BUILT
BY BEARDED

Agenda - Part 1

10:15 am—11:15 am: Part 1 - Collaborating With Your Team

11:15 am—11:25 am: Break

11:25 am—12:30 pm: Part 1.5 - (Still) Collab. With Your Team

12:30 pm—1:30 pm: Lunch

Agenda - Part 2

1:30 pm—2:30 pm: Part 2 - Collaborating With Stakeholders

2:30 pm—2:45 pm: Break

2:45 pm—3:55 pm: Part 3 - Activities

3:55 pm—4:05 pm: Break

4:05 pm—4:35 pm: Part 4: Show and Tell

4:35 pm—5:00 pm: Wrap-Up and Q&A

Q&A

http://bit.ly/1RAe5Qt

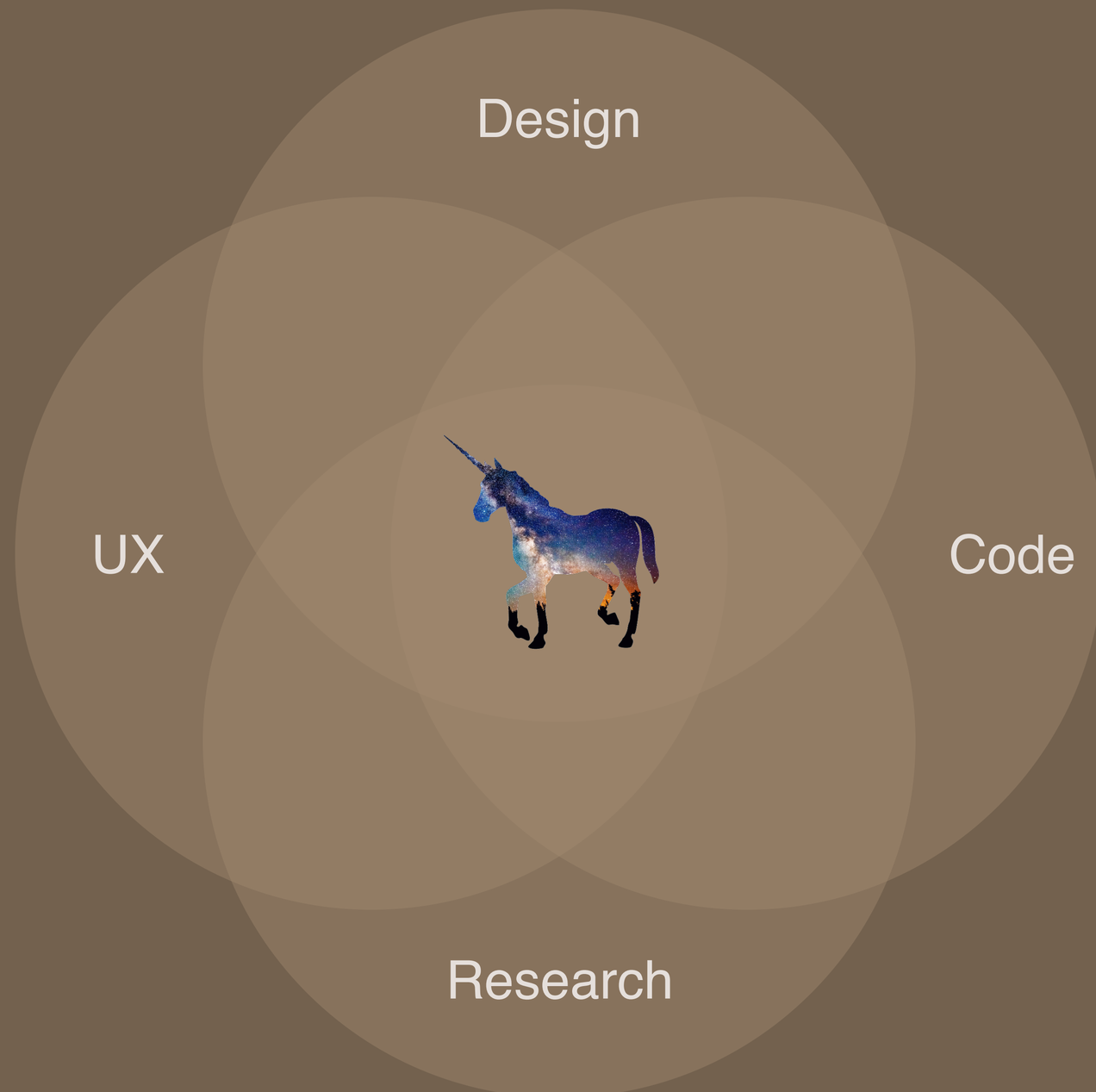
Introductions

- Draw yourself
- Your name
- Your job title
- If you could add one skill, what would it be?

Why Collaborate?

Help Wanted

“Seed-stage startup looking for rockstar junior designer to sketch wireframes and design beautiful mockups. You’ll be responsible for crafting our logo and brand and writing UI copy. Must know how to run usability studies, prototype and write production-ready HTML and CSS.”

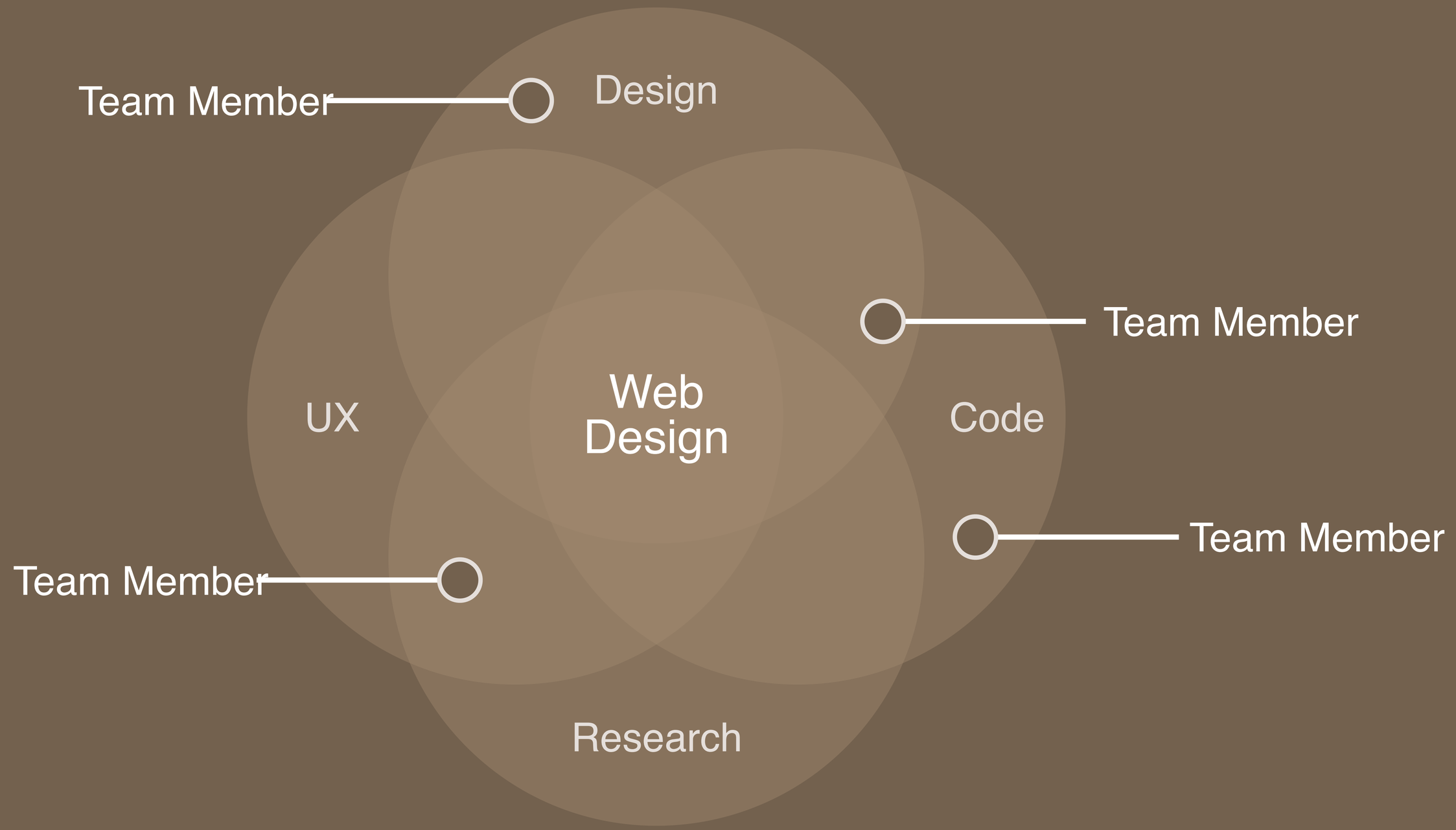

Design
UX
Code
Research

“The hybrid or designer-developer combo is the unicorn of the internet world. Many believe they exist, some know someone who hired one, few claim they saw one in the past, always in strange circumstances.”

– Katherine Martinez,

“The Unicorn: Hybrid Designer + Developer,” medium.com (Sept. 2, 2014)

If Not Unicorns, Then What?


Team Member
Design
Team Member
UX
Web Design
Code
Team Member
Team Member
Research

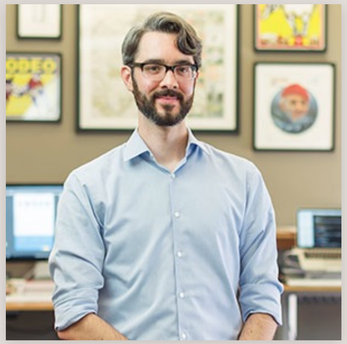
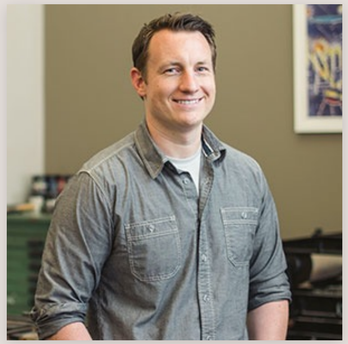
“But collaboration slows us down!”

– Everyone Ever

What Does Collaboration Get Us?

- Happy clients
- Happy team
- Greater efficiency
- Better quality product

Why Should You Listen To Us?

A LIST APART

The Future of the Web

by Matt Griffin · June 21, 2016

Published in Industry, State of the Web

Recently the web—via Twitter—erupted in short-form statements that soon made it clear that buttons had been pushed, sides taken, and feelings felt. How many feels? All the feels. Some rash words may have been said.

SQUARESPACE

The most beautiful landing pages, websites, and online stores. Start

But that's Twitter for you.

It began somewhat innocuously off-Twitter, with a very reasonable X-Men-themed post by Brian Kardell (one of the authors of the Extensible Web Manifesto). Brian suggests that the way forward is by opening up (via JavaScript) some low-level features that have traditionally been welded shut in the browser. This gives web developers and

5 comments

Share this on

PROFILE

BEARDED

bearded.com

neet the small but perfectly ed web design team intent giving something back to the web industry

f there's one thing Bearded is really acking in, it's beards. Only one of its ers can be truly described as hirsute. y, what it lacks in facial hair, it makes in design excellence. Founded in 2008 tt Griffin (the proud owner of the nentioned single beard), the web agency has been honed into a crack f five talented individuals, each lising in a particular field.

king alongside Griffin are designer Matt content strategist Caralyn Green and pers Brett Bender and Patrick Fulton. ght up with some of the team to find thinking behind their mission to move forward, and the real – slightly geeky behind that agency name …

y don't you start off by describing lity and values …

The 'Beardeds' From left: content strategist Caralyn Green, designer Matt Braun, founder Matt Griffin, developer Patrick Fulton, developer Brett Bender

Areas of Expertise

User Experience
& Research

RWD Design

Front-end
Development

Workshops
& Training

Selected Clients

LEUKEMIA & LYMPHOMA SOCIETY®
fighting blood cancers

CARNEGIE | MUSEUMS OF PITTSBURGH

UNIVERSITY OF NOTRE DAME

Carnegie Library of Pittsburgh

intel

9/11 TRIBUTE CENTER

AMERICAN ECONOMIC ASSOCIATION

RUTGERS

children's museum PITTSBURGH

Carnegie Learning

wombat security technologies

PITTSBURGH GLASS CENTER

Our Process

Our Process

- Generative Research

Our Process

- Generative Research
- Initial Designs

Our Process

- Generative Research
- Initial Designs
- Evaluative Research

Our Process

- Generative Research
- Initial Designs
- Evaluative Research
- Refinement

Our Process

- Generative Research
- Initial Designs
- Evaluative Research
- Refinement
- Evaluative Research

Our Process

- Generative Research
- Initial Designs
- Evaluative Research
- Refinement
- Evaluative Research
- Refinement

Non-Unicorn RWD Process

4 Key Ideas

1. Front-load collaboration
2. Collaborate on complex problems
3. Iterate early and often
4. Use a pattern-driven process

1. Front-Load Collaboration

Does This Sound Familiar?

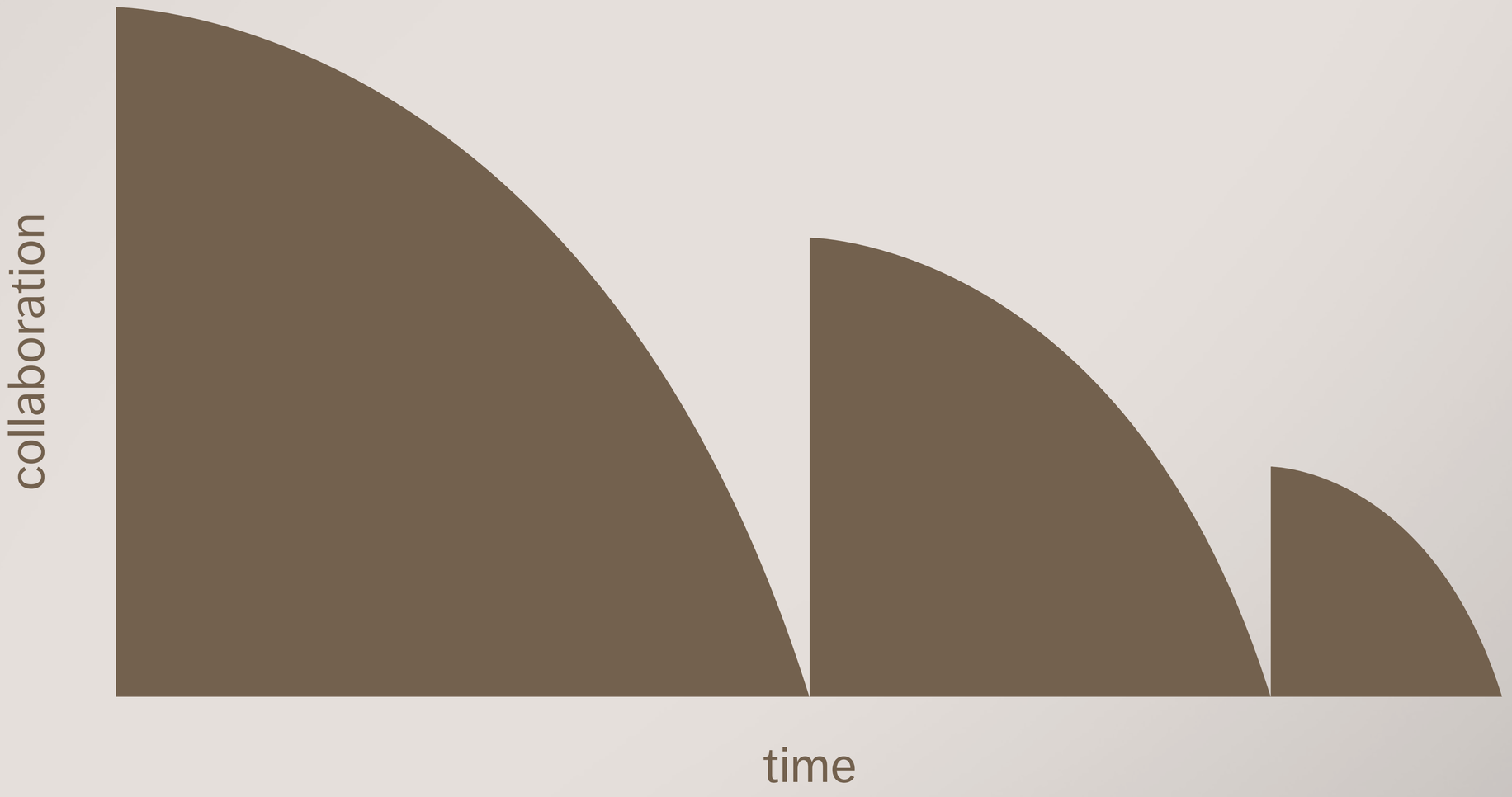
1. PM scopes and schedules project
2. UX comes up with a strategy
3. Designers create comps
4. Developers build site
5. Nothing turns out how anyone intended
6. Everyone gets mad at everyone else
7. Profit!

How do we avoid conflict and confusion, and build better RWD products?

Collaborate Up Front

- It saves time and frustration
- No one likes being told what to do
- People feel more empowered
- Better individual decisions

Front-Load Process & Phases



Front-Load the Process As a Whole

- Define project goals early on
- Involve your team in defining those goals
- Involve your team in proposing solutions to address those goals

Bring In the Multi-disciplinary Team

Planning

Week	Focus
Week 1	• Kick off meeting • Stakeholder / user interviews • Research • Site map
Week 2	• Group A content models • Group A sketching
Week 3	• Group A responsive HTML / CSS wireframes
Week 4	• Group B content models • Group B sketching • Group B responsive HTML / CSS wireframes
Week 5	• Group C content models • Group C sketching • Group C responsive HTML / CSS wireframes
Week 6	• Group D content models • Group D sketching • Group D responsive HTML / CSS wireframes
Week 7	• Wireframe usability testing • Low-fi mock-ups
Week 8	• Group D responsive HTML / CSS design comps
Week 9	• Group D responsive HTML / CSS design comps

Research

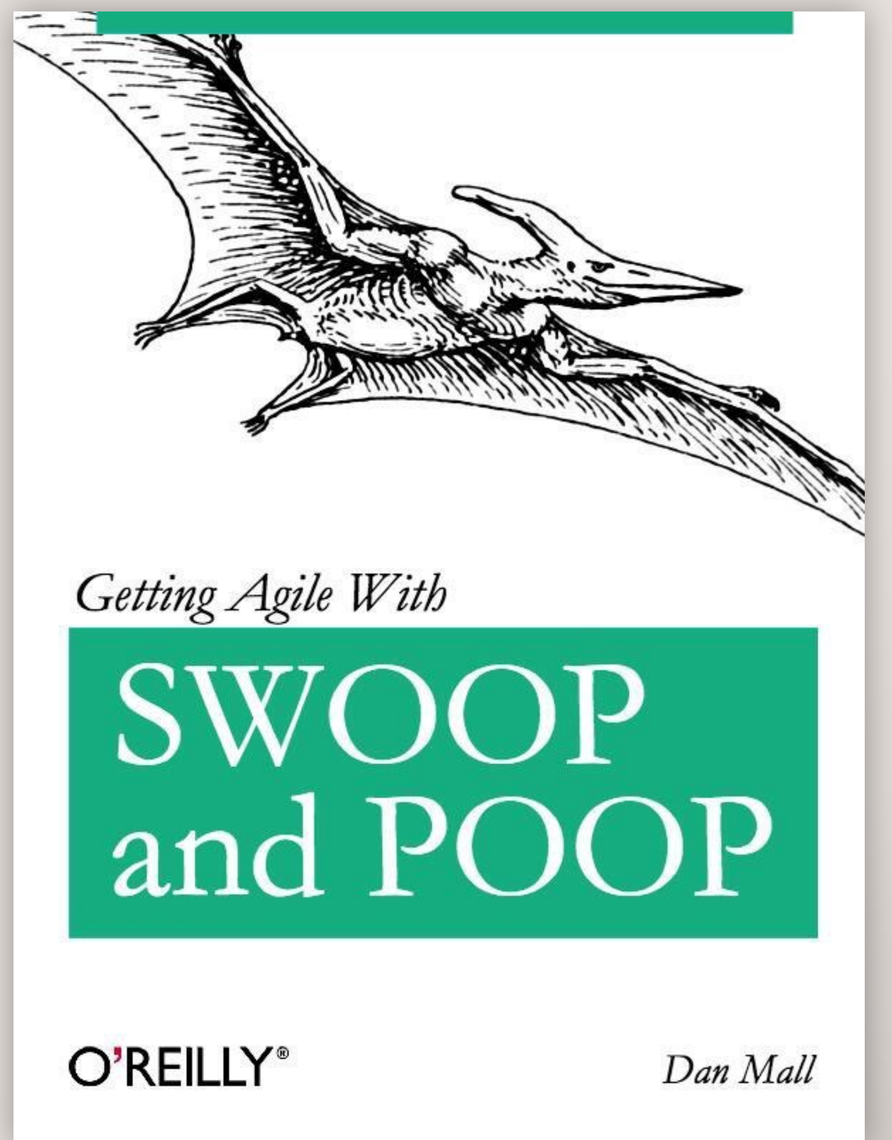
- Developing a protocol for stakeholder and user interviews
- Kickoff meeting
- Reviewing research findings

Interviews

- What is PCT's mission?
- Who uses trustarts.org? Do you have a sense of who the audience is? Are there distinct types of users?
- What can't change about the website? What needs to change?
- Are there problems you've noticed with the current website — things that are difficult for external or internal users?
- What are the most important types of information on culturaldistrict.org?
- What role does culturaldistrict.org play in PCT's business?
- Have you gotten any feedback on incorporating donations into

Kick-off

Swoop & Poop



Information Architecture

Pittsburgh Cultural Trust / Content Model

● = *assoc. with other content type* ● = *optional* ● = *recommended / future state*

PROMO

Unlocks events for sale, unlocks seats (allocations), or changes the price of performances

- Performances ●
- Permissions
- Code
- Notification message (text string) ●

PRODUCT LINE

Events grouped by theme; a way to filter events

e.g. BNY Mellon Grand Classics

- Name
- Events ●

PACKAGE

a.k.a. series / season tickets / subscription package

Related to how you buy tickets

EVENT

a.k.a. production run

e.g. Mary Poppins

- Name
- Lead image
- Venue ●
- Organization / Presenter (e.g. LiveNation) ●
- Performances ●
- Overview
- On sale (Y/N)
- Run time ●
- Price range ●
- Genre ●
- Show notes (e.g. ticket limit, child policy) ●
- Photos ●
- Videos ●
- Audio files ●
- Additional info (e.g. cast & artist info) ●
- Artist website URL ●
- Alternate purchase links (e.g. buy season tickets) ●
- Fee notes (e.g. VIP package info page) ●
- Accessibility options

PERFORMANCE

e.g. Mary Poppins at 7:30 pm on 6/15/15

- Date
- Start time
- End time ●
- Performance notes (e.g. closed captioned performance)

ORGANIZATION

e.g. Pittsburgh Public Theatre

- Name
- Site URL
- Phone number
- Accessibility info

VENUE

e.g. Benedum Center

- Name
- Address
- Tiers ●
- Seating chart image ●

TIER

e.g. Orchestra

- Name
- Sections ●

SECTION

e.g. Orchestra right center

- Name
- Seats ●
- Seat view photos
- Seating capacity

SEAT

e.g. 3D

- Name
- State (available / selected / unavailable)
- Wheelchair (Y/N)
- Your friends' seats (Y/N)
- Price type (regular / senior / child)
- Price (based on price

ORDER

- Tickets ● ●
- Donations ● ●
- Gift cards ● ●
- Packages ● ●
- Parking ● ●
- Promo (notification message) ● ● ●
- Total cost
- Fees ●
- Shipping details
- Payment details
- Order number
- Order notes (from patron to PCT; packages only) ●

TICKET

- Fees
- Performance ●
- Seat ●

DONATION

USER

- Name 1
- Name 2
- Address (primary)
- Addresses (additional)
- Email address
- Phone numbers
- Password
- Orders ●
- Donations (in orders and standalone) ●
- Subscriber (Y/N) ●
- Donor (Y/N) ●
- Scalper (Y/N) ●
- Exchangeable packages (list; transaction occurs offsite)

GIFT CARD

- Price
- Message
- Shipping address

PARKING

Front-Load Each Phase

- Weekly Sprints
- Morning Check-in

2. Collaborate On Complex Problems

What Is A Complex Problem?

“Wicked Problem”

- Novel and unique
- Many stakeholders
- Complex and tangled roots
- Solutions are neither right nor wrong
- Solution changes with every attempt to address it

Are Wicked Problems More Difficult?

Wicked issues are different because

traditional processes can’t resolve them.

Collaboration is key.

Evil is Ugh

- “Wicked Problems” = “Complex Problems”
- “Non-Wicked Problems” = “Simple Problems”

Working Styles

- Solo work
- Light collaboration
- Heavy collaboration

Working Solo

Solo Work Solves Simple Problems

Light Collaboration

Heavy Collaboration

Collaboration Solves Complex Problems

Individually, we are non-unicorns.

Together, we are are team.

Get the Gang Together

- Get un-stuck.
- Get cross-disciplinary perspectives.
- Get on the same page to move forward.

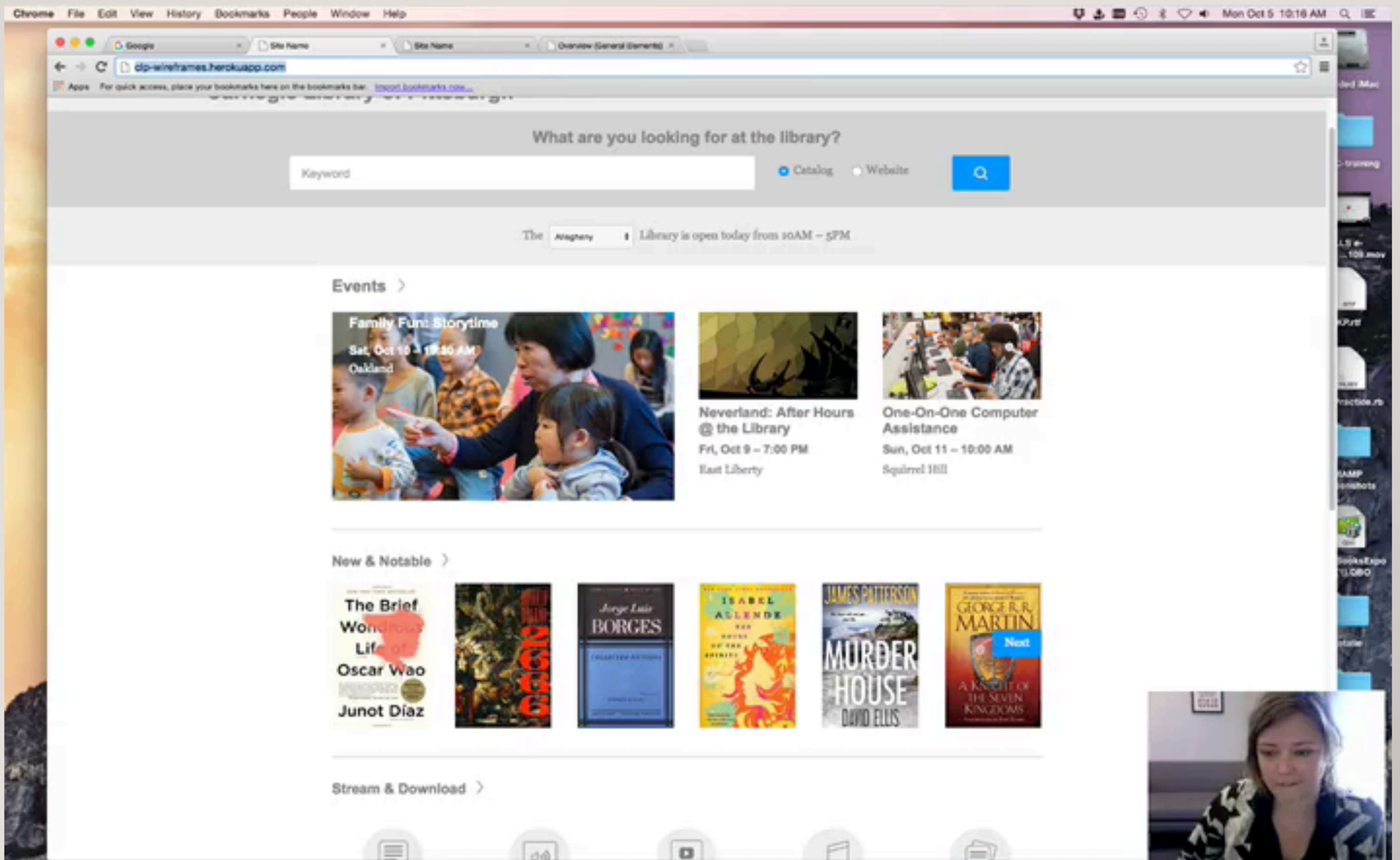
Mindset Shift

- You don’t have all the answers.
- The group solution may be better than your individual solution.

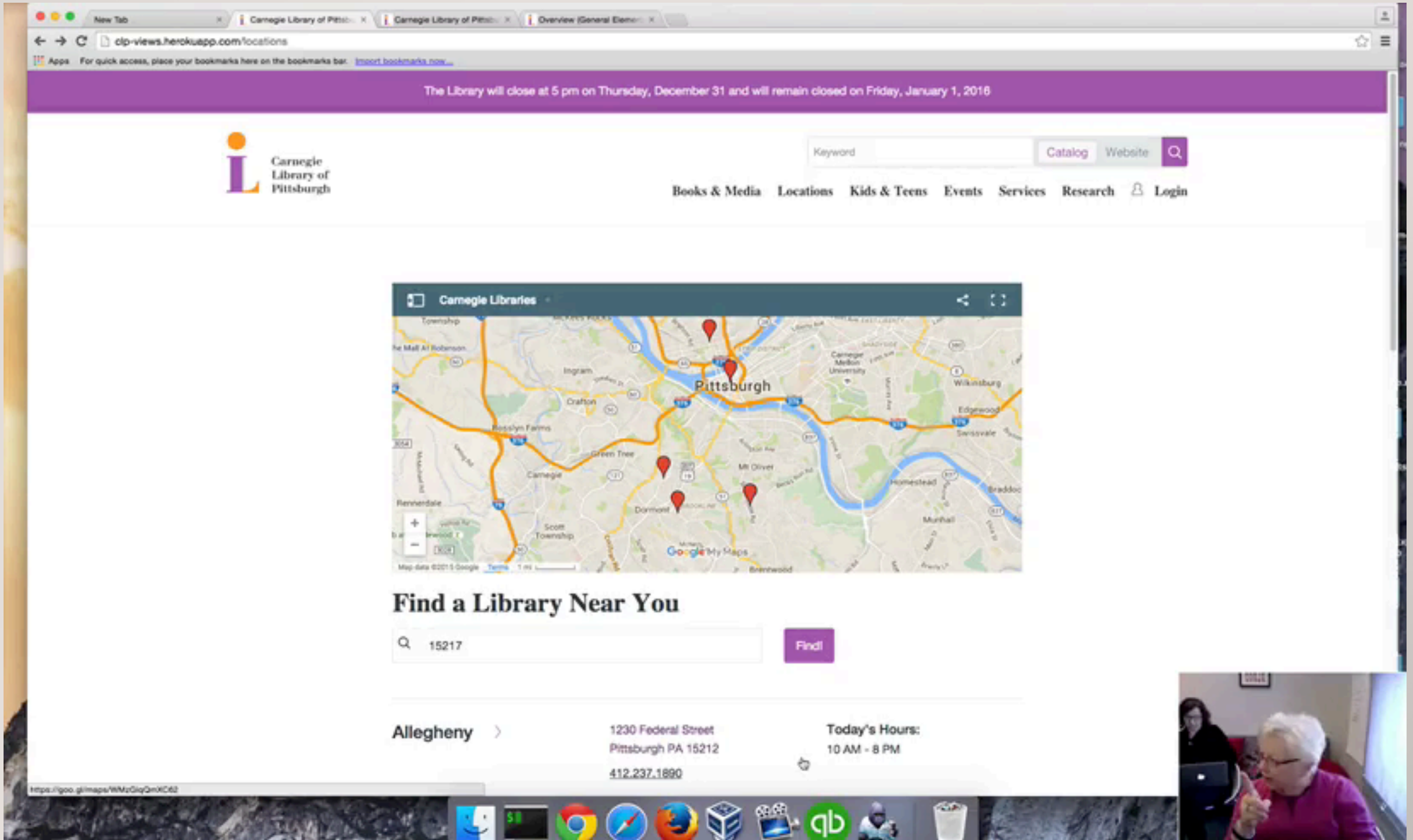
“How do I know when a problem is ‘complex’ and requires collaboration?”

Simple vs. Complex Problems

Usability Testing



Usability Testing



Simple Problem

Blog

Tellus Malesuada Porta Dolor

TUES, SEPT 15 · Iste provident ducimus facilis facere cum sed labore iure ab doloremque provident

Cras Etiam Ultricies

TUES, SEPT 15 · Facilis voluptatem ipsam dolorem tenetur enim quaerat earum tempora cum quaerat voluptas

1. Identification

Researcher identifies the problem.

Researcher

2. Solution

Researcher makes actionable tickets

for simple design challenges.

Researcher

3. Implementation

Developer makes changes to prototype

and closes the tickets.

Developer

Simple Problem, Solved

Latest From the Library

Blog Post by Lawrenceville Librarian

Fri., Feb. 19

Blog Title

Thu., Feb. 18

We've created a new staff pick. These books are amazing. Please read them!
We've created a new staff pick. These books are amazing. Please read theem!

Simple Problem

Event Fee: $5 Buy Tickets

Related Tags Books Audiobooks Fiction Adults Teens

Address

Carnegie Library of Pittsburgh
4400 Forbes Avenue
Pittsburgh PA 15213

Contact:
Phone: 412.622.3114
Email person@clp.org

Sponsors

600×338 600×338 600×338 600×338

Additional Sponsors: Sponsor 5, Sponsor 6, Sponsor 7, Sponsor 8,

Simple Problem, Solved

Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit.

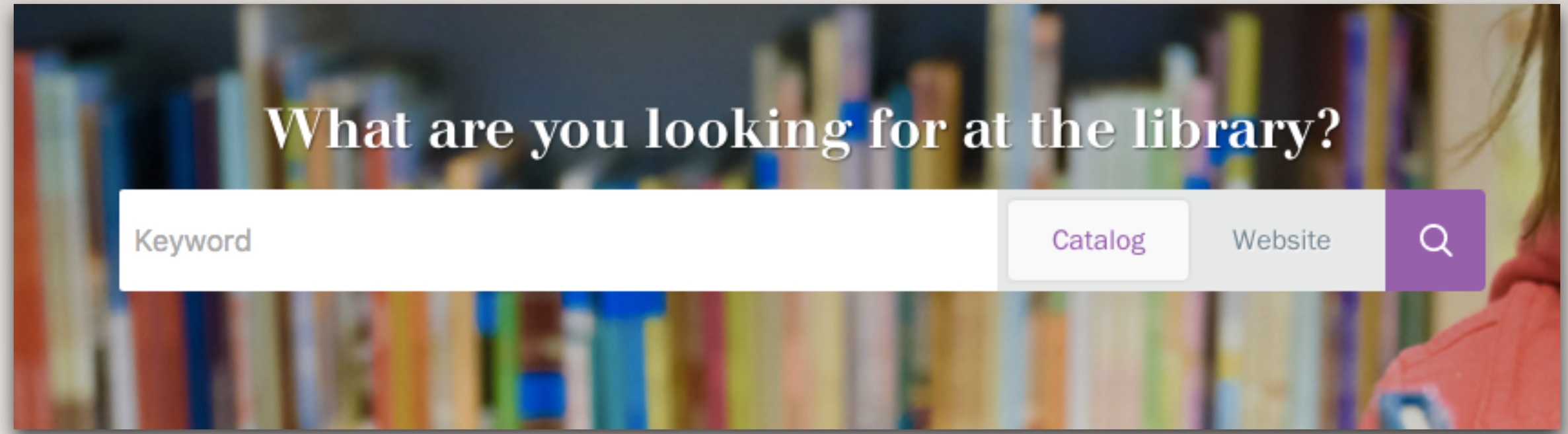
Address

CLP – Oakland
3495 Butler Street
Pittsburgh, PA 15201
412.555.5555

Contact:
Matt Griffin
Phone: 412.555.5555
Email: test@example.com

Sponsors

Complex Problem



1. Identification

Researcher identifies the problem.

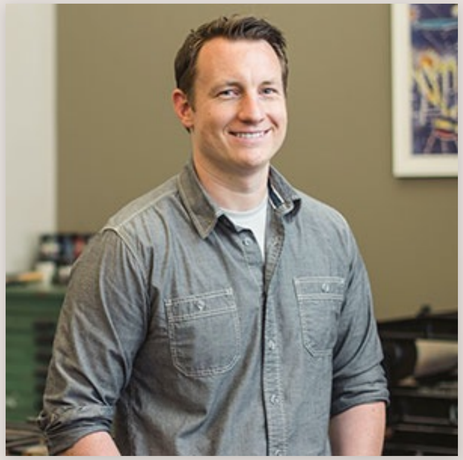
Researcher

2. Brainstorming

Researcher, Designer, and Developer

brainstorm solutions for the challenge.

Researcher



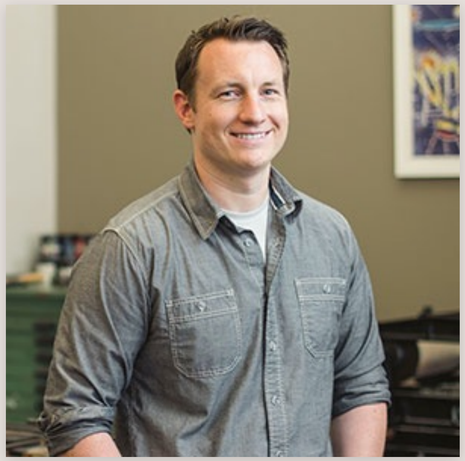
Designer

Developer

3. Innovation

Designer and Developer

begin to try out design solutions in the browser by pairing.



Designer

Developer

4. Implementation

With the direction and solution put in motion,

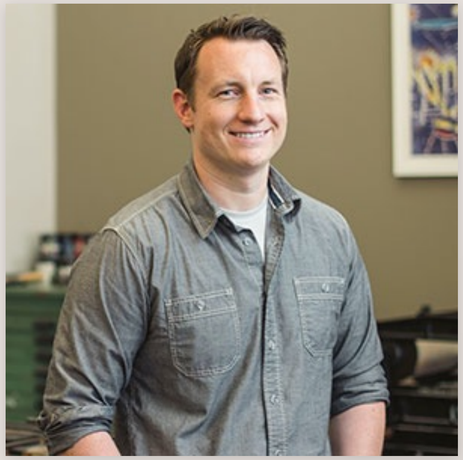
Developer completes the work on her own.

Developer

5. Review

Researcher, Designer, and Developer review the work to see if it meets the goals set out at the beginning.

Researcher



Designer

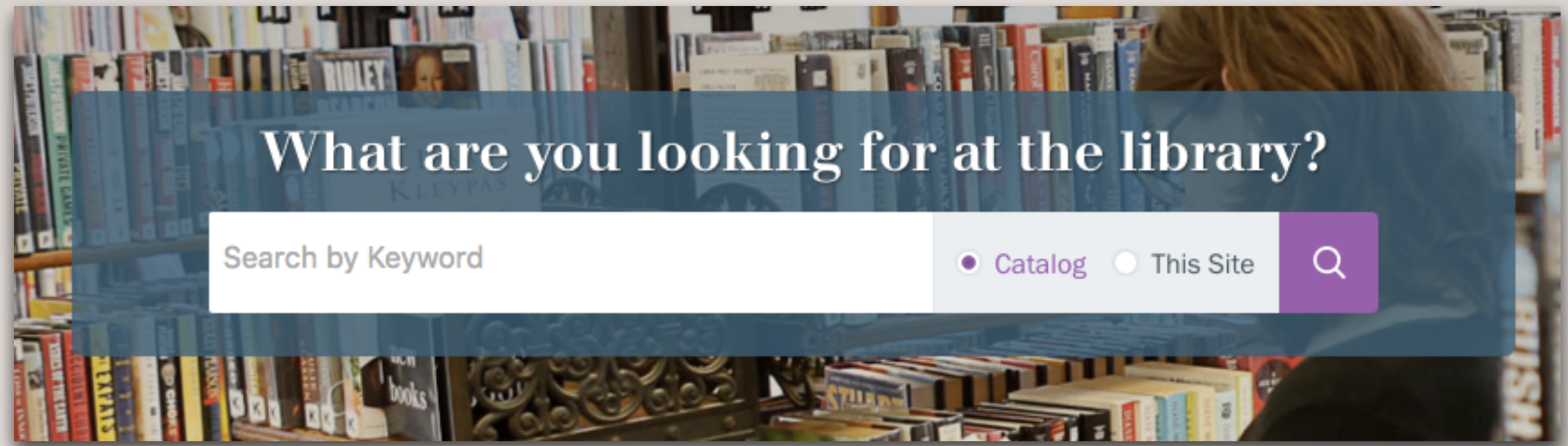
Developer

6. Refinement

Developer makes final adjustments based on the group review.

Developer

Complex Problem, Solved



Complex Problem

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Accessibility
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RAD works here
Allegheny Regional Asset District

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Complex Problem, Solved

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CLP Blog

Careers at Carnegie Library

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Test Page One

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RADworks here

Allegheny Regional Asset District

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You are not a unicorn.

You are part of a team.

Remember...

- Working styles
- Simple vs. complex problems

Q&A

http://bit.ly/1RAe5Qt

Break

10 min

3. Iterate Early and Often

Where We Started

Plan → Design → Build → Launch

Where We Started

Plan

Where We Started

Plan → Design

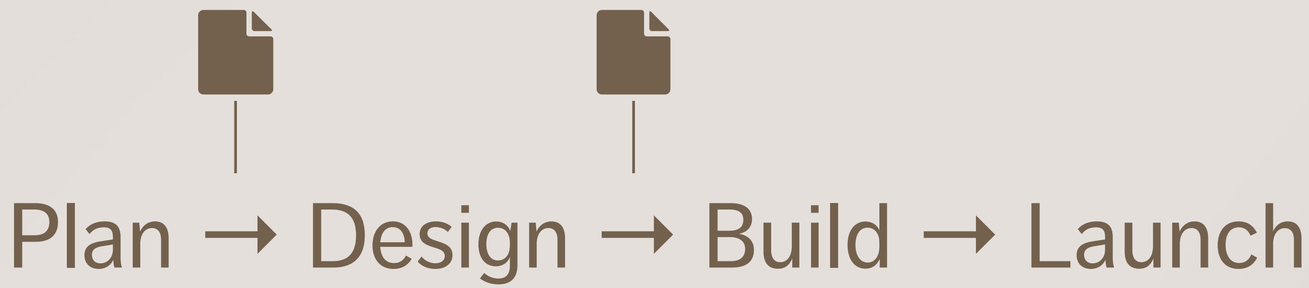
Where We Started

Plan → Design → Build

Where We Started

Plan → Design → Build → Launch

Documentation



Documentation Sucks

Documentation Sucks

- Inefficient

Documentation Sucks

- Inefficient
- Easily becomes inconsistent

Documentation Sucks

- Inefficient
- Easily becomes inconsistent
- Bad at describing interactions

Feedback

Plan → Design → Build → Launch

You Need Frequent Feedback

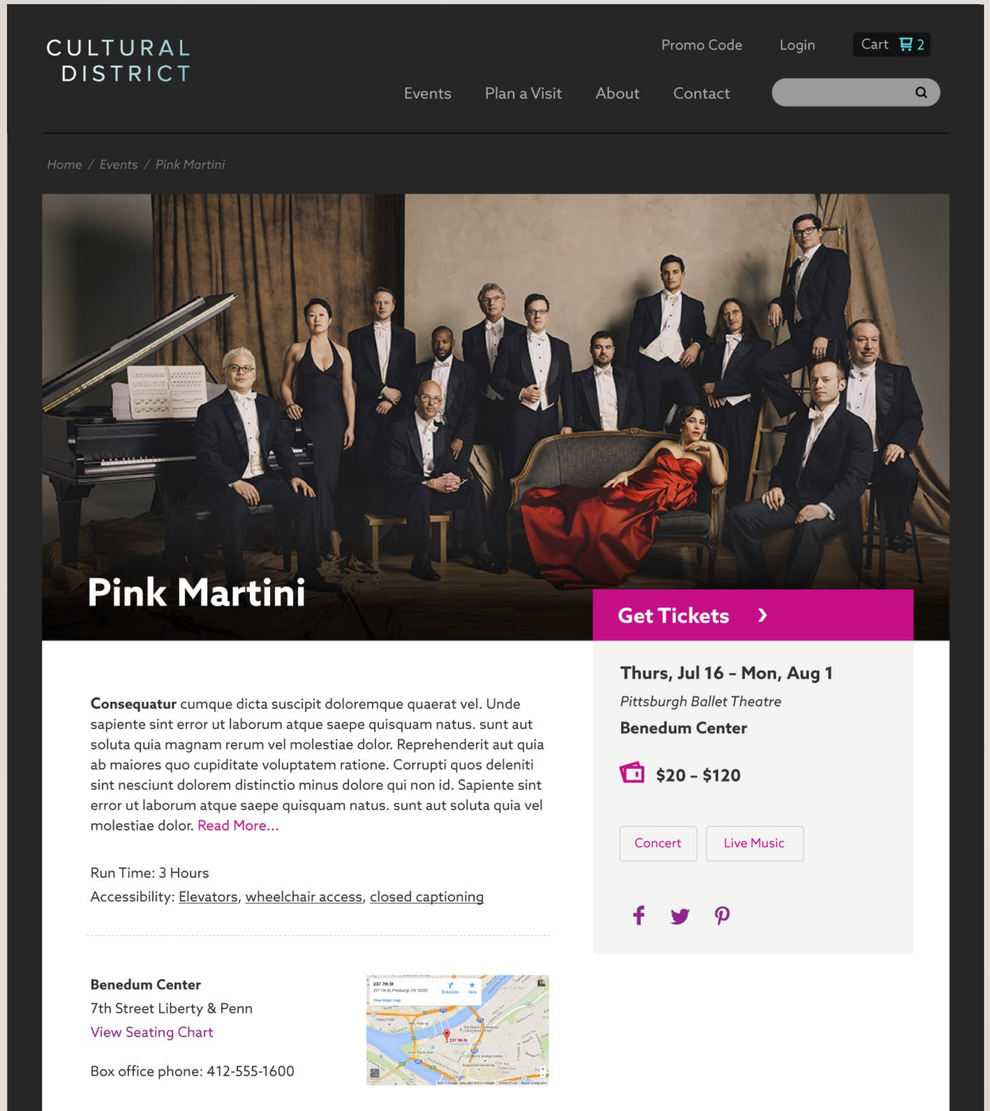
- Team members
- Stakeholders
- Users

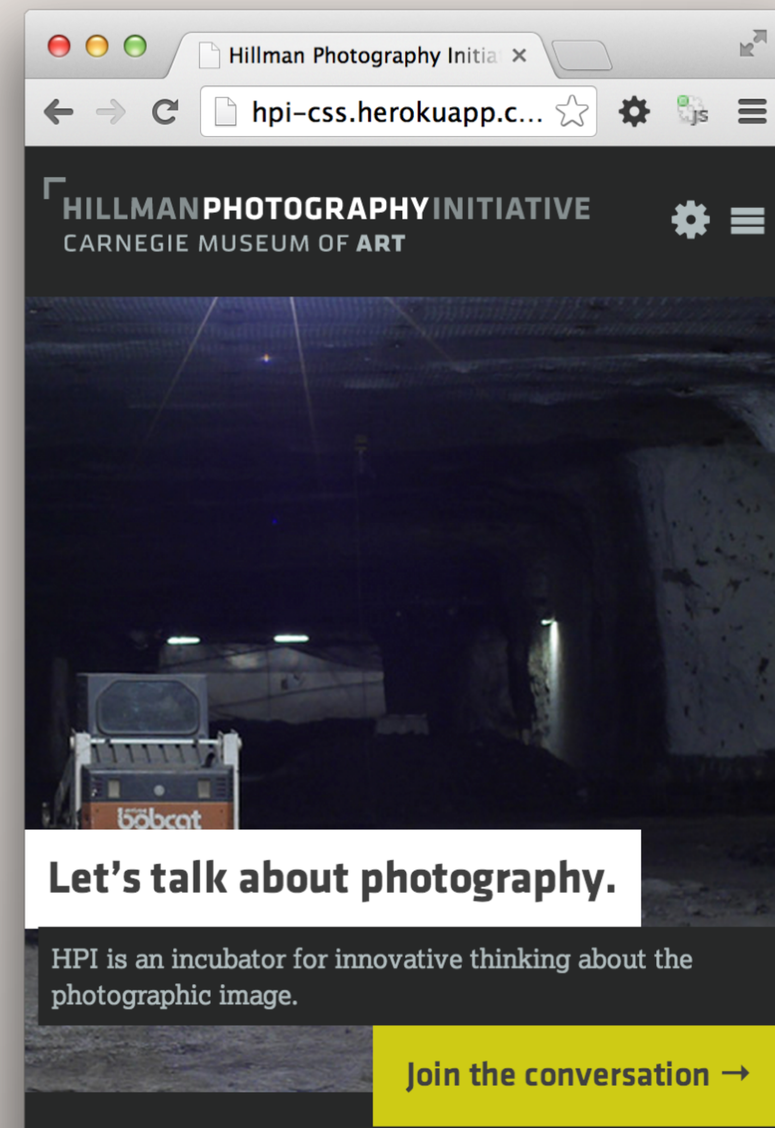
We Built Iteration Into Our Process

Our Process

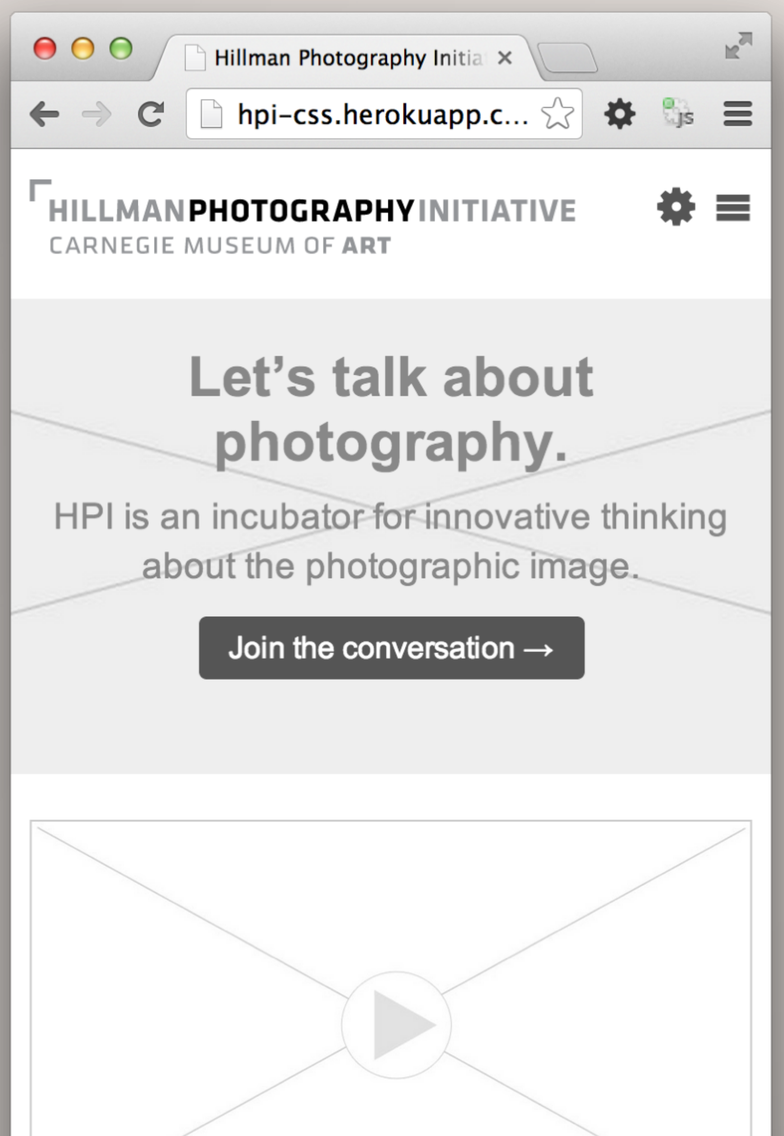
- Generative Research
- Initial Designs
- Evaluative Research
- Refinement
- Evaluative Research
- Refinement

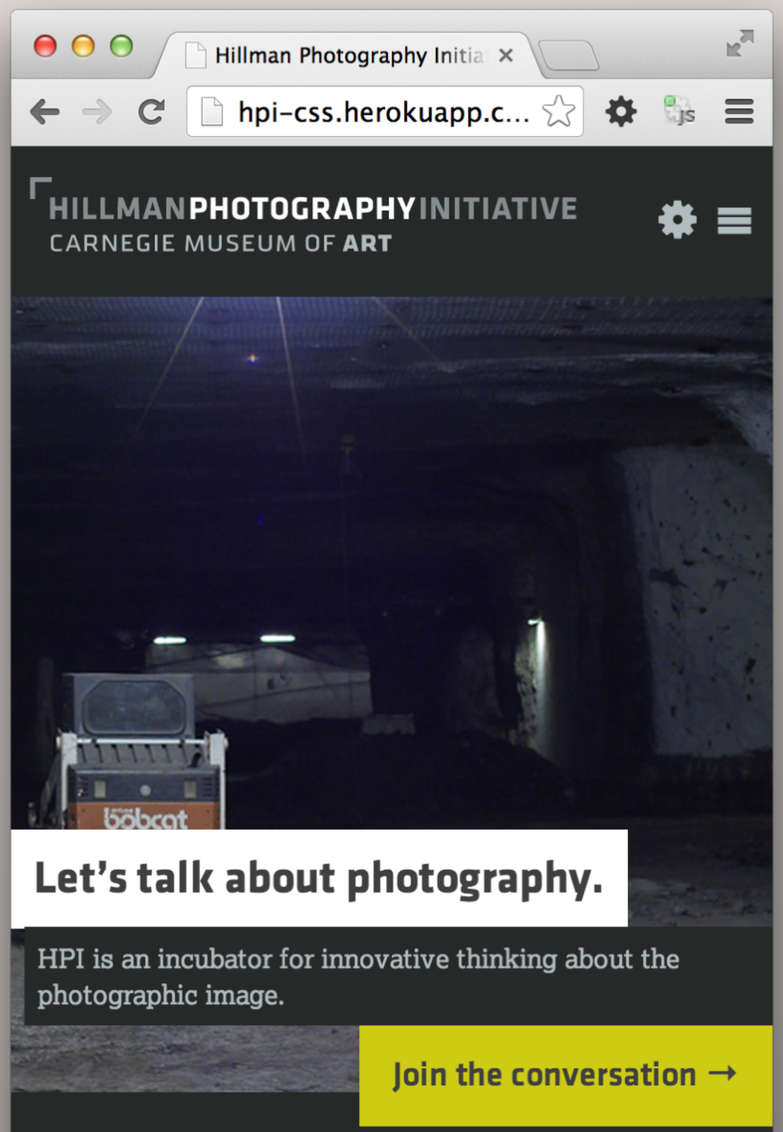
Reduce Throwaway Deliverables





Don’t Revise; Upgrade

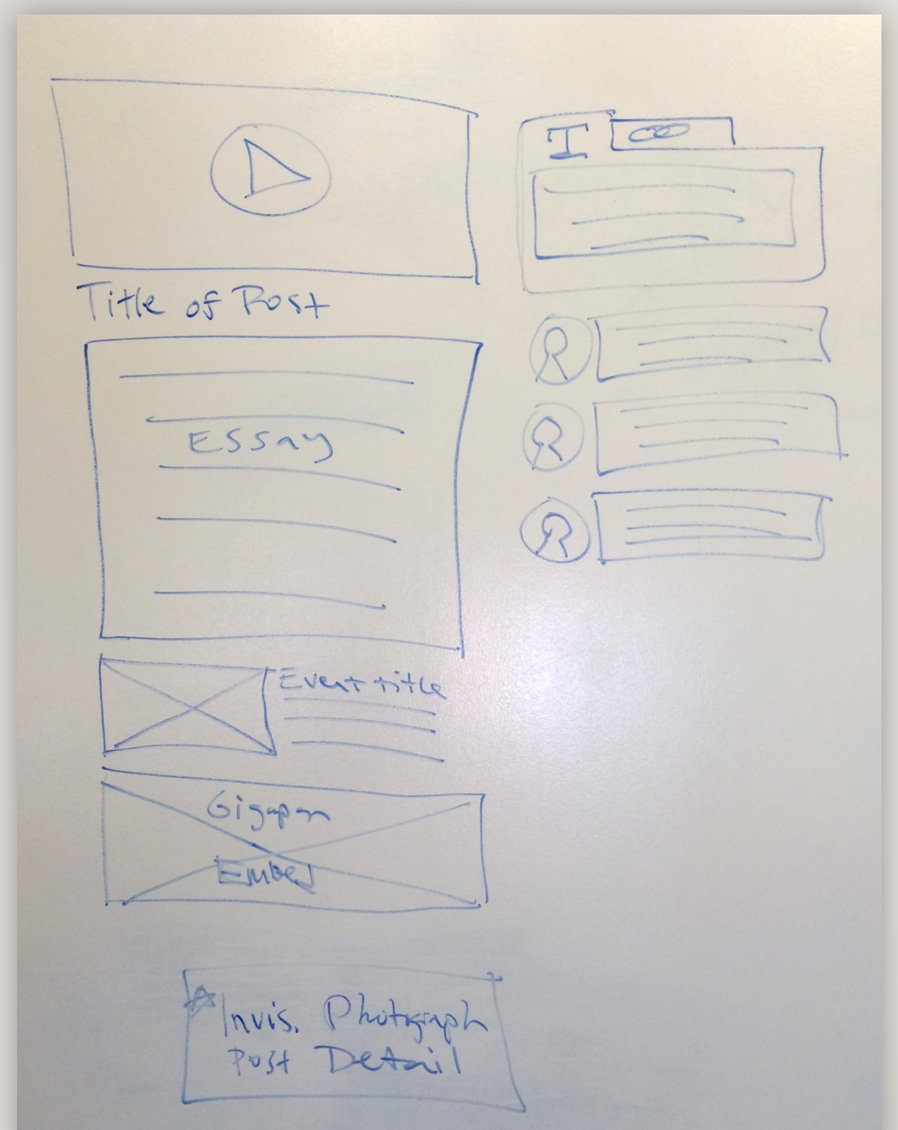


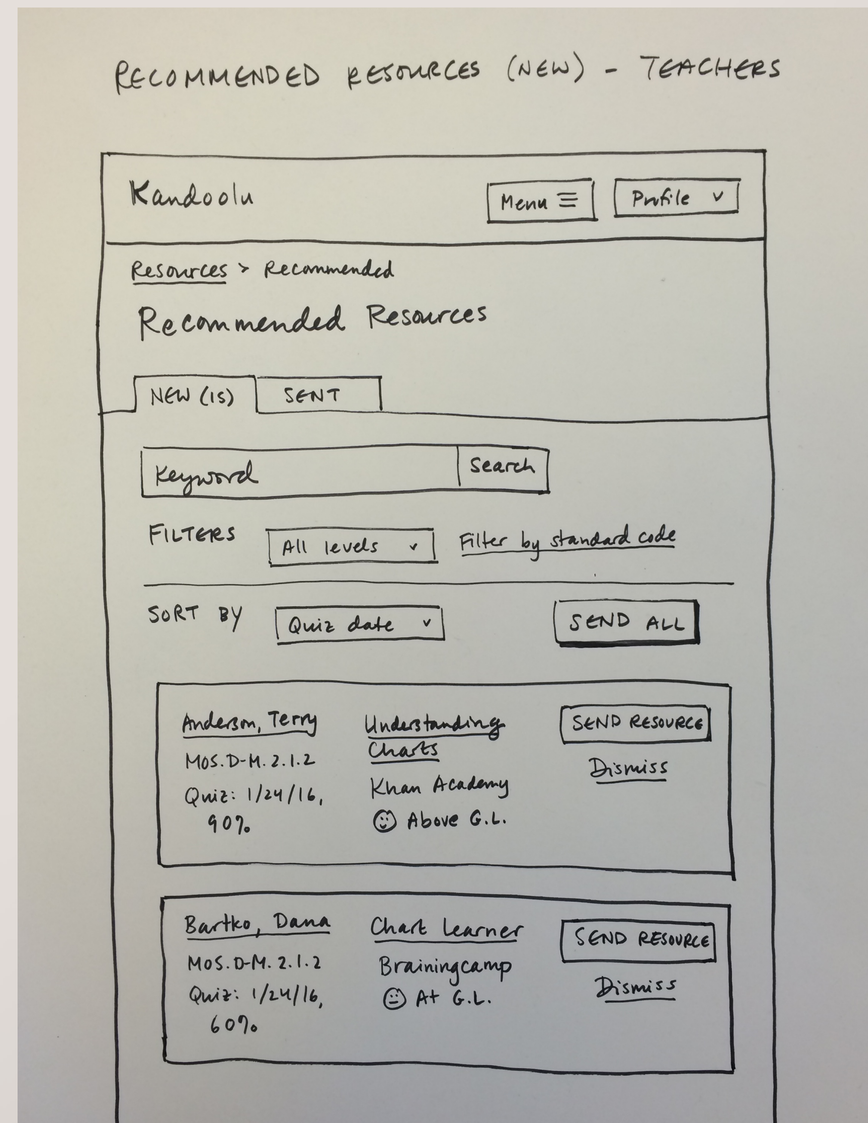


Mindset Shift

There’s no canonical representation
until the end.

Set Expectations





Pittsburgh Cultural District

CULTURAL DISTRICT

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Events Calendar ▾ | Venues ▾ | Plan a Visit ▾ | I Am... ▾

First Date
Pittsburgh CLO

Blue Man Group
PNC Broadway In Pittsburgh

The Barber of Seville
Pittsburgh Opera

Dorrance Dance
Pittsburgh Dance Council

Cultural District Organizations

- August Wilson Center
- Pittsburgh Ballet Theatre
- Pittsburgh CLO
- Pittsburgh Cultural Trust
- Pittsburgh Opera
- Pittsburgh Public Theater
- Pittsburgh Symphony Orchestra

More About The Cultural District

Events Calendar

January 2016

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Contact Us

Need help?

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Sign Up

Advertise

in the Cultural District

Donate | Gift Certificates

African American Cultural Center | Pittsburgh Ballet Theatre | Pittsburgh CLO | Pittsburgh Cultural Trust | Pittsburgh Opera | Pittsburgh Public Theater | Pittsburgh Symphony Orchestra

Events Calendar

Daily | Weekly | Monthly

January 2016

Filter events by All Morning | Afternoon | Evening Clear All Filters

Sunday December 27 - Saturday January 2

Sunday - 27	Monday - 28	Tuesday - 29	Wednesday - 30	Thursday - 31	Friday - 1	Saturday - 2
						Altar Boyz
		August Wilson Center: Humanae/I AM AUGUST				
707 Penn Gallery: Poison			707 Penn Gallery: Poison			
709 Penn Gallery: Post Erotica: The ...			709 Penn Gallery: Post Erotica: The Anthropology of Motherhood			
				937 Liberty: BROKN		

Sunday January 3 - Saturday January 9

Sunday - 3	Monday - 4	Tuesday - 5	Wednesday - 6	Thursday - 7	Friday - 8	Saturday - 9
Altar Boyz		Thoth Trio	Wednesday Wine Flight: New Year Old World	The Wizard of Oz	Sesame Street Live - Let's Dance!	Sesame Street Live - Let's Dance!
				Altar Boyz	Altar Boyz	Altar Boyz
			The Wizard of Oz	HOOKING UP with The Second City	The Wizard of Oz	The Wizard of Oz
					HOOKING UP with The Second City	HOOKING UP with The Second City
					Salsa Fridays	Camp Broadway EXP

Kick-off

Content Model

Pittsburgh Cultural Trust / Content Model

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e.g. Mary Poppins

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- Lead image
- Venue ●
- Organization / Presenter (e.g. LiveNation) ●
- Performances ●
- Overview
- On sale (Y/N)
- Run time ●
- Price range ●
- Genre ●
- Show notes (e.g. ticket limit, child policy) ●
- Photos ●
- Videos ●
- Audio files ●
- Additional info (e.g. cast & artist info) ●
- Artist website URL ●
- Alternate purchase links (e.g. buy season tickets) ●
- Fee notes (e.g. VIP package info page) ●
- Accessibility options

PERFORMANCE

e.g. Mary Poppins at 7:30 pm on 6/15/15

- Date
- Start time
- End time ●
- Performance notes (e.g. closed captioned performance)

ORGANIZATION

e.g. Pittsburgh Public Theatre

- Name
- Site URL
- Phone number
- Accessibility info

VENUE

e.g. Benedum Center

- Name
- Address
- Tiers ●
- Seating chart image ●

TIER

e.g. Orchestra

- Name
- Sections ●

SECTION

e.g. Orchestra right center

- Name
- Seats ●
- Seat view photos
- Seating capacity

SEAT

e.g. 3D

- Name
- State (available / selected / unavailable)
- Wheelchair (Y/N)
- Your friends' seats (Y/N)
- Price type (regular / senior / child)
- Price (based on price

ORDER

- Tickets ● ●
- Donations ● ●
- Gift cards ● ●
- Packages ● ●
- Parking ● ●
- Promo (notification message) ● ● ●
- Total cost
- Fees ●
- Shipping details
- Payment details
- Order number
- Order notes (from patron to PCT; packages only) ●

TICKET

- Fees
- Performance ●
- Seat ●

DONATION

USER

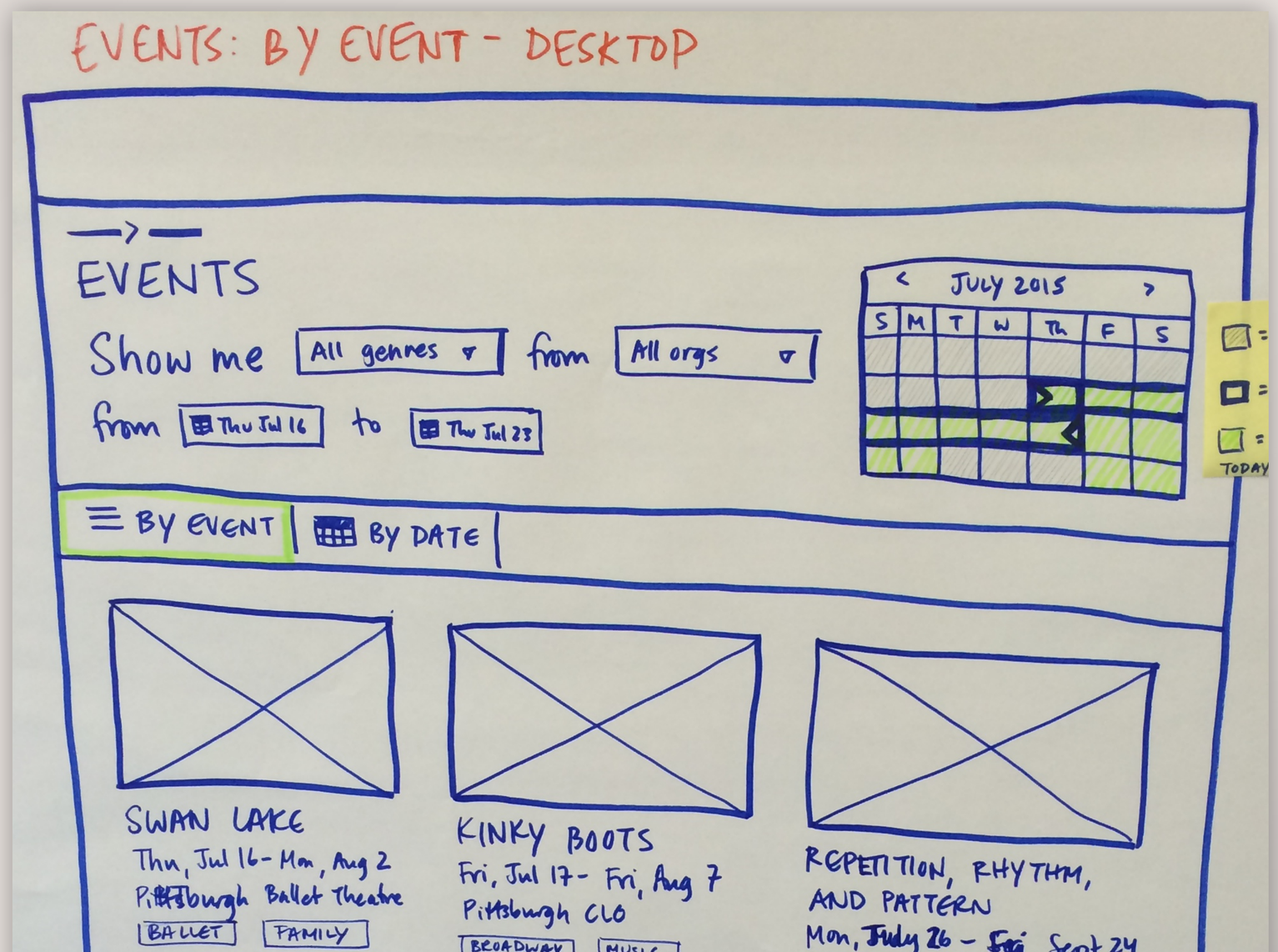
- Name 1
- Name 2
- Address (primary)
- Addresses (additional)
- Email address
- Phone numbers
- Password
- Orders ●
- Donations (in orders and standalone) ●
- Subscriber (Y/N) ●
- Donor (Y/N) ●
- Scalper (Y/N) ●
- Exchangeable packages (list; transaction occurs offsite)

GIFT CARD

- Price
- Message
- Shipping address

PARKING

Sketch


EVENTS: BY EVENT - DESKTOP
EVENTS
Show me
All genres
from
All orgs
from
Thu Jul 16
to
Thu Jul 23
JULY 2015
S M T W Th F S
TODAY
BY EVENT
BY DATE
SWAN LAKE
Thu, Jul 16 - Mon, Aug 2
Pittsburgh Ballet Theatre
BALLET
FAMILY
KINKY BOOTS
Fri, Jul 17 - Fri, Aug 7
Pittsburgh CLO
BROADWAY
REPETITION, RHYTHM, AND PATTERN
Mon, July 26 - Fri Sept 24

Seat Selection | Personal apps | Heroku | Home

cultural-trust-wireframes.herokuapp.com

Cultural District

Login Promo Code

Events Plan a Visit About Contact

See all genres from all organizations See all Events »

Voice & Tone

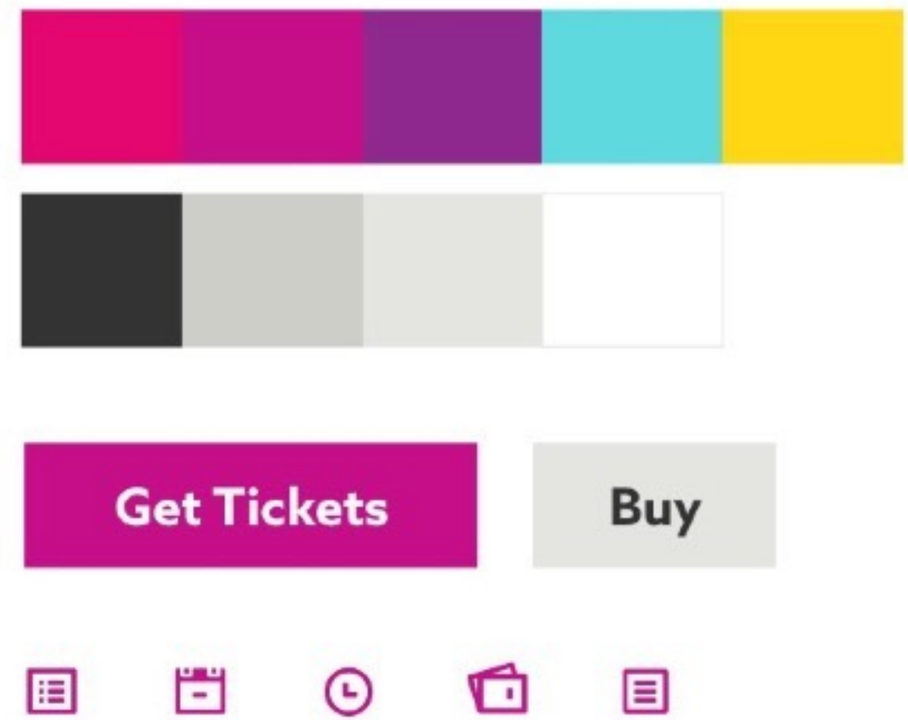
How we want to be seen

1. Engaging
2. Easy
3. Progressive
4. Personalized
5. Colorful

Vestibulum id Ligula Porta Felis Euismod Semper.

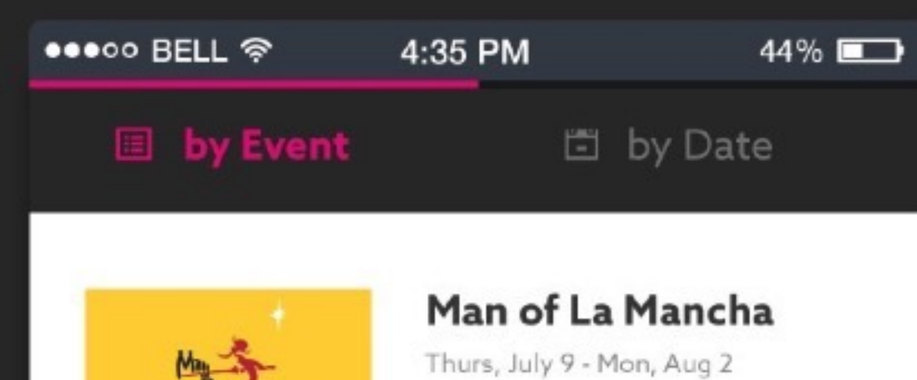
Nulla vitae elit libero, a pharetra augue. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Integer posuere erat a ante venenatis.

Nullam id dolor id nibh ultricies vehicula ut id elit. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam id dolor id nibh ultricies vehicula ut id elit.



Etiam Euismod Ridiculus

Nulla vitae elit libero, a pharetra augue. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.



Cultural District Home

Matt

localhost:4567

CULTURAL DISTRICT

Login Promo Code Cart

Events Plan a Visit About Contact

Find Your Next Pittsburgh Event

all genres | all organizations | From | Until | Go!

Pink Martini

Wed, Jul 22 - Fri, Aug 20

Swan Lake

Fri, Jul 24 - Fri, Aug 20

Remember...

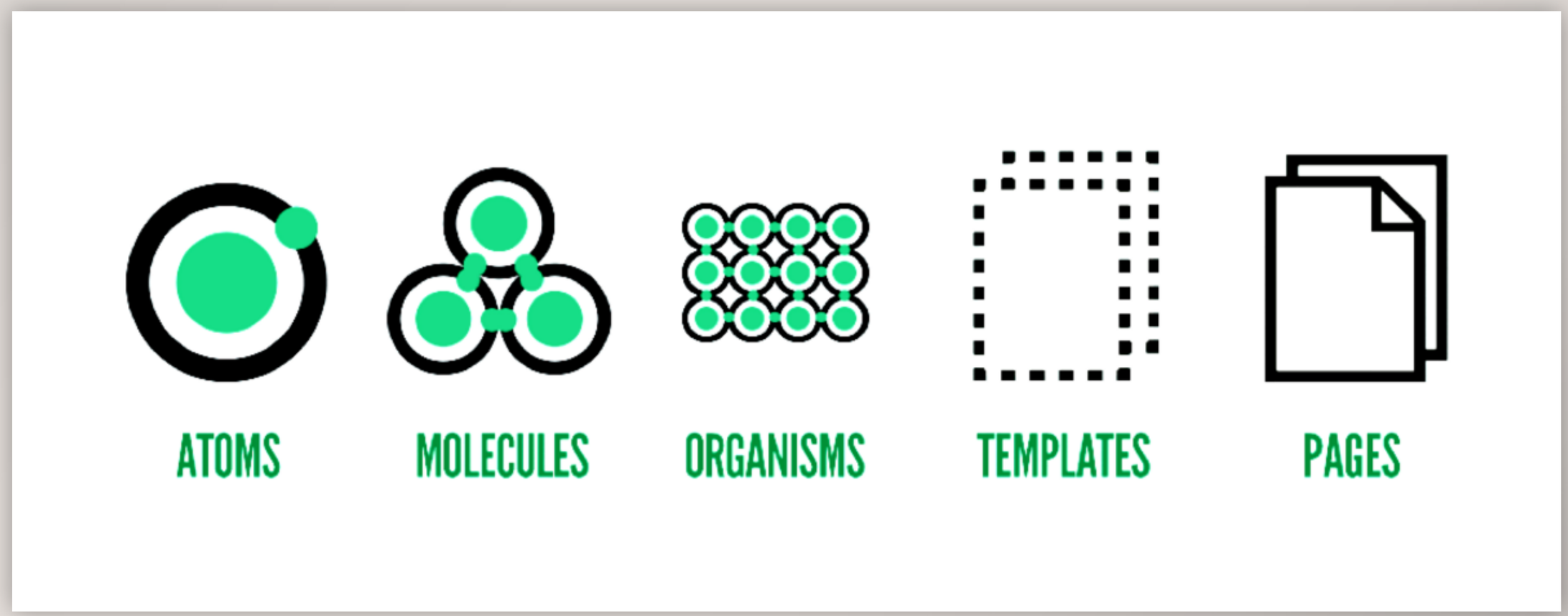
- Frequent feedback
- Reduce throwaway deliverables
- Don’t revise; upgrade
- There’s no canonical representation until the end
- Set your stakeholders’ expectations

Q&A

http://bit.ly/1RAe5Qt

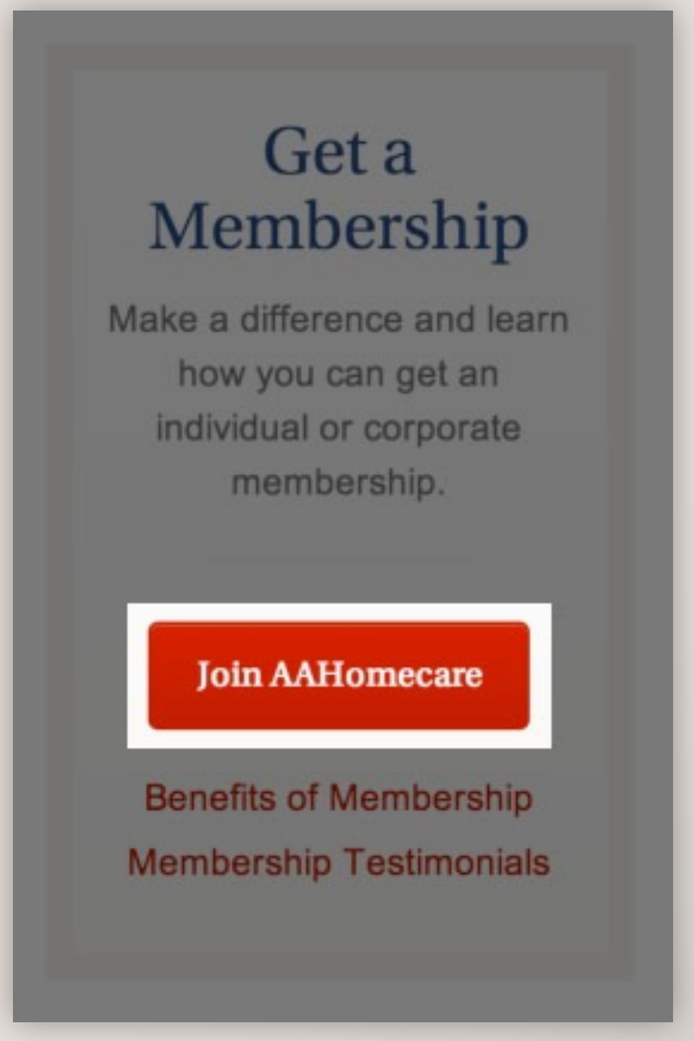
4. Use a Pattern-Driven Process

Atomic Design

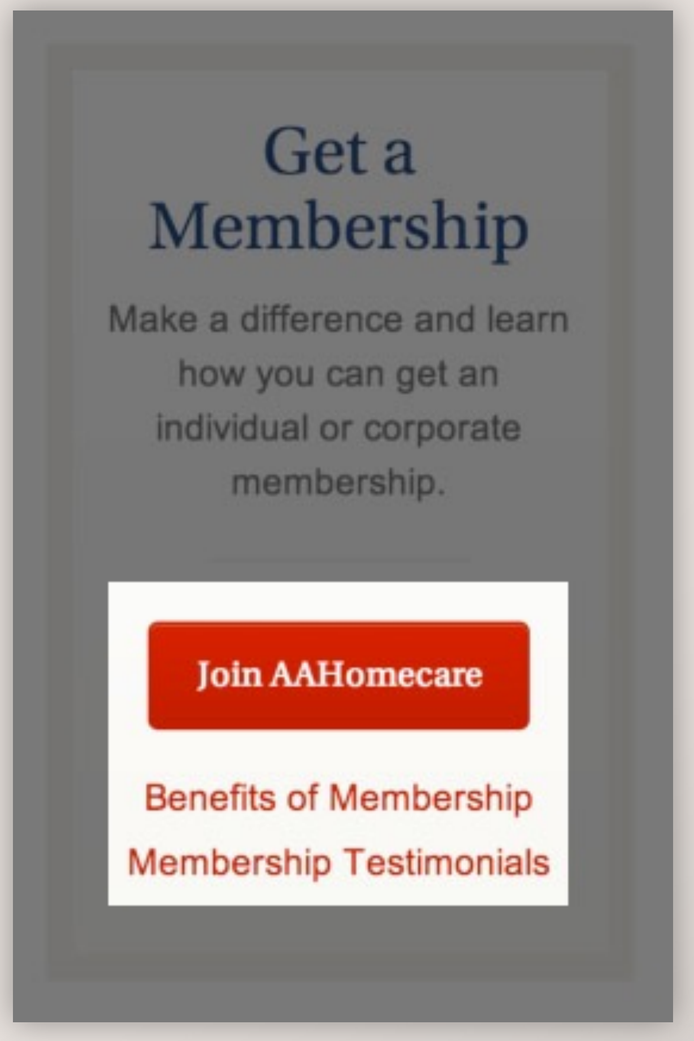


http://bradfrostweb.com/blog/post/atomic-web-design/

Atoms


Get a Membership
Make a difference and learn how you can get an individual or corporate membership.
Join AAHomecare
Benefits of Membership
Membership Testimonials

Molecules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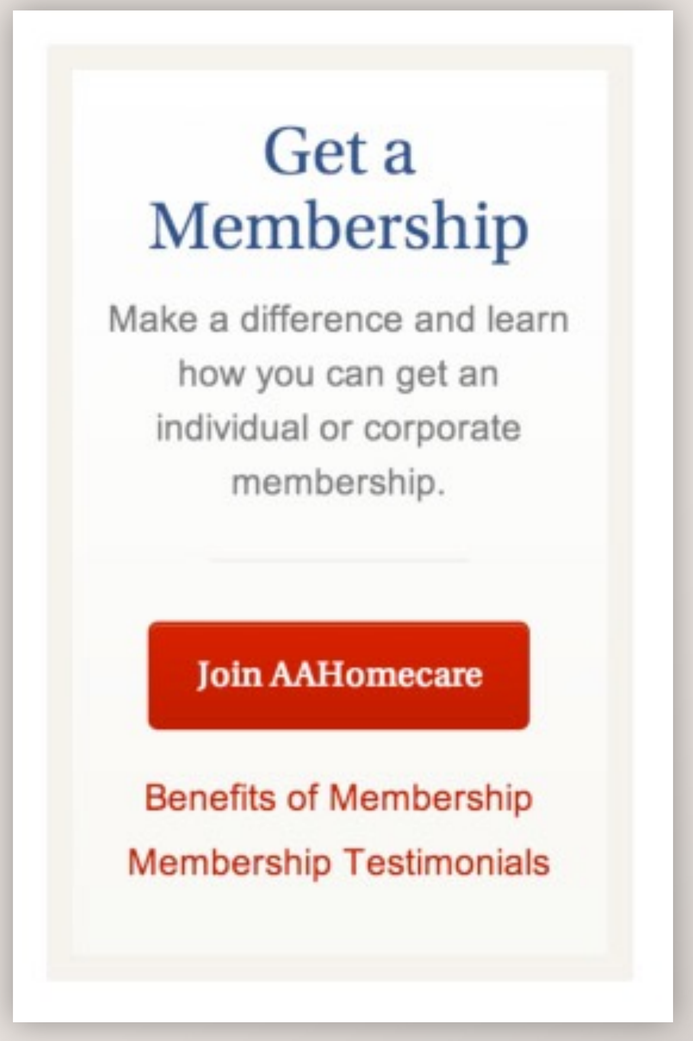
Join AAHomecare
Benefits of Membership
Membership Testimonials

Organisms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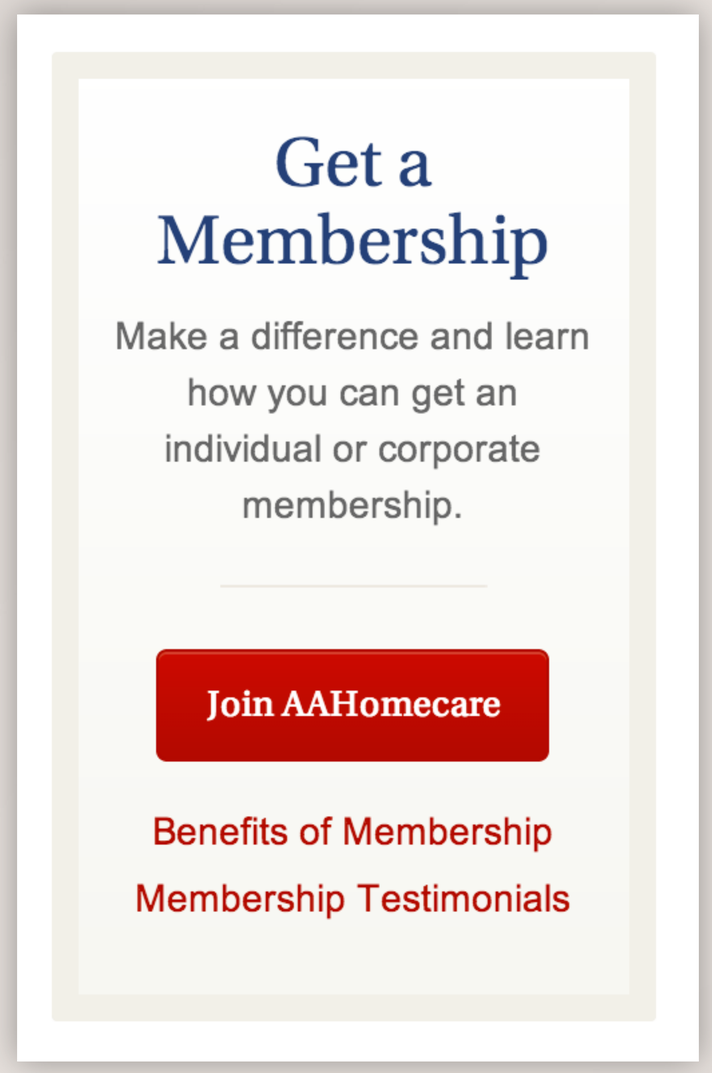
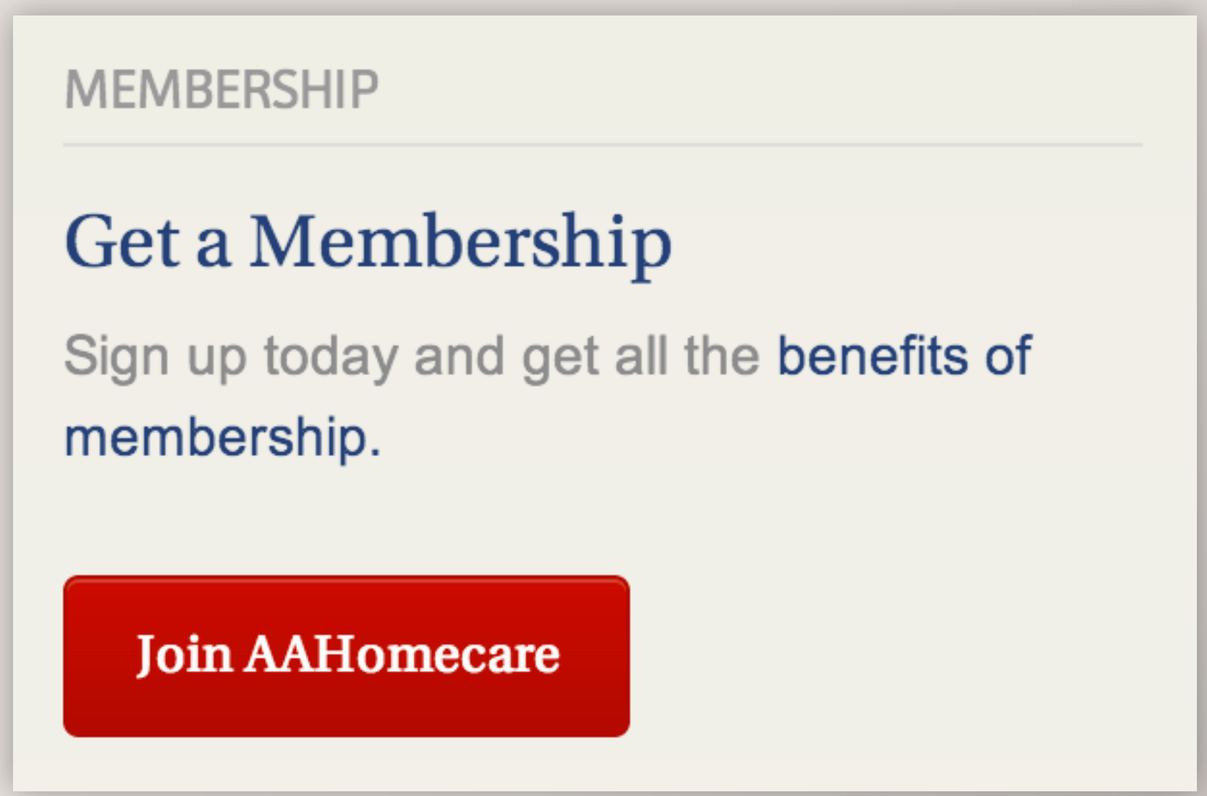
Think Modularly





Think Modularly

Become a Member

Start enjoying the benefits of being an AAHomecare member today.

Join AAHomecare

Benefits of Membership

Types of Membership

MEMBERSHIP

Become a Member

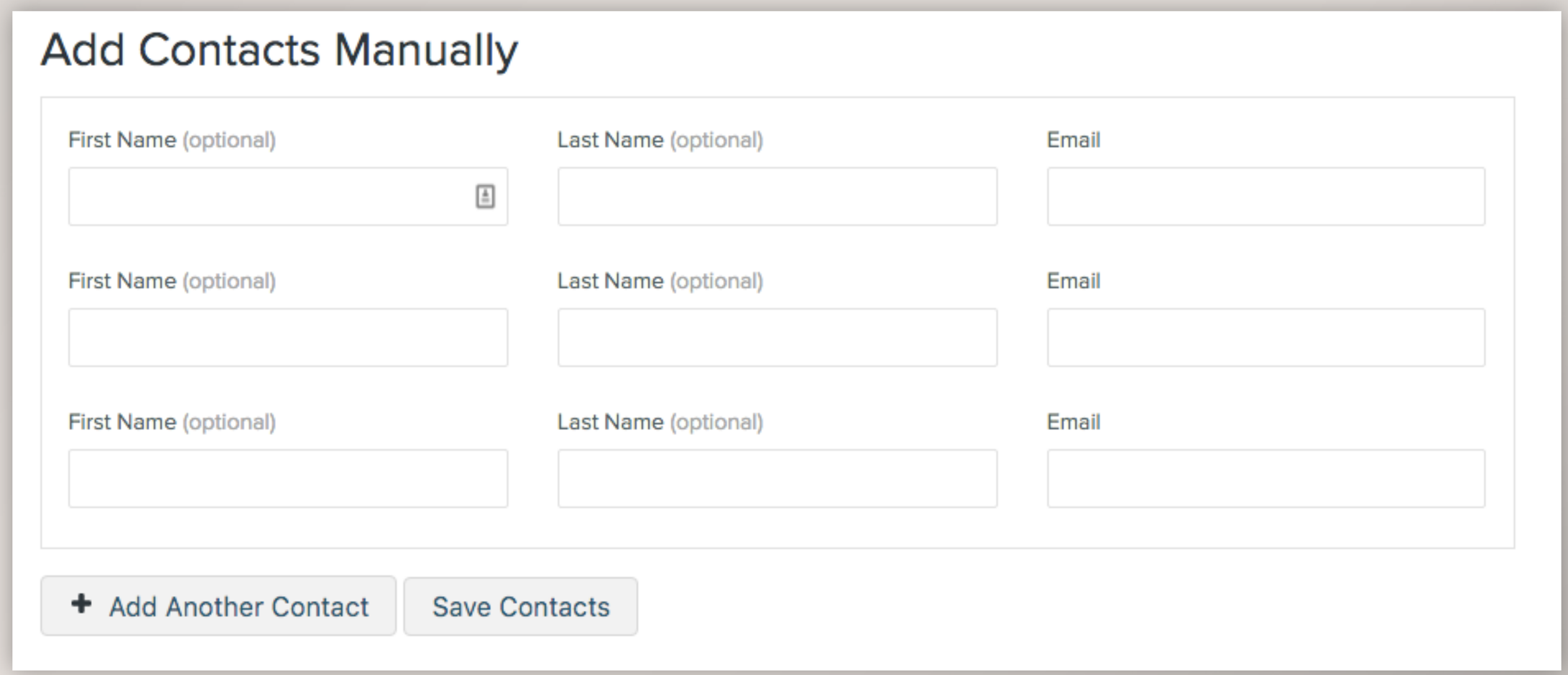
Start enjoying the benefits of being an AAHomecare member today.

Join AAHomecare

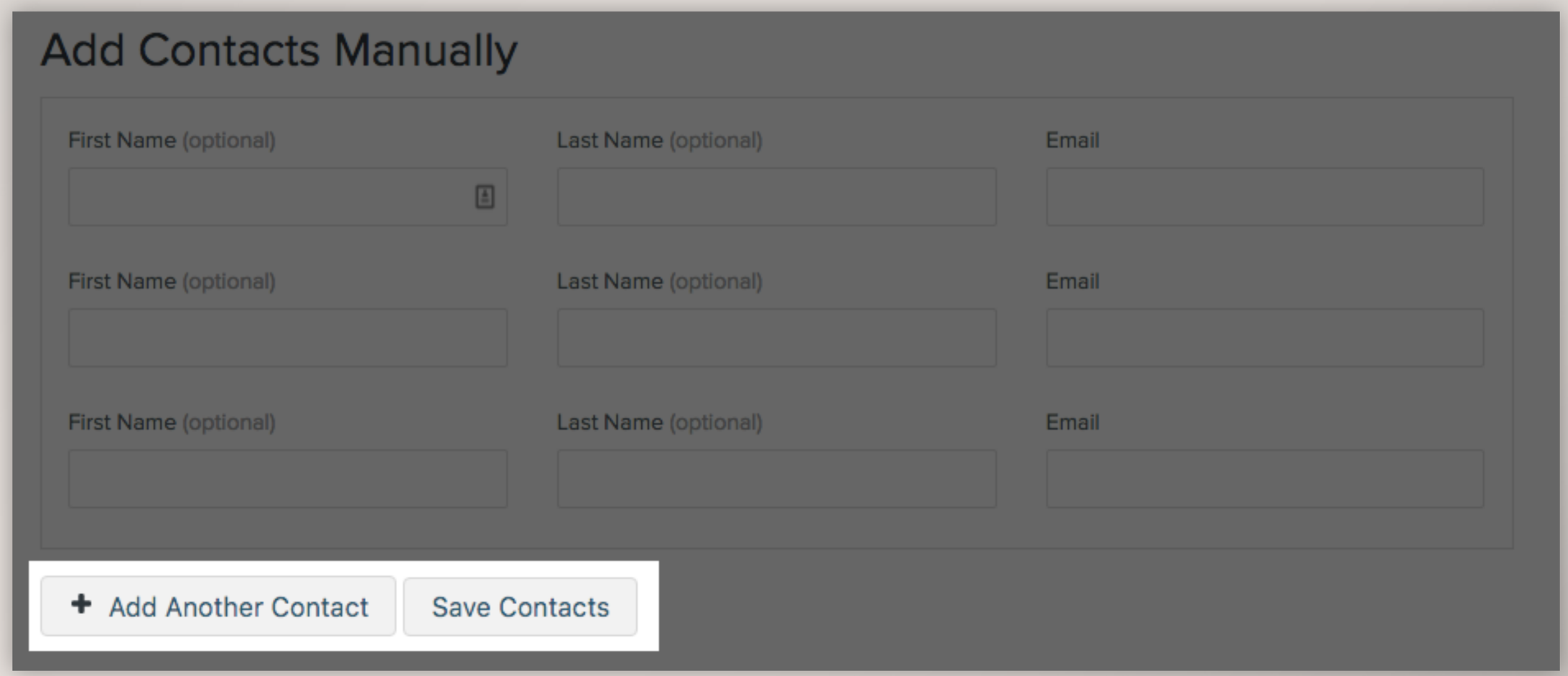
Benefits of Membership

Types of Membership

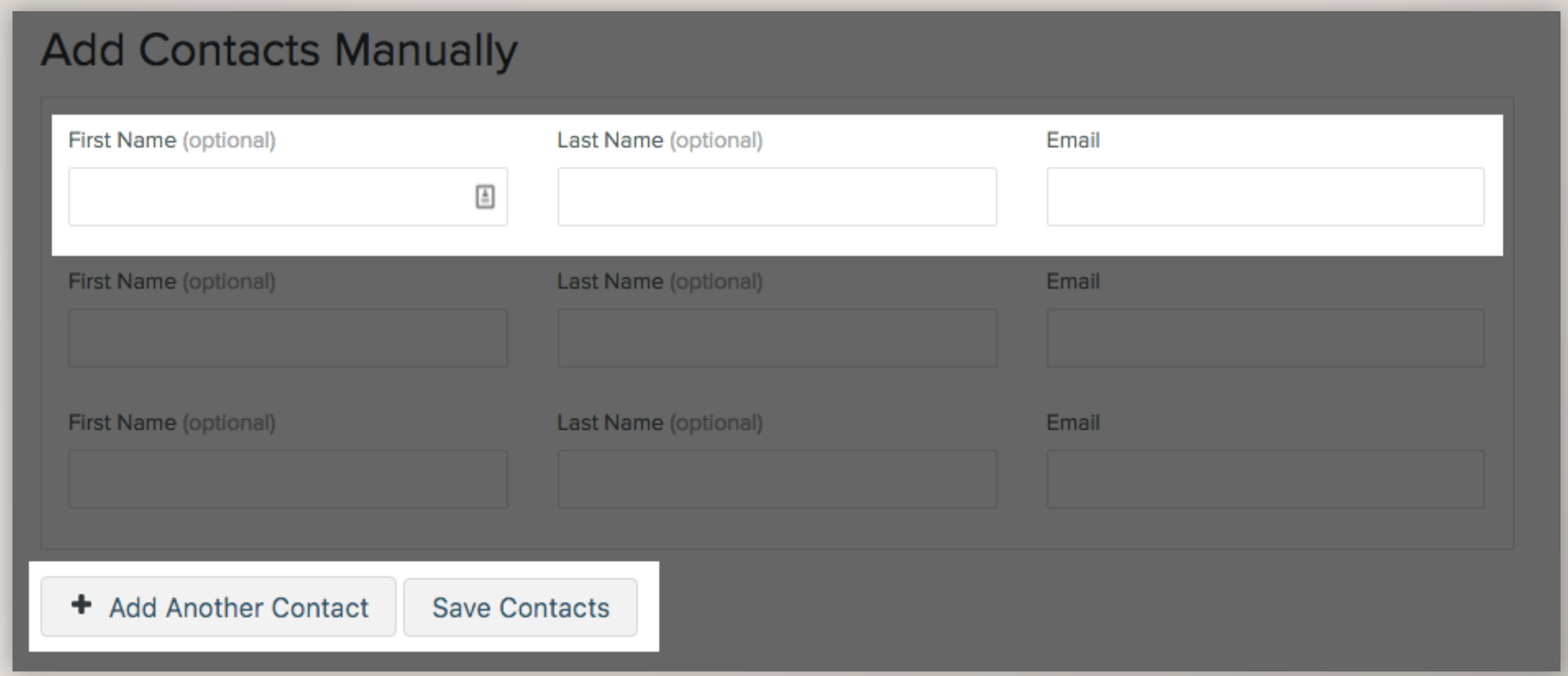
“Module” Identification



“Module” Identification



“Module” Identification



Why Use a Pattern-Driven Process?

- Efficiency
- Maintainability
- Scalability
- Extensibility
- Consistency
- A pattern library that writes itself

Where We Started

- Developers work independently
- Individual approaches to code
- No standards or code styles
- Starting each based on the last project

Problems

- Bugs
- Inconsistencies
- Frustration
- Stagnancy

Front-End Starter Kit

- Why start from scratch on every project?
- What do we do over and over again?
- What’s the most generic version of our sites?

Front-End Starter Kit

A set of reusable patterns, structures, standards for code.

- Quickly spin up projects
- Self-contained sites
- Use your preferred framework

- stylesheets
  - contexts
    - _site-footer.scss
    - _site-header.scss
  - globals
    - _forms.scss
    - _general.scss
  - library
    - _general-mixins.scss
    - _grid.scss
    - _mediaqueries.scss
    - _reset.scss
    - _typographic-mixins.scss
    - _variables.scss
  - modules
    - _navigation.scss
  - main.scss

Efficiency and Extensibility

- Write reusable, more modular code
- Code-based client deliverables

Stubble

GitHub | This repository | Search or type a command | Explore | Features | Enterprise | Blog | Sign up | Sign in

PUBLIC beardedstudio / stubble | Star 41 | Fork 3

branch: master | stubble / views / v1 / stylesheets / lib / _grid.scss

pfulton 3 months ago Finish conversion to Haml.

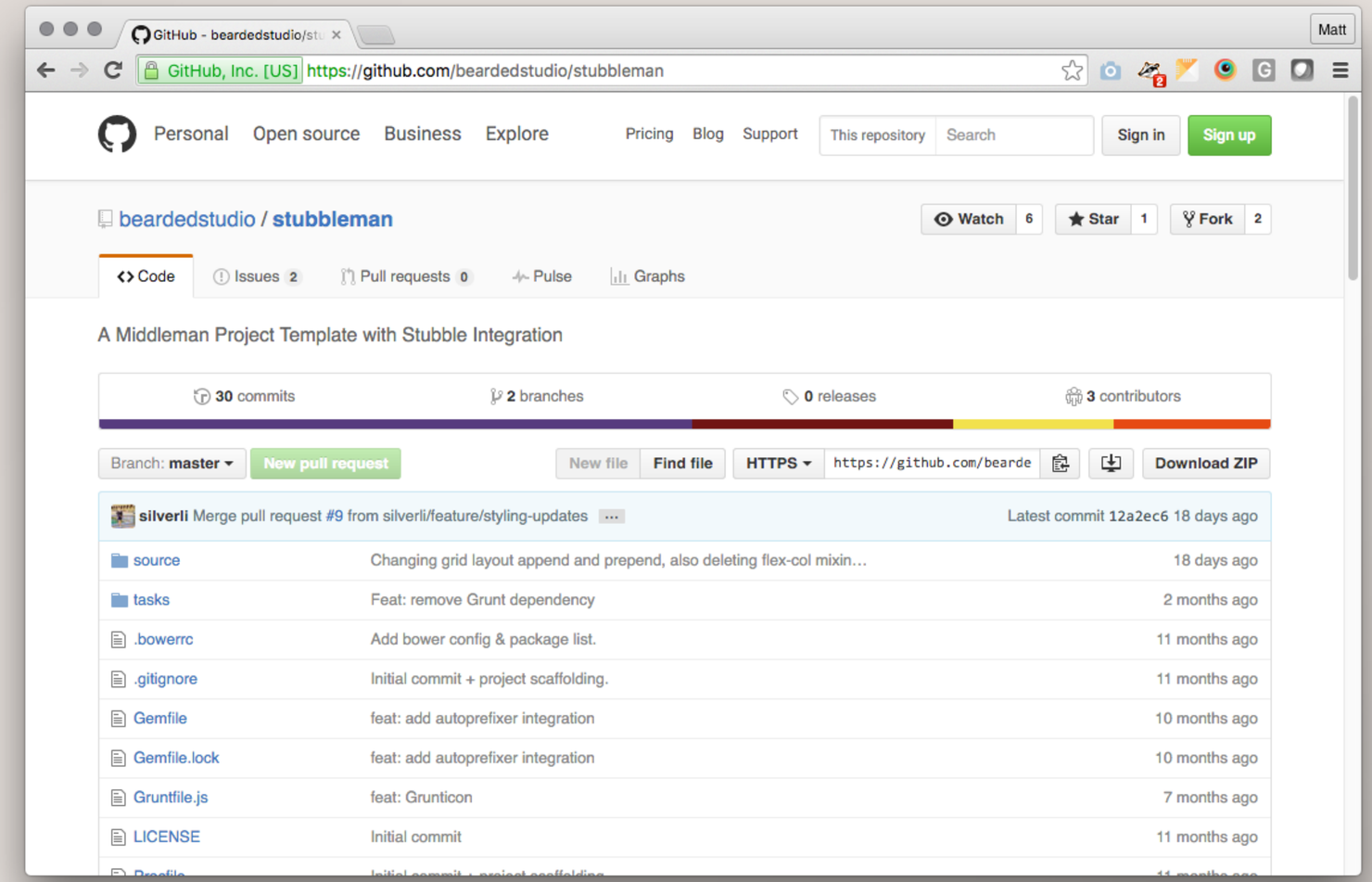
2 contributors

file | 124 lines (110 sloc) | 2.341 kb | Open | Edit | Raw | Blame | History | Delete

```
// Loosely based on 960.gs //
// The Bearded Grid System: https://github.com/elefontpress/rwd-grid-example
// Gemified version: https://rubygems.org/gems/bearded_grid | https://github.com/beardedstudio/bearded_grid

$gutter_width: 3.5%;
$columns: 12;
$column_width: 5.125%;
$grid_width: ((($column_width+($gutter_width))*$columns)-$gutter_width);

// A 16-column version of the grid:

// $gutter_width: 4%;
// $columns: 16;
// $column_width: 2.5%;
// $grid_width: ((($column_width+($gutter_width))*$columns)-$gutter_width);

@mixin container($max-width: 81.25em) {
  width: $grid_width;
  margin: auto;
  max-width: $max-width;
  *zoom: 1;
```

https://github.com/beardedstudio/stubble

Stubbleman (Middleman + Stubble)



https://github.com/beardedstudio/stubbleman

Remember...

- Identify your team's patterns
- Standardize code style & syntax preferences
- Roll patterns & standardized code into starter kit
- Iterate and always improve starter kit

Q&A

http://bit.ly/1RAe5Qt

What’s Your Current Process?

Instruction:
Cluster by your organization

Does your organization have more of a waterfall or iterative process?

When in your process do you collaborate with other co-workers?

Are people able to break out of their silos at your organization?

What’s your typical interaction for problem-solving?

Q&A

http://bit.ly/1RAe5Qt

BUILT
BY BEARDED