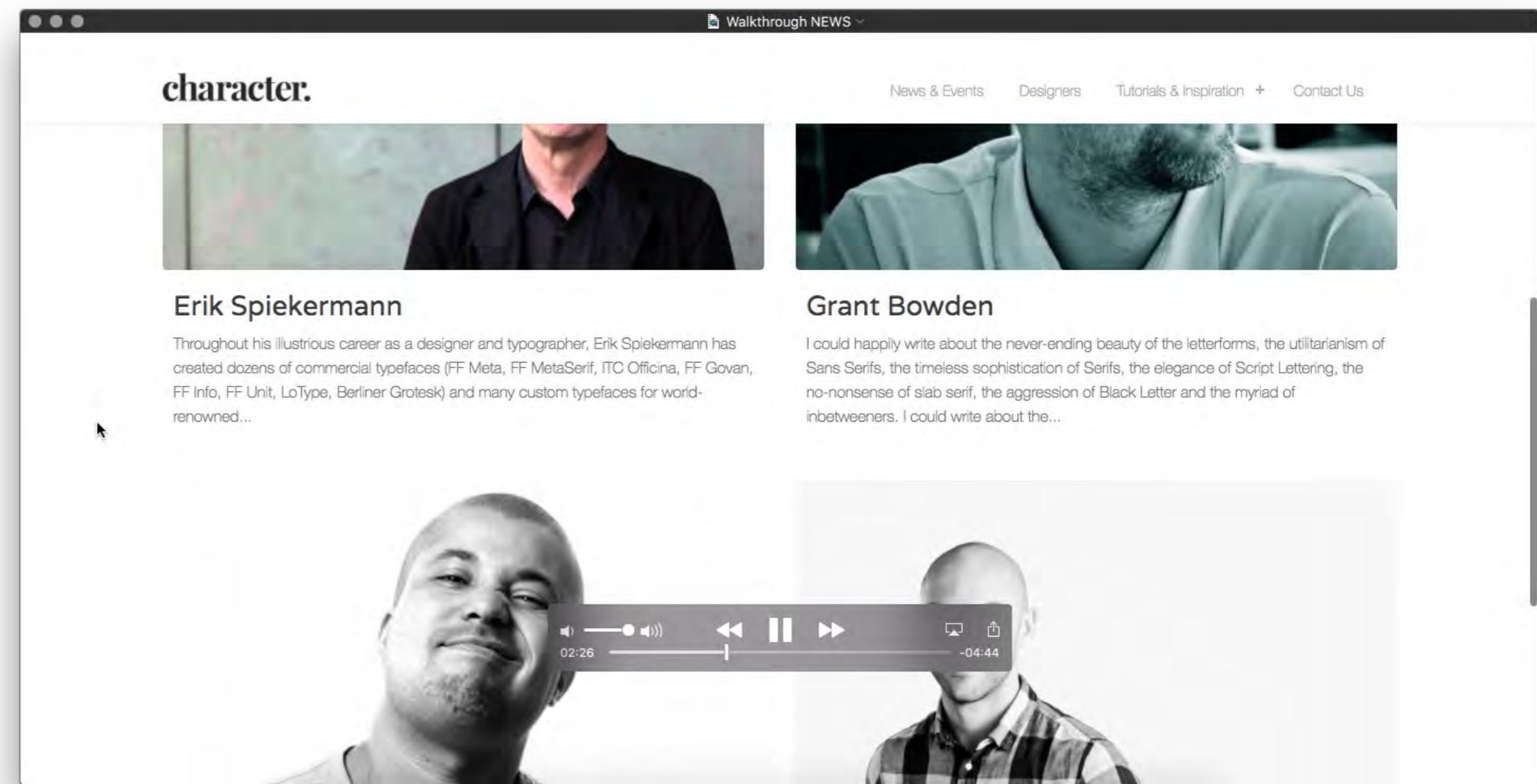
By using a browser testing website, it lets me quickly scan through lots of different browsers and platforms to find any major bugs.

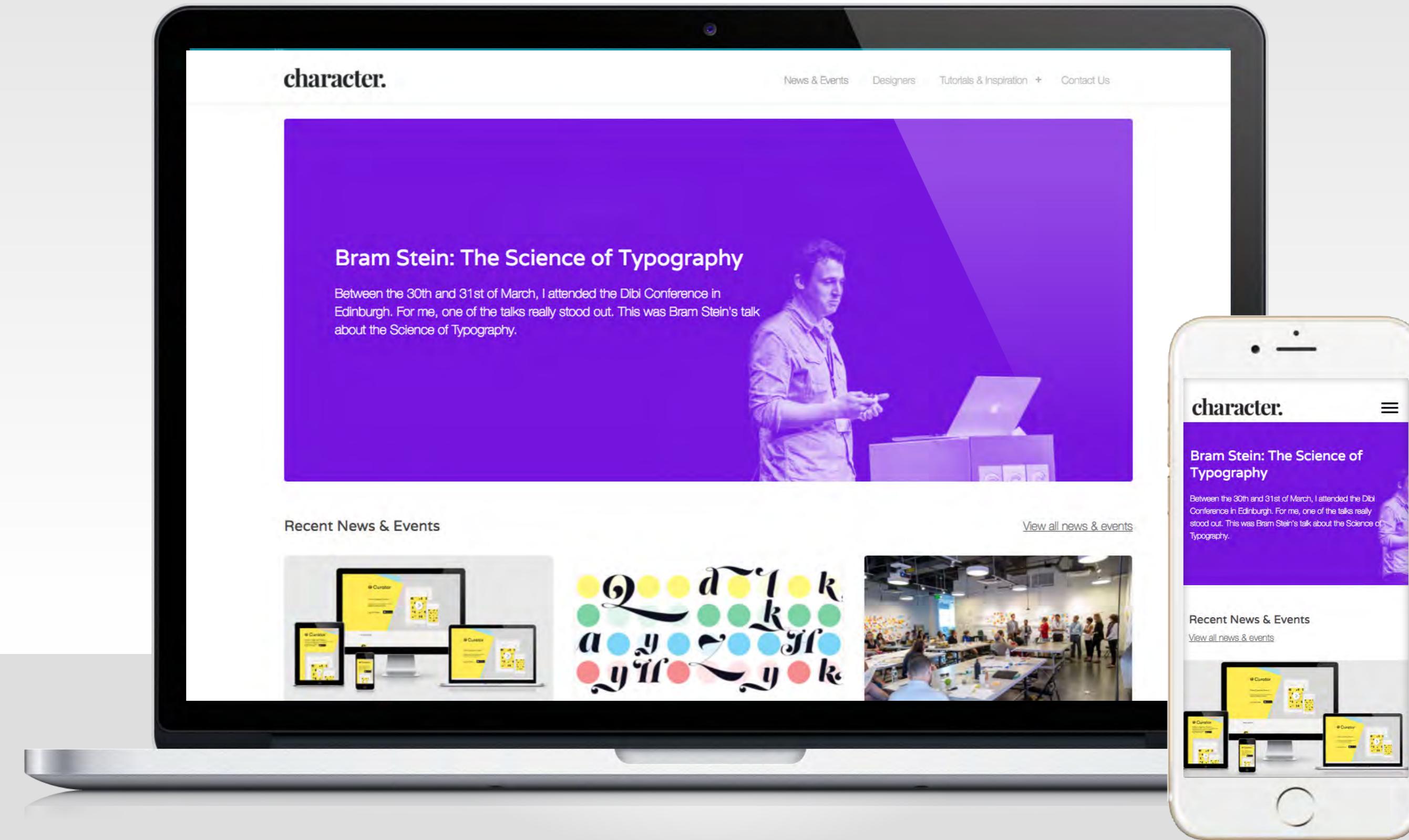
If there were any big bugs, I would troubleshoot through Google and solve them to the best I could.



Screen Recording of Website

The screen recording of the website works its way through all of the top level pages as well as a few article pages. It gives a full depth walkthrough of the website.





<http://awp.jackmercerdesign.co.uk>