

# Tynehop



Advanced Web Publishing  
Dustin Guillemin

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# Introduction

The number of craft beer breweries in the U.K. has risen over the past years and is continuing its upward trend in 2017. Newcastle has seen an increase in the number of breweries and pubs serving craft beers. The goal is to develop an online magazine that focuses on the craft beer scene in Newcastle, as well as the Tyne and Wear region. Doing so will support the local brewing industry and pubs throughout the area, and encourage people to try new drinks coming from their own region.

# RESEARCH

*the drinks business*

<https://www.thedrinksbusiness.com/>

The screenshot shows the homepage of thedrinksbusiness.com. At the top, there's a navigation bar with links for FRONT PAGE, NEWS AND VIEWS, MAGAZINE, DBTV, AWARDS, JOBS, SUBSCRIPTIONS, REPORTS, IN THE MAGAZINE, REPORTS, and BACK ISSUES. A search bar is also present. A red 'SUBSCRIBE NOW' button is located in the top right corner. To the right of the navigation, there's a thumbnail of the latest magazine issue, which features a night view of a building with lights and the title 'BRIGHT LIGHTS'. Below the navigation, the main headline reads 'db Magazine' with a small icon. A sub-headline states: 'Every month *the drinks business* publishes a magazine, in print and digital formats, containing in depth analysis of all the major issues in beer, wine and spirits.' On the left side, there's a large image of the magazine cover for January 2017, titled 'ISSUE 174 - JANUARY 2017'. The cover features a large red leaf graphic and the text 'ON THE ROAD HOW FAMOUS CHEFS ARE TAKING THEIR RESTAURANTS OVERSEAS' and 'NATURE'S WAY WE CELEBRATE THE VICTORS IN OUR ANNUAL GREEN AWARDS AS PART OF A 16-PAGE SPECIAL ON ECO-FRIENDLY DRINKS'. To the right of the magazine image, there are two columns of content. The first column is titled 'January 2017' and 'Download', featuring a thumbnail of a group of people holding awards under the heading 'NATURE'S WAY'. The second column is titled 'ON THE ROAD' and 'How famous chefs are taking their restaurants overseas', featuring a thumbnail of two men in a kitchen.

**Target Audience- Adults of legal drinking age**

**Pages- 8, including job postings**

**Content- Articles, videos, events, reviews**

# Simple, yet effective

## ► Aesthetics

The site has a plain style to it, lacking a variety of colors. It is evident the main focus is promotion of the articles. The main section displays two menus, one for the online page and another for the print magazine which is confusing for the user.

On the main page there is an abundance of content which creates an overwhelming feeling since the user has too many places to look.

The logo for the website is bland and uninviting. There are no icons and it is simply colored text that matches the print version of the magazine.

## ► Interaction

There is no shortage of features for the reader to engage in when they arrive on the site. As a result it is difficult as a user to determine where to start interacting. In contrast, the vast amount of content allows a variety of users to navigate and find something that will be worth reading.

Since there is a large amount of content for each section, there are some errors that occur when loading the page, resulting in difficulty accessing certain features.

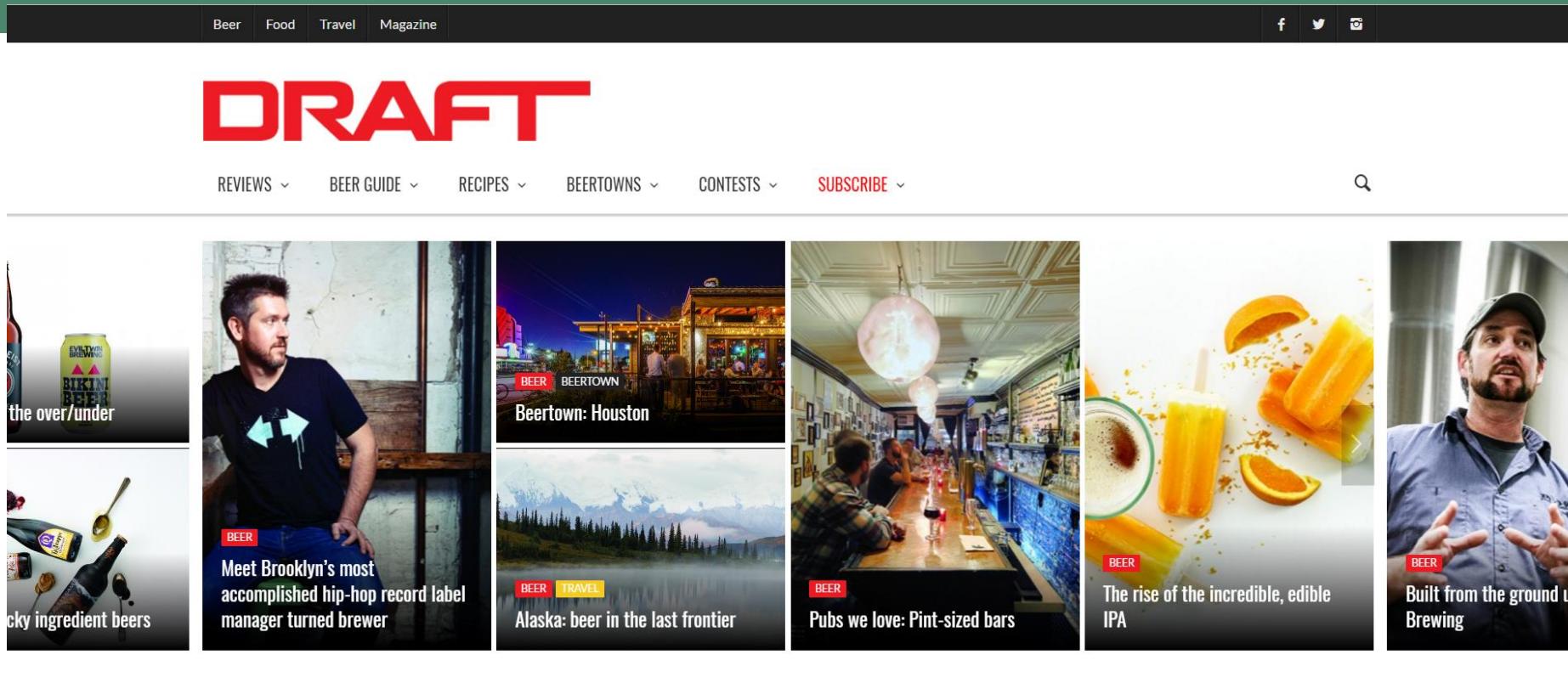
With its simple styling, the site is easy to navigate when it comes to searching, redirecting, and signing into an account.

## ► Usability

Navigation is the major problem with usability on this site. The website is broken down into eight sections, and there are more sections within each of these as well. The editors seem to push articles above everything else, and then provide the option for social media sharing at the end of every article.

The headings represent the subsequent content well, and finding options like subscribing and news articles are expedited by this. Overall, the usability of the site is only impeded by the variety of options.

DRAFT Magazine  
<https://www.draftmag.com/>



Pages- 9, including subscription and print magazine section.

Content- Articles, reviews, contests, recipes.

## Focus-driven, user oriented

### ► Aesthetics

*DRAFT Magazine* takes the practices of web design that are most common, yet desirable and applies them well for their focus. Their logo is evident, right at the top of the page. The links for social media are at the upper right, where most people are starting to expect them. The main page features an image carousel with some of the most recent and popular content. The appearance is not overcrowded or distracting.

The footer is quite bulky once a user scrolls to the bottom of the page. There are links to the “food” and “travel” sections in there, but also articles for each, meaning the footer is quite large to accommodate the content, which looks coarse.

### ► Interaction

The interactions are straightforward for each section. On the carousel the image gets larger to show which article you are about to view. Each section in the header has a dropdown with a preview of the content in the section. The grid layout of the articles keeps everything organized and legible.

The level of interaction is not overwhelming, mostly just scrolling and clicking. The option to share articles on social media also adds to the interaction by allowing readers to engage across platforms.

### ► Usability

There is not much that causes the site to be hard to navigate and use. The usability is improved by clear, descriptive sections, and a simple layout and color scheme.

The flow of the website is similar to that of an actual print magazine; after reading an article there are arrows to view the next article or the previous one. Being a website, there are also related articles following the selected article. This focus on making sure the user does not waste time searching for content shows usability is well thought out. If the user does get lost, there is a “search” and “advanced search” option available as well.

ABOUT CRAFT BEER WORLD THE CBW TEAM CONTACT US

f t p l LOGIN

 **Craft Beer World**  
Global beer & brewery news

NEWS ▾ ANALYSIS ▾ THOUGHTS FOR FOOD ▾ BEER REVIEWS ▾

Q

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## PRODUCT NEWS



3RD NOVEMBER 2016

**Moor Beer granted use of 'CAMRA says this is real ale' logo – a first for a canned beer.**

To meet CAMRA's real ale definition a canned or bottled beer must be proven to still contain live yeast and any carbonation in must ...



19TH AUGUST 2016

**Wiltshire's Box Steam Brewery picks up two medals in this year's 'Beer Olympics'**

Box Steam Brewery, based in Holt near Bradford-on-Avon, Wiltshire, has been awarded a gold and a bronze in this year's International Beer Challenge.

GET CONNECTED

 1.4K FOLLOWERS

 1.1K FOLLOWERS

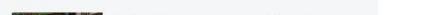
  
Craft Beer Worlduk 1,128 likes  
[Like Page](#) [Contact Us](#)

Be the first of your friends to like this



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AK NEWS



**Target Audience- Adults, age 18 and older.**

**Pages- 7, including About and Contact information.**

**Content- Articles, reviews, news, upcoming events.**

## Clear concept, poor execution

### ► Aesthetics

*Craft Beer World* is very plain. The feel resembles that of a standard print newspaper with an overuse of black and white. Nothing is different colors to draw the readers attention, and as a result the navigation is quite open-ended. There is very little indication of flow, especially from the homepage where almost no additional content is displayed.

Some items take awhile to load, particularly images. There are some that stay gray after the page has loaded, and some that do not even get that far.

### ► Interaction

The interactions are well put together, with dropdowns that load previews of the content when hovered over. However, the content preview sometimes appears when attempting to scroll up the page, which can be irritating. The image carousel works well, but does not have enough content to go beyond one click.

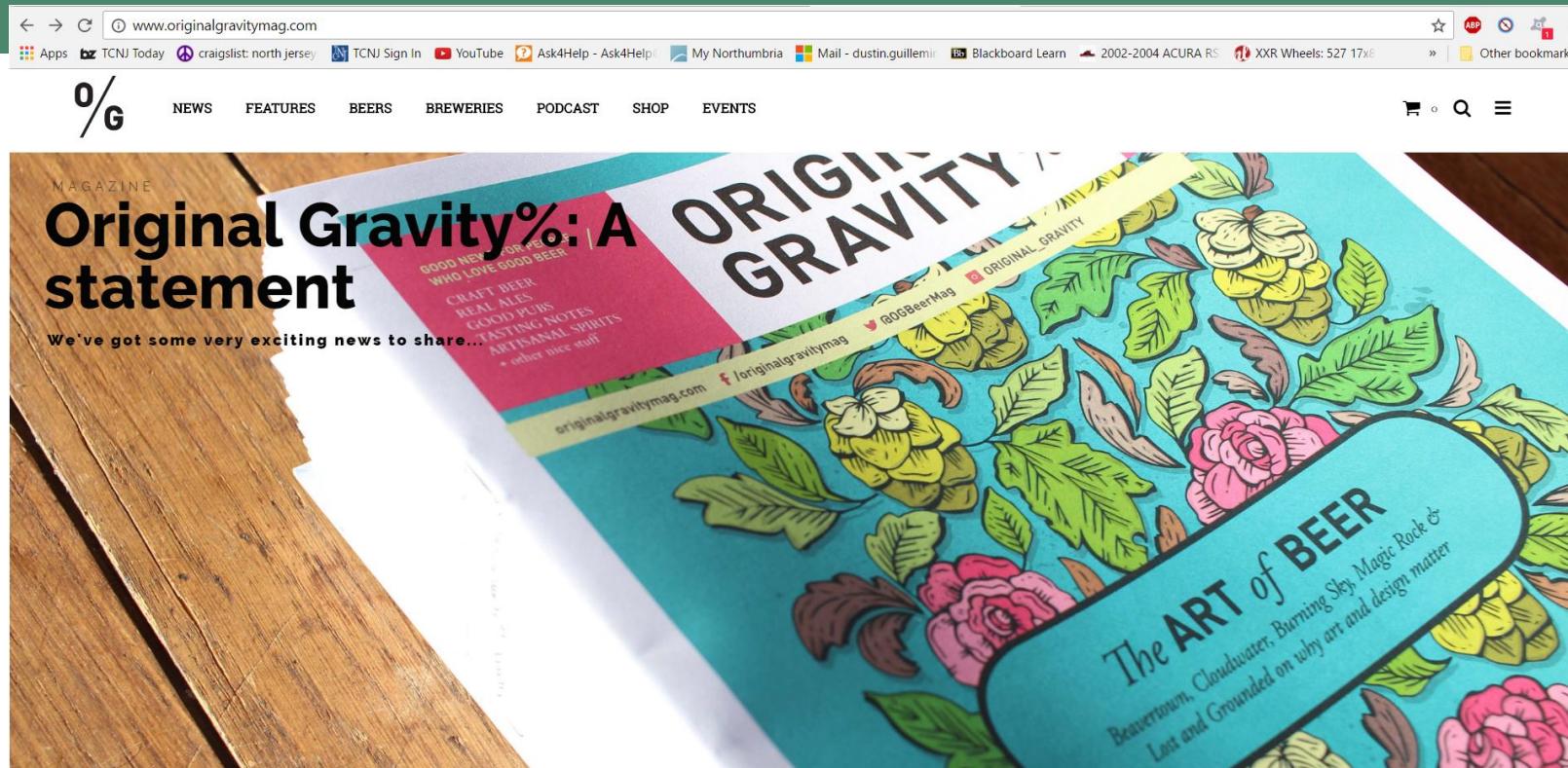
The articles have little indication when the mouse is over them, apart from the thumbnail becoming slightly darker, and the title underlining. Not a lot of effect, but this is not necessarily a bad thing.

### ► Usability

The usability is not the greatest, but it certainly is not the worst. While it can be hard to figure out where to begin navigating, the headings in the navigation bar are representative of the content in each. The page is easy to scroll through in search of the articles or news the user is looking to access.

There is a search bar in the navigation, and links for social media throughout the site. Overall, the usability is not compromised by the shortcomings in aesthetics and interaction.

Original Gravity  
<http://www.originalgravitymag.com/>



**Target Audience-** Beer drinkers, age 18 and older.

**Pages-** 16, including Competitors, Food, and Podcasts.

**Content-** Articles, beer reviews, brewery info, events, podcasts, shop, etc.

## Superb layout, clear intentions

### ► Aesthetics

*Original Gravity* takes aesthetics seriously. The main page has a large, HD carousel linking to information about their site and featured articles. The font choice is legible and fits the overall theme very well. Loading features and delays add to the layout of each page by bringing life to usually stagnant areas.

The colors are simple, white and black, but the images and effects make the page visually stimulating. There are few things throughout the website that detract from the visuals and aesthetics.

### ► Interaction

Interacting with this page is simple. There is not an abundance of excess effects like there is on the more aesthetic elements for the main content. The pages all represent their headings, there is a search option at the top of the page, and the main navigation bar contains the most important categories.

The number of categories and topics is not necessary. If anything, there is too much being represented here and it does not make navigation easy from the main page as a result. If the number of topics covered was decreased, the interaction would be much simpler.

### ► Usability

The website is user friendly in many ways. Apart from the over abundance of topics and headings, they all organize their content in an easy to read and search manner. Depending on what the reader is looking for they will certainly be able to find something relative because of the large amount of content and the specific categories for each.

Overall, the readability, navigation, and classification of content make this website clear and easy to use, even if it is the user's first visit.

# RESEARCH SUMMARY

These online magazines revealed the important elements necessary to make my website stand out. The most important feature was usability. If the website is hard to navigate or find content on, there is little chance that users are going to come back frequently. In addition, an overabundance of content will overwhelm the user and keep them from experiencing all areas of the website. Incorporating some color or colorful images is also important for the aesthetics of the site. Too many will be distracting, but none will be boring. Interactive elements such as hovering and scrolling effects can also make the website more stimulating to the user.

# **TARGET AUDIENCE & USERS**

# PERSONAS

## Mature Audience

### Johnathan Taylor



#### Info:

- Male
- 55 years old
- Avid craft beer drinker
- Married, two teenage children
- Sunderland, UK

#### Concerns:

- Looking for breweries that offer tours
- Interested in opinions of craft beers he will find locally
- Seeking pubs nearby serving less mainstream beers

#### Scenario:

Johnathan is a middle-aged man who has enjoyed beer since he was a teenager. With the growing popularity of craft beers, Johnathan has expanded his taste beyond the traditional lagers he used to drink. Since there are many microbreweries that are starting in the region where he lives, he does not know where to go for a tour or to sample some new flavors. He also would like to know where he can stop in for a different craft brew every so often.

### Morgan Smith



#### Info:

- Female
- 44 years old
- Casual drinker
- Married
- Wallsend, UK

#### Concerns:

- Looking to expand choice of drinks
- Wants to take interest in growing craft beer industry
- Unsure what style of beers are right for her

#### Scenario:

Morgan is a middle aged woman who has been drinking spirited beverages for a long time, but mostly wines. Her experience with beer has slowly been developing, and since the popularity of craft beers has increased she is looking to expand her taste. Her husband enjoys craft beers, and wants her to share the experience with him. Since she has limited experience with craft beers, she is not sure what she likes and is willing to try many different styles in order to determine what is right for her.

# PERSONAS

## Youth Audience

Jack Frey



**Info:**

- Male
- 24 years old
- Frequent beer drinker
- Single
- Newcastle upon Tyne, UK

**Concerns:**

- Looking to discover more craft beers
- Wants to continue his support of microbreweries
- Looking for pubs in the city that serve craft beers from around the U.K.

**Scenario:**

Jack is in his mid twenties and started legally drinking just as craft beers started to gain attention. As a result he has spent much of his drinking life sampling all different styles from breweries around the country. Unfortunately, he is not sure where he can go for a new experience around Newcastle, or the Tyne region in general. He needs a resource where he can find new places to go for a pint and spend time with his friends that will fulfill his passion for craft beers.

Olivia Michaels



**Info:**

- Female
- 20 years old
- Inexperienced beer drinker
- Single
- Gateshead, UK

**Concerns:**

- Looking to get involved with the craft beer trend
- Wants to find pubs and clubs offering different drinks
- Wants to research different breweries before going for a tour to expand craft beer knowledge

**Scenario:**

Olivia has only been able to drink legally for two years, and has never really enjoyed the taste of beer. However, her friends are always looking to go out to pubs and clubs where they can try new drinks, and she feels left out. With the craft beer trend being so strong, she is starting to acquire a taste for them. Since she has limited experience with craft beers, Olivia wants to research different flavors and styles coming from a variety of places to have some options she feels would be good for her when she goes out in the future.

# **LOGO / BRANDING**

# BRANDING – Early Stages

Tynehop

Tynehop

 Tynehop

Tynehop

 Tynehop

Tynehop



*Tynehop*

Tynehop

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Tynehop 

*Tynehop*



# BRANDING – Final Logo

The final logo came after several different iterations through fonts, colors, and designs. After feedback from peers and tutors, the use of the “hops” graphic was well supported, but the typeface was not well representative of craft beer. The suggestion was for a more modern, sleek typeface to target the niche market of craft beer drinkers and the recent rise in trending.



# Colour Scheme

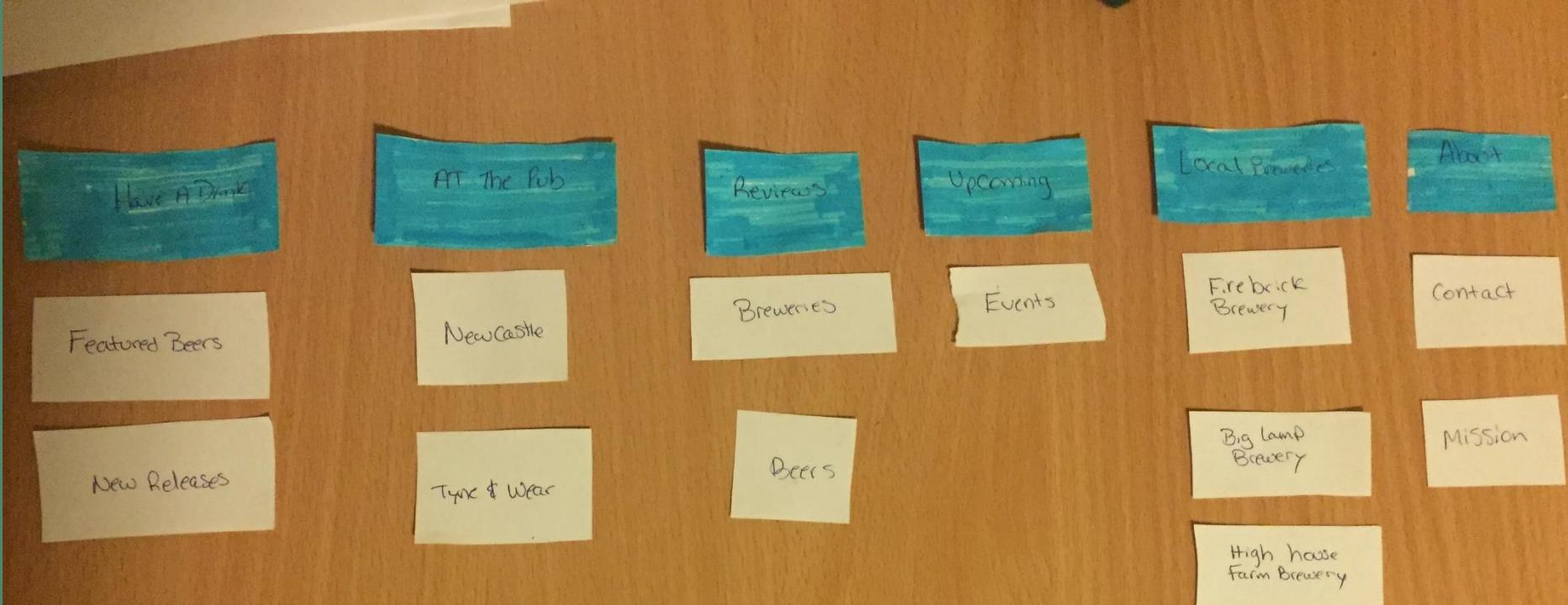


The plan for the colors in the website was to use Earth tones such as shades of tan, red and black. As the design progressed, this scheme was used to a certain extent, but certain factors changed how extensive it would be. Since the end result is meant to be an online magazine, the articles and posts should have the look and feel of an actual magazine, with a black and white style. The navigation bar uses a dark red which fits the Earth tones, and the buttons also feature shades of red.

In addition to physical colors on the website, the color from featured images within posts or the Instagram feed bring life to the page. To keep the site looking clean, the amount of color in the background was limited.

# **PROJECT PLANNING**

# CARD SORTING

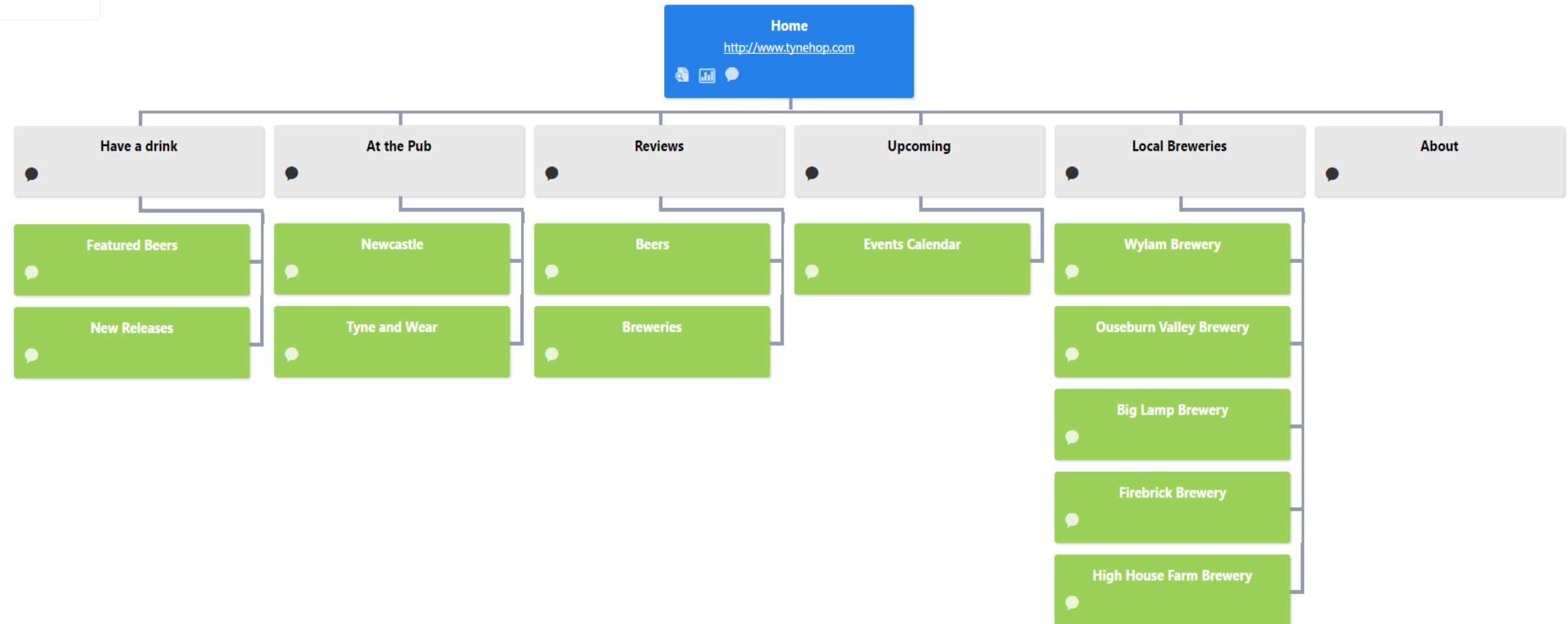


Card sorting was important in deciding if the headings and sub-headings would be descriptive enough when users interact with the navigation. By having a few third party test subjects take the cards and determine what main heading/category they belonged in, I was able to conclude the headings and sub-headings were appropriate for the final design.

# CONTENT INVENTORY

A	B	C	D	E
1	Navigation Title	Page Title	Items	
2	0.0	Home	Tynehop	Social media links
3		Tynehop		
4	1.0	Have a Drink	"Have a Drink"	Social media links
5	1.1	Featured Beers	"Featured Beers"	Images
6	1.2	New Releases	"New Releases"	Brewery Links
7	2.0	At the Pub	"Pubs"	Social media links
8	2.1	Newcastle	"Newcastle"	Images
9	2.2	Tyne and Wear	"Tyne and Wear"	Pub Links (if applicable)
10	3.0	Reviews	"Reviews"	Social media links
11	3.1	Beers	"Beer Reviews"	Reviews, Images
12	3.2	Breweries	"Brewery Reviews"	Brewery Links
13	4.0	Upcoming	"Upcoming"	Event Calendar
14	4.1	Events	"Events Calendar"	Brewery Links
15	5.0	Local Breweries	"Breweries"	Brewery Links
16	6.0	About	"About"	Social Media Links

# SITE MAP



# SOURCED CONTENT

## ► Information

- ▶ <http://www.camra.org.uk/events>
- ▶ <http://nclbcf-tynland.camra.org.uk/>
- ▶ <http://www.wylambrewery.co.uk/about/>
- ▶ <http://biglampbrewers.co.uk/big-lamp-brewery/history-big-lamp-brewery/>
- ▶ <http://www.ouseburnvalleybrewery.co.uk/story/>
- ▶ <http://firebrickbrewery.com/>
- ▶ <http://www.highhousefarmbrewery.co.uk/beers>

## ► Images

- ▶ <http://www.highhousefarmbrewery.co.uk/beers>
- ▶ <https://www.flickr.com/>
- ▶ [geograph.org.uk](http://geograph.org.uk)
- ▶ <http://www.therunhead.co.uk/runhead-services/real-ales/>

# **WORDPRESS THEME SELECTION**

# HOSTING/ DOMAIN

The screenshot shows the DreamHost website. At the top, there's a navigation bar with links for Website Builder, WordPress Hosting, Hosting & Servers, and Domain Names. A "Sign in" button is also present. Below the navigation, there's a banner with the text "Award-winning Web & WordPress Hosting" and a subtext stating "We host over 1.5 million websites, blogs and apps. That's nuts, right?". A blue button labeled "Explore our services" is visible. In the center, there's a large image of a person working on a laptop. Below the image, a blue banner has the text "Find that perfect domain" and a search bar containing "example.com" with a magnifying glass icon.

***www.dreamhost.com***

## Manage Domains

Add Hosting to a Domain / Sub-Domain

Register a New Domain

All hosted domains on this account

Domain	Registration	Web Hosting
<b>dustinguillemindesign.com</b> <a href="#">DNS</a>   <a href="#">Visit</a>   <a href="#">WebFTP</a>   <a href="#">FTP</a>   <a href="#">Add IP</a>	9 mons+ left.	Fully Hosted with PHP 5.6 (User: dusgui1) <a href="#">Edit</a>   <a href="#">Remove</a>

***www.dustinguillemindesign.com***

# INITIAL THEMES

xMag

SAMPLE PAGE FULLWIDTH PAGE ABOUT CONTACT

October 8, 2013 NEWS **Template: Sticky**  
This is a sticky post. There are a few things to verify: The sticky post should be distinctly recognizable in some way...

December 15, 2014 MUSIC **Far far away, behind the word mountains**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et...

October 27, 2014 NEWS **Augue velit cursus nunc**  
Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc,...

Recent Posts

- > Far far away, behind the word mountains
- > Augue velit cursus nunc
- > Aenean ut eros
- > Phasellus ullamcorper ipsum
- > Nulla consequat massa quis enim

Recent Comments

- ✉ Jane Doe on Protected: Template: Password Protected (the password is "enter")
- ✉ Jane Doe on Template: Comments

**Popper**

Pros: Sleek, simple, easy to customize and make your own.  
Cons: Not set up for magazine building, more for a personal website.

TWENTY SEVENTEEN  
Bringing your business' site to life

Home About Us Blog Contact

DE1224 / Advanced Web Publishing / Dustin Guillemin

**xMag**

Pros: Designed for online magazine, and easily customizable to make fit your own style.  
Cons: Not as much freedom to stray from themes layout, or design

**POPPER**

A WordPress Theme

Home Tutorials WordPress About Contact

## Popper and Empirical Falsification

If a scientific statement speaks about reality, it must be falsifiable. If it is not falsifiable, it does not speak of reality.



by Morten Rand-Hendriksen  
Published October 9, 2015  
Leave a comment

Empirical falsification is a philosophical position that a theory in the empirical sciences can never be proven, but it can be falsified, meaning that it can and should be scrutinized by decisive experiments. If the outcome of an experiment contradicts the theory, one should refrain from ad hoc

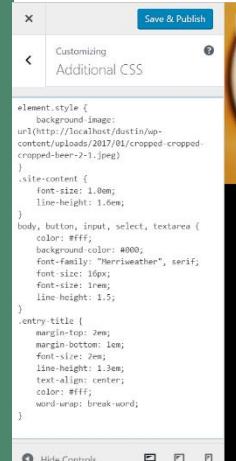
## Twenty Seventeen

Pros: Clean, visually stimulating layout  
Cons: Too difficult for adapting to an online magazine, loss of desired content.

# POPPER -

## Development and Abandonment

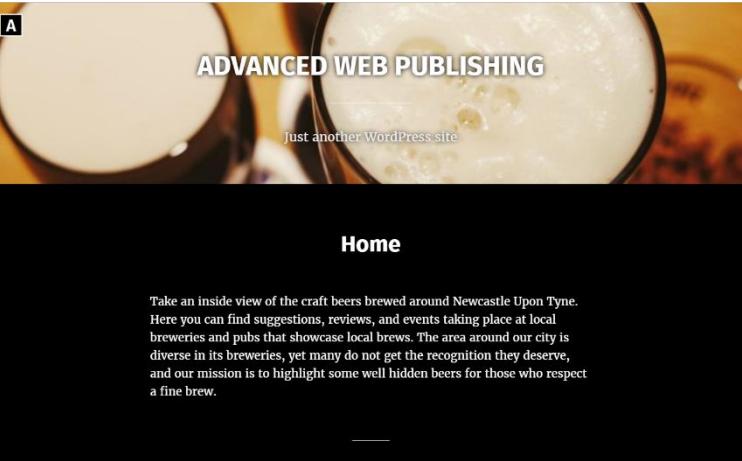
After originally making the decision to develop the Popper theme and customize extensively through CSS, the initial stages of development did not meet expectations. The visual layout of the site was too geometric, and the colors were too strong. The decision to abandon the theme and select a new one came shortly after initial developments.



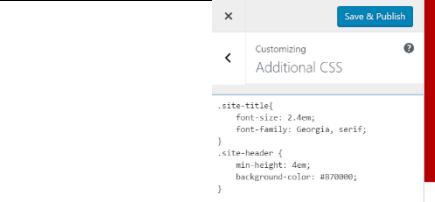
The screenshot shows the WordPress Customizer interface with the 'Additional CSS' panel open. The code input field contains the following CSS:

```
.element.style { background-image: url(http://localhost/dustin/wp-content/uploads/2017/01/cropped-cropped-cropped-beer-2-1.jpeg); } .site-content { font-size: 1.6em; line-height: 1.6em; } body, button, input, select, textarea { color: #fff; background-color: #000; font-family: "Merriweather", serif; font-size: 16px; font-size: 1em; line-height: 1.5; } .entry-title { margin-top: 2em; margin-bottom: 1em; font-size: 2em; line-height: 1.3em; text-align: center; color: #fff; word-wrap: break-word; }
```

The main content area displays the 'ADVANCED WEB PUBLISHING' header and the 'Just another WordPress site' tagline. Below the header, there is a large image of two glasses of beer. The 'About' page content is visible on the right, featuring a dark background and white text.



The 'About' page content includes a brief introduction about craft beers in Newcastle Upon Tyne, mentioning local breweries and pubs, and the mission to highlight well-hidden beers. The 'Home' page content is also visible below the introduction.



The screenshot shows the WordPress Customizer interface with the 'Additional CSS' panel open. The code input field contains the following CSS:

```
.site-title { font-size: 2.4em; font-family: Georgia, serif; } .site-header { min-height: 4em; background-color: #800000; }
```

The main content area displays the 'ADVANCED WEB PUBLISHING' header and the 'Just another WordPress site' tagline. The background of the entire page is red. The 'About' page content is visible on the right, featuring a dark background and white text.



The 'About' page content includes a brief introduction about craft beers in Newcastle Upon Tyne, mentioning local breweries and pubs, and the mission to highlight well-hidden beers. The 'Home' page content is also visible below the introduction.

A small 'A' icon is present in the top left corner of each screenshot.

# xMag THEME

After researching what theme would be better suited for replacing the Popper theme in development, the xMag theme stood out. Specifically designed for an online magazine, the theme layout is the one that allows Tynehop to convey the message I want it to.

This screenshot shows the homepage of a WordPress site titled "Advanced Web Publishing". The header includes the WordPress logo, site title, and navigation links for "ABOUT", "BLOG", "HOME", and "SAMPLE PAGE". A search bar is located in the top right corner. The main content area features a heading "Home" and a paragraph about craft beers in Newcastle Upon Tyne. To the right, there are two sidebar boxes: "About Us" (welcoming visitors to Brewcastle) and "Upcoming" (a calendar for March 2017).

This screenshot shows the homepage of the same WordPress site using the xMag theme. The layout is identical to the previous screenshot, but the main content area features a large, prominent image of several glasses of beer on a wooden tray. The navigation bar at the bottom includes "A HOMEPAGE SECTION", "ABOUT", "BLOG", "CONTACT", "HOME", and "SAMPLE PAGE". Below the image, a file browser window is visible, showing an image file named "15281498816\_e61...jpg".

# CHILD THEME

“As indicated in the overview, a child theme inherits the look and feel of the parent theme and all of its functions, but can be used to make modifications to any part of the theme. In this way, customizations are kept separate from the parent theme’s files. Using a child theme lets you upgrade the parent theme without affecting the customizations you’ve made to your site.” – *WordPress Theme Handbook*

<https://developer.wordpress.org/themes/advanced-topics/child-themes/>

This PC > Acer (C:) > MAMP > htdocs > dustin > wp-content > themes >

Name	Date modified	Type	Size
twentyfifteen	3/21/2017 10:19 A...	File folder	
twentyseventeen	3/21/2017 10:19 A...	File folder	
twentysixteen	3/21/2017 10:19 A...	File folder	
xmag	3/21/2017 10:25 A...	File folder	
xmag-child	4/6/2017 4:37 PM	File folder	
index	3/21/2017 10:19 A...	PHP File	1 KB

This PC > Acer (C:) > MAMP > htdocs > dustin > wp-content > themes > xmag-child

Name	Date modified	Type	Size
images	3/23/2017 4:58 PM	File folder	
brand-6-1	3/14/2017 9:33 AM	PNG File	11 KB
footer	4/6/2017 4:43 PM	PHP File	3 KB
header	4/6/2017 4:19 PM	PHP File	3 KB
header-1	3/28/2017 10:28 A...	PHP File	3 KB
sidebar	4/2/2017 3:17 PM	PHP File	1 KB
style	4/3/2017 8:27 PM	Cascading Style Sh...	1 KB

In order to edit the theme in a way that it will not be affected when updated by the owner, it was essential to create a child theme. The child theme takes on the same properties as the parent theme, then allows me to edit the appropriate files to get the site to look exactly how I want it to.

# WIREFRAMES

# Tynehop

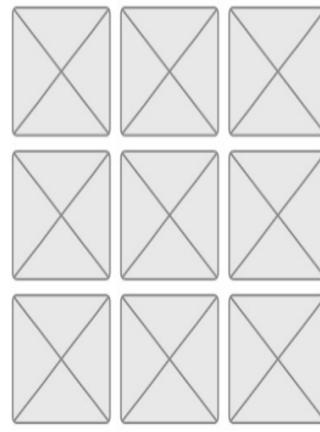
 Image carousel in place of video element



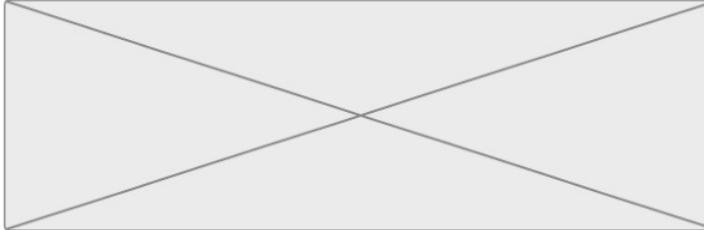
Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6

Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 Pellentesque dignissim lacus nec lacus bibendum, at volutpat  
 quam pellentesque. Donec non porta diam. Nullam rutrum  
 suscipit consectetur. Integer nibh dui, tristique nec suscipit in,  
 faucibus vel lorem. Aliquam vitae sapien posuere ex  
 consectetur lobortis at vitae orci. Nunc quis lacinia libero, at  
 vehicula sem. Fusce imperdiet nisl felis, et semper est sagittis  
 vel.



## At the Pub



Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6



Pub 1



Pub 2



Pub 3



Pub 4

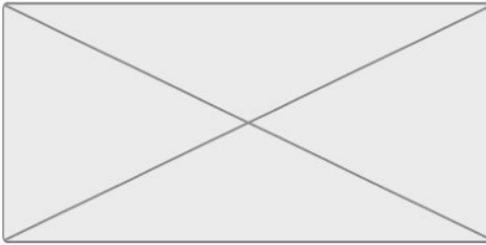


Pub 5



Pub 6

## Have A Drink



Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6

Article 1

Lorem ipsum dolor sit amet, maiores ornare ac fermentum,  
 imperdiet ut vivamus a, nam lectus at nunc. Quam euismod  
 sem, semper ut potenti pellentesque quisque.

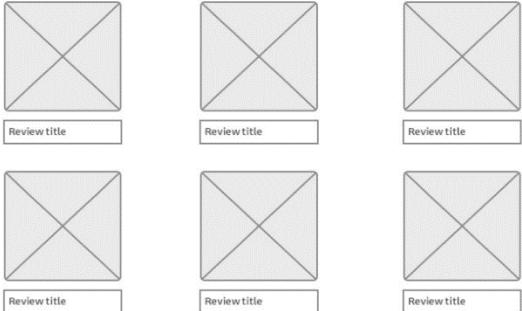
Article 2

Lorem ipsum dolor sit amet, maiores ornare ac fermentum,  
 imperdiet ut vivamus a, nam lectus at nunc. Quam euismod  
 sem, semper ut potenti pellentesque quisque.




## Reviews

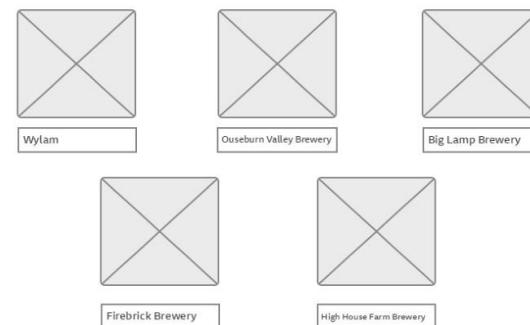
Button 1 Button 2 Button 3 Button 4 Button 5 Button 6



Popular  
Option 1  
Option 2  
Option 3

## Local Breweries

Button 1 Button 2 Button 3 Button 4 Button 5 Button 6



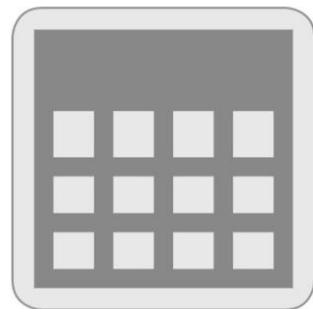
\*map featuring locations

## Upcoming

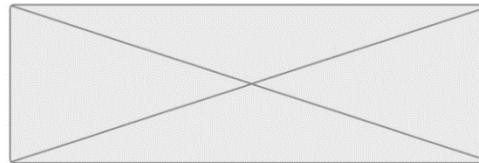
Button 1 Button 2 Button 3 Button 4 Button 5 Button 6

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque.

2/27/2017



## About



Button 1 Button 2 Button 3 Button 4 Button 5 Button 6



Links to sites where info is borrowed from

Option 1

Option 2

Option 3

# **SOCIAL MEDIA CAMPAIGN**

# RESEARCH

For a successful Social Media Campaign, I searched for what companies have used social media to drive user activity. An article entitled “5 Successful Social Media Campaigns You Can Learn From” highlighted 5 companies that have used social media to generate brand awareness over time and meet their initial goals in doing so. The platforms used were Facebook, Instagram, and Twitter. To generate an atmosphere that would engage craft beer drinkers I knew capturing the “Social” aspect was most important.

*Link to the article where Information on successful campaigns was found:*

<https://digitalmarketinginstitute.com/blog/5-successful-social-media-campaigns-you-can-learn-from>



# INSTAGRAM

After researching, Instagram seemed to be the most capable platform for capturing the social drinking aspect that is representative of craft beer culture. It is also a good platform for highlighting specific beers to help bring attention to the local breweries, pubs, and shops in the Tyne and Wear region. There have also been other online magazines that have utilized Instagram as a tool for promotional success.



@DRAFTMAG ON INSTAGRAM



# TYNEHOP ON INSTAGRAM



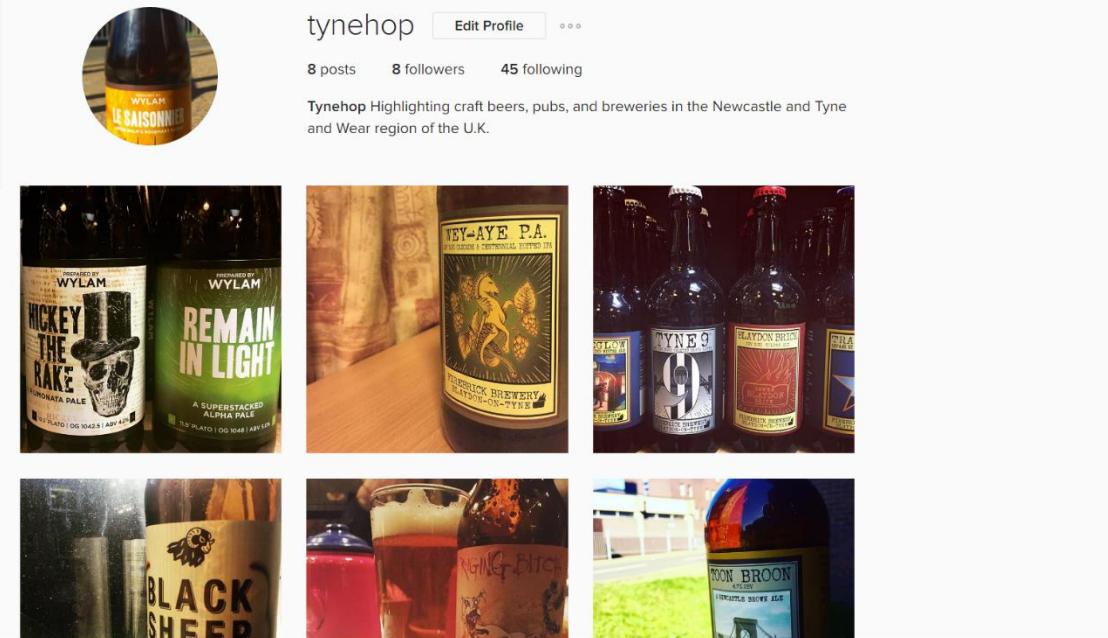
Our Instagram

A screenshot of a webpage featuring a 'WP Instagram Widget'. The title 'Our Instagram' is at the top. Below it is a grid of 12 small images from the Tynehop Instagram account, showing various craft beers and brewery scenes. At the bottom of the grid, there is a link to 'View of Tynehop from Instagram in browser.'

*Far left: Tynehop Instagram on Mobile*

*Left: Tynehop widget in webpage, using "WP Instagram Widget"*

*Bottom: View of Tynehop from Instagram in browser.*



# CAMPAIGN

Users who follow or see Tynehop on the website or on Instagram will see that each post contains in the description instructions on how to have their own pictures featured on the page, using the #tynehop. These posts will be reposted with credit and a tag linking to the submitting user's own Instagram.

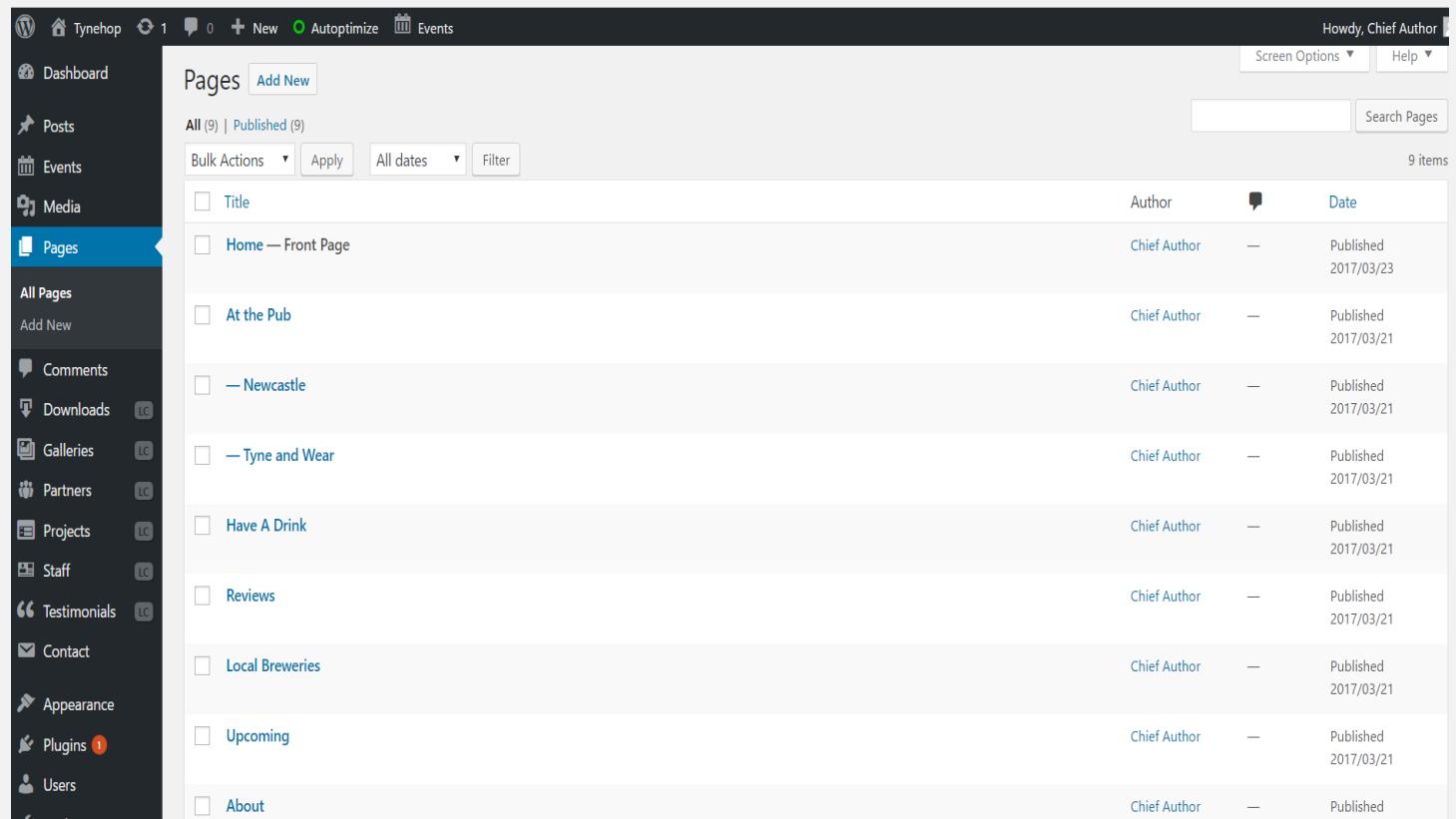
Use #tynehop for the chance to have your own pics featured!



# **STYLING**

# NAVIGATION

After feedback during the user testing through card sorting, the main navigation for the site was adjusted and constructed. The main change was the elimination of unnecessary pages, such as the “brewery reviews,” and separate pages for featured beers and new releases. The reasoning was since there is a “Reviews” page, use the “Have A Drink” page to focus on news. The separate pages for “At the Pub” would be listed in a dropdown menu from the main navigation bar. Since the majority of content is coming from posts, there is no need for an excessive number of dropdown menus that lead to complicated navigation.



The screenshot shows the WordPress admin interface for the 'Pages' list. The left sidebar has 'Pages' selected. The main area shows a table with 9 published pages:

Title	Author	Date
Home — Front Page	Chief Author	Published 2017/03/23
At the Pub	Chief Author	Published 2017/03/21
— Newcastle	Chief Author	Published 2017/03/21
— Tyne and Wear	Chief Author	Published 2017/03/21
Have A Drink	Chief Author	Published 2017/03/21
Reviews	Chief Author	Published 2017/03/21
Local Breweries	Chief Author	Published 2017/03/21
Upcoming	Chief Author	Published 2017/03/21
About	Chief Author	Published

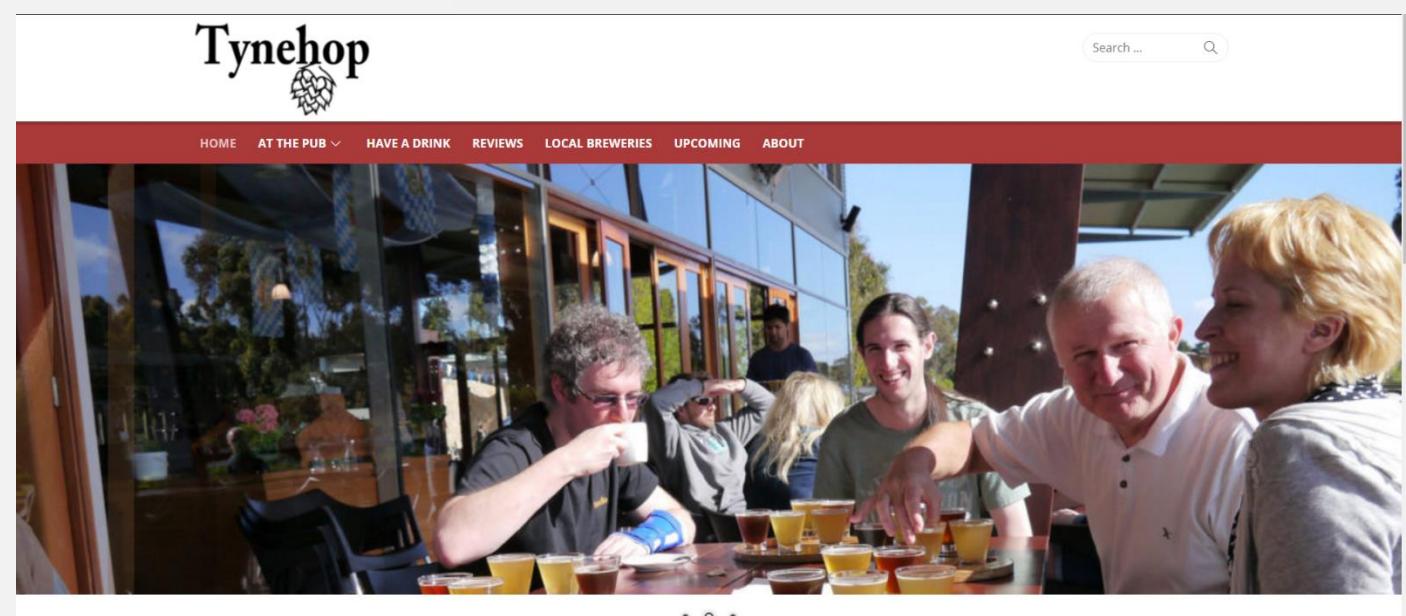
# HEADER

To create the header, the xMag theme did not offer much for customization. There was an option for a featured header image, but I wanted an image carousel in place of it. I was recommended a plugin called “Meta Slider” that allowed for the addition of an image slider, and could be inserted into the header by adding a small piece of php code into the header.php file. I also wanted the navigation bar on top of the image carousel, so I arranged the code so the meta slider php was after the navigation bar code. Last, I added the link to the “Tynehop” logo image, and did some HTML editing to bring the search bar into the same column as the image. This closed the gap of whitespace between the meta slider and the logo.

```
</div>
</div><!-- .row -->
</div><!-- Header Top -->

<nav id="main-navbar" class="main-navbar">
<div class="container">
  <div id="main-navigation" class="main-navigation">
    <?php xmag_menu('main_navigation'); ?>
  </div>
</div>
</nav><!-- Main Navbar -->

<!-- HEADER SLIDE SHOW -->
<?php
  echo do_shortcode("[metaslider id=98 restrict_to=home]");
?>
</header>
<div id="content" class="site-content">
  <div class="container">
```



# MAIN CUSTOMIZATION



LIVE  
COMPOSER  
SITE BUILDER

localhost/dustin/wp-admin/admin.php?page=livecomposer\_editor&page\_id=19

ABOUT AT THE PUB HAVE A DRINK LOCAL BREWERIES REVIEWS UPCOMING

## Newcastle



**Alvinos**

Alvinos is located on Pilgrim St. in the heart of Newcastle upon Tyne, and offers a variety of entertainment with their craft beers and cocktails. Visitors can enjoy the urban terrace, pub games, and live music DJs on the weekends.

Search ...

Recent Posts

> Hello world!

Recent Comments

Q A WordPress Commenter on Hello world!

Archives

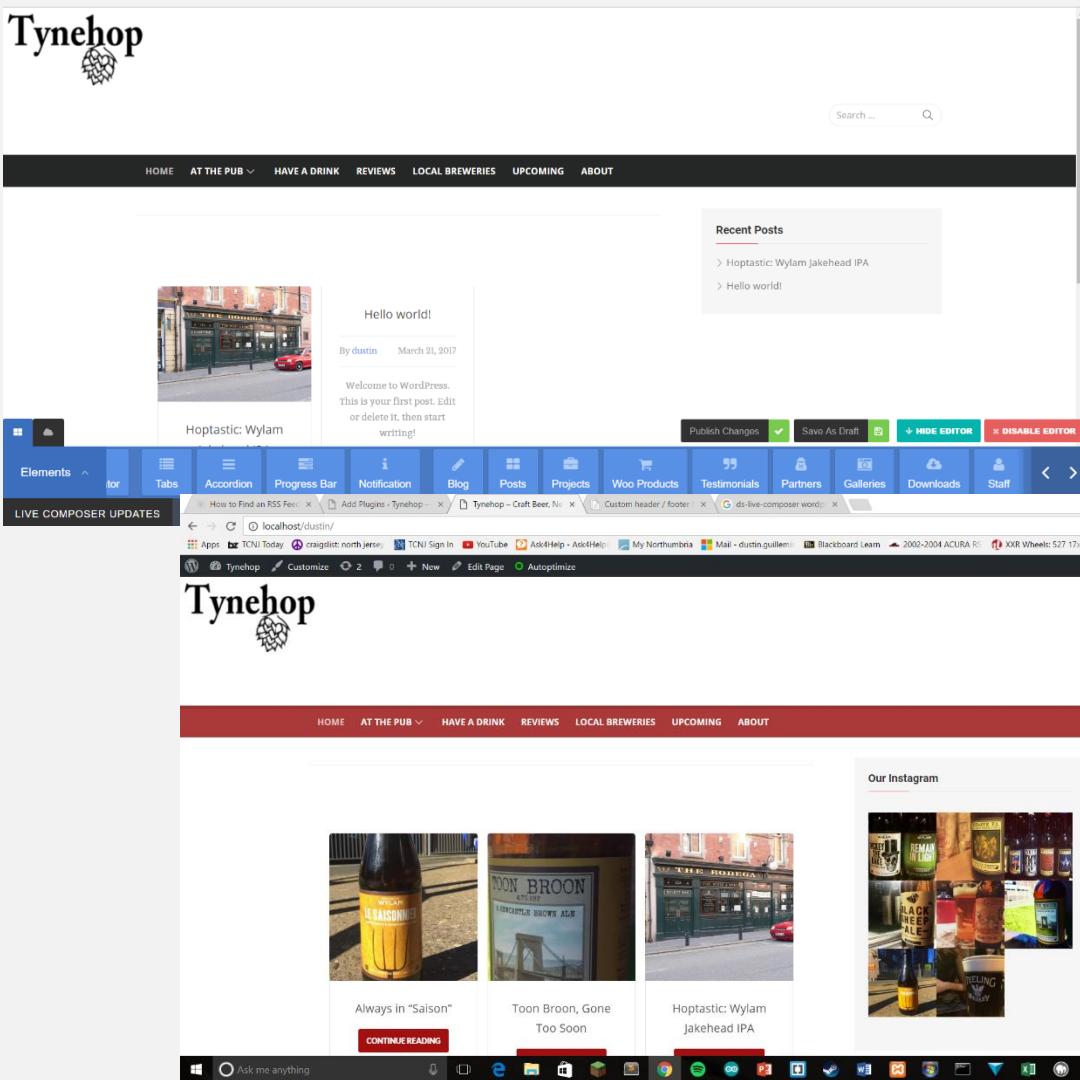
March 2017

HIDE EDITOR DISABLE EDITOR

Elements Container HTML Shortcode Text Image Button Icon Info Box Social Separator Tabs Accordion Progress Bar

# LIVE COMPOSER

Tynehop  

Search ...

Recent Posts

> Hoptastic: Wylam Jakehead IPA

> Hello world!

Hello world!

By dustin March 21, 2017

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

Publish Changes Save As Draft + HIDE EDITOR DISABLE EDITOR

Elements Tabs Accordion Progress Bar Notification Blog Posts Projects Woocommerce Testimonials Partners Galleries Downloads Staff < >

How to Find an RSS Feed Add Plugins - Tynehop Custom header / footer ds-live-composer-word...

Tynehop - Craft Beer, Newcastle, North East England

Howdy, Chief Author

Search ...

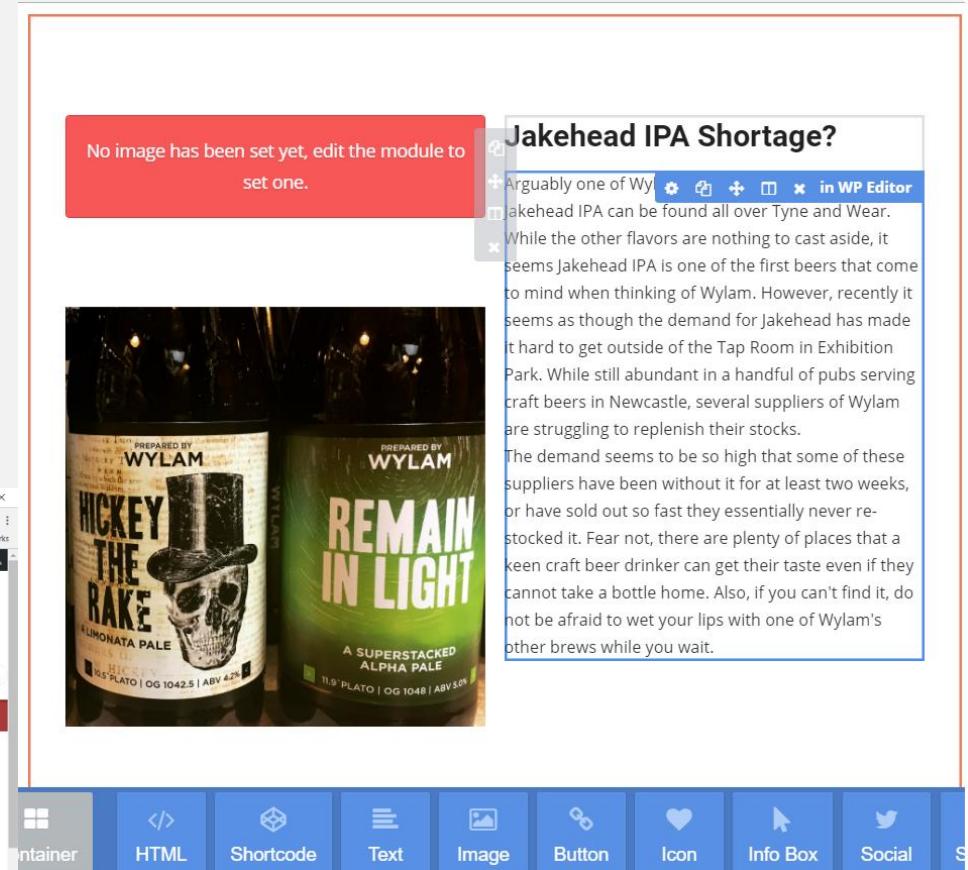
Our Instagram

Always in "Saison"  
CONTINUE READING

Toon Broon, Gone Too Soon

Hoptastic: Wylam Jakehead IPA

EDIT IN LIVE COMPOSER



No image has been set yet, edit the module to set one.

## Jakehead IPA Shortage?

Arguably one of Wylam Jakehead IPA can be found all over Tyne and Wear. While the other flavors are nothing to cast aside, it seems Jakehead IPA is one of the first beers that come to mind when thinking of Wylam. However, recently it seems as though the demand for Jakehead has made it hard to get outside of the Tap Room in Exhibition Park. While still abundant in a handful of pubs serving craft beers in Newcastle, several suppliers of Wylam are struggling to replenish their stocks. The demand seems to be so high that some of these suppliers have been without it for at least two weeks, or have sold out so fast they essentially never restocked it. Fear not, there are plenty of places that a keen craft beer drinker can get their taste even if they cannot take a bottle home. Also, if you can't find it, do not be afraid to wet your lips with one of Wylam's other brews while you wait.

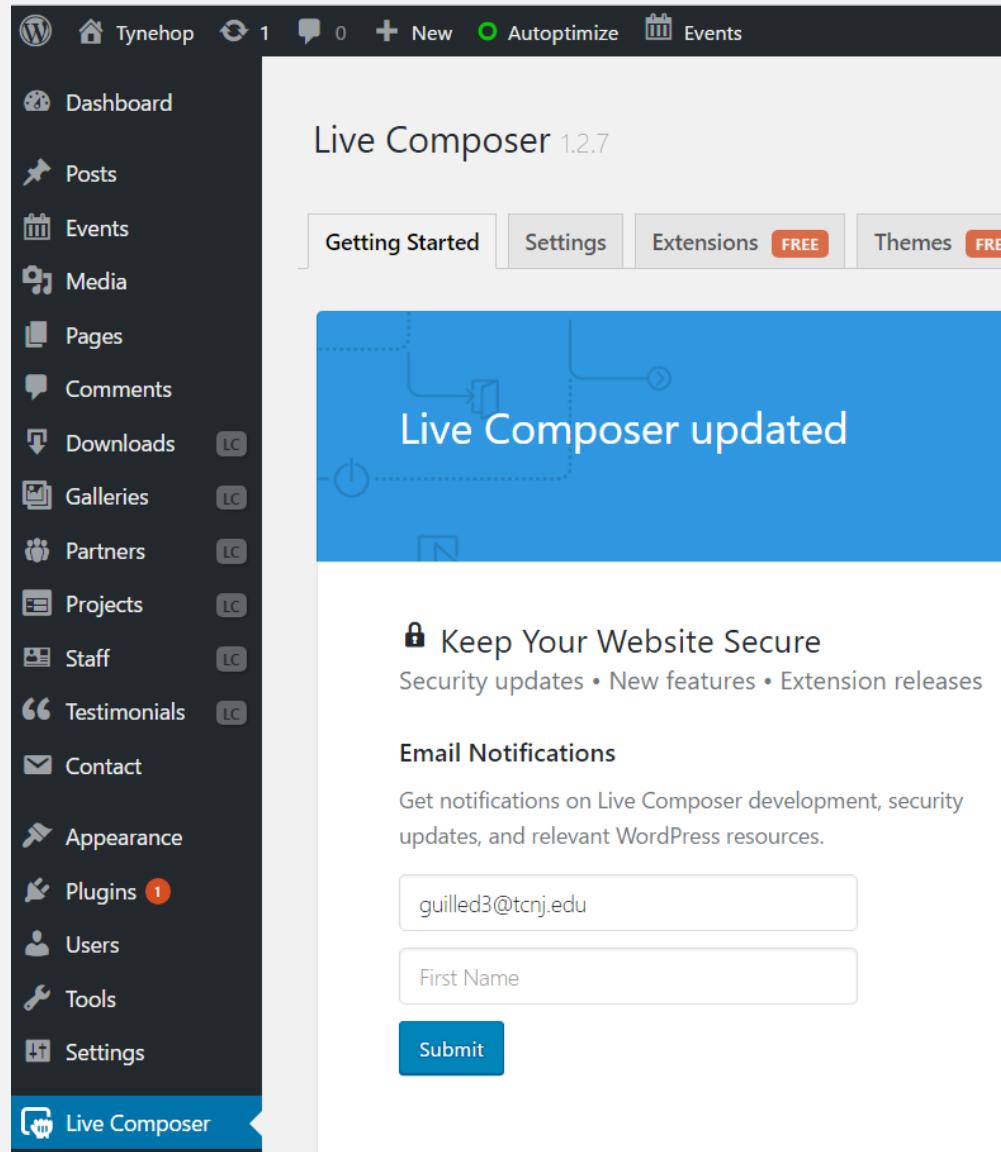
WYLAM PREPARED BY HICKEY THE RAKE A LIMONATA PALE 10.5° PLATO | OG 1042.5 | ABV 4.2% WYLAM PREPARED BY REMAIN IN LIGHT A SUPERSTACKED ALPHA PALE 11.9° PLATO | OG 1048 | ABV 5.0%

Container HTML Shortcode Text Image Button Icon Info Box Social S

# LIVE COMPOSER

**“Innovative page builder with drag and drop interface. Comes with 40+ content modules for quick and easy page composing. Build any page design in minutes right in your WordPress.” –Live Composer**

In order to produce content for Tynehop efficiently, I installed the Live Composer plugin for WordPress. This plugin is designed to implement content right into the front end of the webpage, and saves time by not having to produce content through the WordPress dashboard and then view the changes in a new tab. Live Composer also allows for styling, and changes can be made to padding, typeface, and responsive elements at the same time as content is being produced.



# Custom CSS

For customizing the site via CSS, there was not much need to incorporate extensive code through the style.css document. When some changes were going to come through the style.css doc, MAMP and the connection to the document did not respond, and the code showed up through the WordPress dashboard despite no visual changes to the page. After the course tutors evaluated the problem and determined there was no visible reason for this, they agreed that it was appropriate to show that I had an understanding of CSS customization in this document instead.

Fortunately, all the styling changes that would have resulted from customizing the style.css document could be solved via Live Composer and the styling tools implemented in their interface.

The screenshot shows the Live Composer interface with the 'Styling' tab selected. At the top, there are tabs for 'Functionality', 'Styling' (which is highlighted in green), 'Responsive', 'Confirm', and 'Cancel'. Below the tabs is a preview area showing a website with a banner image of beer glasses and the text 'ADVANCED WEB PUBLISHING' and 'Just another WordPress site'. To the left of the preview is a sidebar titled 'Customizing Additional CSS' with a 'Save & Publish' button. The sidebar contains a code editor with the following CSS:

```
element.style {
    background-image: url(http://localhost/dustin/wp-content/uploads/2017/01/cropped-cropped-cropped-beer-2-1.jpeg)
}
.site-content {
    font-size: 1.0em;
    line-height: 1.6em;
}
body, button, input, select, textarea {
    color: #fff;
    background-color: #000;
    font-family: "Merriweather", serif;
    font-size: 16px;
    font-size: 1rem;
    line-height: 1.5;
}
.entry-title {
    margin-top: 2em;
    margin-bottom: 1em;
    font-size: 2em;
    line-height: 1.3em;
    text-align: center;
    color: #fff;
    word-wrap: break-word;
}
```

At the bottom of the sidebar are 'Hide Controls' and other interface icons. The main interface has tabs for 'GENERAL', 'CONTENT', 'H1', 'H2', 'H3', 'H4', 'H5', 'H6', 'LINKS', 'LISTS', 'INPUTS', 'BLOCKQUOTE', and 'BUTTONS'. On the right, there are 'PRESETS' and 'ANIMATION' buttons. The bottom right corner of the interface shows the page number '46'.

# HOME PAGE

# Tynehop

Search ...

HOME AT THE PUB ▾ HAVE A DRINK REVIEWS LOCAL BREWERIES UPCOMING ABOUT

I Demand the Pagan Queen [CONTINUE READING](#)

Featured Interview: John Effiom, Craft Brewer [CONTINUE READING](#)

Always in "Saison" [CONTINUE READING](#)

Hello world! [CONTINUE READING](#)

Toon Broon, Gone Too Soon [CONTINUE READING](#)

Hoptastic: Wylam Jakehead IPA [CONTINUE READING](#)

Our Instagram

Recent Posts

- > I Demand the Pagan Queen
- > Featured Interview: John Effiom, Craft Brewer
- > Always in "Saison"
- > Toon Broon, Gone Too Soon
- > Hoptastic: Wylam Jakehead IPA

# REVIEWS / POST PAGE

Tynehop



HOME AT THE PUB ▾ HAVE A DRINK REVIEWS LOCAL BREWERIES UPCOMING ABOUT



I Demand the  
Pagan Queen

[CONTINUE READING](#)



Featured Interview:  
John Effiom, Craft  
Brewer

[CONTINUE READING](#)



Toon Broon, Gone

Our Instagram



Recent Posts

- > I Demand the Pagan Queen
- > Featured Interview: John Effiom, Craft Brewer
- > Always in "Saison"
- > Toon Broon, Gone Too Soon
- > Hoptastic: Wylam Jakehead IPA

# FEATURED ARTICLE / INTERVIEW

The featured article is a mock interview with someone who works as a brewer for a local craft brewery. While it may have been possible to have a real person to interview, there was no response by the time the article was featured.

**Introduction:** As one of the brewers that are essential in making a good, flavorful beer John takes tremendous pride in his work. I was lucky enough to catch up with John during a break in the action on a typically busy day to ask him a few questions about what drives his desire to brew the best product day in and day out.



The screenshot shows the homepage of the Tynehop website. The header features the word "Tynehop" in a large serif font above a stylized hop cone icon. Below the header is a red navigation bar with links for HOME, AT THE PUB, HAVE A DRINK, REVIEWS, LOCAL BREWERYIES, UPCOMING, and ABOUT. The main content area has a white background and displays the title "Featured Interview: John Effiom, Craft Brewer". Below the title is a timestamp "April 3, 2017" and the author's name "Chief Author". There are also "0" comments and a small profile picture.

## Questions:

**How did you get into the art of brewing local craft beer?**

**Is there a reason you came to Newcastle, or was the only opportunity for you here?**

**Why brew craft beers? Aren't there plenty of large breweries that could use your skills?**

**What makes a craft beer really good in your opinion?**

**If you had to do any other job in the brewing process what would it be?**

# AT THE PUB / HAVE A DRINK



HOME AT THE PUB HAVE A DRINK REVIEWS LOCAL BREWERY UPCOMING ABOUT

## Jakehead IPA Shortage?



Arguably one of Wylam's most popular brews, Jakehead IPA can be found all over Tyne and Wear. While the other flavors are nothing to cast aside, it seems Jakehead IPA is one of the first beers that come to mind when thinking of Wylam. However, recently it seems as though the demand for Jakehead has made it hard to get outside of the Tap Room in Exhibition Park. While still abundant in a handful of pubs serving craft beers in Newcastle, several suppliers of Wylam are struggling to replenish their stocks. The demand seems to be so high that some of these suppliers have been without it for at least two weeks, or have sold out so fast they essentially never re-stocked it. Fear not, there are plenty of places that a keen craft beer drinker can get their taste even if they cannot take a bottle home. Also, if you can't find it, do not be afraid to wet your lips with one of Wylam's other brews while you wait.



## Our Instagram



## Recent Posts

- > I Demand the Pagan Queen
- > Featured Interview: John Effiom, Craft Brewer



HOME AT THE PUB HAVE A DRINK REVIEWS LOCAL BREWERIES UPCOMING ABOUT

## NEWCASTLE



Image credit: flickr.com

### Alvinos

Alvinos is located on Pilgrim St, in the heart of Newcastle upon Tyne, and offers a variety of entertainment with their craft beers and cocktails. Visitors can enjoy the urban terrace, pub games, and live music DJs on the weekends.

## Our Instagram



## Recent Posts

- > I Demand the Pagan Queen
- > Featured Interview: John Effiom, Craft Brewer



HOME AT THE PUB HAVE A DRINK REVIEWS LOCAL BREWERIES UPCOMING ABOUT

## TYNE AND WEAR



Image credit: Bill Richardson, South Shields Sanddancers

### The Bodega

The Bodega is located on Westgate Road, in Newcastle upon Tyne. Committed to real ale, this victorian style pub serves a large selection of craft brews, including many from Ouseburn Valley Brewery. The friendly atmosphere makes for a great place to unwind and enjoy a superb pint.

## Our Instagram



## Recent Posts

- > I Demand the Pagan Queen
- > Featured Interview: John Effiom, Craft Brewer



### The Black Bull

The Black Bull is located on Mulgrave Terrace, Gateshead, in Newcastle upon Tyne. The venue offers a wide range of drinks, good food, and live music almost every week.

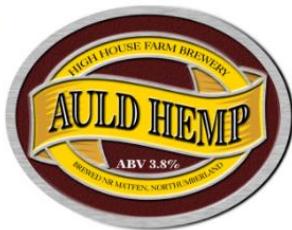
# LOCAL BREWERIES



## HIGH HORSE FARM

With a unique venue sitting close to the ancient Hadrian's Wall, High Horse Farm Brewery offers brewery tours, a collection of 18 beers, a restaurant, and even weddings, all within a 200 acre functioning farm. The brewery welcomes any and all visitors no matter what the occasion, so head on over for a beer tasting and a walk around the 3 mile farm path to unwind. Visit them in Matfen, Newcastle upon Tyne. NE20 0RG

Top image borrowed from [casktask.blogspot.com](http://casktask.blogspot.com), side images borrowed from High Horse Farm Brewery.



## OUSEBURN VALLEY

Ouseburn Valley Brewery describes themselves as "small beer but exceedingly good beer." They have quite a large selection on tap, and many are available in over 60 pubs throughout the Northeast of England. The brewery is located at 11 Dilston Terrace, Gosforth, Newcastle upon Tyne, NE3 1XX.



## FIREBRICK

Firebrick Brewery in Blaydon-on-Tyne takes great pride in the region they brew in, and it can be seen in the names of their craft beers. They offer a range of 12 beers, and they can be found in pubs or bottles all around the Northeast. Their brewery is located at Units 10-11, Blaydon Business Centre, Cowen Road, Blaydon on Tyne, NE21 5TW



Image borrowed from The Runhead Bar and Grill "Real Ales" page.



## OUSEBURN VALLEY

Ouseburn Valley Brewery describes themselves as "small beer but exceedingly good beer." They have quite a large selection on tap, and many are available in over 60 pubs throughout the Northeast of England. The brewery is located at 11 Dilston Terrace, Gosforth, Newcastle upon Tyne, NE3 1XX.



Images borrowed from Ouseburn Valley Brewery

## Tynehop

HOME AT THE PUB HAVE A DRINK REVIEWS LOCAL BREWERIES UPCOMING ABOUT



### WYLM

Wylam has been brewing exceptional beers in Northumberland for over 16 years. They offer tours, a Tap Room, and even an online shop. Find them at the Palace of Arts, Exhibition Park, Newcastle upon Tyne.



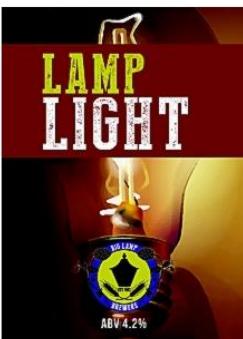
### BIG LAMP

Proudly brewing since 1982, Big Lamp Brewery is the oldest brewery in the Tyne and Wear region of Northumberland. Since their inception they have grown to produce regular and seasonal ales, and even have their own pub right next door. You can go there to try some of their classics like Big Lamp Bitter or Big Lamp Blackout; Grange Rd, Newcastle upon Tyne NE15 8NL.

Images borrowed from Big Lamp Brewery



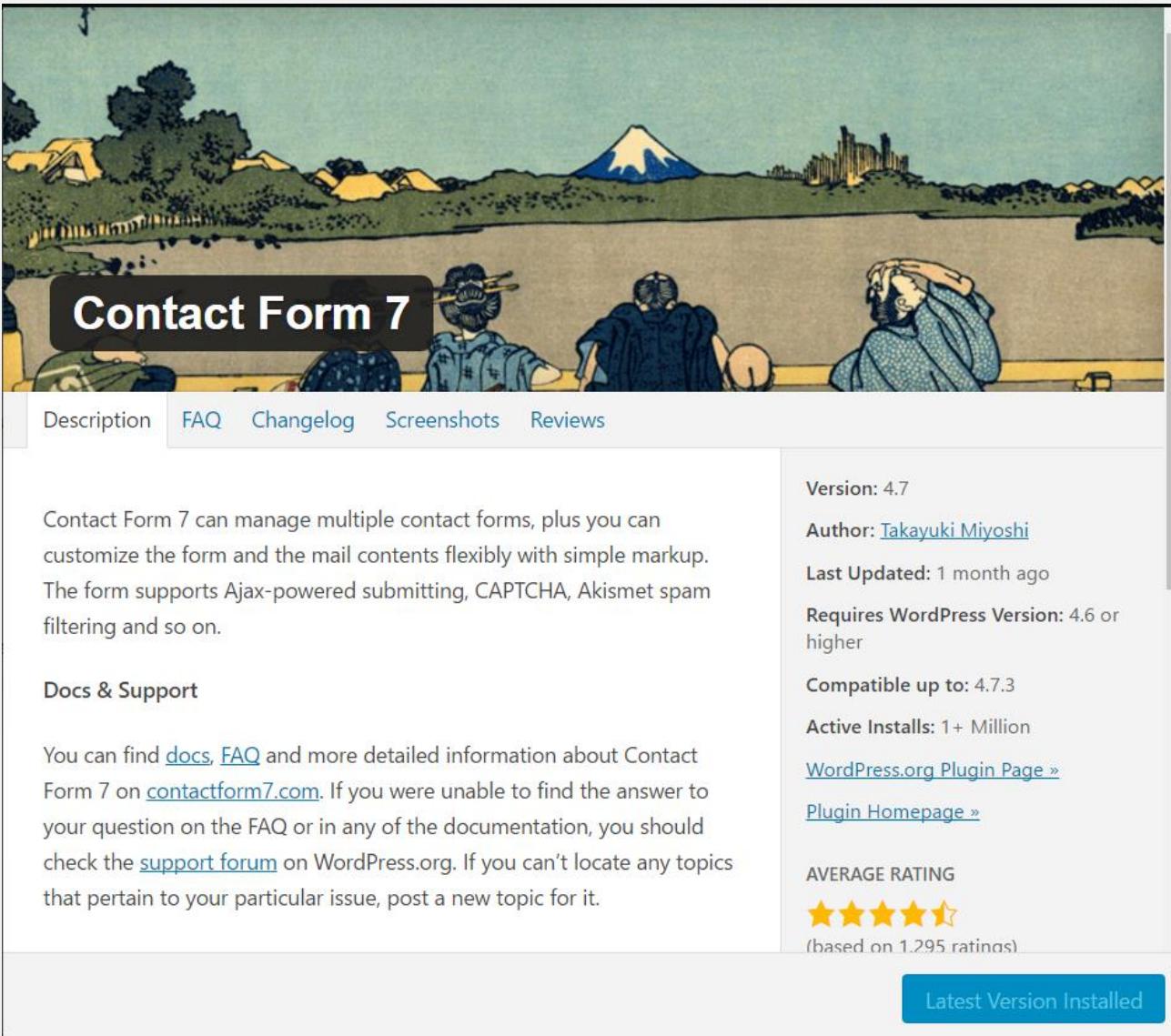
## BIG LAMP BITTER



# PLUGINS

# CONTACT FORM 7

Contact Form 7 is being used to add a contact form to the about page for Tynehop. The form allows a user to input their name and email then send a message to the email of the site administrator. Contact Form 7 has the ability to manage multiple contact forms for a website, ad well as supporting spam filtering to keep the admin inbox clean.



The screenshot shows the WordPress.org plugin page for Contact Form 7. At the top, there's a decorative header image featuring a traditional Japanese scene with figures in front of Mount Fuji. Below the header, the plugin's name "Contact Form 7" is prominently displayed in a dark box. A navigation menu below the title includes "Description", "FAQ", "Changelog", "Screenshots", and "Reviews". The "Description" tab is selected. The main content area contains a paragraph about the plugin's features, mentioning its ability to manage multiple contact forms, customize forms with simple markup, support Ajax-powered submitting, CAPTCHA, and Akismet spam filtering. Below this, a "Docs & Support" section provides links to the plugin's documentation, FAQ, and support forum. To the right of the main content, several metadata fields are listed: "Version: 4.7", "Author: [Takayuki Miyoshi](#)", "Last Updated: 1 month ago", "Requires WordPress Version: 4.6 or higher", "Compatible up to: 4.7.3", "Active Installs: 1+ Million", and links to the "WordPress.org Plugin Page" and "Plugin Homepage". At the bottom right, a button says "Latest Version Installed".

Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

**Docs & Support**

You can find [docs](#), [FAQ](#) and more detailed information about Contact Form 7 on [contactform7.com](#). If you were unable to find the answer to your question on the FAQ or in any of the documentation, you should check the [support forum](#) on WordPress.org. If you can't locate any topics that pertain to your particular issue, post a new topic for it.

**Version:** 4.7  
**Author:** [Takayuki Miyoshi](#)  
**Last Updated:** 1 month ago  
**Requires WordPress Version:** 4.6 or higher  
**Compatible up to:** 4.7.3  
**Active Installs:** 1+ Million  
[WordPress.org Plugin Page »](#)  
[Plugin Homepage »](#)

**AVERAGE RATING**  
★★★★★  
(based on 1.295 ratings)

**Latest Version Installed**

# DISPLAY WIDGETS SEO PLUS

*“Display Widgets SEO Plus”* is used to toggle widgets on or off for display on certain pages. It allows specific widgets to appear on select pages and others to appear on all pages, depending on user preference.

I am using this plugin to toggle the majority of widgets off on one page specifically, the “Local Breweries” page. I am also using it to toggle on the “Local Breweries links” widget for that page only.

The image shows two side-by-side screenshots of the "Display Widgets SEO Plus" plugin settings. Both panels have a header bar with the plugin name and a dropdown menu labeled "Hide OR Show For Everyone".

**Left Panel (Content Types):**

- Categories +/-**
- Content Types +/-**
- Static Front Page
- Home Page Archives - Page 1 Only
- Home Page Archives - Pages 2,3,4...
- All Category Archives - Page 1 Only
- All Category Archives - Pages 2,3,4...
- All Tag Archives - Page 1 Only
- All Tag Archives - Pages 2,3,4...

**Right Panel (Static Pages):**

- Search: Display Widgets SEO Plus**
- Title:** Display Widgets SEO Plus
- Display Widgets SEO Plus Options**
- Hide OR Show For Everyone**
- Hide OR Show Widget**
- Hide On Ticked**
- Categories +/-**
- Content Types +/-**
- Static Pages +/-**
- Custom Post Types +/-**
- Custom Post Type Archives +/-**
- Custom Taxonomy Archives +/-**

# META SLIDER

*Meta Slider* is a plugin designed to allow a user to input a slider/carousel anywhere in the website via short code or PHP. This can go anywhere, but is generally added into the header of the website. The user can add captions to each picture, edit the transitions, and change the appearance of the plugin on the page.

For Tynehop, I am using this plugin for the homepage header slider. I added three pictures to the slider, and then changed the transitions between each and the slider display underneath the images.

The screenshot shows the Tynehop website homepage with a slider at the top featuring three images of people at a brewery. Below the slider is the Meta Slider plugin settings interface. The interface includes:

- A toolbar with "New Slider" and "Save & Preview" buttons.
- A "Slides" section containing three "Image Slide" items, each with a thumbnail, a "General" tab, and a URL field (e.g., <https://www.flickr.com/photos/moodler/8133450578/in/photolist-dcJ4uw-57c8aX-e7LnyA-axd61p-edM18q-fLhbT6-4Gjphs-7hF3VF-95izY-t7gAeU/>).
- A right sidebar with various settings:
  - Slider Type: Nivo Slider (selected).
  - Width: 1125 px.
  - Height: 350 px.
  - Effect: Random.
  - Theme: Default.
  - Arrows: Checked.
  - Navigation: Dots (selected).
- An "Advanced Settings" section.
- A "Usage" section with "\_shortcode" and "Template Include" options.

# LIVE COMPOSER

As previously mentioned, *Live Composer* is a content editing tool/plugin. This allows the user to quickly add and edit content they choose to add to their site from a wide array of types. Users can add HTML, short code, images, and text among others. They also offer layouts and other tools to develop your site in a way that is most customizable for what the user wants.

In my website, I used this plugin for the bulk of the page editing, and did the header and footer editing in the respective php files. This plugin made it quick and easy to see what changes looked like before publishing the page.



# TOGGLE THE TITLE

*Toggle the Title* is a straight forward plugin, that allows the user to simply “Toggle the title” of a page. In the xMag theme, the pages all contain a default title at the top just under the image slider. This makes the page look wrong, and this plugin was the solution. If I want, I can leave titles on certain pages, but it looked much cleaner to remove all of them.

The screenshot shows a WordPress admin sidebar on the left with various menu items like Dashboard, Posts, EmailTemplates, banners, daily\_news, daily\_highlight, Media, Links, Pages, Comments, Appearance, Plugins, Users, and Tools. On the right, there is a settings panel titled "Title Toggler". It has a checkbox labeled "Show page title?" which is checked. Below this is a section titled "Title Toggler Settings" with two checkboxes: "Autosave on change title status?" and "Disable all pages Titles?". A blue "Save Changes" button is located at the bottom of this section.

# WP INSTAGRAM WIDGET

*WP Instagram Widget* is a plugin designed for one purpose: Add Instagram to your website. The widget allows you to add short code to the widget, and link Instagram to the page. There are two ways this can be done, adding the account directly, or having the posts display by hashtag.

For my website, I needed to display the official Tynehop Instagram page, so I linked the account to the widget and had the entire feed, or 9 most recent posts displayed in the sidebar.

The screenshot shows the plugin's configuration interface and a preview of the generated content. The top navigation bar includes links for Description, Installation, FAQ, Changelog, Screenshots (which is selected), and Reviews. A yellow warning box states: "Warning: This plugin has not been tested with your current version of WordPress." Below this, the "Sidebar" section is shown with the "Instagram" account selected. The sidebar settings include: Title: Instagram, Username: peps, Number of photos: 9, Photo size: Thumbnail, Open links in: Current window (self), Link text: Follow Us, Remove | Close, and Tag Cloud. The preview area shows a grid of 9 Instagram posts with the title "Sticky". Each post has a timestamp of January 7, 2013. The posts are a mix of photos and videos, showing various scenes like people at events and landscapes.

## Our Instagram

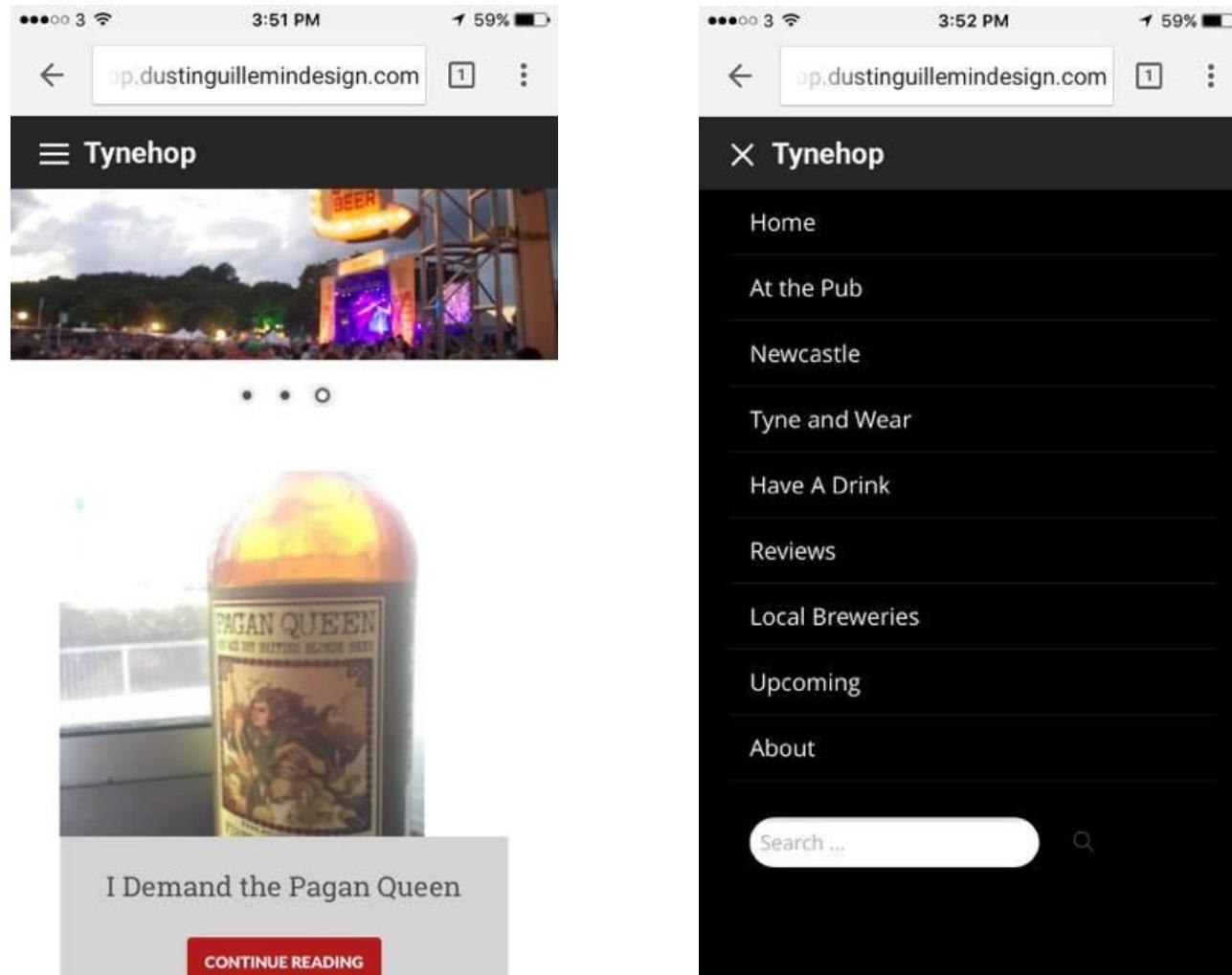


# **RESPONSIVE TESTING**

# MOBILE DISPLAY

When loaded on a mobile device, the page loads without fault, and the responsive theme adapted as expected. The only things that did not appear on mobile were the correct colors for the navigation bar, and the site logo. Apart from that, the site was well represented on mobile, and worked in various browsers as well, such as Chrome and Safari. In Safari, some of the images for the posts did not adjust to fit the full width of the screen, but they all displayed to a set size.

The navigation displayed perfectly, and all the pages were listed in the correct order. The search bar inside the hamburger menu also worked as intended.

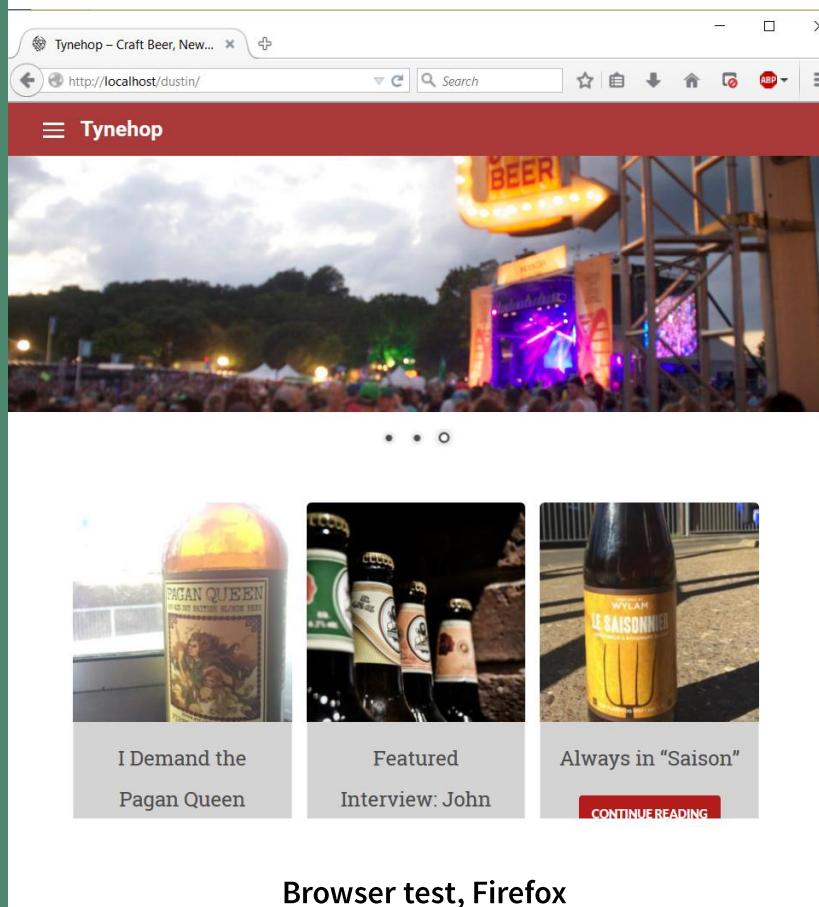


Mobile display, Google Chrome App

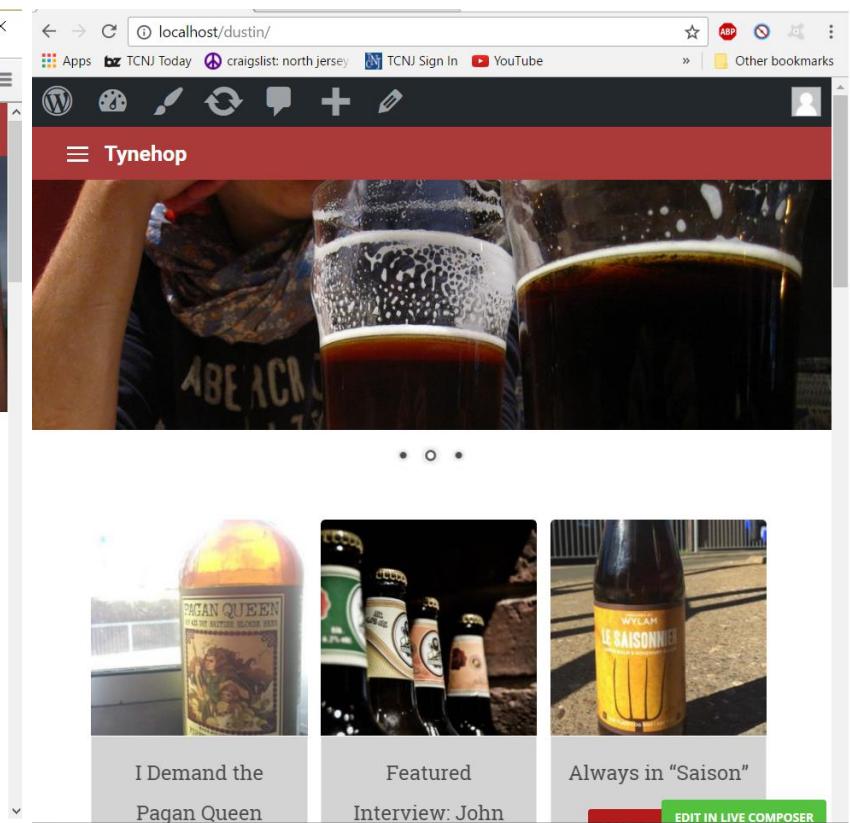
Menu display, Mobile device

# WEB RESPONSIVE

On web pages, the website responded well, and scaled with the adjustments to the browser window. In Chrome, the website scaled as the page width was decreased, and then at certain points broke down the layout further. The same happened in Firefox as well, showing that the website was functional and responsive in cross-browser testing. The only issues with the responsive testing were the same as those encountered on mobile, particularly with the images not scaling to meet the page width.



Browser test, Firefox



Browser test, Chrome

# TAKEAWAYS

# EVALUATION / CHALLENGES

The outcome of the site was not even close to what I anticipated when I began this project. Throughout this design document and the comparison with the final project, there are many things that have changed. As the website stands right now, I wish there were certain things that had come out differently. The site could have been more visually stimulating, and my visual design skills could improve to reflect this in the future. Using a child theme and existing WordPress theme was difficult, as the adaptations to what I wanted the end result to be were limited by building through WordPress. Personally, I would rather build a site from HTML, but for a project of this size it would have been nearly impossible, or taken far too long to build. For client purposes, WordPress is an excellent tool for developing a site, especially if the client does not have web design skills.

I have encountered numerous errors and problems with my site throughout the build such as MAMP crashing, and even currently with making it live through web hosting. As an international student, this project also helped me learn more about the region I have called home over the past 4 months, and has even helped my classmates learn more about local industries as well. Overall, the project has been a great learning experience, and I can say I have walked away with a greater understanding of WordPress and local hosting, a skill that will prove valuable in the future.

## MAIN CHALLENGES

**Style.css not recognized**

**MAMP crash midway through, lost all progress**

**Web Hosting uploading errors**

**Responsive elements on mobile not working as intended**

**Database table corruption, loss of data**



tynehop

Edit Profile

...

8 posts

8 followers

45 following

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