Proposal for a

Digital Media Capstone Project

In Partial Fulfillment of the Requirements

For a Master of Liberal Arts Degree

Harvard University

Extension School

July 15, 2017

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Proposed Start Date: July 16, 2017

Anticipated Date of Graduation: May 2018

Tentative Project Title

Makerspace Events

1. **Abstract**

Makerspace Events website will be a global, social directory for artists to post events they will be teaching or attending, or get feedback from friends on craft fairs where they had previously exhibited. Artists will create a user account, build a profile and log in to that account to track events and friends.

This directory will be used as a community resource for artists to share event information, seek out events, or get ratings on craft fairs to determine if a particular event is worth their time. This platform is intended as a dynamic artist community network where the value to the user will grow with user input.

2. **Introduction**

There is no central directory where an artist can go online to peruse upcoming events related to their craft or get information on craft fairs to determine if exhibiting at a particular fair is worth their time. The Makerspace Events social directory targets artists that teach, take classes and/or sells their work. It's a social directory for artists.

I belong to various maker groups on Facebook and I often see people asking for information on events in a particular area, or on a particular date, and if any of their friends will be taking a particular class or selling at the same crafts fair where they'll be exhibiting. One such group is Metal Clay Now. It's a tight knit group of jewelry designers that gather on Facebook to talk about new techniques, solve problems and post images of their work. Many of these people connect in-person at various makerspace events around the world to teach or take classes.

A couple of wishes I see from other artists in this group is, 'I wish there were one place I could go to see a list of events for our industry,' and 'I wish there were a place where I could review feedback on craft fairs. Some vendors did well but jewelry vendors lost money.'

The Makerspace Events directory aims to solve this problem by giving artists a central directory where they can log in to post, track and find events related to their interests, or get feedback on craft fairs from vendors that exhibited at a particular event in the past.

My plan is to recruit members the Facebook's Metal Clay Now group which

currently has over seven thousand members. Data will be enter and built up over time by these members.

2.1 Digital Directory

The goal of this digital directory is twofold:

1) Provide a forum to facilitate connections among makers and their trade
2) Improve and facilitate feedback from craft fairs

2.2 Course work

In preparation for this project, I have completed the following courses:
- Spring Term 2013: CSCI E-12: Fund of Website Development
- Fall Term 2013: CSCI E-15: Dynamic Web Applications
- Fall Term 2014: DGMD E-20: Developing Interactive Media
- Spring Term 2015: CSCI E-3: Web Programming/JavaScript
- Fall Term 2015: CSCI E-34: User Experience Engineering
- Spring Term 2016: DGMD E-27: Mod, Mobile Front-End Design II
- Summer Term 2016: DGMD S-35: Video Editing, Digital Design
- Fall Term 2016: EDUC E-103: Intro to Instructional Design
- Spring Term 2017: DGMD E-25: Web Content Management Systems

3. Prior Work

3.1 Lanyrd

Lanyrd is a conference directory website created by Simon Willison and Natalie Downe and launched in 2010, (http://lanyrd.com/dashboard/). Lanyrd was built with the Python/Django platform. This site lists events from around the world for users to discover new conferences and track friends to see what events they are attending.
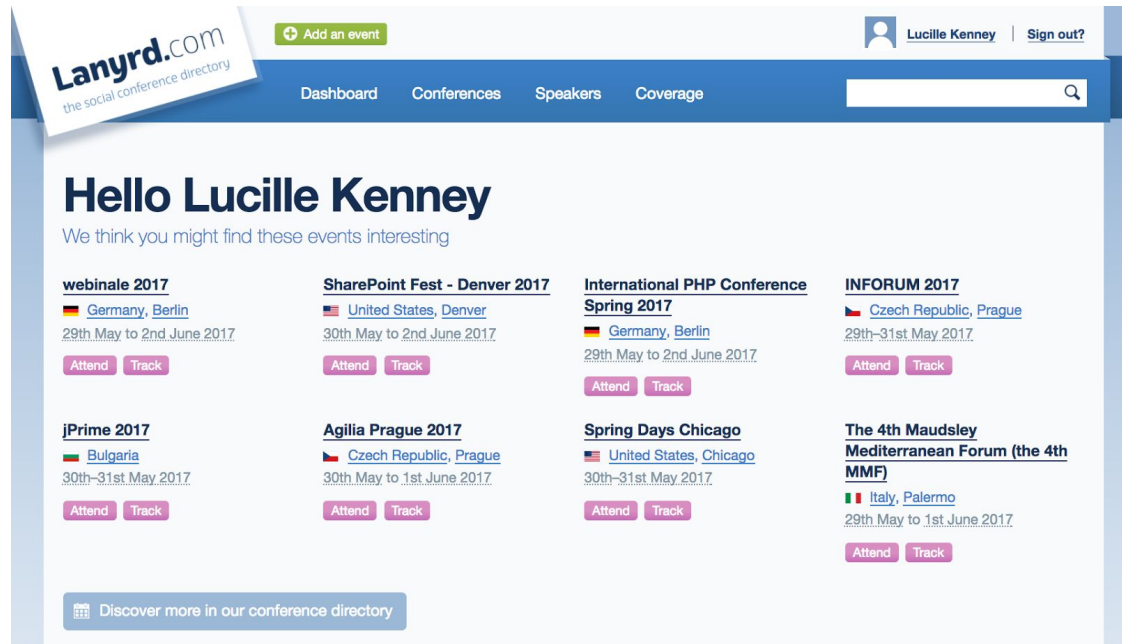
Figure 1: Screenshot of Homepage for Lanyrd

The home page shows you a list of events that your contacts are going to, speaking at, or interested in. The Dashboard and the home page are one in the same. I like that the Dashboard is the landing page but I would use it to list events the user is attending, speaking at and tracking. I would reserve the home page for an introduction to let the user know what they are able to do on the site and list upcoming events of interest.

Lanyrd's listing of events targeting the high tech industry is very similar to what I'd like to create with Makerspace Events for crafts people. While this site layout does not reflect exactly what I want for Makerspace Events, I'll create a Balsamiq Mockup very similar to their layout as a starting point to develop a prototype to determine a pleasant user experience for artists.

This site demonstrates the feasibility of technology linking contacts to interests via social media in a way that might prove useful for Makerspace Events to link taxonomy to interests to create a directory of events with related interests to members.
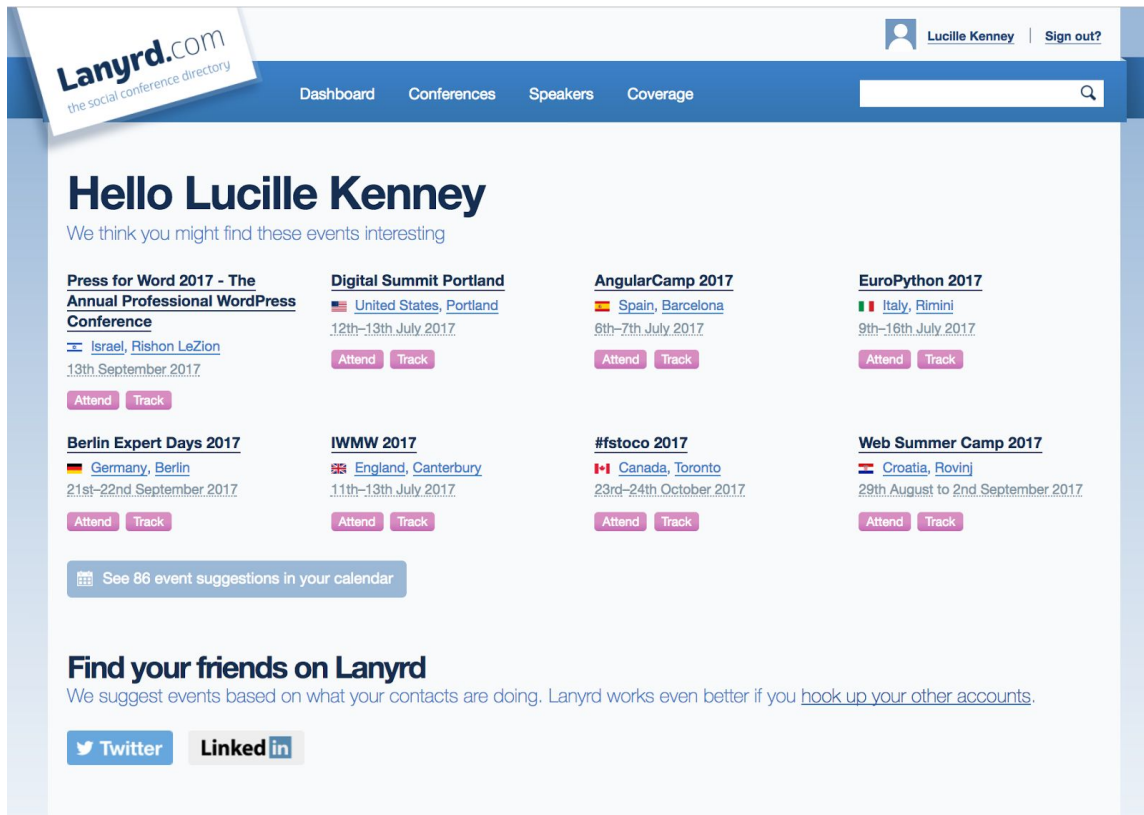
Figure 2. Screenshot of Homepage for Lanyrd

Initially Lanyrd had an 'Add an event' button visible on every page that allowed users to add events when logged in. That element seemed very useful and something I'm interested in implementing. Lanyrd partnered with Eventbrite and is revising its site. Since these recent revision, the 'Add an event' button has been removed.

Makerspace Events will rely heavily on user input since data will be built up over time. There should be no confusion for the user on how to add an event.

'Add an event' button visible from every page was an element that I found appealing on Lanyrd. User experience testing via the Balsamiq Mockup will

Using the Balsamiq Mockup prototype, results from UX tests on how easy it is to input an event will help determine the placement and value of this button for Makerspace Events.

Figure 3. Screenshot of Homepage for Lanyrd

The Lanyrd 'Add an event' button brought the user to a form (http://lanyrd.com/add-an-event-to-lanyrd/.) While the form content closely relates to information I'll be requesting from users for Makerspace Events, the way Lanyrd collects metadata differers. Lanyrd links to social media contacts and recommends events based on the data they collect while data collection by Makerspace Events will be entered directly on the site by the user and linked via a series of taxonomy tags.

3.2 The Massachusetts Fairs and Festivals

The Massachusetts Fairs and Festivals is a paid subscription to an information service of craft shows and festivals (http://www.massachusettsfairsandfestivals.com/) with a target audience of

vendors and tourists. It's useful for connecting vendors to potential buyers. It's an easy to use, simple directory to find craft events. They rely on data input from exhibitors.

Figure 4. Screenshot of Massachusetts Fairs and Festivals Homepage

The homepage (http://www.massachusettsfairsandfestivals.com/) lists 190 events organized with pagination listing the most current date at the top. This approach lends itself nicely to the filter used to sort by event name, date, and/or location. A quick and intuitive method of navigating events is a user experience I'm interested in implementing on the Directory List.

The Event Search Page duplicates the homepage and risks time wasted by allowing the user to repeat efforts.

Add an Event Listing

Have a fair or festival you would like to promote? Please fill out the form below and we will add it to our event calendar.

Thank you!
MassachusettsFairsandFestivals.com

Event Name: *	
Address1: *	
Address2:	
City: *	
State: *	ALABAMA ▲▼
Zip: *	
Start Date: *	2017-07-05
End Date: *	2017-07-05
Contact Name: *	
Phone: *	i.e.: 123-123-4567
Email: *	
Website:	i.e: http://www.craftshows.org

Event Description/Details: * (please provide as much information as possible)

Entertainment: *

Activities: *

Application Deadline:

Figure 5. Screenshot of Massachusetts Fairs and Festivals Form

Their form asks for detailed information from their website team and event organizers to promote Craft Events and Festivals to vendors and guests throughout Massachusetts. There is no mention of turnaround from the time a subscriber submits the form to the time a website team member posts it to the event list.

While asking for comprehensive input gathered by event promoters is reasonable, I'm interested in streamlining the user experience by keeping form input to a minimum since not all members will be event organizers. Detailed information such as event contacts, phone number, etc., will not be useful for the type of data I'll include in my forms and should be gleaned from a link to the official event site.

3.3 The Crafts Fair Guide

The Crafts Fair Guide (CFG) (http://www.craftsfairguide.com/index.htm) provides a static list of upcoming fairs on their website, organized by state, that have been reviewed by exhibitors from previous year's shows. Only events that had reviews submitted are included on this list. The actual survey results are published quarterly and distributed to those with a paid subscription.

Figure 6. Screenshot of the Craft Fair Guide "Home" Page

It's generally a good idea to avoid using outlines or centering blocks of text. The user interface (UI) is something I'll want to make as appealing as possible since I'm targeting artists who might not be so tech savvy but they will care about visuals.

Another faux pas for this site is too many web pages (ten) in the main navigation. You run the risk of visitors missing important information with more than seven tabs in the main menu.

The Crafts Fair Guide

Reviews of Arts & Crafts Fairs
FOR Artists & Craftspeople - **BY** Artists & Craftspeople
www.craftsfairguide.com
(562)869-5882

Event Evaluation Form

In our continuing commitment to improving The Crafts Fair Guide, we have upgraded to a more reliable online review process for The Crafts Fair Guide. As always we appreciate any feedback. Thank you for taking the time to submit your Evaluation for the event you attended.

EVENT INFORMATION

Show ID: *(if known)* _____

City: _____

State: -- ⬦

Start Date: _____ 📅 End Date: _____ 📅

Promoter Name: _____

Event Name: _____

Weather: _____
(example: Overcast, Raining, Sunny, etc...)

Environment: ○Inside ○Outside ○Mixed *(Inside & Out)*

Describe Venue: _____
(example: In the Parking Lot adjacent to Sunset Park)

GENERAL INFORMATION

*You will receive a confirmation of your review via email. All reviews are treated as anonymous and no personal information is published. ** Please note, however, all reviews are subject to editorial review prior to publication.*

What is your Email Address: _____

Art,Craft or Vendor Type Please Select One ⬦

RATE THE EVENT

Please rate the event in the following categories.
(0 is the worst, 10 is the best)

	0	1	2	3	4	5	6	7	8	9	10
Sales :	○	○	○	○	○	○	○	○	○	○	○
Attendance :	○	○	○	○	○	○	○	○	○	○	○
Enjoyability :	○	○	○	○	○	○	○	○	○	○	○
Public Mood :	○	○	○	○	○	○	○	○	○	○	○
Buying Power :	○	○	○	○	○	○	○	○	○	○	○
Organization :	○	○	○	○	○	○	○	○	○	○	○

Estimate your Gross Sales: $ _____
Please Estimate your Gross Sales to the neareast 100 dollars. Example: Enter 100 for $100 and 1000 for $1000

Average Item Sold: $ _____

Majority of ○   ○   ○   ○
Attendees: Families   Singles   Retirees   Mixed

Attendee Behavior: ○Well-Behaved ○Rowdy

Would you Return? ○Yes ○No ○Maybe

Figure 7. Screenshot of The Crafts Fair Guide Event Evaluation Form

The Craft Fair Guide's evaluation form (http://www.craftsfairguide.com/evaluation_new.aspx) targets event exhibitors who have participated in previous year's events and uses that information as a basis to evaluate upcoming events. Unlike The Massachusetts Fairs and Festivals form to submit events, exhibitors do not need a paid subscription to submit a review, but they do need a paid subscription to view the survey results. The idea here is that a subscriber will view the Upcoming Events List on this site, pick an event that looks interesting to them, and then use the quarterly publication, directory of survey results and detailed promoter information, to determine if exhibiting there is worth their effort. Providing vendors with this valuable information is a great concept and something my target audience express an interest in.

There will be no fee for users to become members on Makerspace Events. The Crafts Fair Guide form requires a lot of administrative, manual input which is very different from what I envision for Makerspace Events. Since my aim is to build a dynamic community based website that will grow from user input, capturing member ratings of past crafts fairs that they've participated in as exhibitors is a component I'm interested in implementing with less administrative maintenance. This could be done by generating an email after the creation of a form where the 'vendor' option is selected and then timing it to release once the event date has passed.

This survey information could be listed as past events as an aside. This information could potentially be connected to the same event posted in subsequent years, providing vendors with an idea of potential market size.

4. Tools

These are tools I'm considering for site development.

- Balsamiq Mockups is a rapid wireframing tool used to create low fidelity wireframes to quickly explore different user interfaces for UX testing.
- Drupal, Joomla, and wordPress – I'll be evaluating three of the most popular, open source content management systems.
- MAMP – MAMP stands for Macintosh, Apache, MySQL, and PHP. It will allow me to work with PHP and MySQL in my local environment.
- phpMyAdmin and mySQL – phpMyAdmin is a well documented free software tool to manage the mySQL database.
- HTML5 – Hypertext Markup Language, is the most recent version. HTML provides structure for presenting content on a web page.
- CSS –
- Bootstrap –
- JavaScript, Javascript APIs
- Git and GitHub and ssh
- Branding using the Adobe Suite such as PhotoShop and Illustrator

4.1 Website Technologies

I'll be reviewing three Content Management Systems as potential platforms for Makerspace Events: WordPress, Joomla, and Drupal. Flexibility in setting up user role permissions depending on participation for a multi-user site will be a main concern.

5. Implementation

5.1 Website Implementation

Homepage
Registration/Sign in
Profile
Dashboard
Events
- Event detail
Add an event - button accessible from all pages links to form

Teachers
- Teacher profile
Follow-up Craft Fair Review Form

5.2 Balsamiq Rapid Prototyping Mockup

Figure 8. Website Landing Page

The Home page has a simple description, 'Makerspace Events allows artists to add events, evaluate crafts fairs, discover new and exciting classes and track friends or favorite teachers to see what events they are attending or teaching. Join us!'

Featuring upcoming events might also be a nice option for the Home page.
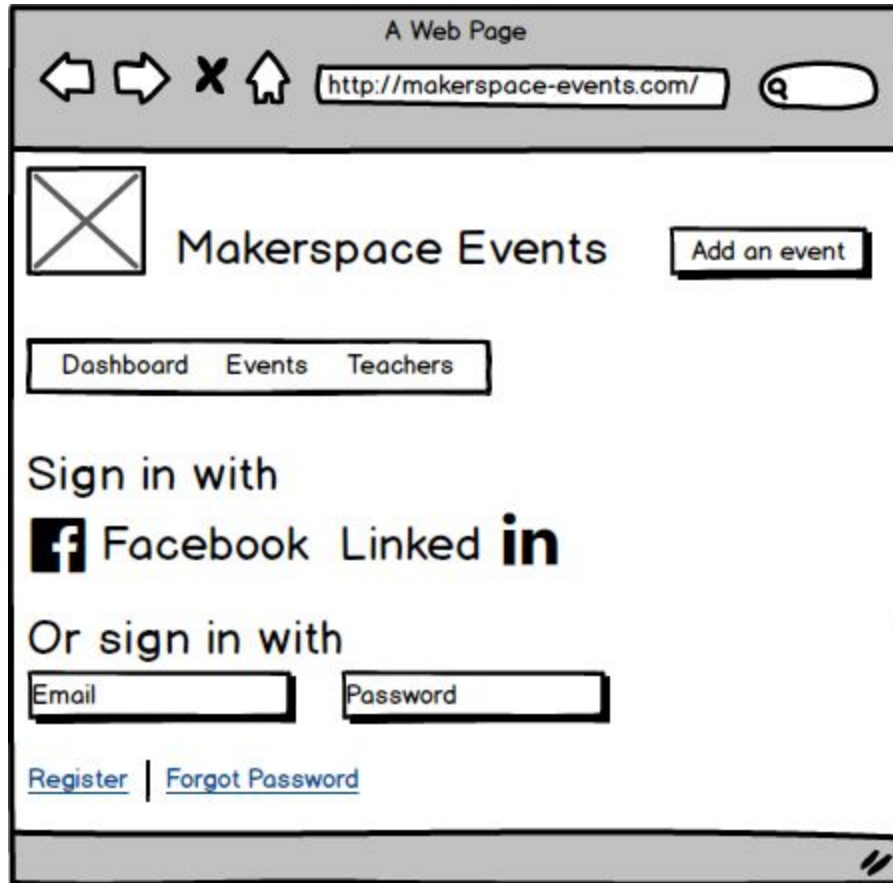
Figure 9. Website Signin Page

Sign up from the welcome page, using Facebook credentials, or email and password. Users can navigate the site from the menu tabs or add an event. If they click 'Add an event' and they're not logged in, they'll get bounced to a login page.

Figure 10. Website Profile Page

Users build a profile on their initial log in. They will then have editor privileges to edit their profile and add or edit their own events. Lanyrd uses this page to list events the user is tracking and/or attending.

Once a post is created, the event will get added to the event directory list.
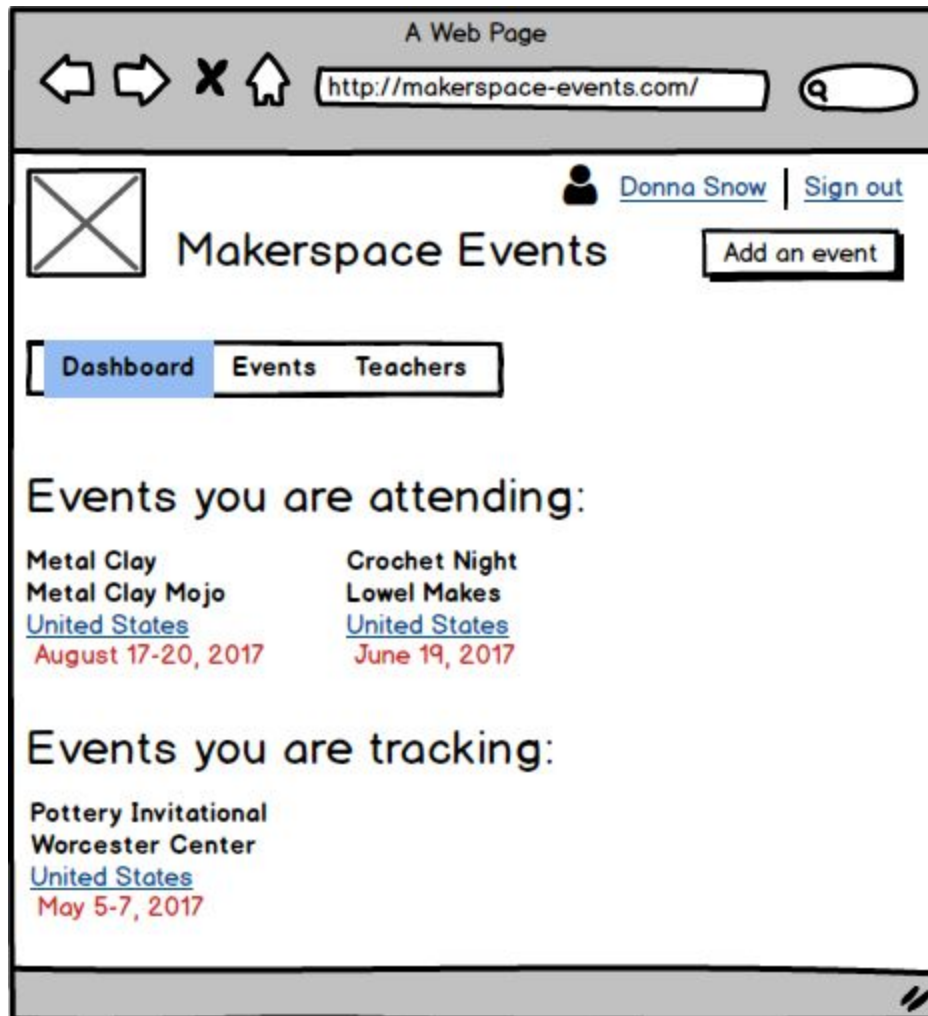
Figure 11. Website Dashboard

When a user is logged in, the Makerspace Events Dashboard displays events the user is attending and/or tracking.

Lanyrd uses the Dashboard to display events they think a user might be interested in.
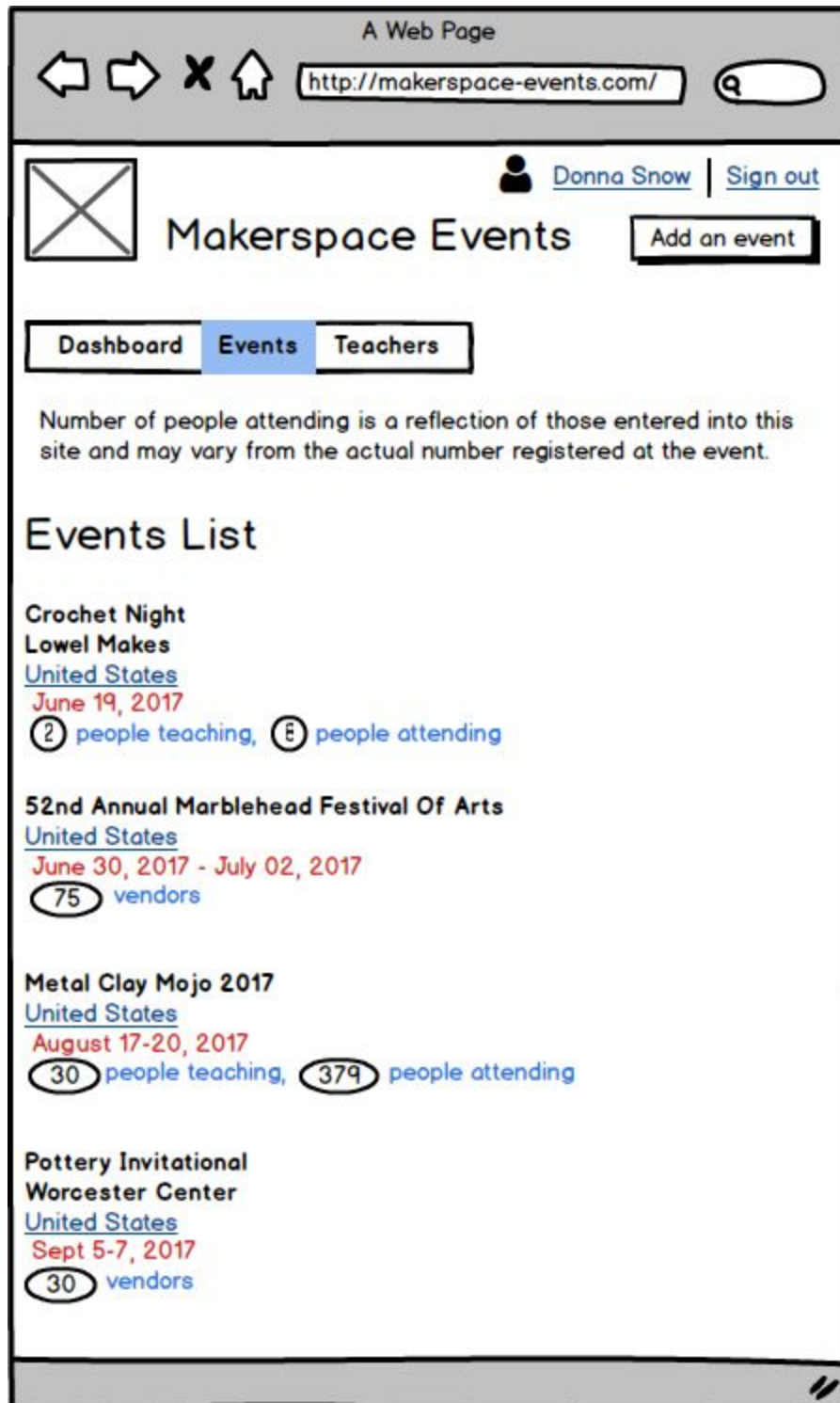
Figure 12. Events Directory List

This directory listing will be used by artists as an informal, informational list of events posted by fellow artists who will be participating in or attending a

particular class as a student or teacher or art crafts fair as a vendor. Information on this list will be tested on the target audience to determine what works for them and what doesn't. The attendee numbers may vary from the event's official website. It's a tally of those who have declared their intention to attend and may prove to be better suited to a page displaying event details.

A basic rule of thumb for UX testing is 'Test Early and Often.' Elements will be deleted while others get added. This is the beauty of low-fidelity, rapid prototyping.

Once a user fills in an event form and posts an event, they'll have Editor privileges and will be able to go back and edit their own posts. Others will have the option to track it once it gets posted to the Events List. Once other users track it, provisions will need to be made should the original publisher choose to remove the event from the listing. This could be handled in different ways and will require more user testing. One option would be to trigger an email to those connected to the even alerting them of a change. In addition, a 404 page may need to be set up telling the user the event was deleted.

Event name

Required

Location

e.g. Boston, Brighton, UK ▼

Class or Registration Fee

$

☐ This is an online event.

Website

Optional: How to register Optional

Start date   **End date**

Required   Optional for one-day events

How will you be participating at this event?

○ tracking   ○ attending   ○ organizing   ○ teaching   ○ vendor

Other

Optional: Other official event links or information you deem helpful.

Figure 13. Add An Event

This 'Add an event' form is not intended to be used to register participants to events, sell tickets or arrange venues. The user has the option to post a link containing information on where to buy tickets or register for the event if they so choose.

Once a user fills in this form and posts an event, they will have Editor privileges and will be able to go back and edit their own posts.

An email will get generated when an event sharing a user's interests get posted to the Events List. The recipient of the email then has the option to track it.
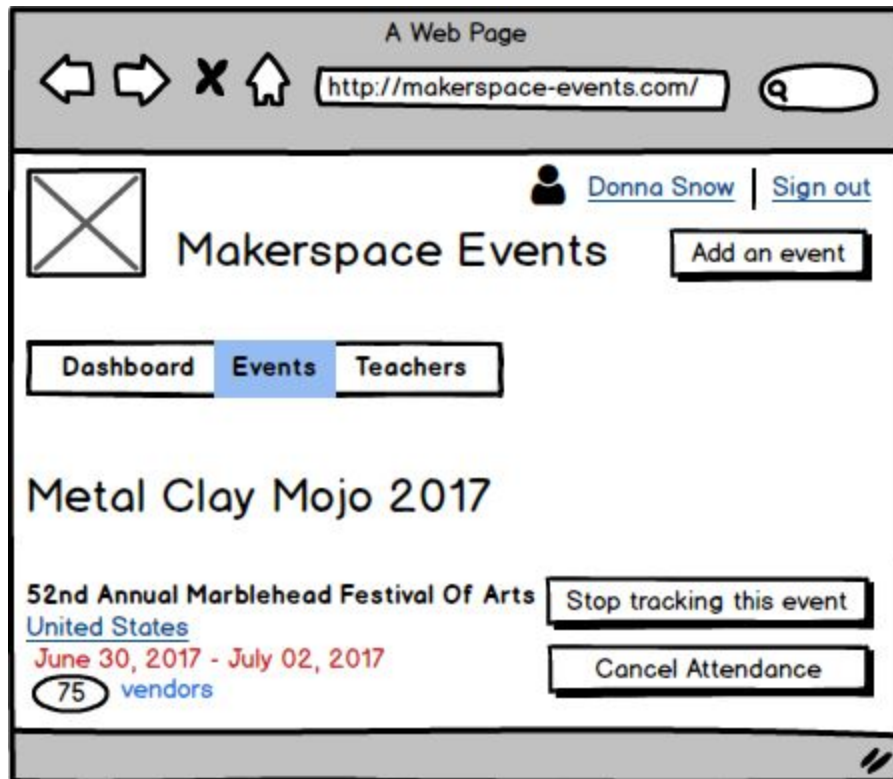
Figure 14. Event Details

The Editor of the post will be able to stop attending or stop tracking from the event details window.

Other roles include Authors and Admins. Authors will be allowed to publish and edit all events in the calendar. Admins will be able to delete. Initially, I'll be assuming Author and Admin roles.

Users will also have access to the members list and be able to contact other members via email.
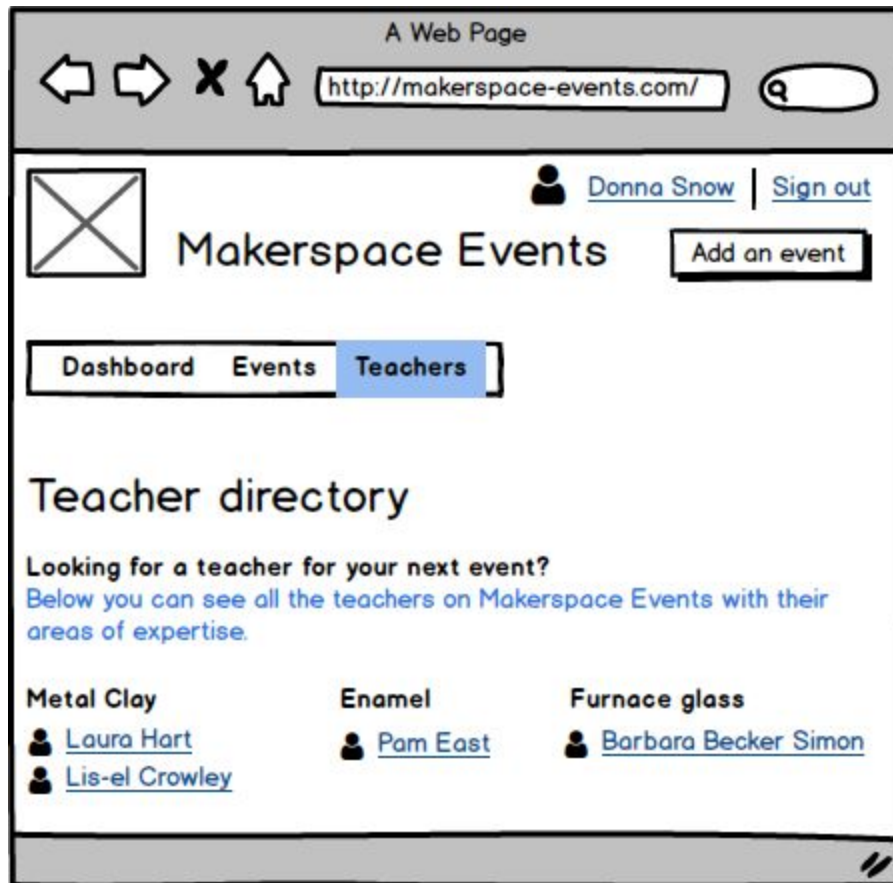
Figure 15. Teachers

Event organizers can use this site to promote their events or search for potential teachers.

Links from the Teachers tab will provide access to Artist bios categorized by their expertise.

http://makerspace-events.com/

Donna Snow | Sign out

Makerspace Events

Add an event

Dashboard **Events** Teachers

Follow-Up, Craft Fair Review Form

Review a craft fair that you participated in as a vendor.

EVENT INFORMATION

52nd Annual Marblehead Festival of Arts
Marblehead
United States
July 01, 2017 - July 04, 2017

GENERAL INFORMATION

Weather: | Example: Sunny, Windy, Rainning, etc.

Venue: ○ Inside ○ Outside ○ Mixed (inside and outside)

Your product type? ☐ Paintings ☐ Jewelry ☐ Ceramics
(Select at least one.) ☐ Wood ☐ Leather ☐ Other

RATE THIS EVENT (0 being the worst to 10 being the best)

	worst									best
Foot Traffic:	1	2	3	4	5	6	7	8	9	10
Venue:	1	2	3	4	5	6	7	8	9	10
Atmosphere:	1	2	3	4	5	6	7	8	9	10
Organized:	1	2	3	4	5	6	7	8	9	10
Parking:	1	2	3	4	5	6	7	8	9	10

Booth Cost: $

Estimate of Gross Sales: $

Would you recommend to a friend? ○ YES ○ NO ○ MAYBE

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Figure 16. Craft Fair Review Form

As I mentioned in Figure 7, Screenshot of The Crafts Fair Guide Event Evaluation Form, the idea of capturing member ratings of past crafts fairs is something I'm interesting in implementing by generating an email survey following an event. Since this email will get generated following an event that the user had posted, some event information should be available to dynamically populated into the survey.

This mock-up includes some of the information from The Craft Fairs Guide and will be included in user tests to see what works and what doesn't.

5.3 Assumptions, Risks and Alternatives

This site will be built using the recommended default permissions packaged with the selected content management system (CMS). How flexible the CMS's permissions package will be a determining factor in my selection.

If the user is not the organizer of the event and they get a time or date wrong, others will be able to contact the publisher of the event or the website administrator to make the necessary changes. But I would also like a user who is the event organizer to be able to go into the event post and edit any misinformation.

Joomla! ships with permissions options built in (https://magazine.joomla.org/issues/Issue-Jan-2012/itemlist/user/409-Jen-Kramer).

WordPress ships with five default roles (https://www.wpmayor.com/roles-capabilities-wordpress/).

Drupal uses a module to override node options (https://www.drupal.org/project/override_node_options).

I'll assign permissions according to information the user provides on the event form. If they select attend, track, teach or vendor, they should be able to edit their own posts.

Further research will be done with the evaluation and selection of a content management system.

A potential startup problem will be that there are not enough participants to begin with. I can recruit potential members from a Facebook group of over seven thousand members, but I have no way of knowing how quickly they will respond. I will have to be a hands on, adding events and encouraging people to track what I enter.

A potential problem might be not finding a module to facilitate the functions required in the current design. Developing custom modules is beyond my skill set and would require further training. This would impact my current schedule adding more time needed for development.

5.4 Evaluation

This project should be evaluated as a working prototype.

The website should be fully functional and styled appropriately. Typography should be appealing and follow principles of good typographic design. The website should be responsive and work on multiple browsers as well as having HTML and CSS code that validates. The website should be intuitive and easy to navigate.

6. Work Plan and Schedule

6.1 Preliminary Schedule

Milestone	Estimate	Comments	Completion Date	Deliverables
Capstone proposal approval			July 15, 2017	Final draft of capstone project proposal
Research	1-2 weeks	Purchase domain name makerspace-events.com or makerspaceevents.com Fine tune Balsamiq Mockup ● What should permissions look like	July 16 - 28, 2017	Balsamiq png of page layouts

		● Compare with other similar sites, what should I include or exclude		
Revisions	2 weeks	Create pdf click through of Balsamiq Mockup. ● Create task oriented questions for user centric layout. ● Recruit at least 3 people to test UX design via Skype using the pdf click ● Make revisions to mock-up where necessary	July 31 - August 11, 2017	Click through pdf for testing. Task oriented questions. Revised and tested Balsamiq Mockup
Evaluate	2 weeks	Evaluate WordPress, Joomla, and Drupal ● Evaluate permissions ● Evaluate plugins and modules ● Select a content management system	August 14 - 31, 2017	Pick a CMS
Work-Flow	2 weeks	Install the CMS: ● Setup local and remote server workflow ● MAMP ● Git/GitHub ● ssh to ISP ● Bootstrap ● Sass	September 1-15, 2017	
Test modules and data function	4 week	● Add modules or plugins ● Gather data. Test data will consist of events initially entered by me.	September 18-29, 2017	
Design	2 weeks	● Continue testing modules / plugins and test data ● Design branding ● Mobile and desktop layouts	October 2-13, 2017	Look and Feel
Build Website	4 week	● Build pages ● Solicit potential users from FaceBook ● Add data ● Responsive Main Nav look and feel for mobile	October 16-27, 2017 October 30-Nov 10, 2017	

		and web		
	4 weeks	● Develop taxonomy / tagging ● Develop permissions	November 13-24, 2017 November 27 - December 1, 2017	Preliminary Website complete (layout)
Capstone Presentation	1-2 weeks	Fixes, Improvements and suggestions from presentation.	December 2-3	Presentation Finalize website
Capstone Submission		Fixes, Improvements and suggestions from potential users evaluated and implemented. Final deliverables due	December 11-15	Finalize and submit website

6.2 Future Considerations for Phase II

6.2.1 Duplicates

I'll need to manage how duplicate entries are handled. This might be managed by using autofill in the event name field. Until I solve this problem, I will have to be a hands on administrator, troubleshooting conflicts.

6.2.2 Large Data

How to categorize and organize large amounts of data is something to think about should Makerspace Events become popular.

Figure 17. Calendar View

User interface organization of big data should be considered for Phase II revisions. Lanyrd handles this issue by displaying only the current day's events in an expanded list and then years as links to this graphical calendar user interface broken up into months. Click on the month to see an expanded list of events and click on the event to get detailed information.

I like the graphical calendar user interface concept to break up large lists of events but I think I would experiment with a date range slider to reduce the number of clicks to get to event details.

7. Glossary

Adobe Illustrator – Graphic design software published by Adobe Systems.

Adobe Photoshop – Photo editing software published by Adobe Systems.

Balsamiq – is a rapid wireframing tool that helps you Work Faster & Smarter.

Bootstrap – An open-source front-end framework developed by Twitter.

CSS3 – The most recent version of the Cascading Style Sheets language (CSS) used to describe how HTML elements should be rendered.

Drupal – A flexible, modular, open-source web content management system.

Git version control - Git is a free and open-source version control system. Version control is a system that records changes to a file or set of files over time.

Github – A code hosting platform with the version control functionality of Git.

HTML5 – Hypertext Markup Language, in the most recent version. It is a markup language for describing the structure of web documents.

JavaScript – An object-oriented programing language that interacts with web browsers and manipulates the web document.

Joomla! – is a free and open-source content management system (CMS) for publishing web content. It is built on a model–view–controller web application framework that can be used independently of the CMS.

jQuery – A JavaScript library which simplifies writing Javascript

Model-View Controller (MVC) Framework – is a software architectural pattern for implementing user interfaces on computers.

MySQL – An open-source database management system.

MAMP – MAMP stands for Macintosh, Apache, MySQL, and PHP. It will allow me to work with PHP and MySQL in my local environment.

Node – All content on a Drupal website is stored and treated as "nodes". A node is any piece of individual content, such as a page, poll, article, forum topic, or a blog entry.

phpMyAdmin and mySQL – phpMyAdmin is a well documented free software tool to manage the mySQL database.

Sublime Text – A text editor which supports many programing and markup languages.

UX - User Experience – Testing designed to evaluate a product or process by having users test a certain scenario and then evaluating and making changes based on those tests.

W3C – World Wide Web Consortium, the international standards organization for the World Wide Web used to validate CSS and HTML.

WordPress – an open source content management system (CMS) used to create websites and blogs.

Sass – Syntactically Awesome Style Sheets is a scripting language that is interpreted or compiled into Cascading Style Sheets (CSS).

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