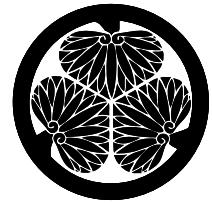


E-LUXIYO

**SITE DE PARTAGE DE  
CONTENUS**



# SOMMAIRE



E-UKIYO

## I. Cadrage du projet

- 1. Contexte
- 2. Objectifs

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- 2. Positionnement

## III. Graphisme

- 1. Background
- 2. Logo
- 3. Navigation
- 4. Typographie
- 5. Zonings
- 6. Maquettes

## IV. Technique

- 1. Thème
- 2. Modules
- 3. Front-end
- 4. Contraintes

## V. Conclusion



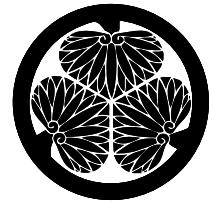
GÉDRACTE

DU

PROJET



# CONTEXTE



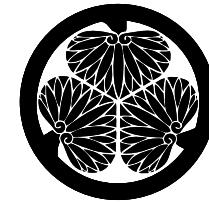
E-UKIYO

- Atout d'Oc: <http://yves.marsal.free.fr/>
- Site de partage de contenus
- Gifs, musiques (midi), Tutos webdesign (scripts), jeux
- Concept de partenariat fort
- Charte graphique occitane
- Communication/stratégie marketing très locale
- Forte fréquentation il y a encore moins de 10 ans...
- Dépassé par les sites en Flash et les CMS



1

# CONTEXTE



E-UKIYO

**Atout d'Oc**

XiTi Rank: 0

Atout gifs Atout liens Atout Midi Atoustuces Atout jeux

Spécial BD Disney Halloween Noël Irlande Pâques

ATOUT d'OC est un site purement amateur, sans aucune publicité commerciale.

VOTEZ POUR MON SITE chez

Merci de faire un lien sur votre site et d'en parler dans les forums si vous appréciez ...

Atout d'Oc Gifs animés, jeux enfants, ressources ...

Code à insérer:

```
<a href="http://yves.marsal.free.fr" target="_blank"></a>
```

Tous mes logos

MERCI à tous les visiteurs.  
Moyenne de 1 796 visiteurs uniques par jour durant l'année 2007.

Voir page [Statistiques](#)

Un bon plan ?

ECHANTILLONS

sur la top-liste

L'actualité du jour Les prévisions météo La caricature du jour La signature animée C'est magique, avec

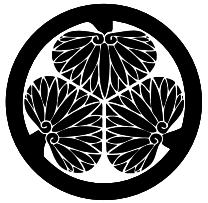
<http://www-ls.be> Photo Yves Marsal

4 visiteurs actuellement sur Atout d'Oc

hit-parade Atout d'Oc Copyright © MARSAL Yves, 1999-2008

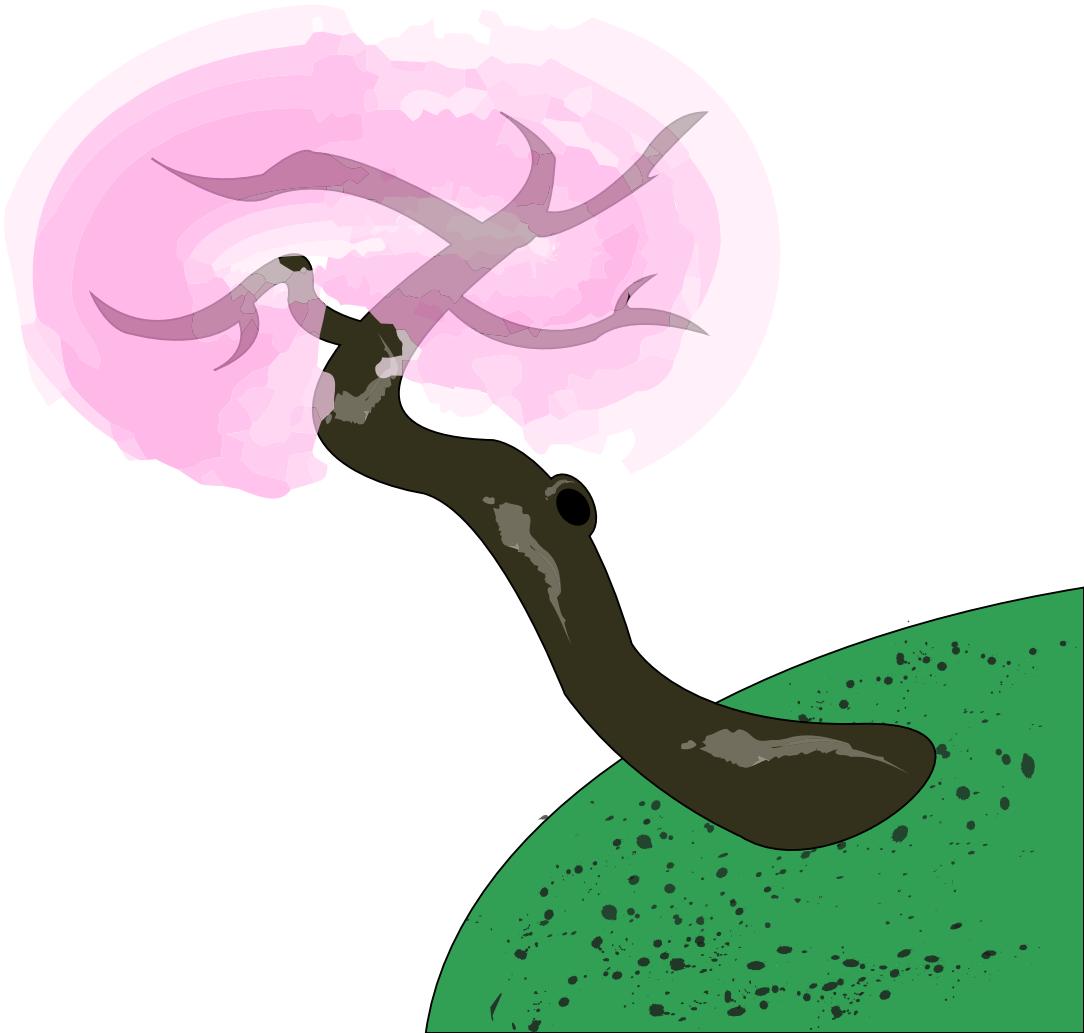
Site ouvert le 1er février 1999 Dernière mise à jour: 02 mai 2008

# OBJECTIFS



E-UKIYO

- Respecter la philosophie initiale du site
- Mettre en place un système de login et d'upload
- Participation des membres
- Revoir la charte graphique/stratégie de communication
- Se démarquer des autres sites de partage en mettant en valeur la communauté
- Proposer une navigation originale

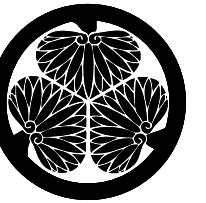


CONCURRENCY

ET STRATEGIE



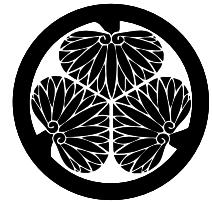
# EXISTANT



E-UKIYO

- Atout d'oc en lui même
- <http://giphy.com/>
- <https://www.reddit.com/>
- <http://9gag.com/>





E-UKIYO

- Site de partage de contenus
- Univers nippon/Japonisme
- Valoriser la communauté
- Identité forte pour se démarquer des simili

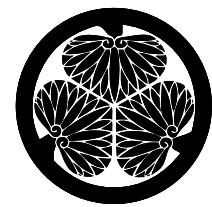
Giphy et Reddit



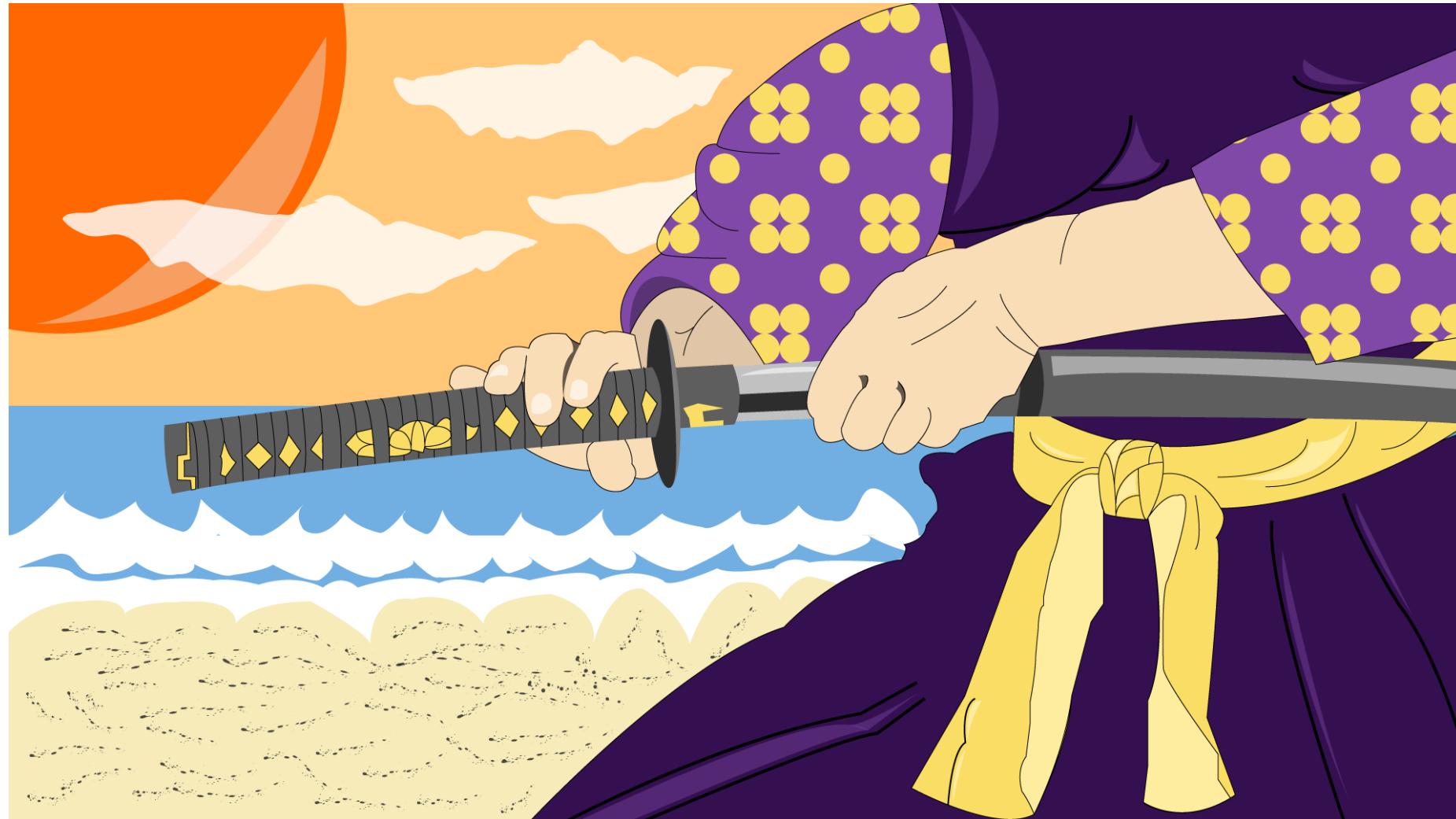
# GRAPHISCHE



# BACKGROUND



E-UKIYO

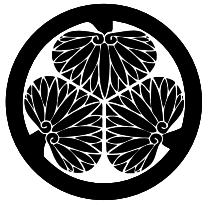


- Inspiration: Estampes ère Edo
- Japonisme: Univers abstrait et coloré
- Complémentarité des couleurs

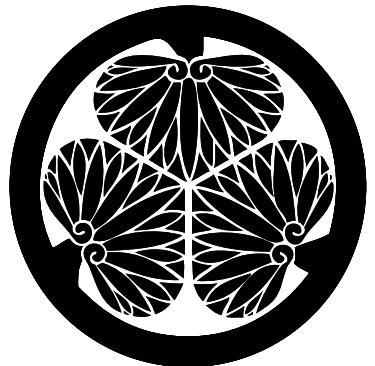


2

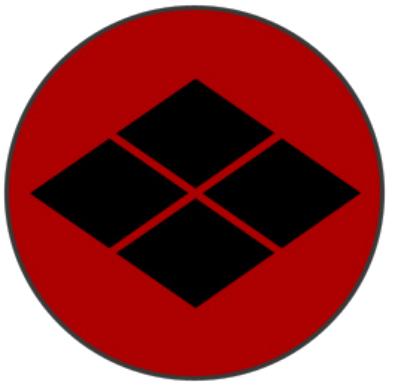
LOGO



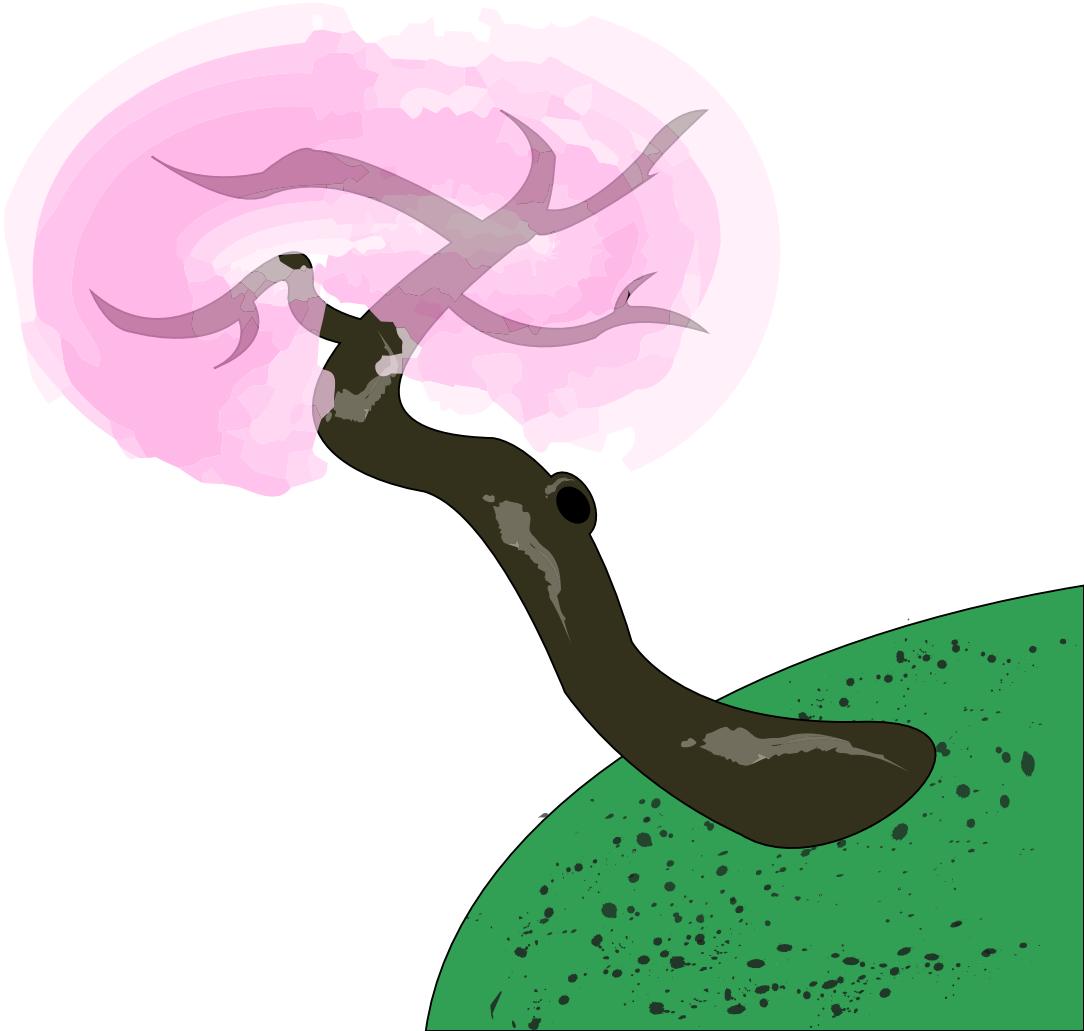
E-UKIYO



E-UKIYO

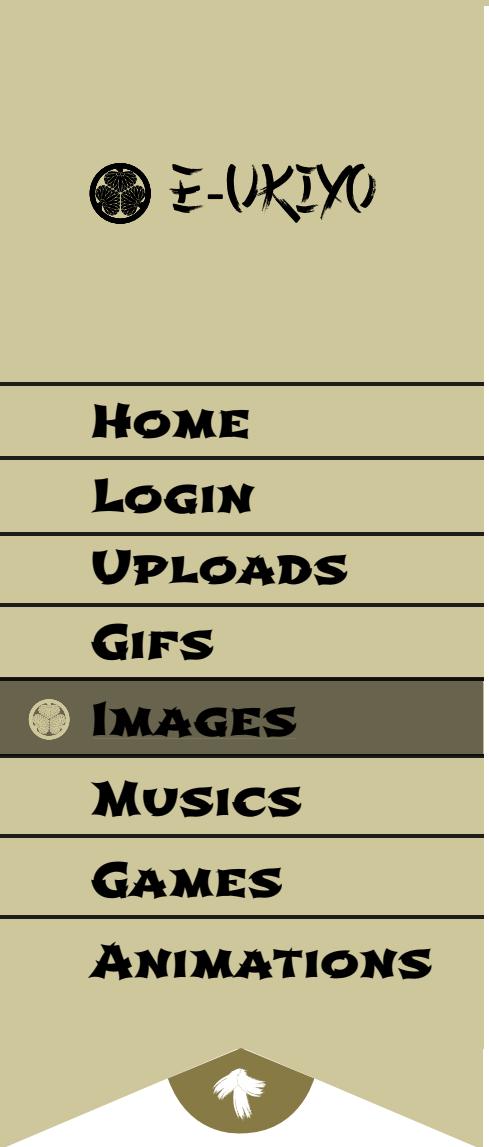


- Police: Chinese Takeaway
- Mons
- Clans Kiso, Tokugawa, Takeda

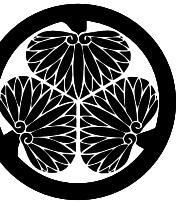


3

# NAVIGATION



- Omikuji
- Animation de parchemin déroulé



E-UKIYO



4

# TYPOGRAPHIE

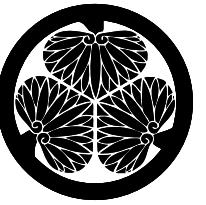
CHINESE TAKEAWAY

SHOJUMARU

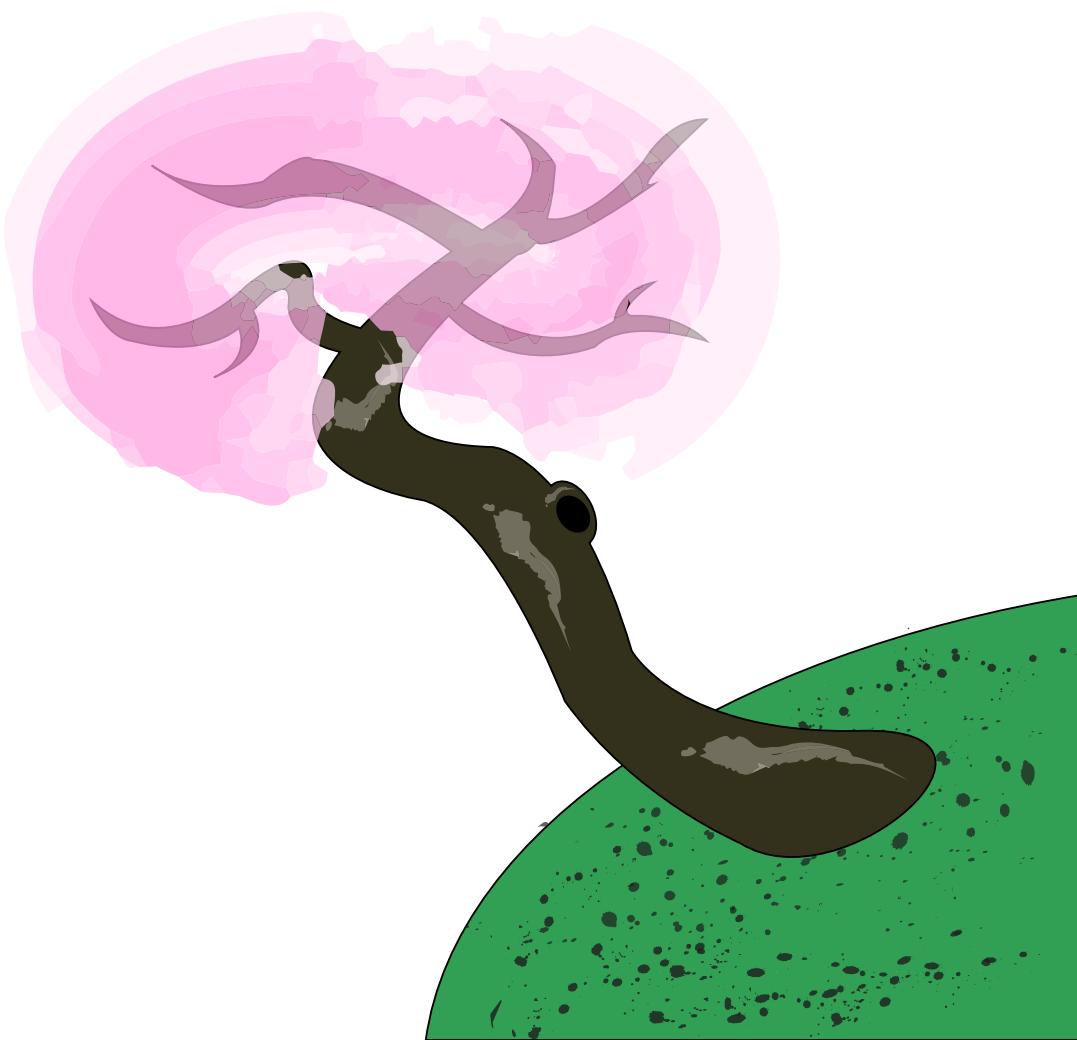
SHOJUMARU

Montserrat

Montserrat

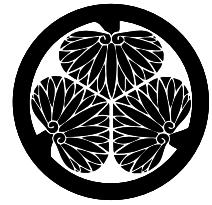


E-UKIYO



5

# ZONINGS



E-UXIYO

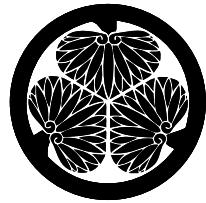
Logo

Menu caché

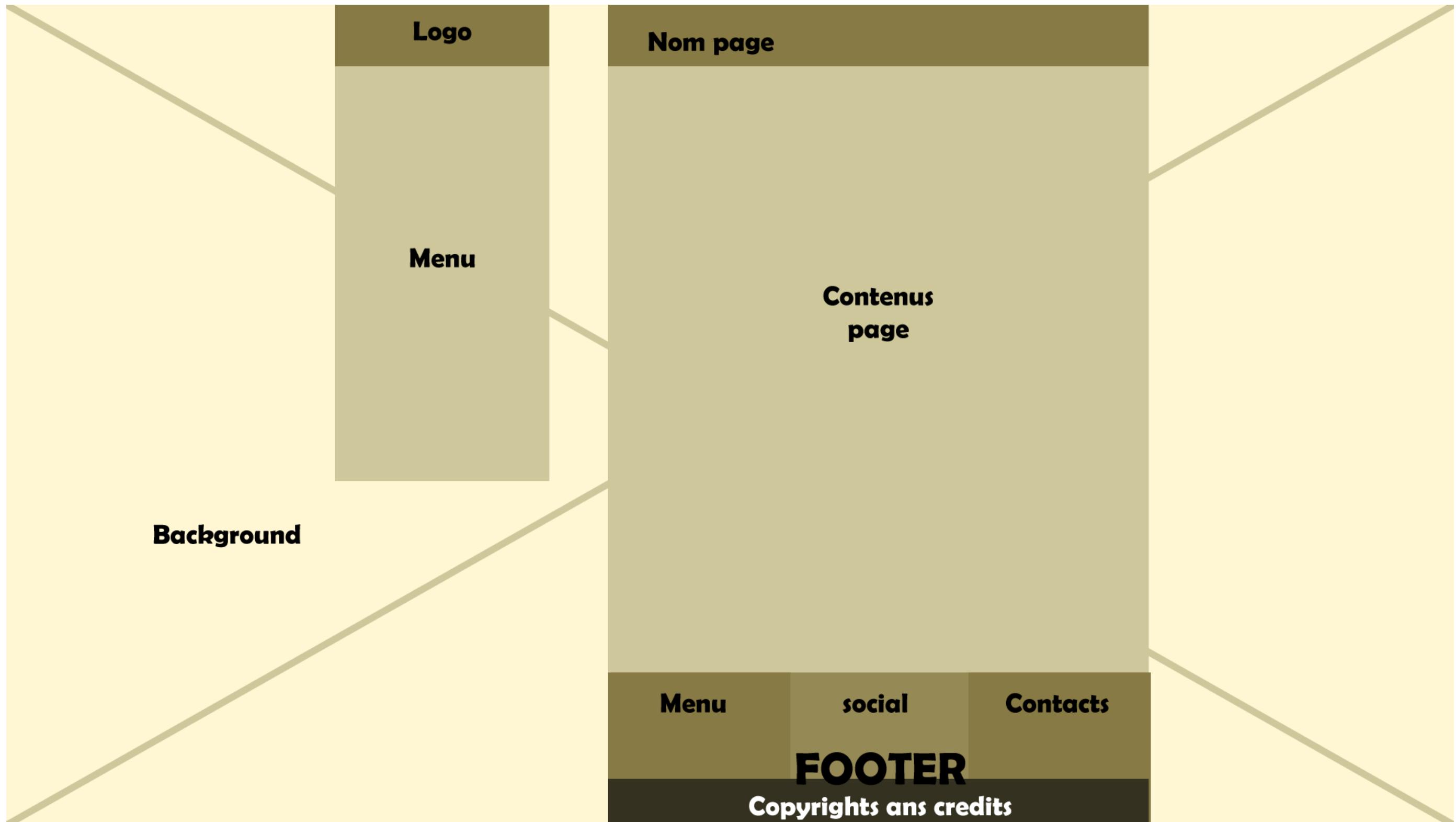
Background

5

# ZONINGS

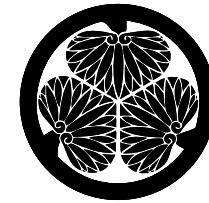


E-UKIYO

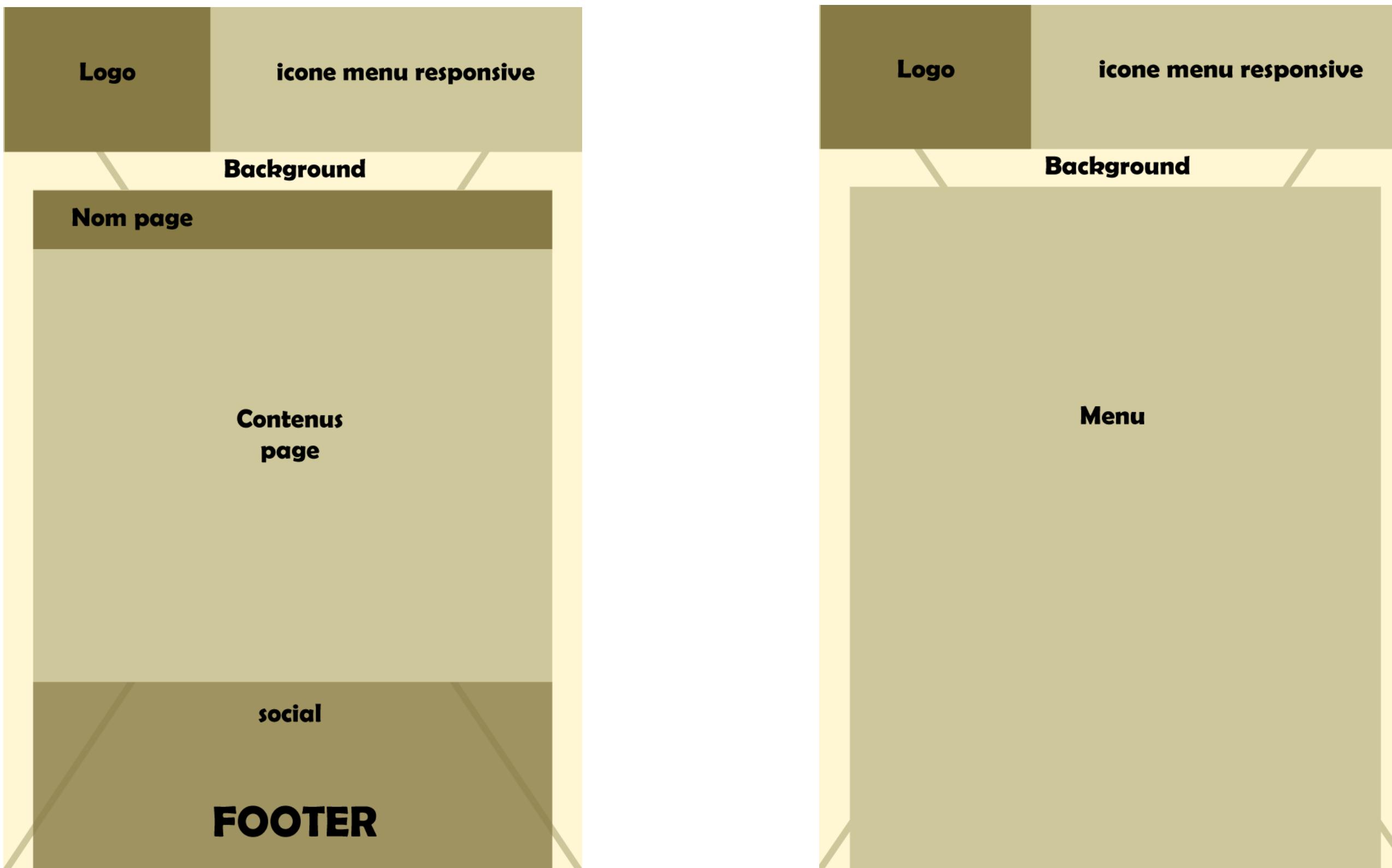


5

# ZONINGS

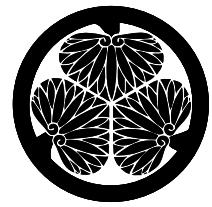


E-UKIYO



6

# MAQUETTES

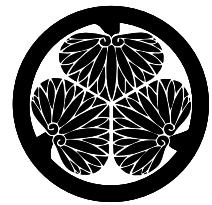


E-UKIYO

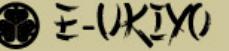


6

# MAQUETTES



# E-UKIYO

 E-UKIYO

- [HOME](#)
- [LOGIN](#)
- [UPLOADS](#)
- [GIFS](#)
- [IMAGES](#)
- [MUSICS](#)
- [GAMES](#)
- [ANIMATIONS](#)
- [SEARCH](#)
- [LANGUAGES](#)



**IMAGES**



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• • • •

**MAIN MENU**

---

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- [LOGIN](#)
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- [IMAGES](#)
- [MUSICS](#)
- [GAMES](#)
- [ANIMATIONS](#)

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**SOCIALS**

---

- [!\[\]\(d011f3cdba544c59a46cbf3817b77491\_img.jpg\) FACEBOOK](#)
- [!\[\]\(cbd0c5f7294a55ee57c4271852c83465\_img.jpg\) TWITTER](#)
- [!\[\]\(0aa5dce7944daf5737833dc1ec8f3528\_img.jpg\) GOOGLE +](#)
- [!\[\]\(4d6a99e4c13fd8c3779f760acc9b079d\_img.jpg\) LINKEDIN](#)

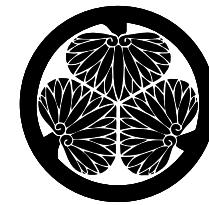
**CONTACTS**

---

E-UKIYO  
123 SOME STREET  
LAPLAND, FINLAND  
PHONE : 08 36 65 65 65  
EMAIL : INFO@EXAMPLE.COM

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# MAQUETTES



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**LOGINS**

S'INSCRIRE:

NOM D'UTILISATEUR

MOT DE PASSE

PROFIL:

NOM D'UTILISATEUR

MOT DE PASSE

**MAIN MENU**

- ▶ HOME
- ▶ LOGIN
- ▶ GIFS
- ▶ IMAGES
- ▶ MUSICS
- ▶ GAMES
- ▶ ANIMATIONS

**SOCIALS**

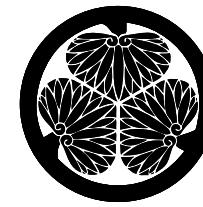
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- [TWITTER](#)
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- [LINKEDIN](#)

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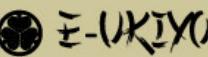
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EMAIL : INFO@EXAMPLE.COM

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# MAQUETTES



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- [GAMES](#)
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- [LANGUAGES](#)



**UPLOADS**

**FILE'S UPLOADED**

THUMB	FILE TITLE	UPLOADED ON	FILE TOOLS
	ASHIKAGA.JPG	29 NOVEMBRE 2015	 
	ASHIKAGA.JPG	29 NOVEMBRE 2015	 

SHOWING 1 TO 2 OF 2 ENTRIES

**MAIN MENU**

- ▶ HOME
- ▶ LOGIN
- ▶ GIFS
- ▶ IMAGES
- ▶ MUSICS
- ▶ GAMES
- ▶ ANIMATIONS

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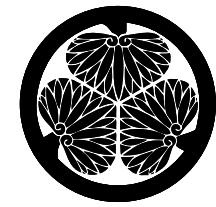
-  FACEBOOK
-  TWITTER
-  GOOGLE +
-  LINKEDIN

**CONTACTS**

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# MAQUETTES



E-UKIYO

**E-UKIYO**

HOME

LOGIN

UPLOADS

GIFS

IMAGES

MUSICS

GAMES

ANIMATIONS

SEARCH

LANGUAGES

**E-UKIYO**

IMAGES

SOCIALS

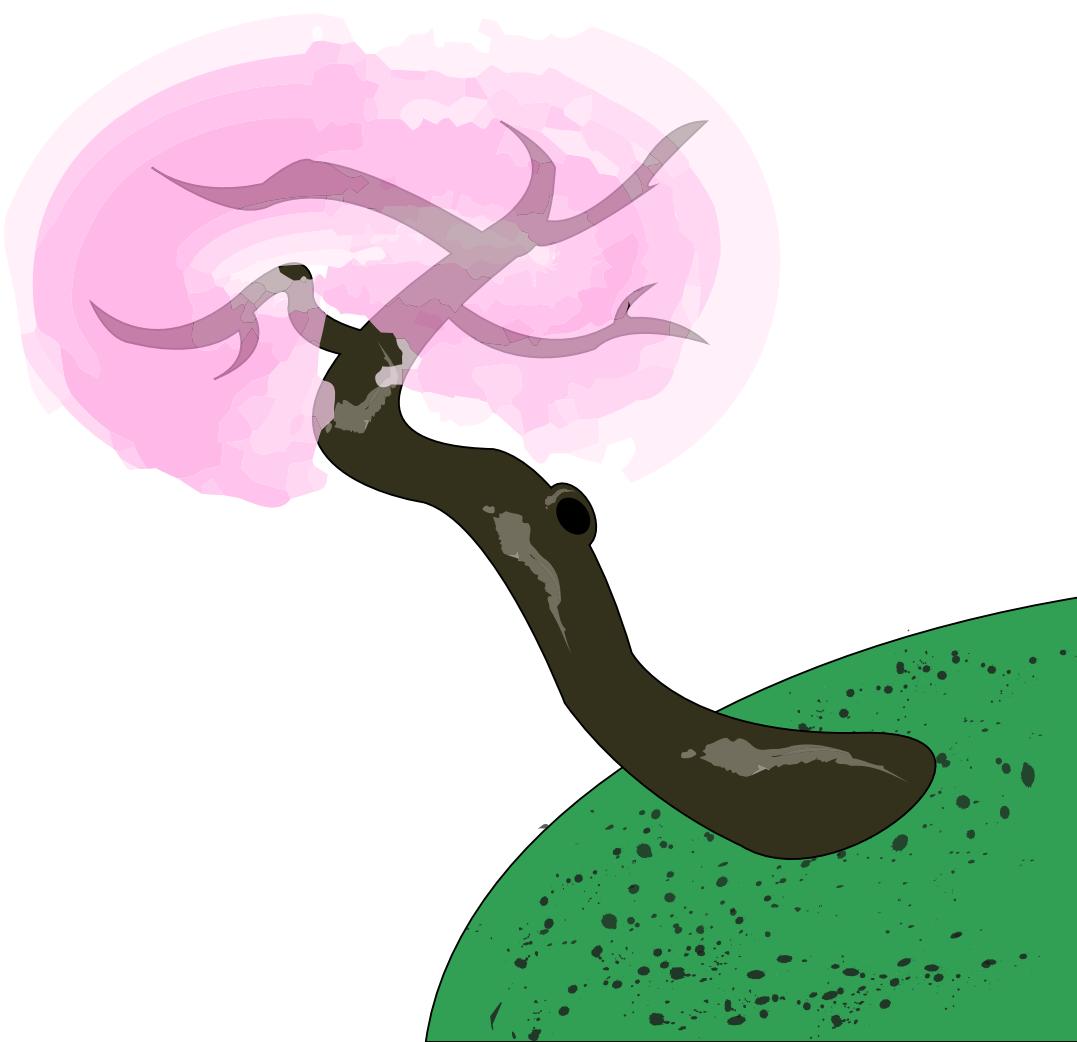
FACEBOOK

TWITTER

GOOGLE +

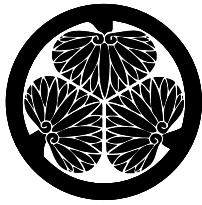
LINKEDIN

# TECHNIQUE

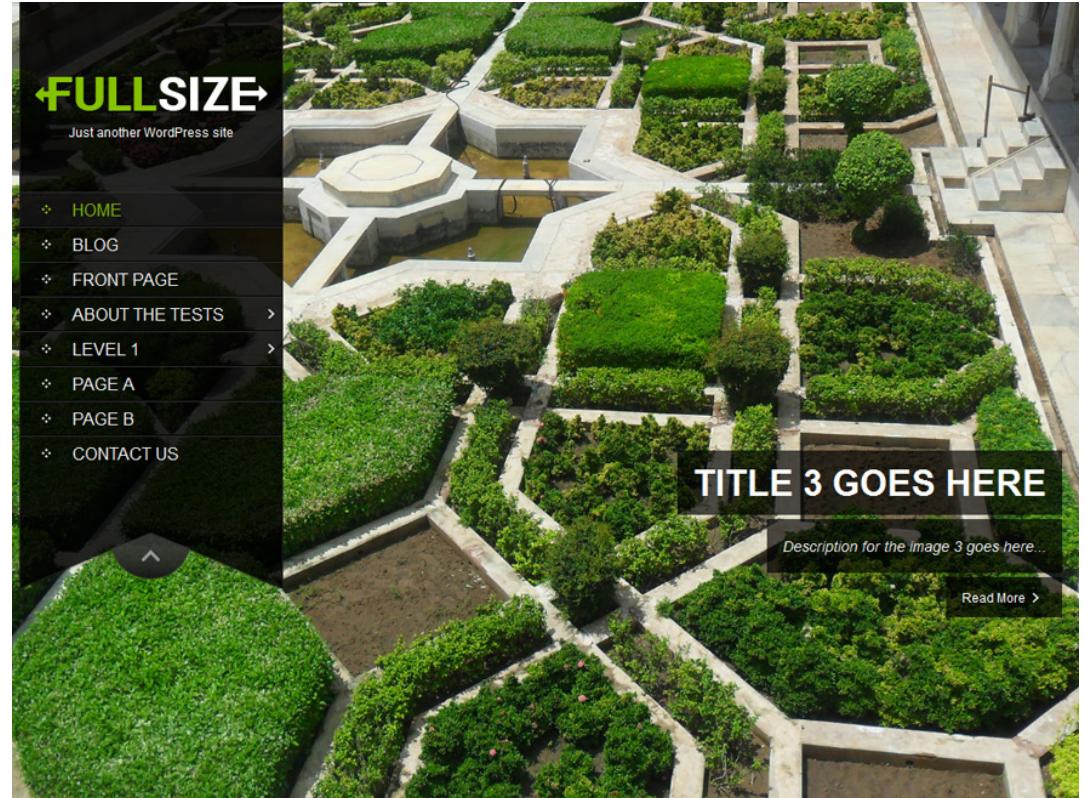


1

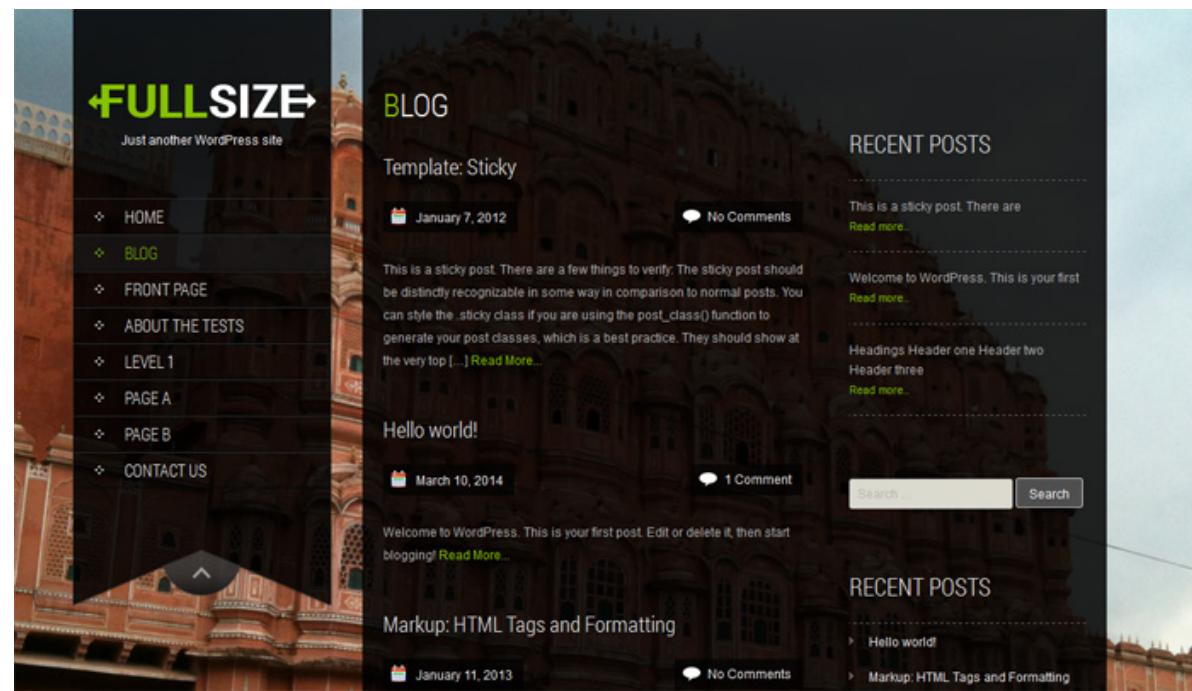
# THEME

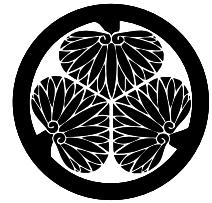


E-UKIYO



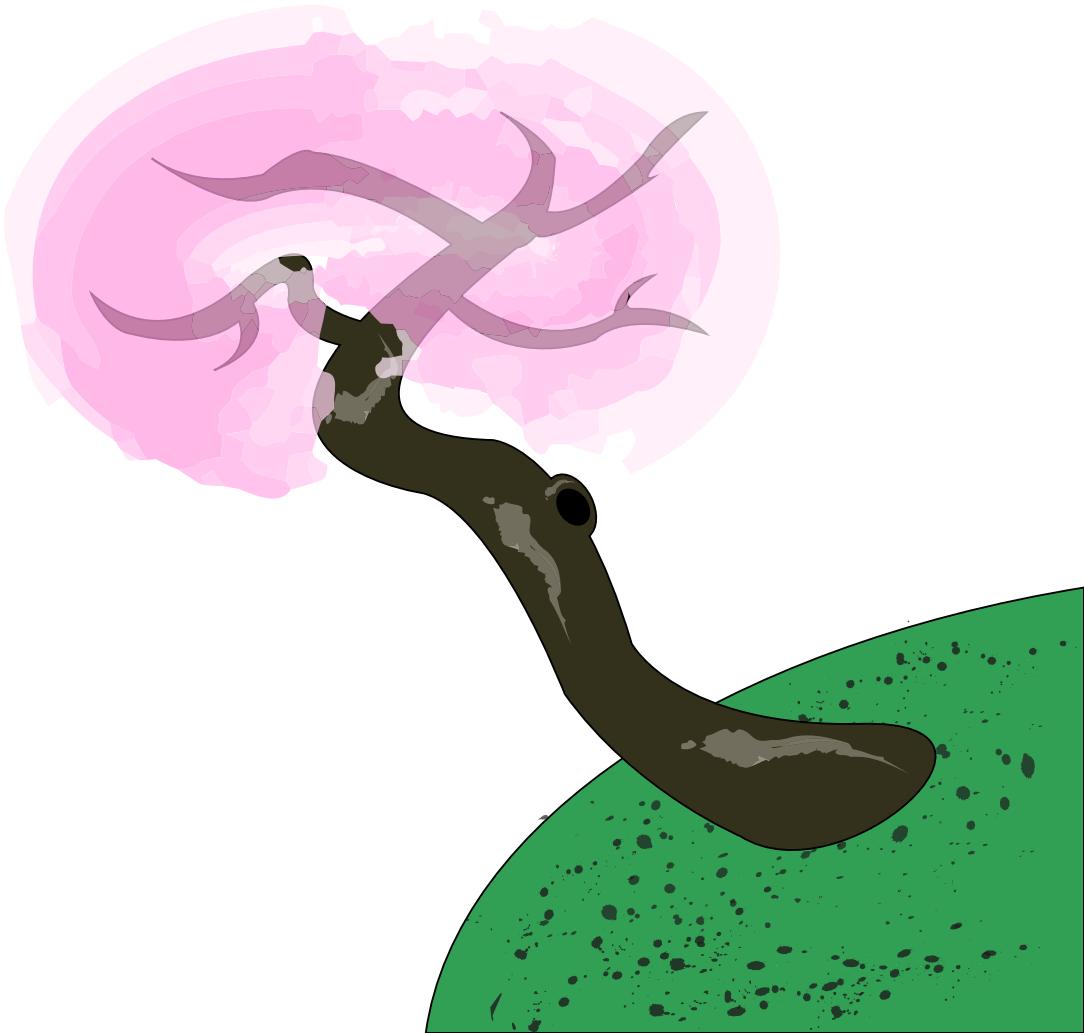
- **Wordpress**
- **SKT Full Width**
- **Fullpage**
- **Navigation latérale animée**
- **Idéal pour du multi-pages**
- **main.css, header.php et functions.php**

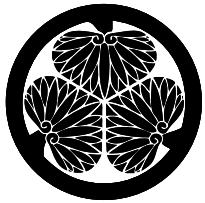




## Contenus et accessibilité

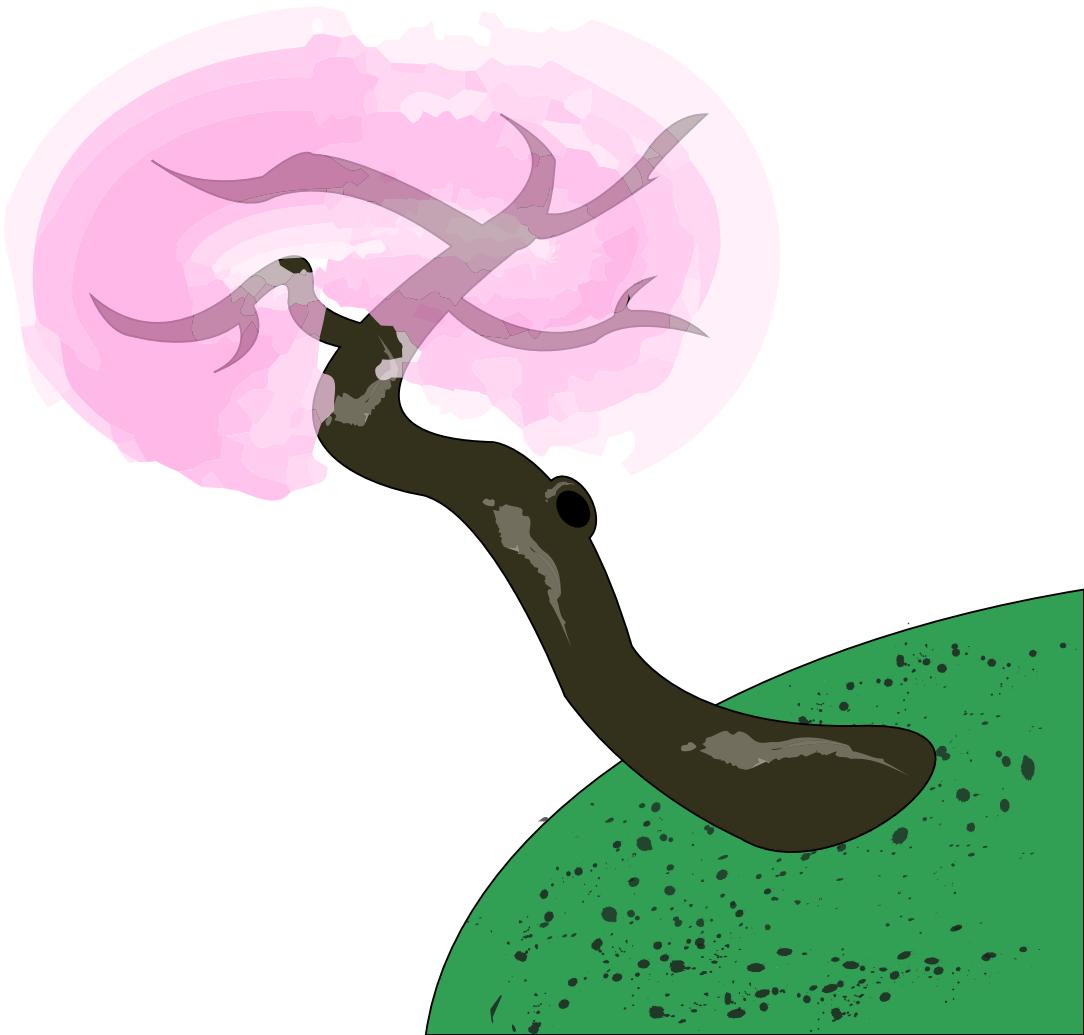
- **Essential Grid:** Galleries et organisation visuelle des contenus par catégories
- **Slider Révolution:** Sliders dédiés à chaque catégorie
- **Polylang:** Différentes langues
- **SVG Support:** Upload de fichiers SVG
- **Types:** Crédit de taxonomies
- **Media library assistant:** Organisation des médias
- **Ajax Search Lite:** Barre de recherche

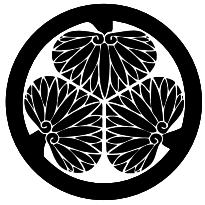




## Intéractivité

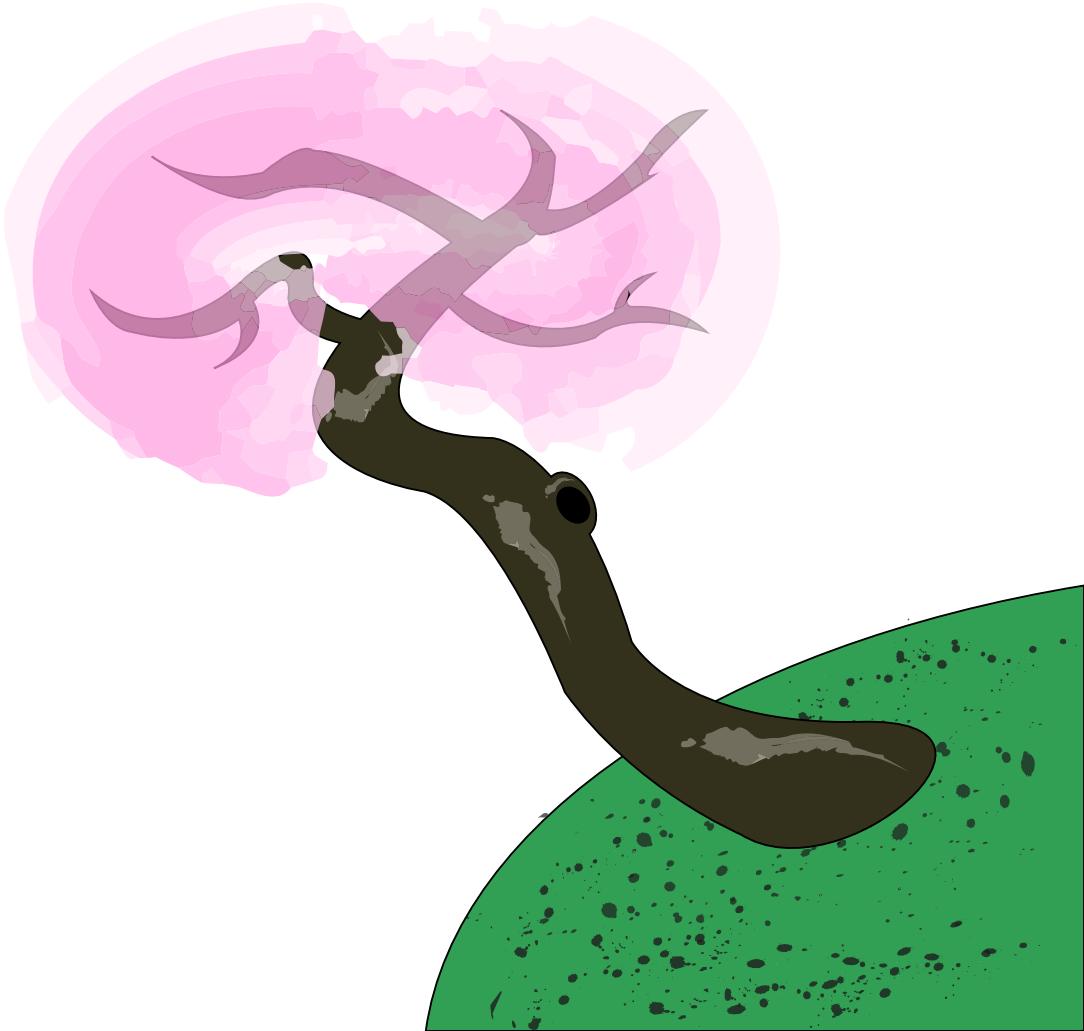
- **User Submitted Posts:** Upload dynamique sous forme d'articles
- **Yet Another Stars Rating:** Notation et classement (version payante pour ce dernier)
- **Profile Builder:** Editeur de profil
- **AddToAny Share Buttons:** Réseaux sociaux

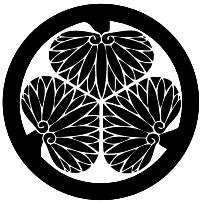




## Securité

- **Wordfence Security:** Scans et firewall
- **Page restrict:** Droits d'accès à la page d'uploads
- **User Submitted Posts:** Droits d'upload
- **Change DB Prefix:** Prefixe des tables
- **Profile Builder:** Login et rôles des utilisateurs
- **Akismet:** Gestion des spams

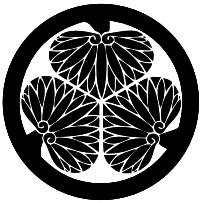




## Performances et migrations

- **Wordfence: Falcon Engine**
- **WP Super Cache: Mise en cache**
- **All-in-One WP Migration: Migration**

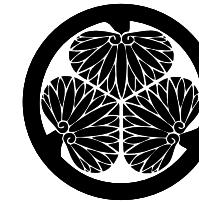




## Trafic

- **Google Analytics:** Surveillance du trafic
- **YOAST SEO:** Référencement
- **AddToAny Share Buttons:** Réseaux sociaux
- **Change DB Prefix:** Prefixe des tables
- **Profile Builder:** Rôles des utilisateurs

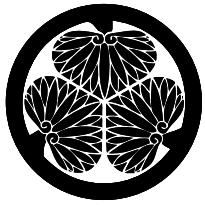




```
<body <?php body_class(); ?>
<?php
$front_page = get_option('page_on_front');
$post_page = get_option('page_for_posts');
?>
<div id="page" class="hfeed site">
    <?php do_action( 'before' ); ?>
    <!--SEARCH BAR-->
    <?php echo do_shortcode( '[wpdreams_ajaxsearchlite]' ); ?>
```

## Barre de recherche

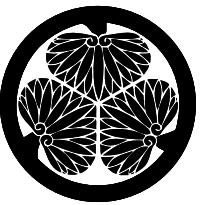
```
913     /* SEARCH BAR */
914
915     /*form*/
916     #ajaxsearchlite1 .probox, div[id*="ajaxsearchlite"] .probox
917     {
918         background-color: #877a45 !important;
919         background-image: radial-gradient(ellipse at center center , #877a45, #877a45) !important;
920         margin: 0;
921     }
922     #ajaxsearchlite1 .probox .proinput input, div[id*="ajaxsearchlite"] .probox .proinput input
923     {
924         font-family: Shojumaru !important;
925         font-size: 16px !important;
926         text-align: center !important;
927     }
928     /*arrow*/
929     div[id*="ajaxsearchlite"] .probox div.prosettings
930     {
931         background-color: #cec79b !important;
932         background-image: linear-gradient(185deg, #cec79b, #cec79b) !important;
933     }
934     /*search*/
935     div[id*="ajaxsearchlite"] .probox .promagnifier
936     {
937         background-color: #cec79b !important;
938         background-image: linear-gradient(185deg, #cec79b, #cec79b) !important;
939     }
940     /*arrow window*/
941     div.searchsettings[id*="ajaxsearchlitesettings"] {
942         background-color: #cec79b !important;
943         background-image: -moz-linear-gradient(185deg, #cec79b, #cec79b) !important;
944         box-shadow: 0 0 0 0 rgb(0, 0, 0);
945     }
946     /*results window*/
947     div.vertical[id*="ajaxsearchliteres"] {
948         background: #877a45 none repeat scroll 0 0 !important;
949     }
950
951
```



# Menu

```
994 /* MENU ANIMATION */  
995  
996 #site-nav ul li a:hover  
997 {  
998     animation-name: anim_menu;  
999     animation-duration: 0.5s;  
1000    transform-origin: 25% 25%;  
1001    -moz-transform-origin: 25% 25%;  
1002    -webkit-transform-origin: 25% 25%;  
1003 }  
1004 @keyframes anim_menu  
1005 {  
1006     0% {  
1007         transform: rotate(0deg);  
1008         -moz-transform: rotate(0deg);  
1009         -webkit-transform: rotate(0deg);  
1010         -o-transform: rotate(0deg);  
1011         -ms-transform: rotate(0deg);  
1012     }  
1013     25% {  
1014         transform: rotate(5deg);  
1015         -moz-transform: rotate(5deg);  
1016         -webkit-transform: rotate(5deg);  
1017         -o-transform: rotate(5deg);  
1018         -ms-transform: rotate(5deg);  
1019     }  
1020  
1021     75% {  
1022         transform: rotate(-5deg);  
1023         -moz-transform: rotate(-5deg);  
1024         -webkit-transform: rotate(-5deg);  
1025         -o-transform: rotate(-5deg);  
1026         -ms-transform: rotate(-5deg);  
1027     }  
1028     100% {  
1029         transform: rotate(0deg);  
1030         -moz-transform: rotate(0deg);  
1031         -webkit-transform: rotate(0deg);  
1032         -o-transform: rotate(0deg);  
1033         -ms-transform: rotate(0deg);  
1034     }  
1035 }
```



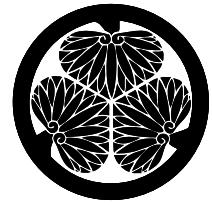


# Polices

```
function skt_full_width_scripts() {
    /*wp_enqueue_style( 'skt_full_width-gfonts', '//fonts.googleapis.com/css?family=Roboto+Condensed:400,300,300italic,400italic,700,700italic' );
    wp_enqueue_style( 'skt_full_width-fonts', '//fonts.googleapis.com/css?family=Roboto:400,300,700' );
    wp_enqueue_style( 'skt_full_width-gfonts', '//fonts.googleapis.com/css?family=Shojumaru' );
    wp_enqueue_style( 'skt_full_width-fonts', '//fonts.googleapis.com/css?family=Shojumaru' );

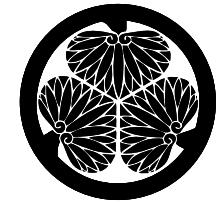
/* ----- Additions by Admin -----
/* FONTS */
@import url(https://fonts.googleapis.com/css?family=Shojumaru);
@import url(https://fonts.googleapis.com/css?family=Montserrat:400,700);
```





- **Versions gratuites des plugins**
- **Serveur sous-dimensionné**
- **Certificats SSL bloquant certaines fonctionnalités et certains CSS**
- **URL trop longue (falcon engine)**
- **Berlin Sans FB préférable à Montserrat mais payante et chère...**
- **Menu déroulant de bas en haut et problèmes de lisibilité**





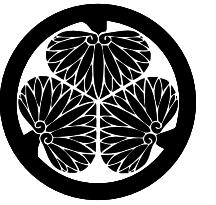
**Certains javascripts créent des chemins inadaptés  
aux permalink en Post-Name**

```
128 wp_enqueue_script( 'skt_full_width-supersized-slider', get_template_directory_uri() . '/js/supersized.3.2.7.min.js', array('jquery') );
```

**Enrichissement de l'individualité des profils  
d'utilisateurs (classement, galerie personnelle...)**



# CONCLUSION



E-UKIYO

- **Projet sera abouti une fois les versions payantes des plugins installées et le site migré sur un serveur dédié (plus de problématiques de certificat et d'URL)**
- **Remplacer Montserrat par Berlin sans FB**
- **Contacter le support concernant les problèmes de permalinks**
- **Plugins fonctionnels même si pas forcément activés**
- **Identité visuelle assumée**
- **Mettre en valeur les travaux graphiques de la communauté**

