

# How we made Gutenberg more Gut

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# What I'll talk about

01

**GICY**

Gutenberg, I choose you!

02

**The Boilerplate**

and how it made Gutenberg more *gut*

03

**BP & you**

How to *Boilerplatize* yourself

01

# GICY

*Gutenberg, I choose you!*

neverstop



# At first there was TinyMCE

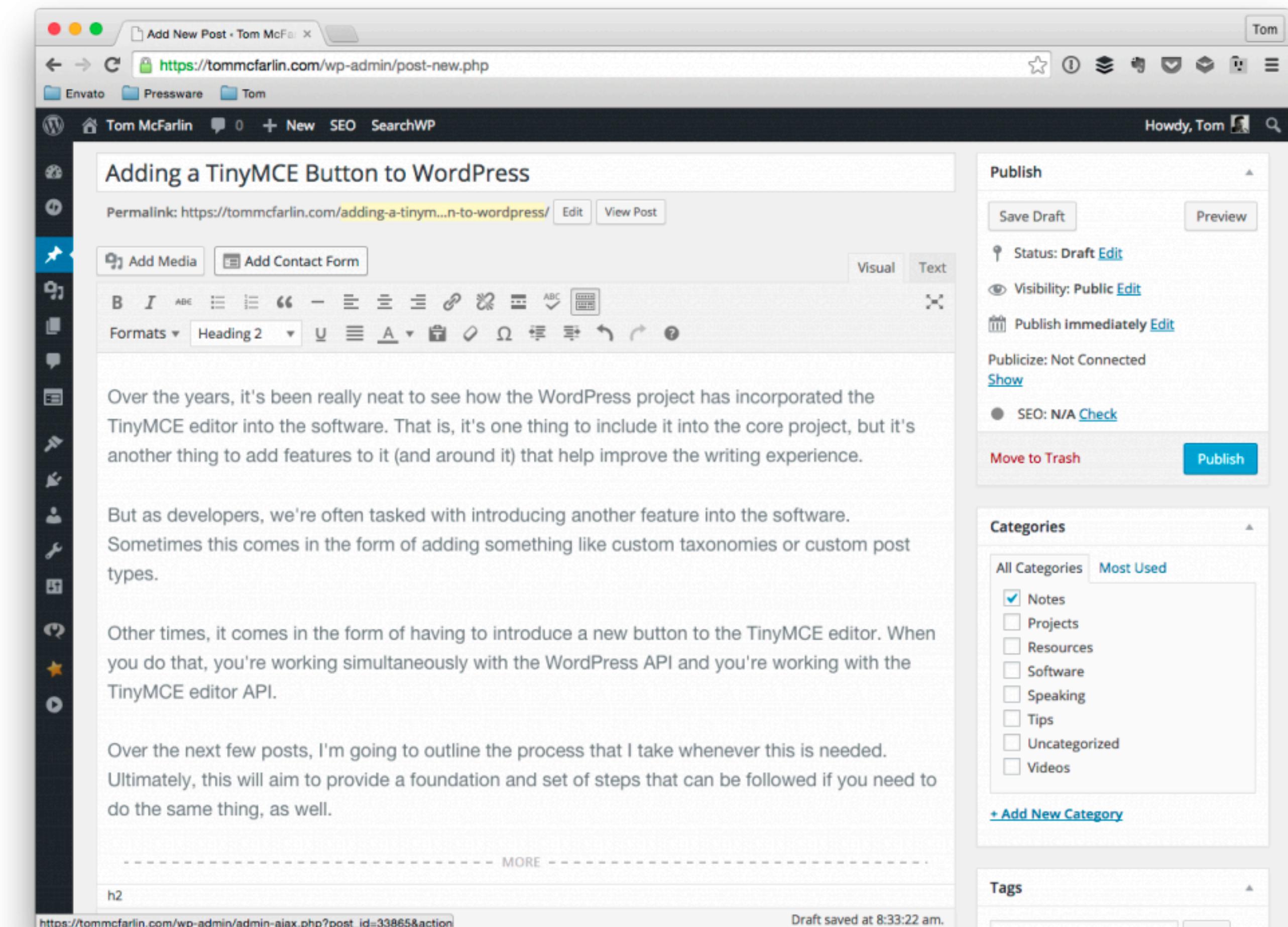


Photo by Tom McFarlin



# Then came the builders ... and ACF sections

neverstop

Photo by WordApp

The screenshot shows the Elementor page builder interface. At the top, there's a navigation bar with 'CLASSIC MODE' and 'Page options'. Below it is the 'Visual Composer' toolbar with various icons for selecting and manipulating elements. The main workspace is titled 'Elementor Example' and contains the text 'This is content from Elementor' [1]. To the left is the 'ELEMENTS' sidebar [2], which includes sections for 'GENERAL ELEMENTS' and 'CONTENT ELEMENTS'. In the center, there's a 'Footer Widget' section with two 'Footer Widget' blocks. The bottom right shows the ACF (Advanced Custom Fields) settings for a 'dates' repeater field [3]. The repeater field has one item with the following details:

Order	Label	Name	Type
1	Dates	dates	Repeater

**Field Label \***  
This is the name which will appear on the EDIT page

**Field Name \***  
Single word, no spaces. Underscores and dashes allowed

**Field Type \***  
Repeater

**Instructions**  
Instructions for authors. Shown when submitting data

**Required?**  
 No

**Sub Fields**

Order	Label	Name	Type
1	Date	date	Date Picker

Photo by SECT

# Then, in 2018



***Experience the flexibility that blocks  
allow, whether you're building your  
first site or write code for a living.***

[wordpress.org/gutenberg](https://wordpress.org/gutenberg)

***Experience the flexibility that blocks allow, whether you're building your first site or write code for a living.***

[wordpress.org/gutenberg](https://wordpress.org/gutenberg)

<https://wordpress.org> › plugins › gutenberg



### [Gutenberg – WordPress plugin](#)

Gutenberg is WordPress's "block editor", and introduces a modular approach to modifying your entire site. Edit individual content blocks on posts or pages.

 Rating: 2.1 · 3,583 votes · Free

~~Experience the flexibility that blocks  
allow, whether you're building your  
first site or write code for a living.~~

[wordpress.org/gutenberg](https://wordpress.org/gutenberg)



› plugins › gutenberg ::

## WordPress plugin

Press's "block editor", and introduces a modular approach to modifying your  
dual content blocks on posts or pages.

1 · 3,583 votes · Free

**This is not what we want, right?**

# Not so fast!

02

# The Boilerplate

# **A boilerplate? But why?**

## **Projects**

Some of the project require complex blocks and functionalities, which can't be implemented with just the Core blocks, but also would be inefficient with static blocks.

## **Common base**

To speed up common patterns and functionalities, we made a collection of blocks, helpers and drop-in functionalities to help ease making complex stuff.

## **Consistency**

We are trying to make all of our projects consistent, so a dev can more easily switch to a different project.



# Let's rewind a bit

**We were stuck with  
ACF section creator-  
based blocks**

# We were stuck with ACF section creator- based blocks



**DR'ŠTE OVO,  
LJUDI, DA  
NE POPADAMO**

# **After a lot of consideration\*, Gutenberg was picked as the way forward for us**

## **ACF was not that great to use**

- No preview - you're basically working blind
- Performance issues on large pages and with a lot of elements
- Wasn't the best dev experience

\* + some waiting to see how it all turns out, can't commit to something the minute it's out 😊

# So, why Gutenberg?

## Dev experience

Easy to expand  
+ infinite\* customization

## Speeeeed 🚀

No extra *generic page builder* bulk, so it can go brrr\*\*

## User-friendly

It can be either very tailored or *generic*

## The new normal

Because it's built by the WP team and the default, it's gonna be here for a *hwhile*\*\*\*

\* The React-based editor can do crazy stuff, but it's not actually infinite

\*\* It's relatively fast out of the box, but with some optimization it can be even faster!

\*\*\* Obligatory *Family guy* reference

**Of course, this was not enough**



## Looks... ok!

While way better than the Section creator, it could be better for sure!

## Static blocks by default

It saves raw HTML to the DB by default, and that's not great.

## Rapid changes

Some of the APIs and a lot of components change kinda quickly.

## Documentation... ouch!

Yikes! It's a mess still to this day. It's getting better, though.

# Early days, yet already ahead of time

## Manifests

What started first as easy ways to define some basic theme params and shared stuff like colors, turned later into a very powerful system.

Core is using a similar thing with theme.json right now! NASTALO UZ PIVU

## Nice tooling

Webpack, SCSS, PostCSS, Babel, ... all the good stuff ready for the modern web!

## Dynamic blocks 🤘

Compared to the default *static* Gutenberg blocks, we just save the attributes the user changed

# Improvements came quickly

## Manifests... expanded

Soon manifests were also added to *components* and *blocks*, which meant a single source of truth for all the data the block works with, and some common options it displays.

## Less boilerplate

Powerful helpers for rendering stuff and doing often-used functions were introduced, to reduce boilerplate (a bit ironic, huh?)

## Better Dev experience

Blocks could be created relatively easily as, for example, the editor view (React JSX) could pretty much be copy-pasted into the frontend (PHP), with a bit of modifications to names, ... aaand done!

Noice!

**Of course, this was not enough**

# In 2021, more improvements started

## Better block UIs

What started as a single custom component to make toggling *components* on/off easily, turned into a thing!

We now have lots of components and a nice set of helpers and icons to make all the option UI look amazing!

## Web is improving... and so are we!

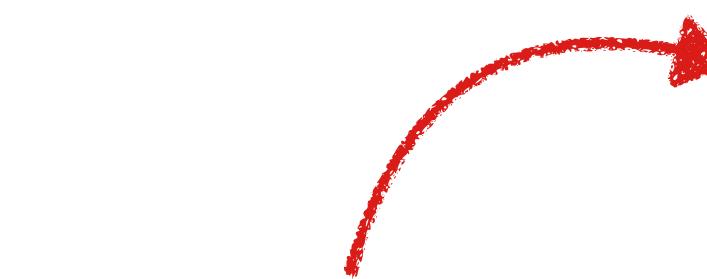
When the browser support allowed it, we built a nice system that allowed us to clean up a lot of styles by using CSS variables that can dynamically be output, also with responsive options available out-of-the-box!

## Better docs

Blocks could be created relatively easily as, for example, the editor view (React JSX) could pretty much be copy-pasted into the frontend (PHP), with a bit of modifications to names, ... aaand done!

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# In 2021, more improvements started



How you'll look when  
you read our docs



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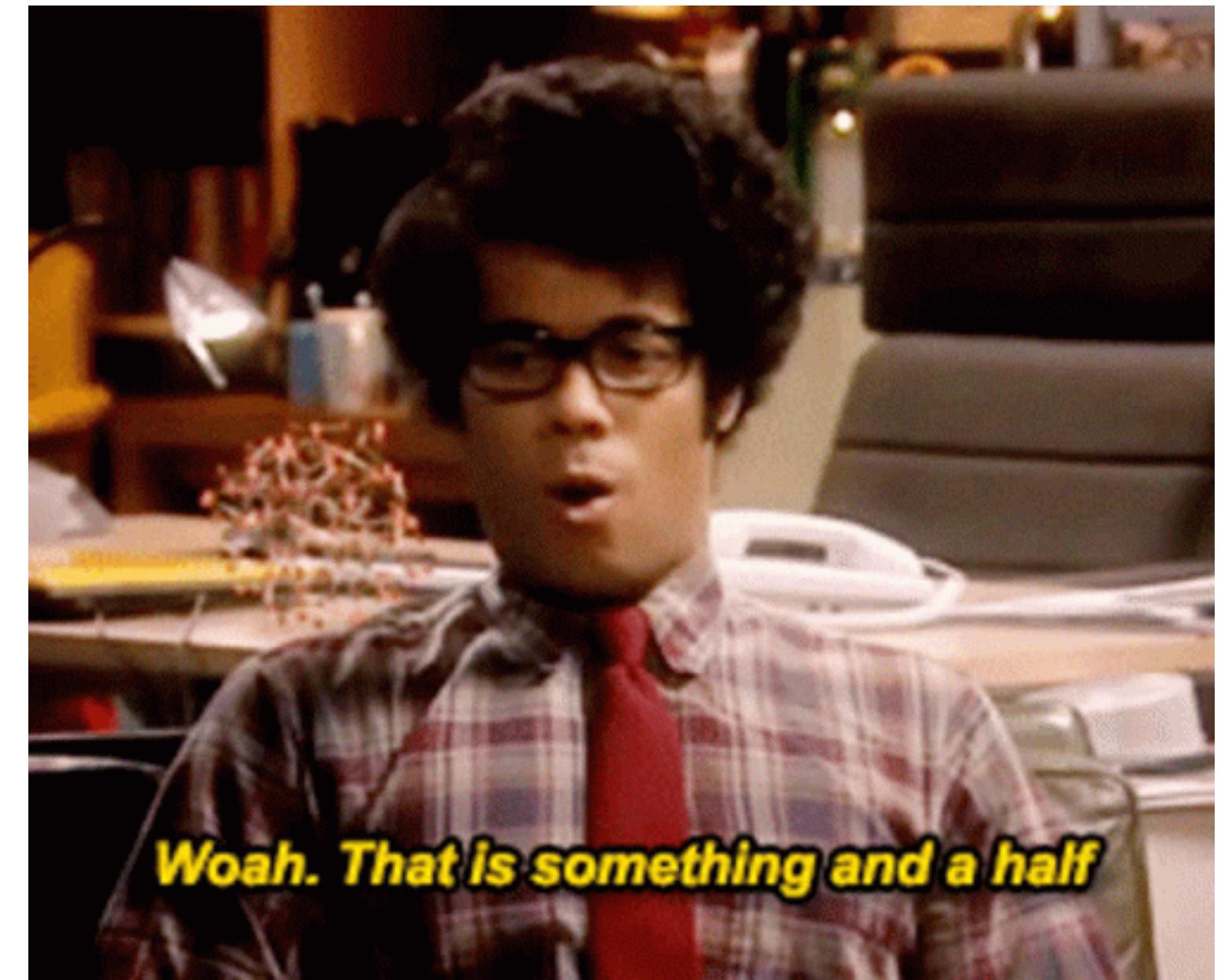
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Noice!

# But wait, there's more!



## Wrapper

Our *Wrapper* (patent-pending\*) allows easy, yet powerful layouting.

## Awesome default blocks

We have a nice collection of default blocks that look good out of the box, and which can really quickly be customized to fit your needs.

## Advanced stuff made EZ

The way we do blocks makes it easy to implement pretty complex blocks and functionalities.

Also, there's a whole lot of wrappers around default WordPress stuff, like REST routes.

\* Not actually patent-pending

**But wait,  
there's even  
more!**



# But wait, there's even more!

## WP-CLI

We're fully WP-CLI ready! With a ton\* of commands already and more on the way, making a REST route, adding SVG support, making I18N easy, ... is only a command away!

\* We never weighed them

neverstop

## Constant improvements

We are always striving to do better, that's why we update everything semi-regularly.

## It's all open-source!

Feel free to contribute, suggest something new, or report an issue if you encounter one!



# **Yup, you guessed it, even more!**

## **Cool tools**

We have cool extra tools like, SVG2WP to make preparing SVGs for use in Gutenberg and its options easy.

## **A11y-ready!**

We reworked our default blocks to the WCAG AA level.

**02...½**

# **Highlights**

# Custom UI icons

width		newTab		horizontalAlignLeft	
offset		loopMode		horizontalAlignCenter	
containerWidth		gutter		horizontalAlignRight	
containerHeight		verticalSpacing		horizontalAlignStretch	
containerSpacing		textSize		image	
spacingTop		spacingTopIn		video	
spacingBottom		spacingBottomIn		animation	
color		verticalAlignTop		autoplay	
id		verticalAlignCenter		videoControls	
anchor		verticalAlignBottom		volume	
verticalAlign		verticalAlignStretch		mute	
horizontalAlign		backgroundImage		muteCentered	

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# A ton of Custom UI icons

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lineBreakOffAlt		visibilityAlt		fileMetadata	
lineBreakAlt		visibilityAlt2		optionList	
lineBreakAltOff		separatorH		optionListAlt	
sizeAlt		separatorV		externalLink	
genericShapes		typography		flag	
iconGeneric		typographyOptions		flagAlt	
imageCaption		animationGeneric		textAlignGeneric	
aspectRatio		animationSettingsGeneric		swap	
stagger		animationListGeneric		colorAlt	
lineBreaksHyphenation		dummySpacer		headingLevel	
backgroundTypeAlt2		random		headingLevelAlt	
columnGuttersLR		twoColumns		excludeItem	

# Beautifully simple block UIs

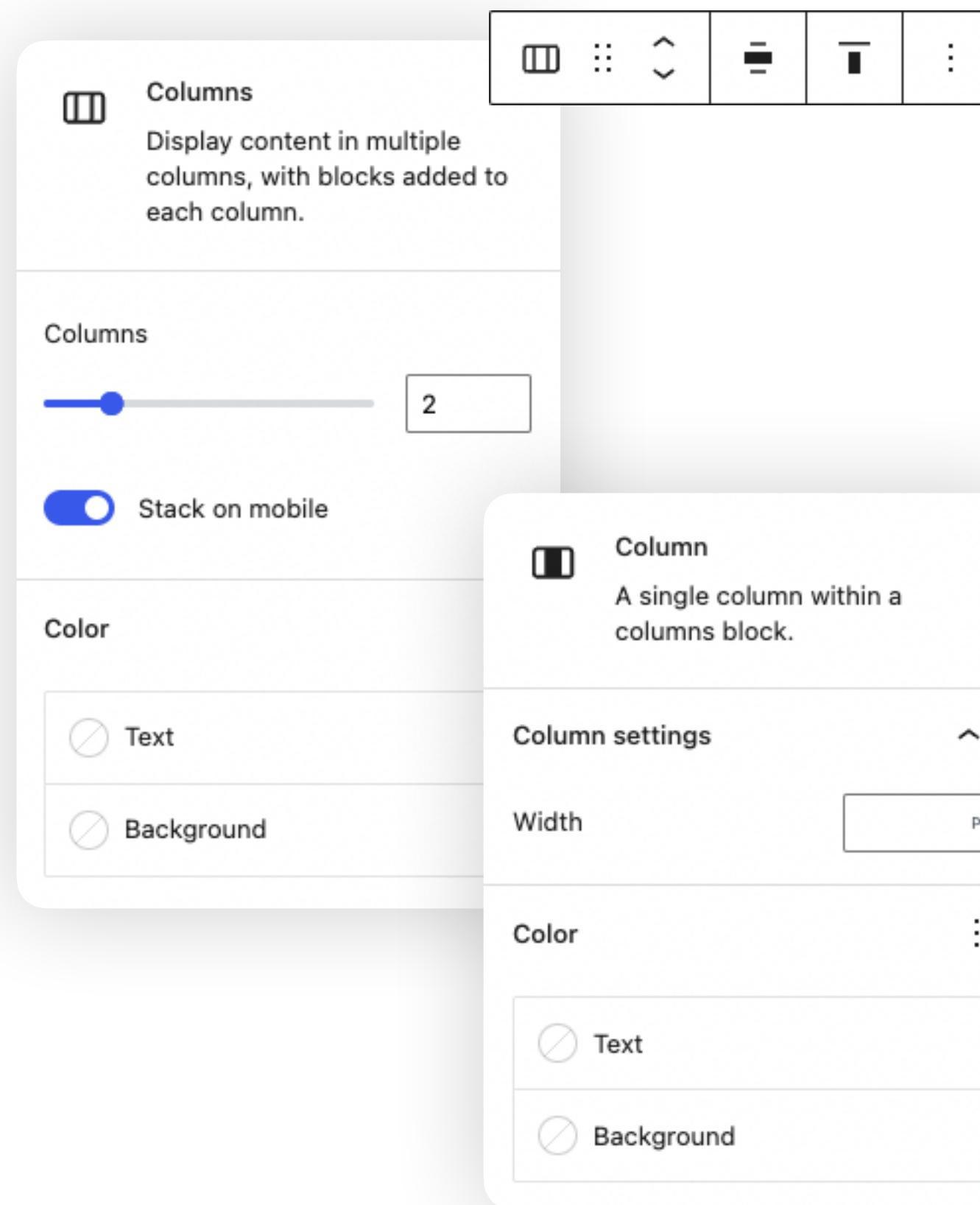
The image displays four separate panels from the Gutenberg WordPress editor, each showing the settings for a different content block:

- Video Block:** Includes options for "Add a video" (Upload or Media Library), "Video" (Remove), "Playback options" (Loop, Autoplay, Mute), "Design & functionality" (Playback controls, Position), "Advanced" (Poster image, preloading), "Accessibility", "Captions" (Track 1 English, Track 2 Croatian, Track 3 "Hi, I'm an easter egg!"), and "Alt text".
- Paragraph Block:** Includes "Text align" (Left, Center, Right), "List" (A 24px Bold), "List type" (1, 2, 3, etc.), "Text align" (Left, Center, Right), and a toggle for "Color list markers only".
- Image Block:** Includes "Image" (Remove), "Design & layout" (Rounded corners, Fill container, Position), "Accessibility", and "Alt text" (Describes the content of the image).
- Button Block:** Includes "URL #demo", "Type" (Link, Button), "Alignment" (Left, Center, Right), "Icon" (Checkmark, Plus, Minus), "Accessibility" (ARIA label, Description of the button), "Advanced" (Unique identifier), and "Behavior & controls" (Loop, Navigation, Pagination).

# ES vs Core: Columns

## Core

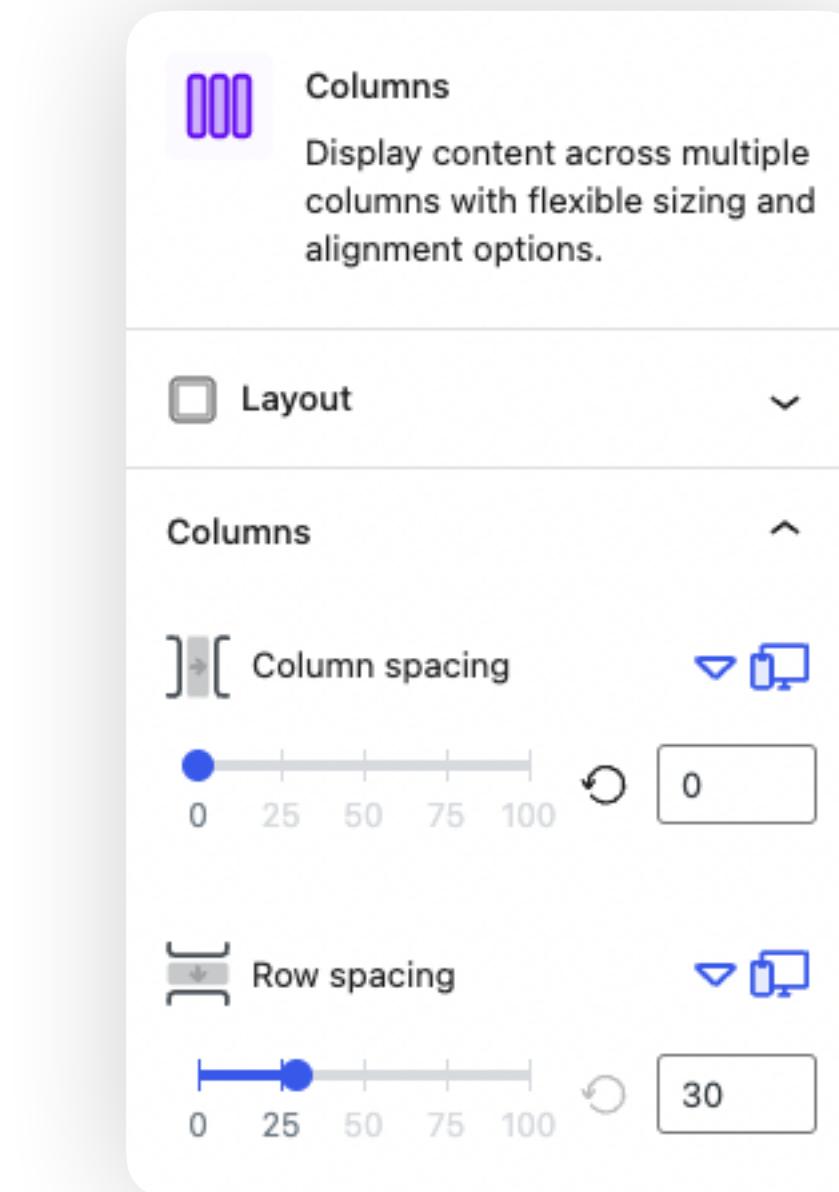
Fixed number of possible columns, really inflexible, relies heavily on CSS in Core.



## Eightshift

Unlimited\* amount of columns, very flexible and customizable across all screen sizes.

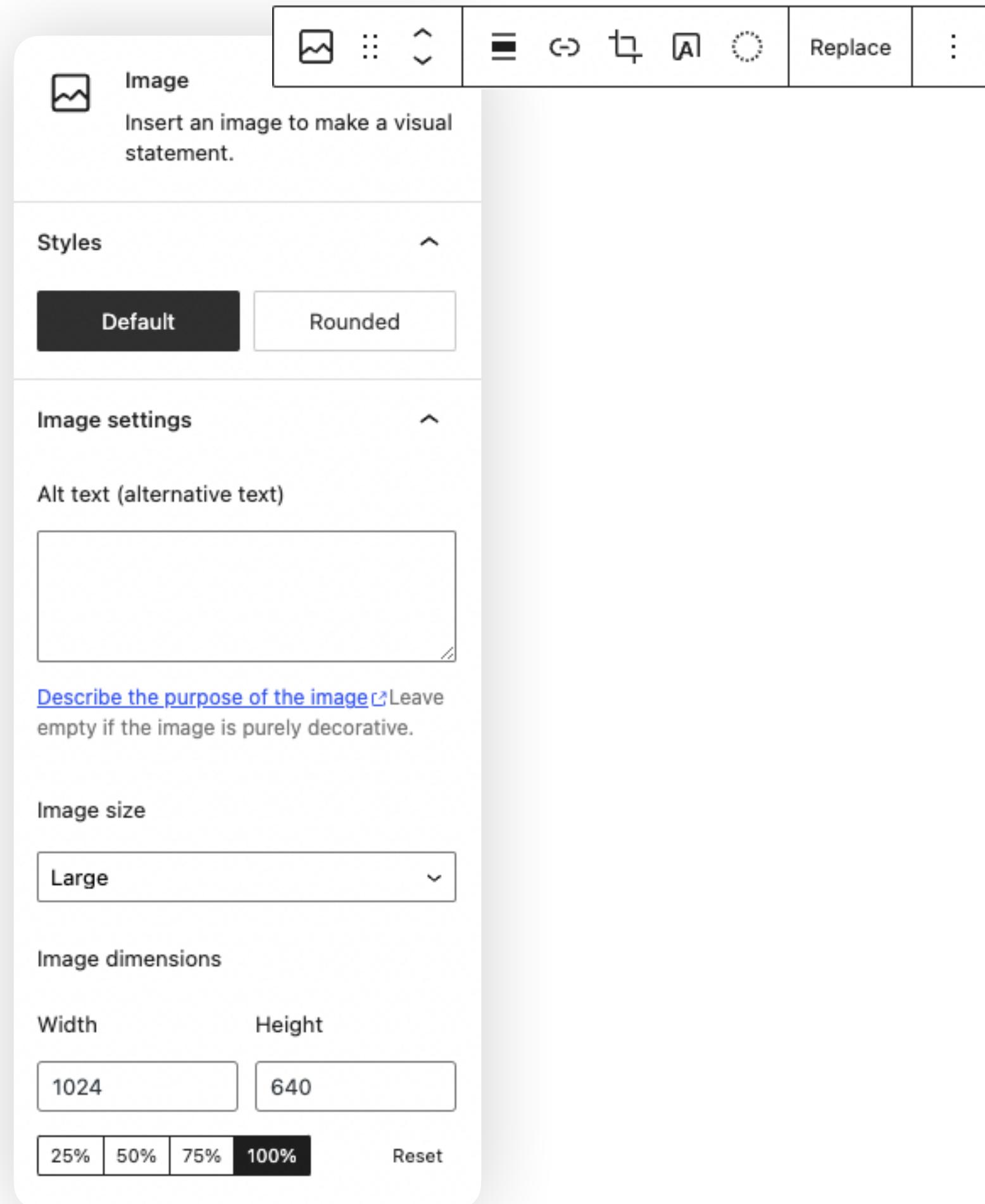
\* infinite number of columns not tested



# ES vs Core: Image

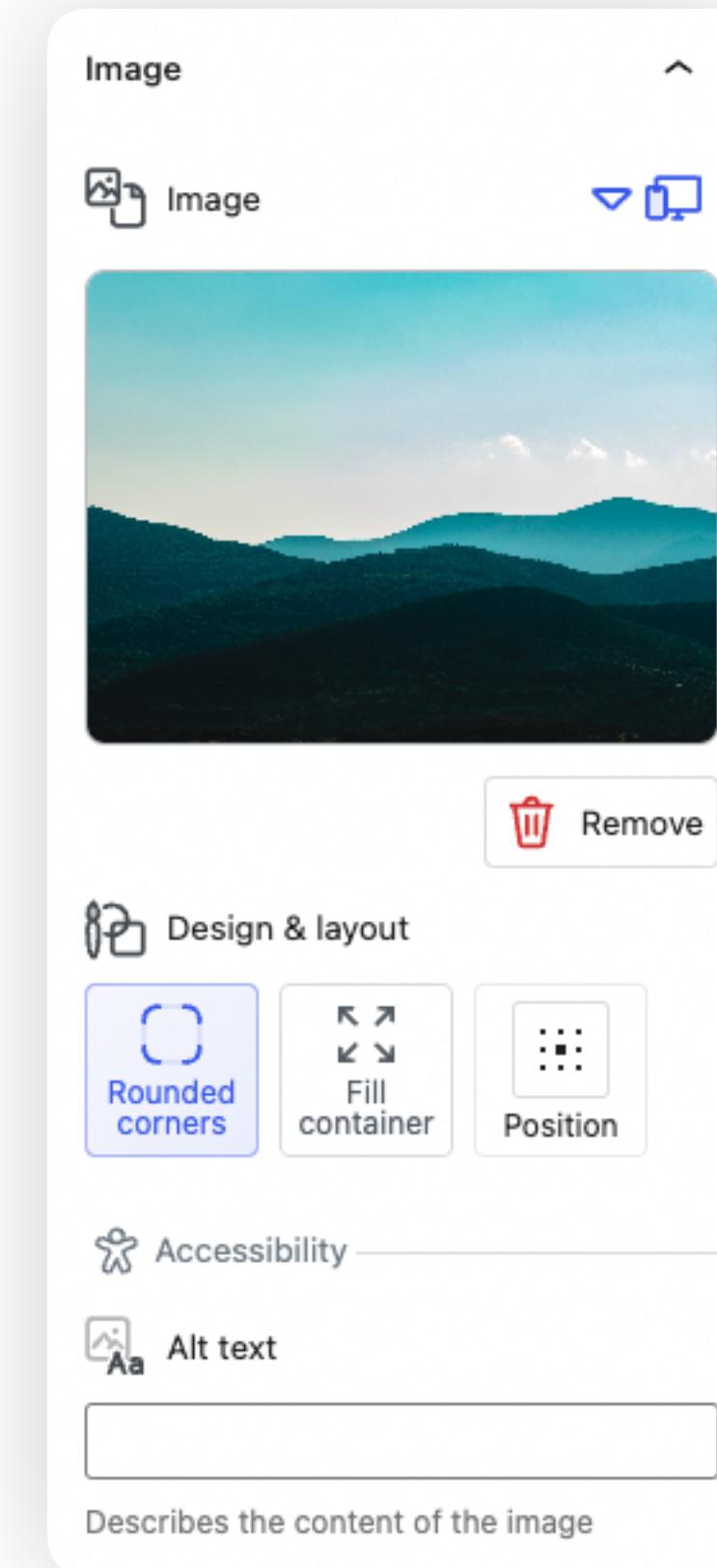
## Core

Relatively basic options in the sidebar, advanced tools tucked into the toolbar. Class-based *rounded* styles are not optimal.



## Eightshift

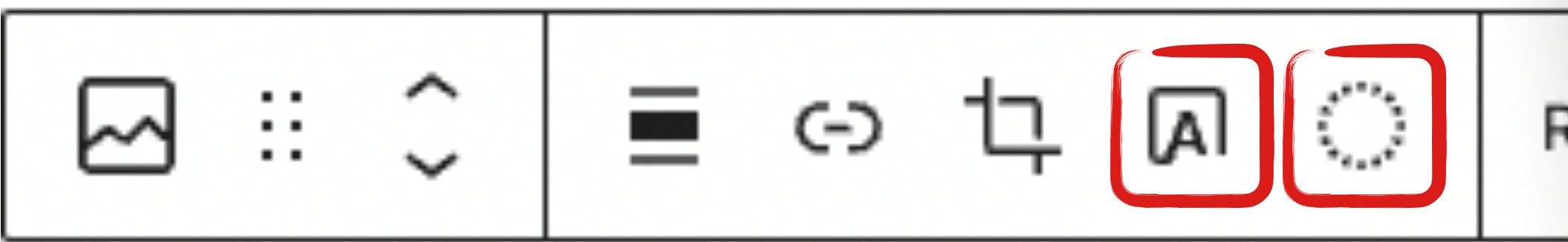
Ability to have different images across breakpoints, simple, yet intuitive options. No extra toolbar clutter.



# ES vs Core: Image

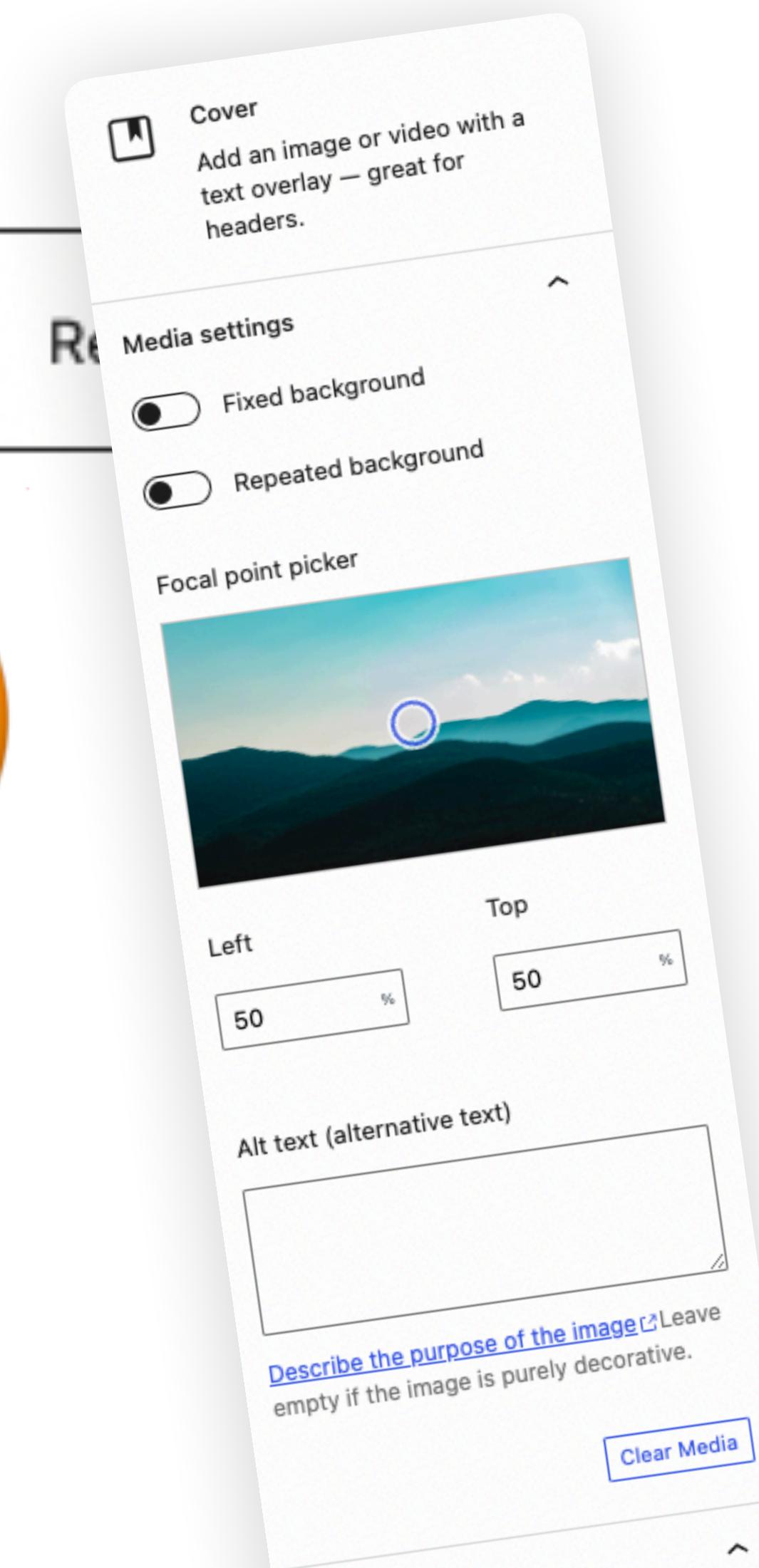
## Core

Relatively basic options in the sidebar, advanced tools tucked into the toolbar. Class-based *rounded* styles are not optimal.



## Eightshift

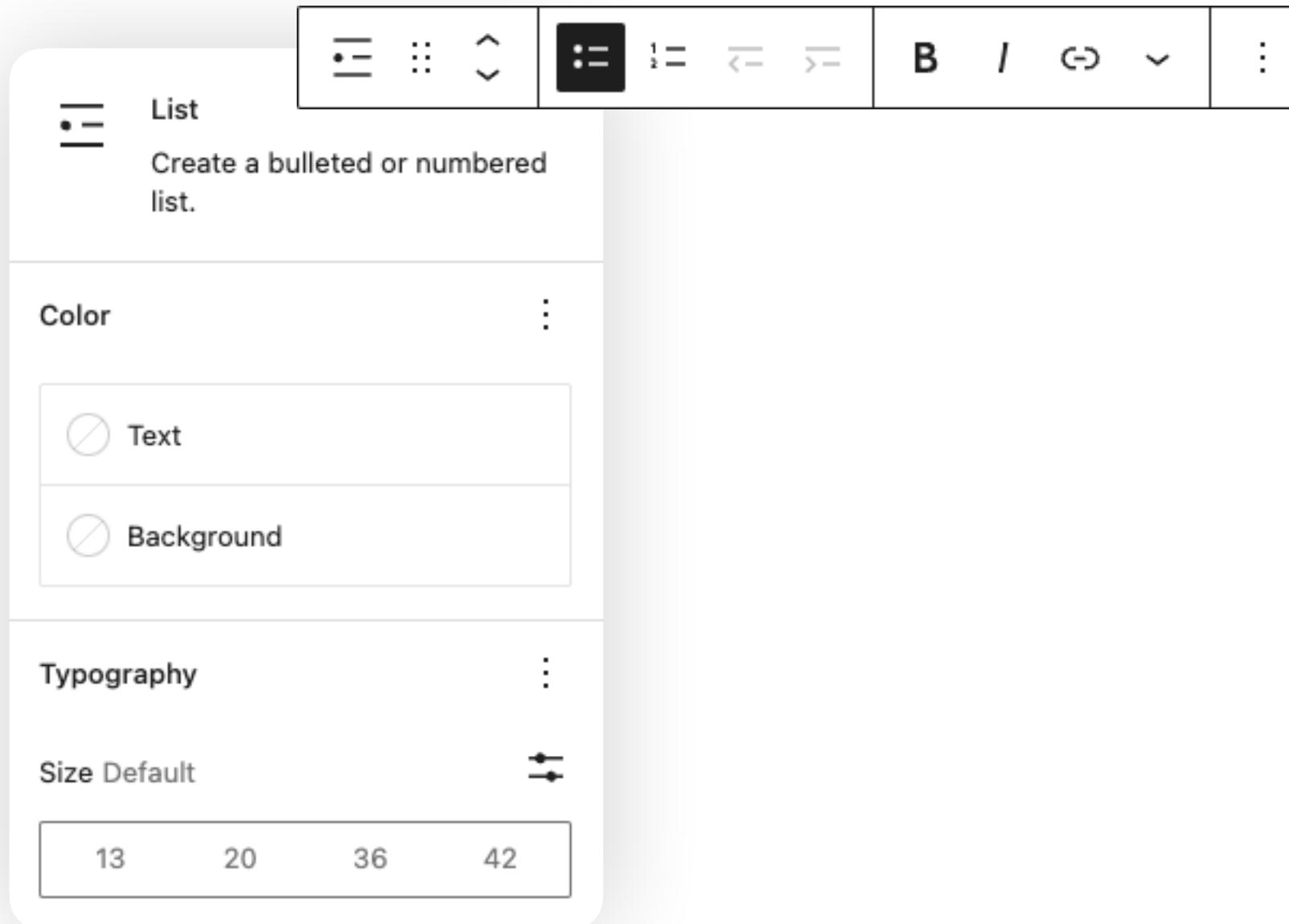
Ability to have different images across breakpoints, simple, yet intuitive options. No extra toolbar clutter.



# ES vs Core: List

## Core

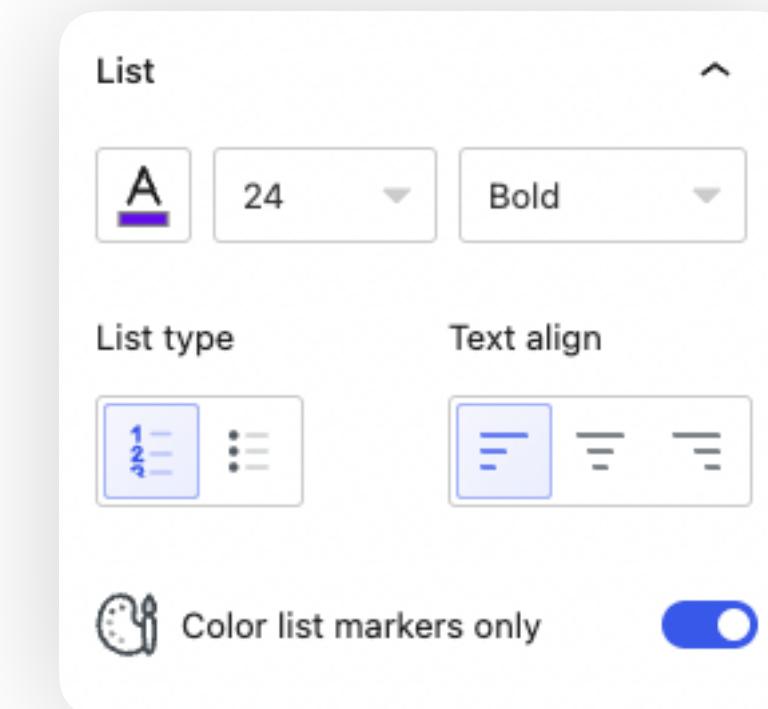
Simple options, but some important options like list style are thrown into the toolbar (?), together with indenting.



- Ha-ha, you can't do this
  - Working as indented!

## Eightshift

Nicer-looking options, cool stuff like coloring only the list markers. Missing multi-level lists.



- This is the ES List block
- **Ipsum dolor**

“

**Koristiti Core je  
tako hardcore.**

- RIGOR MORBIDOVIC

# Demo time



**BOŽE ZDRAVLJA**



03

# BP & you

# Let's get cookin'!

*Easiest setup ever!*

- John Doe

## *An awesome Gutenberg block-based theme*

*Serves one*

*(or many, depends on what you're doing)*

### Ingredients

- 1 WordPress install
- 1 WP-CLI
- 1 Node/NPM
- 5 minutes of your time (approx.)

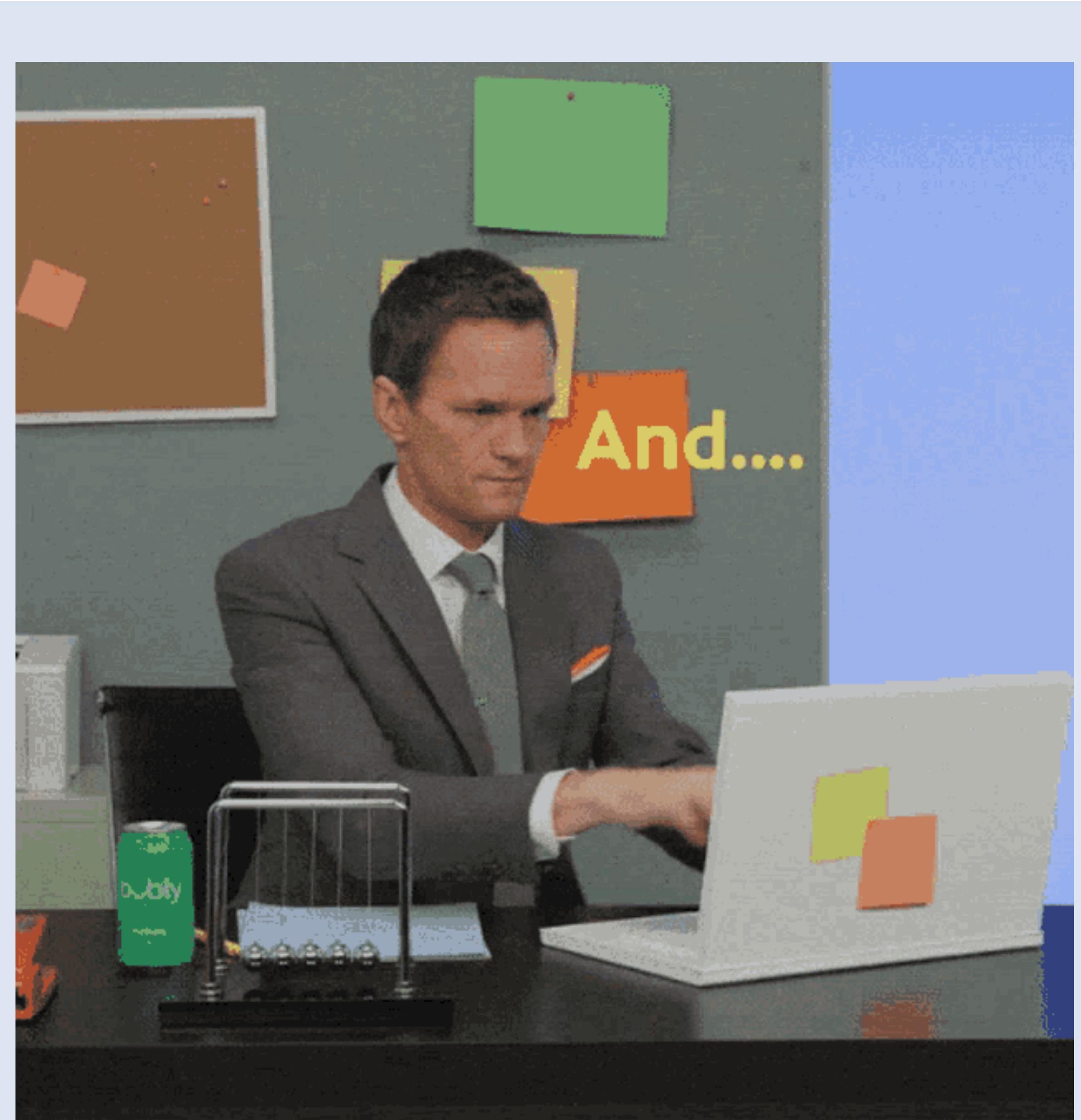
### Preparation

- 1) Run **npx create-wp-project**
- 2) Follow the steps
- 3) ???
- 4) Profit!

# Let's get cookin'!

*Easiest setup ever!*

- John Doe



# Thank you!



[makeagif.com](http://makeagif.com)