





#### **CEASE AND DESIST**

Thursday 24th May 2018.

Mr. Marc Goodson CodeGarden18, The Barn (aka "The Back Room") Odense, somewhere in Denmark

Dear Mr. Goodson:

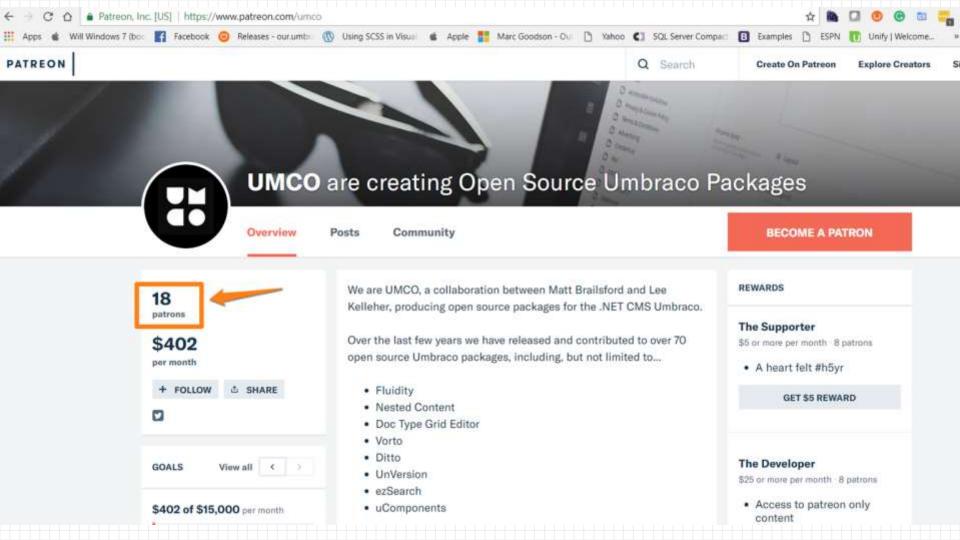
This law firm represents Matthew Brailsford of UMCO. If you are represented by legal counsel, please direct this letter to your attorney immediately and have your attorney notify us of such representation.

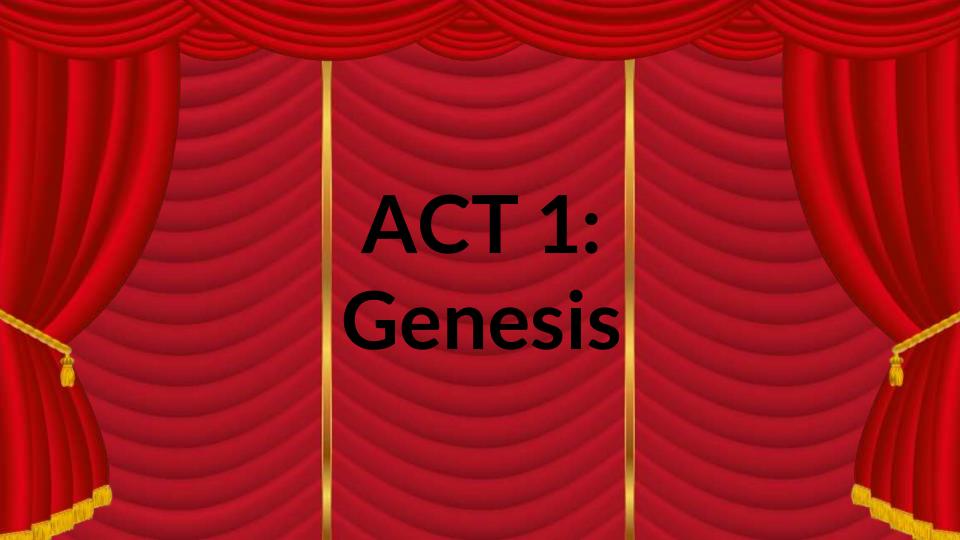
You are hereby directed to

CEASE AND DESIST ALL USAGE OF MATTHEW BRAILSFORD SOCK PUPPET LIKENESS AND OTHER UMCO CHARACTERISATIONS IN THE "LEE & MARC SHOW".

Matthew Brailsford of UMCO is a respected member in the Umbraco community. He has spont years serving the Umbraco community in his profession and building a positive reputation. Matthew Brailsford of UMCO has learned that you have engaged in devising humorous, witty and informative narratives about Atomic Design using his likeness in the style of sock puppetry.

Under Umbraco law, it is unlawful to engage in defamation of another's character and reputation. Accordingly, we demand that you (A) immediately cease and desist your





In the beginning...
...there was...

### Document Types



Following V V

With #umbraco, do you use inheritance or compositions for doctypes? I'd like to get rid of inheritance (by default in the UI), so please let me know if and why you'd keep it

31% Both (why in comments)

64% Only Compositions

5% Only Inheritance

10:17 AM - 30 Apr 2018

Developers understood...

## Document Type Inheritance

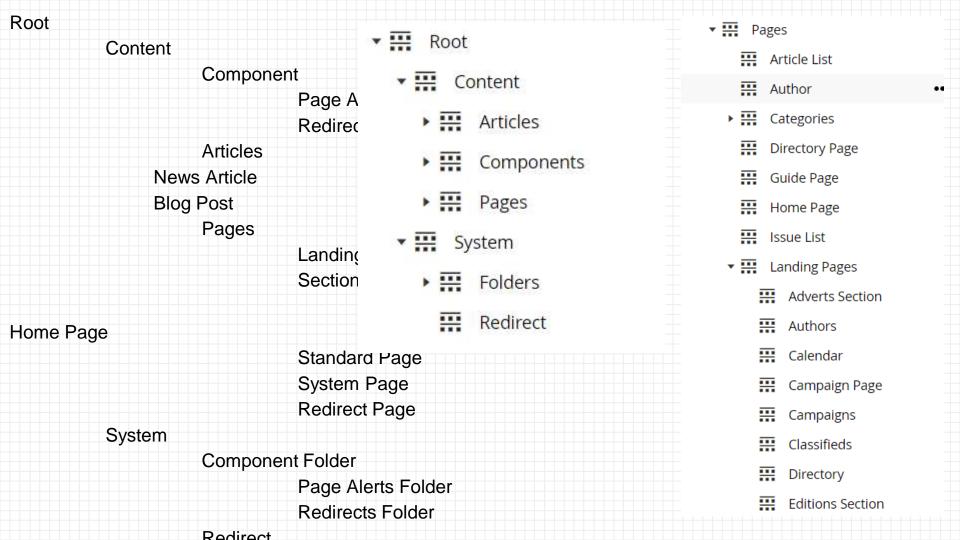
Everything was a...

### Page

One Document Type = One Page Layout

But not everything was perfect...

# Deeply Inherited Document Types



#### What was good...

- Common language
- Infer type
- Reduce duplication
- Organisation
- Quick to add new properties to lots of document types

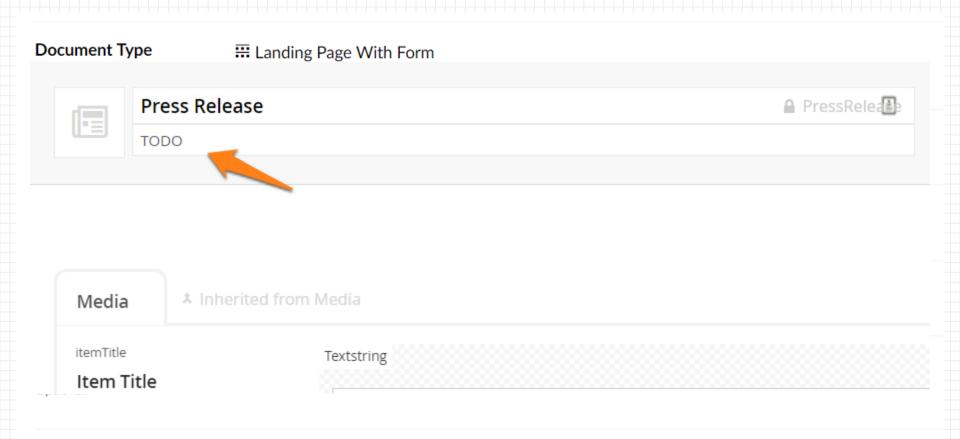


'A Design for Life' by The Manic Street Puppets



#### **Starter Kits**

## One kit to build them all!



#### Inherited document types difficult to teach,



Five

Shannon Deminick 1425 posts 4775 karma points HQ



C I

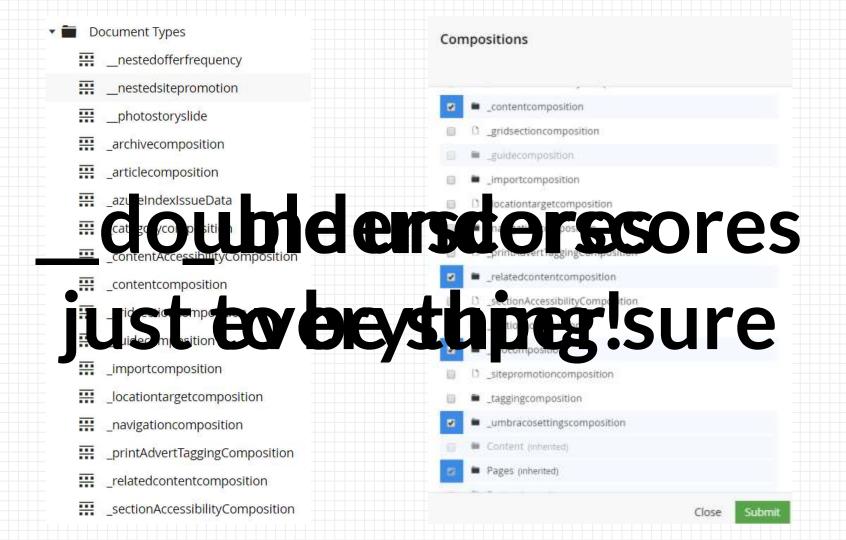
Dec 21, 2015 @ 10:01



uper long (id I) ve read all by would like to take omethor, particularly lear:

There is actually no technical change going on here. A 'Parent' doc type is 100% the same composition... that's actually what it is. The only difference is that the parentld column was used in the database. We still support this for backwards compatibility sake but we don't support creating new parent/child relations this way in the LI

The decision is because of a few factors:

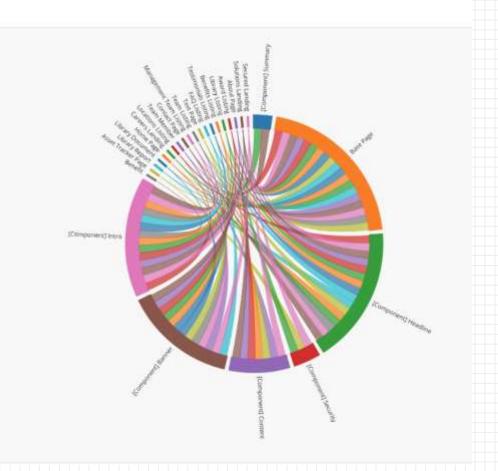


#### DocType Composition Relationships

This <u>chord diagram</u> displays the relationships between Document Types, inherited Document Types, and DocType Compositions. Hovering over an item will display the other Document Types it is connected to, and clicking on one displays more indepth text information about inheritance and related compositions or non-composition Document Types.

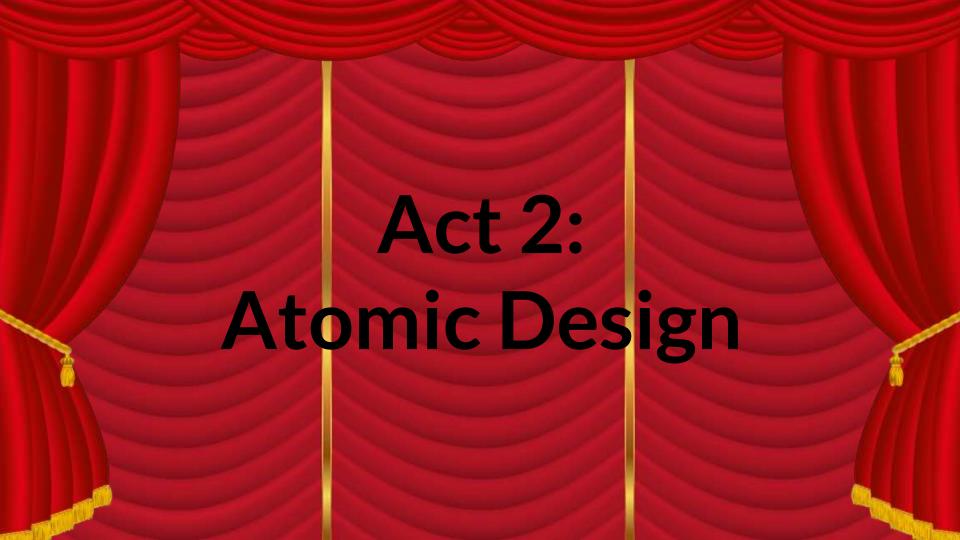
#### Settings

Show doctypes without compositions

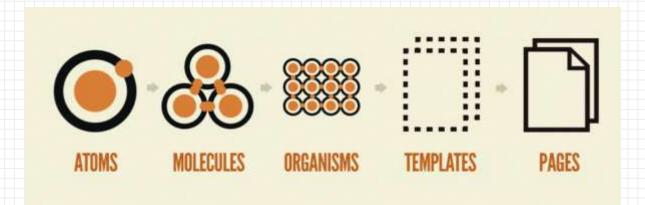


Is there going to be anything about Atomic Design in this talk?

### Atomic Design



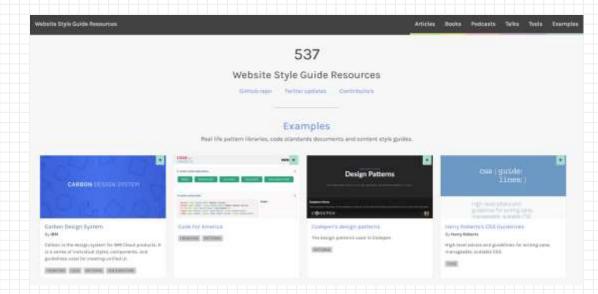
#### What is Atomic Design?



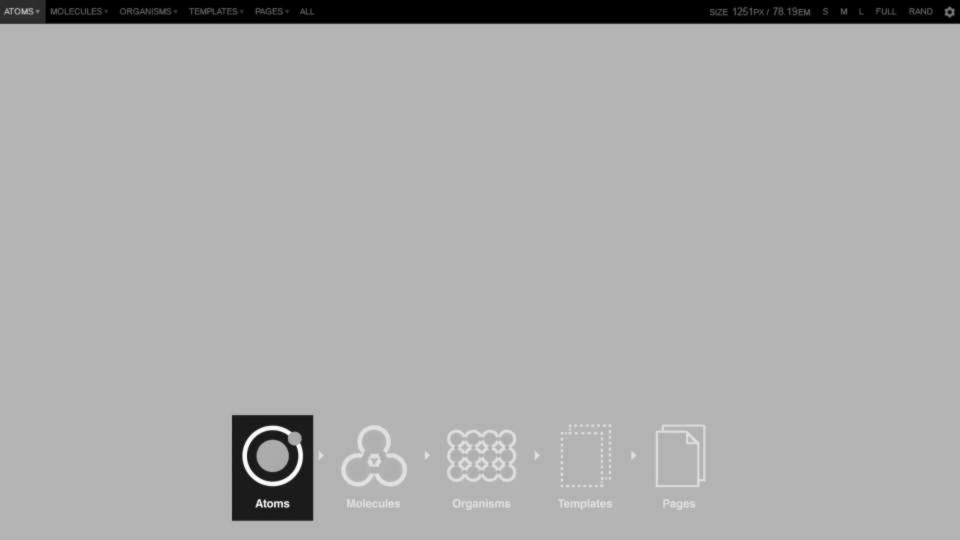


**Brad Frost** 

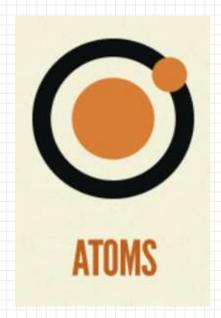
#### **Style Guides**



Pattern Lab
Fractal
Unicorn Workflow
Ninja Kitten
Fabricator
Zomato

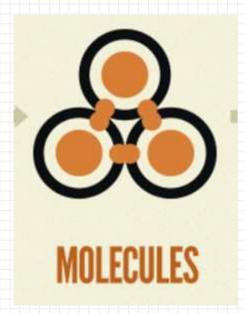


## Can we apply the principles of Atomic Design when thinking about the back-office?



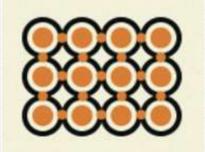
### **Properties are Atoms**

Property Editors are Neutrons
Pre-Values are Electrons
Data Types are Protons



### Compositions are Molecules

Properties are combined together to make a molecule.



## Document Types are Organisms

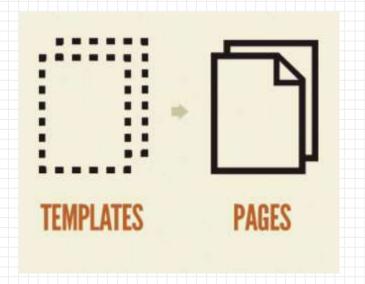
**ORGANISMS** 

(Document Type with a Template)

**Composed of Atoms + Molecules** 

Templates and Pages are...

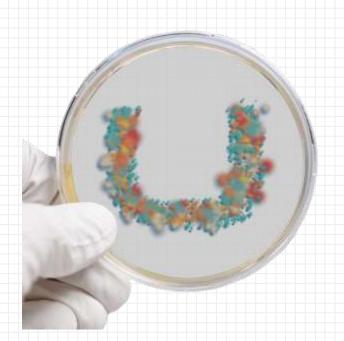
...well...



# Templates & Pages

#### The Grid is...

...ummm a...



### Petri Dish

(Let's not stretch the analogy too far)

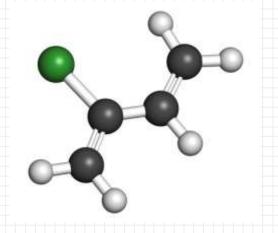
#### What about Nested Content?



How do repeating elements fit into this?

#### **Polymers**





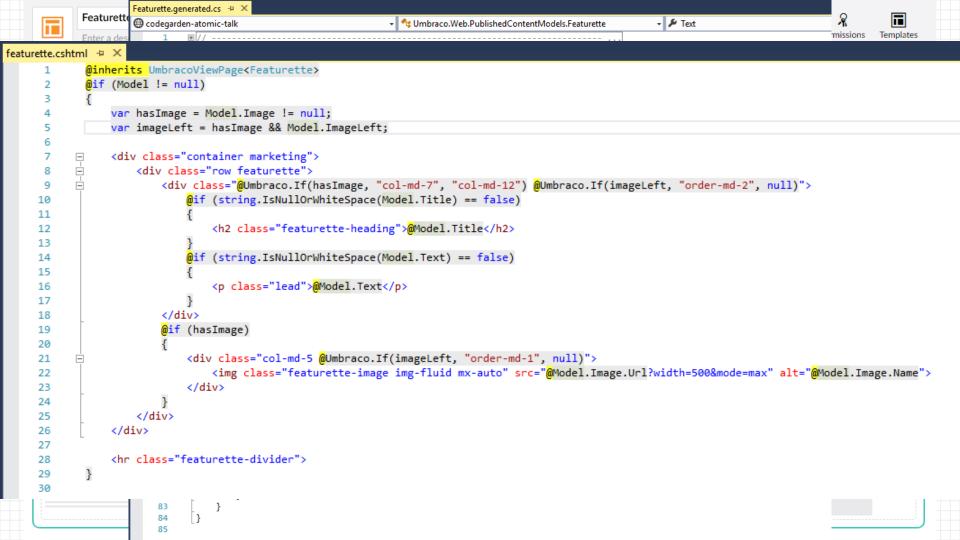
## Nested Content Document Types are Polymers

#### How does this help us then?

- Common development language
- Organisation of the Document Type tree (folders)
- A framework around which to decide where properties should go
- Clearer intent of related properties e.g. 'SEO Composition'

#### ... and in models and views?

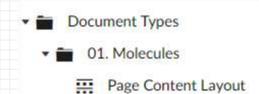
- ModelsBuilder creates an interface for each composition
- Partial Views can follow the naming convention of the Molecules/Polymers
- Partial Views will be strongly-typed to the generated models



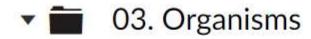
#### And dare we say testing?

- Thinking of your site being made up atomically allows you to work on organisms through to completion, independently.
- It helps you to think along SOLID principles or something

# How does the structure look in the back-office?



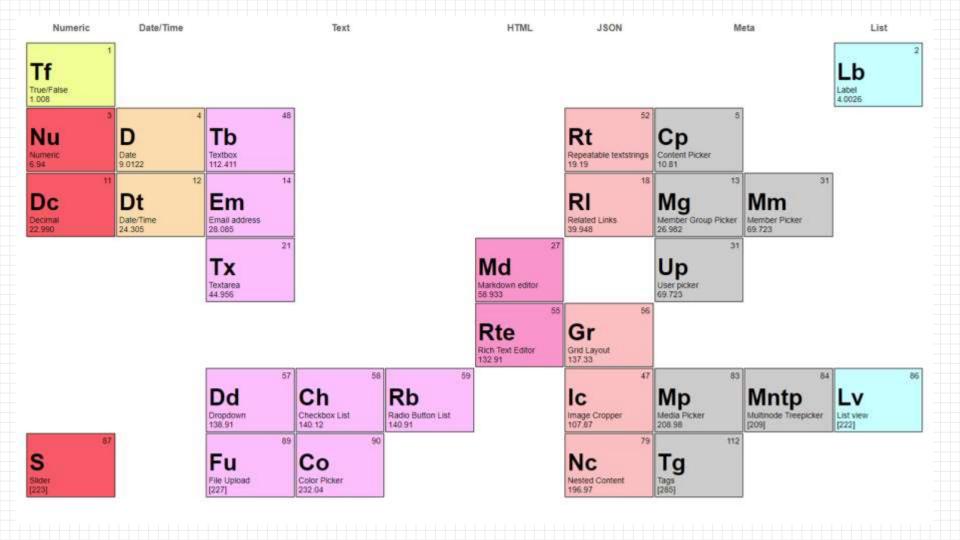
#### ndmarcshowCG18



- Article Pages
- Content Pages
  - Landing Pages
  - Home Page
    - O3. Organisms
      - Content Page
      - .... Home Page

Is this helpful? ... confusing? ... too scientific?



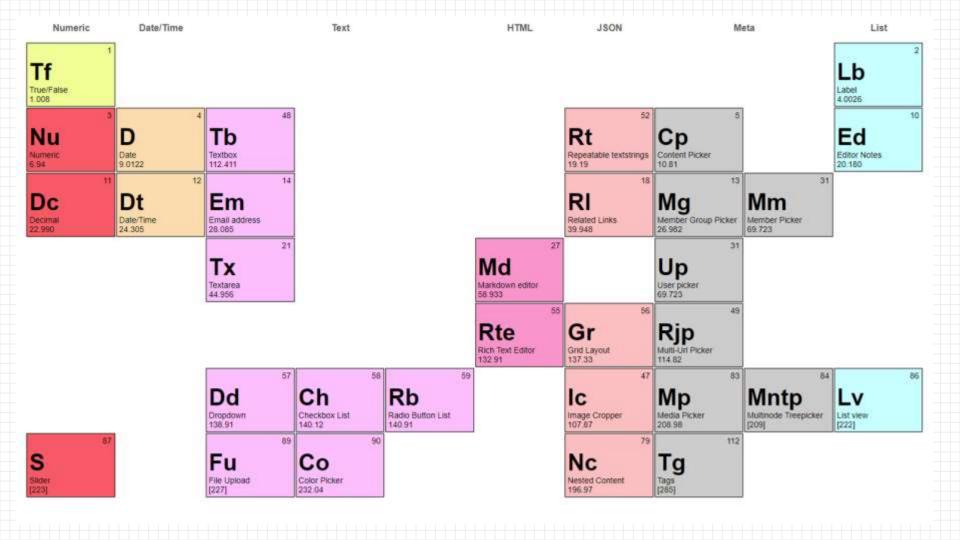




# 'I Still Haven't Found What I'm Looking For' by U2

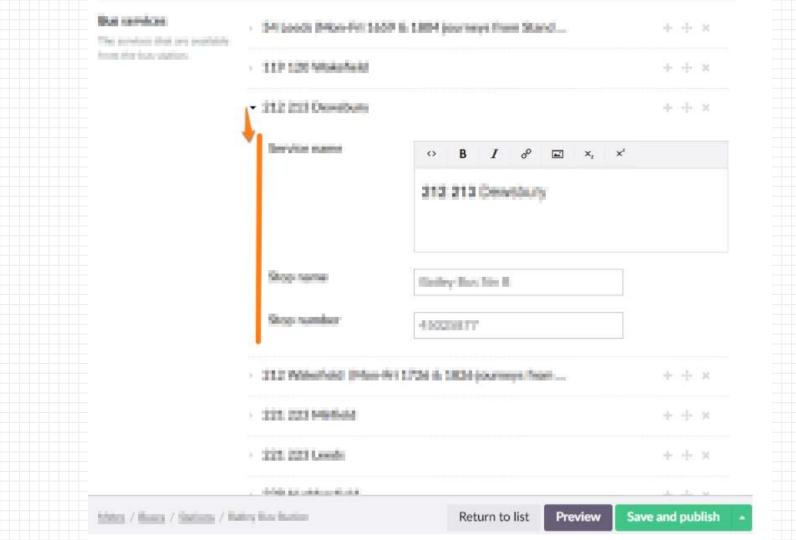
Matt and Lee Puppets search the stage for new Atomic Property Editors through the medium of interpretive dance





# **Think Atomically!**

- Find unique elemental solutions to common editor interactions
- Archetype / Nested Content won't solve all your problems





**Button Text** 

This is a Call to Action

andmarcshowCG18

**Button Link** 

https://our.umbraco.org





Matt Brailsford @mattbrailsford . 28 Dec 2016

@hemraker you know your cta grid editor can easily be achieved with DTGE?



1







This is a Call to Action

**Button Position** 

● Left ● Center ● Right

Open in new window?

Yes, open in new window







KONTOR

Umbraco Street Bingo





# **Umbraco Street Bingo Leaderboard**



**Adam Shallcross** 

1



**Marc Goodson** 

1



Lee Kelleher

0





# **Umbraco Street Bingo Leaderboard**



Lee Kelleher

2



**Adam Shallcross** 

1



**Marc Goodson** 

1

# **Umbraco Street Bingo Leaderboard**



**Adam Shallcross** 

1



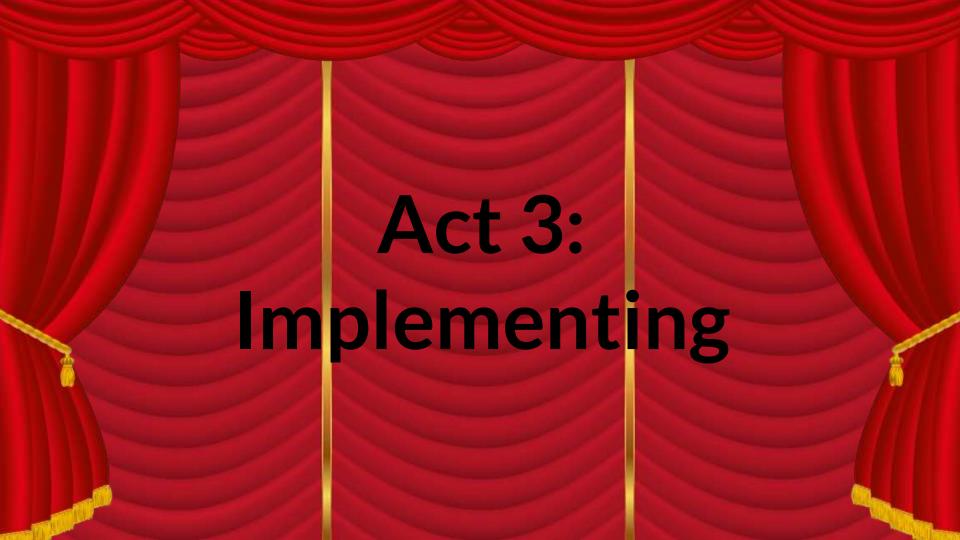
**Marc Goodson** 

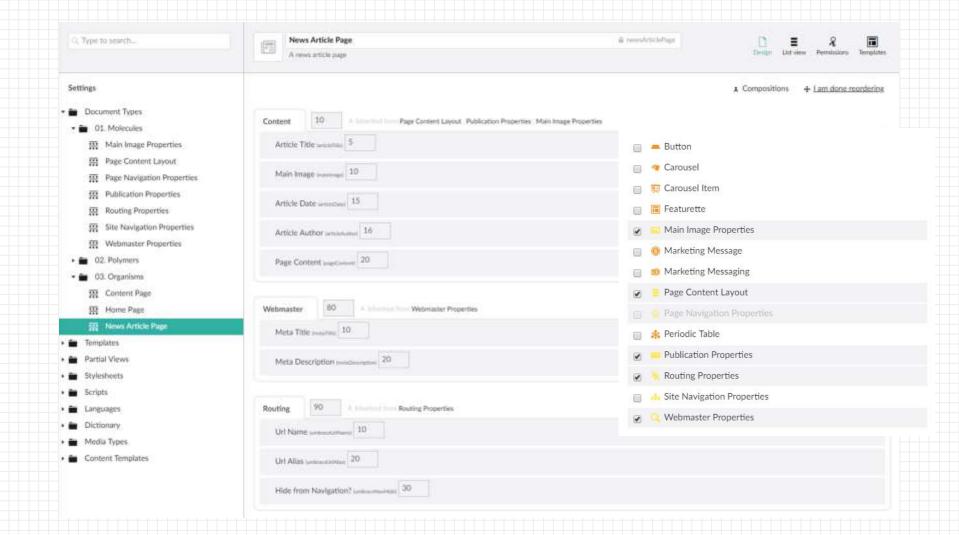
1



Lee Kelleher

0



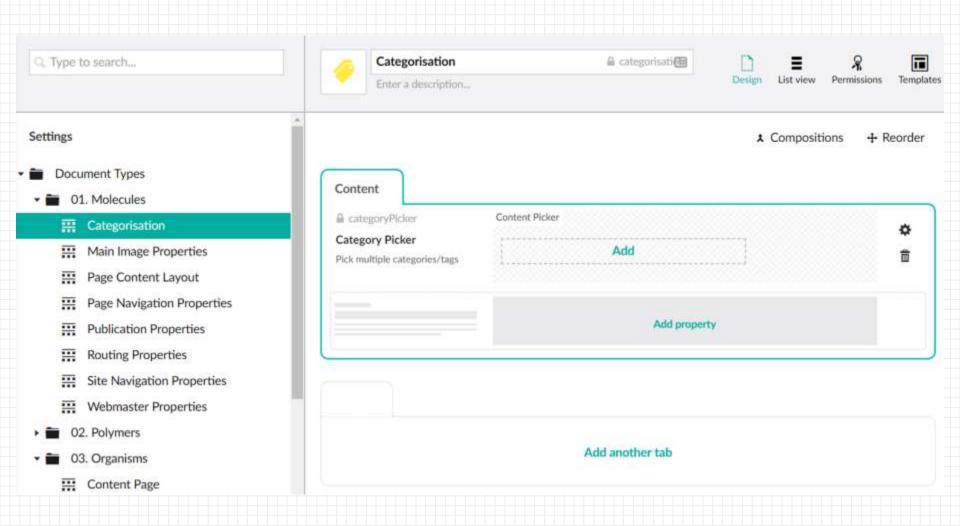


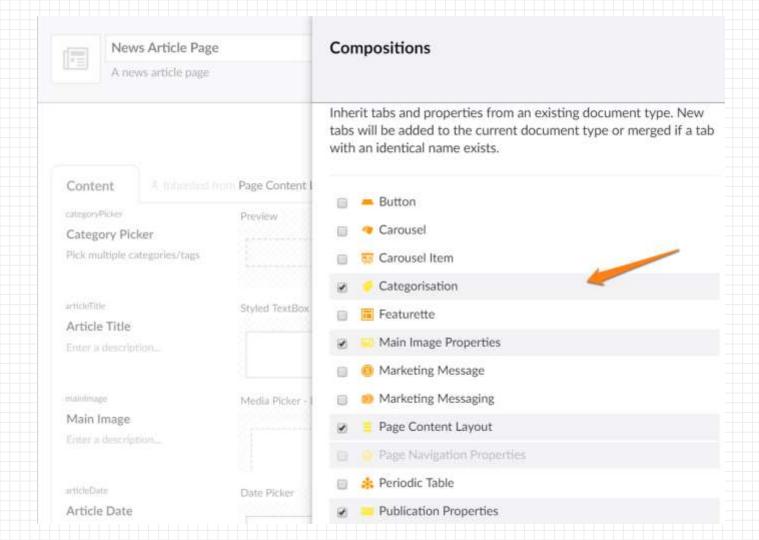
## **Example of the thought process**

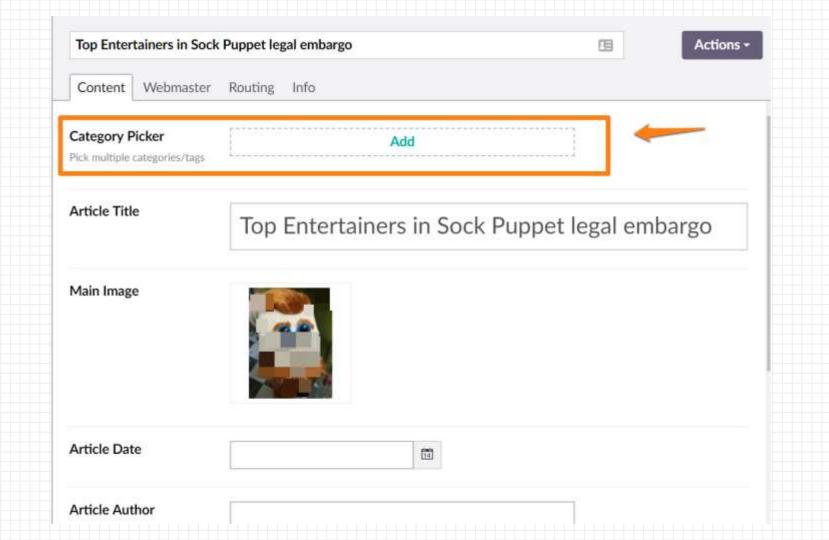
 In our News Article where would you add a property to introduce taxonomy tagging by subject?

### ... time to agonise

- Not on Publish Info Molecule
- Not on the News Article Organism
- New Categorisation Molecule!





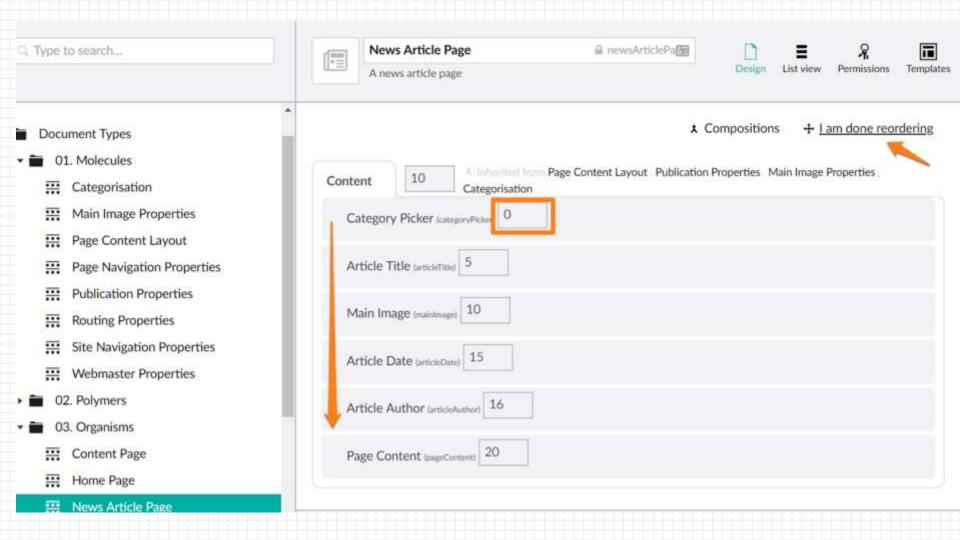


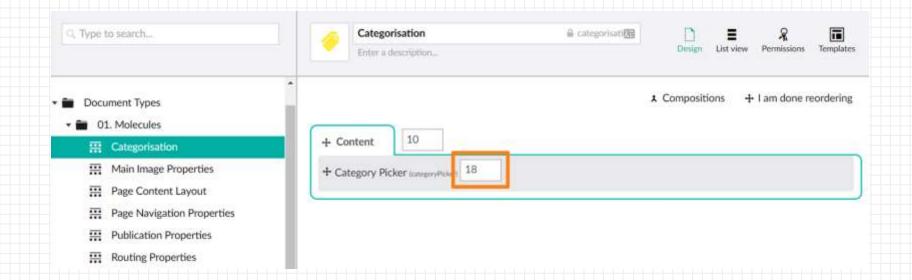
# Ordering is everything

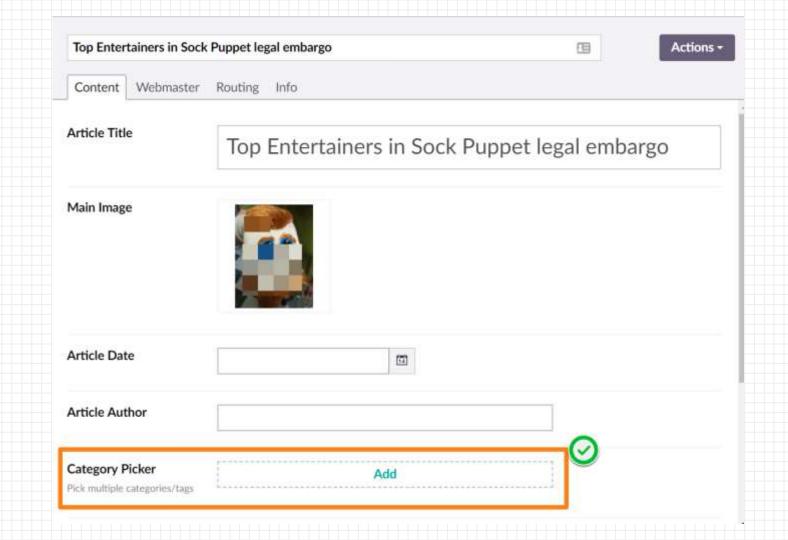
- The order of the properties should map to the mental model the editor has for entering content
- Don't make your editors 'learn' your random order, over time, they will - but it hurts!
- When it feels intuitive, 9 times out of 10 the order is right.

How to control the order of properties on a tab across compositions...

# **Atomic Numbers**





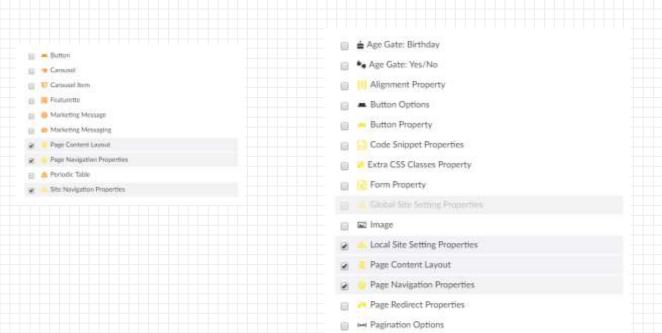


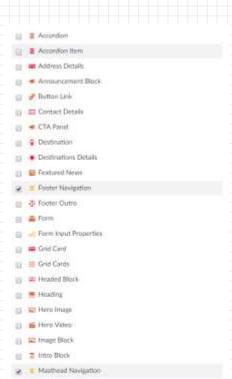
# What other small improvements in the core could we make to take this Atomic approach further?

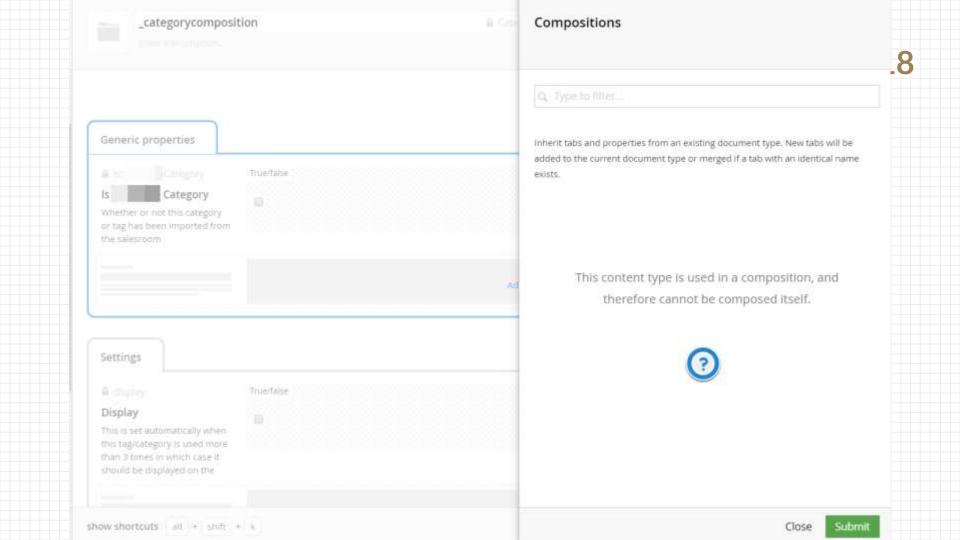
# **Picking Compositions**

#### #leeandmarcshowCG18

#### Show Folders







## Move Properties... with data?



# How do you judge a good back-office experience anyway?

- Editor Happiness
- Measure Backoffice Journey Times
- How often do you revisit and refactor a backoffice based on Editor feedback?



A group of fashionable Editor Sock puppets are being watched by a lone mysteriously single Developer Puppet



You need the editor to experience the backoffice in the context of real life to discover how to improve things, you need to revisit implementations to be able to hear them, learn, and improve your craft



#### Profile Image

Select or upload a profile image. (Should be at least 622 by 350 and saved as an RGBencoded JPEG file)



#### **Edit Crops**





¢

3











#### Image Crops







ProfilePicture 622ps v 350ps



123pv n 123pv



ProfileCard 296px x 187px

Close

#### Select media

C. Type to search...

Upload

Media / People / Marchive Photos / +





















#### Select media

Q Type to search...

Upload

Media / People / Marchive Photos / +



■ Marc and a glass of wine.jpg | 2017-10-10 00:40:26

■ Marc and Mog and the Twee Jewish haircut.jpg | 2017-10-10 00:40

■ Marc and the butterbeer.jpg | 2017-10-10 00:40:42

☑ Marc and the Tequila Blackbird.jpg | 2017-10-10 00:38:24

■ Marc as a student.jpg | 2017-10-10 00:39:05

■ Marc as an unconvincing politician.jpg | 2017-10-10 00:39:19

■ Marc at a festival.jpg | 2017-10-10 00:39:29

■ Marc has been listening to Kurt Cobain.jpg | 2017-10-10 00:39:39

■ Marc in the mirror.jpg | 2017-10-10 00:40:15

☑ Marc mucking up the usync talk.jpg | 2017-10-10 00:40:51

■ Marc talking about anti patterns.jpg | 2017-10-10 00:41:12

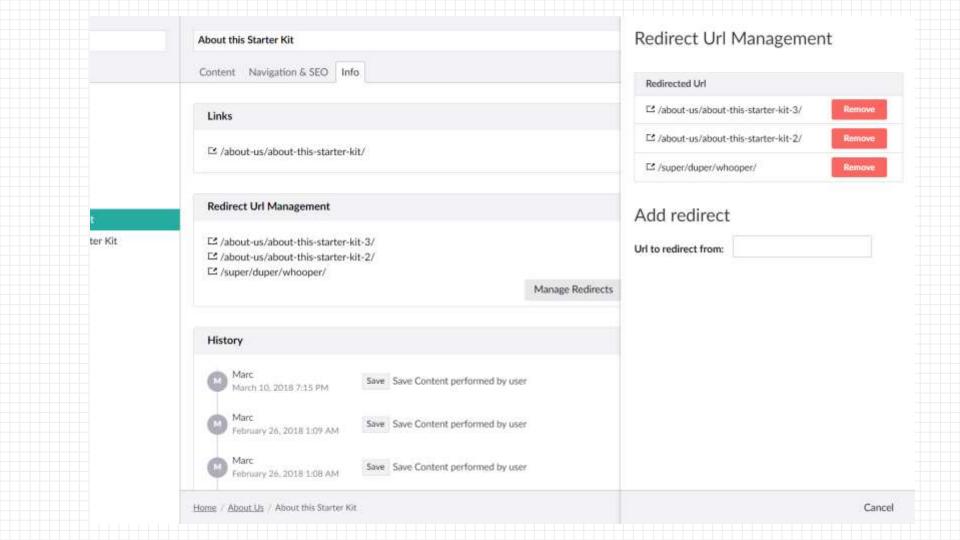
■ Marc talking about Liverpool dot gov dot uk.jpg | 2017-10-10 00:41:0:

☑ Marc the office working in a fat suit.jpg | 2017-10-10 00:38:00

■ Marc with beard like that hangover bloke.jpg | 2017-10-10 00:39:58

■ Marc without beard.jpg | 2017-10-10 00:40:07

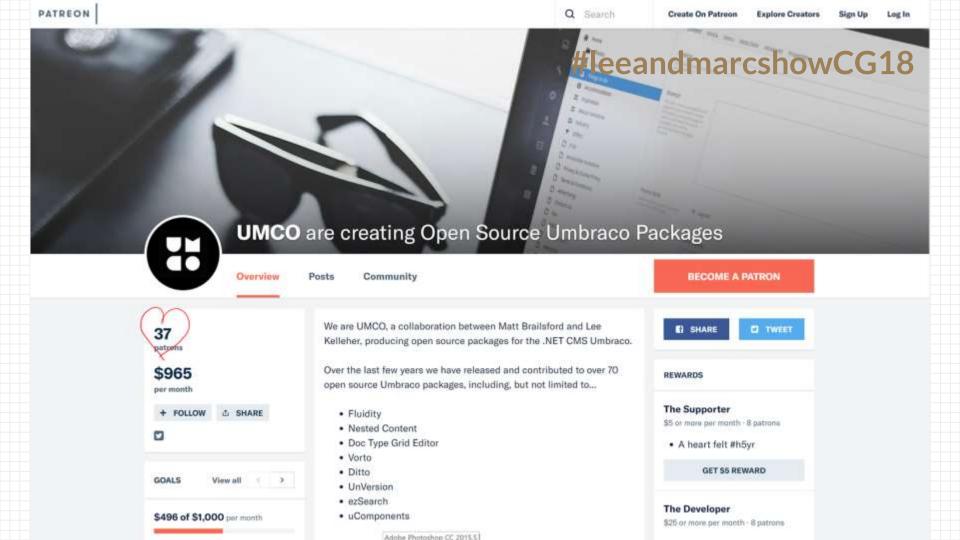
Marky Mark and The Funky Bunch.jpg | 2017-10-10 00:44:15



Transparent Reasonable **Usable** Exemplary

Simple **O**bvious Composed K... something Kick Ass?







## #leeandmarcshowCG18

# ... ok that's it

- We're just going to mime to the song now
- Thanks for coming
- Nothing else gonna happen now...
- ... it's lunchtime you know
- It isn't like the end of a film when the credits roll, with lots of funny bits, we're not Disney Pixar...

## #leeandmarcshowCG18

# Credits, You have been Watching...

- Lee Kelleher
- Marc Goodson
- Lee Kelleher Sock Puppet
- Matt Brailsford Sock Puppet...
   with kind permission from UMCO? (need to check with lawyers)
- Helen (for the sock puppets)
- Rune (Sock puppet theatre construction)
- Kevin (for a black marker pen)

Based on a true story

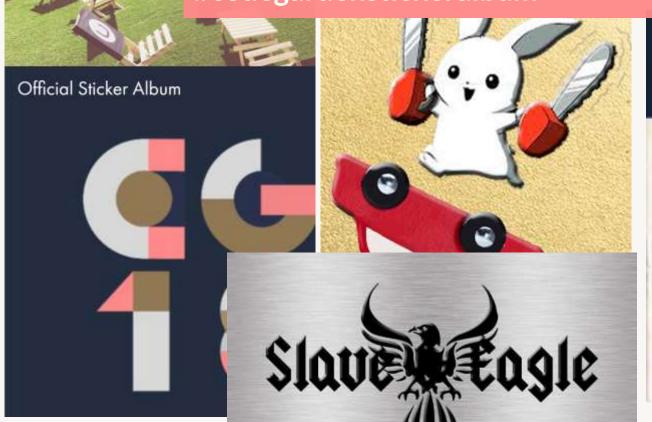


Thirty sock puppets dressed in suits storm the stage and try to end the show















Is this a more appropriate track at this stage?





## #leeandmarcshowCG18

# You don't want to keep watching this

- Please someone start clapping and we can come out of here and bow, and end this thing.
- The Lee and Marc Show is available to book on Tour in the Autumn...
- ...Corporate events, children's parties, weddings...





