Don’t design websites. Design web *systems*!

Todd Nienkerk and Adam Snetman

DrupalCon London | August 24, 2011

DRUPALCON LONDON

Personal introductions

Todd Nienkerk

Co-founder, designer, and developer
Four Kitchens

todd@fourkitchens.com

@toddross

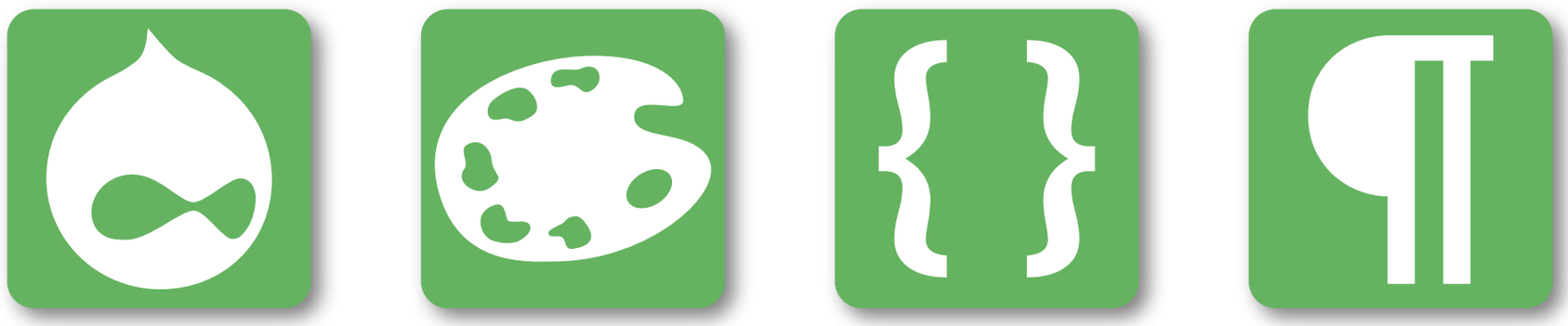


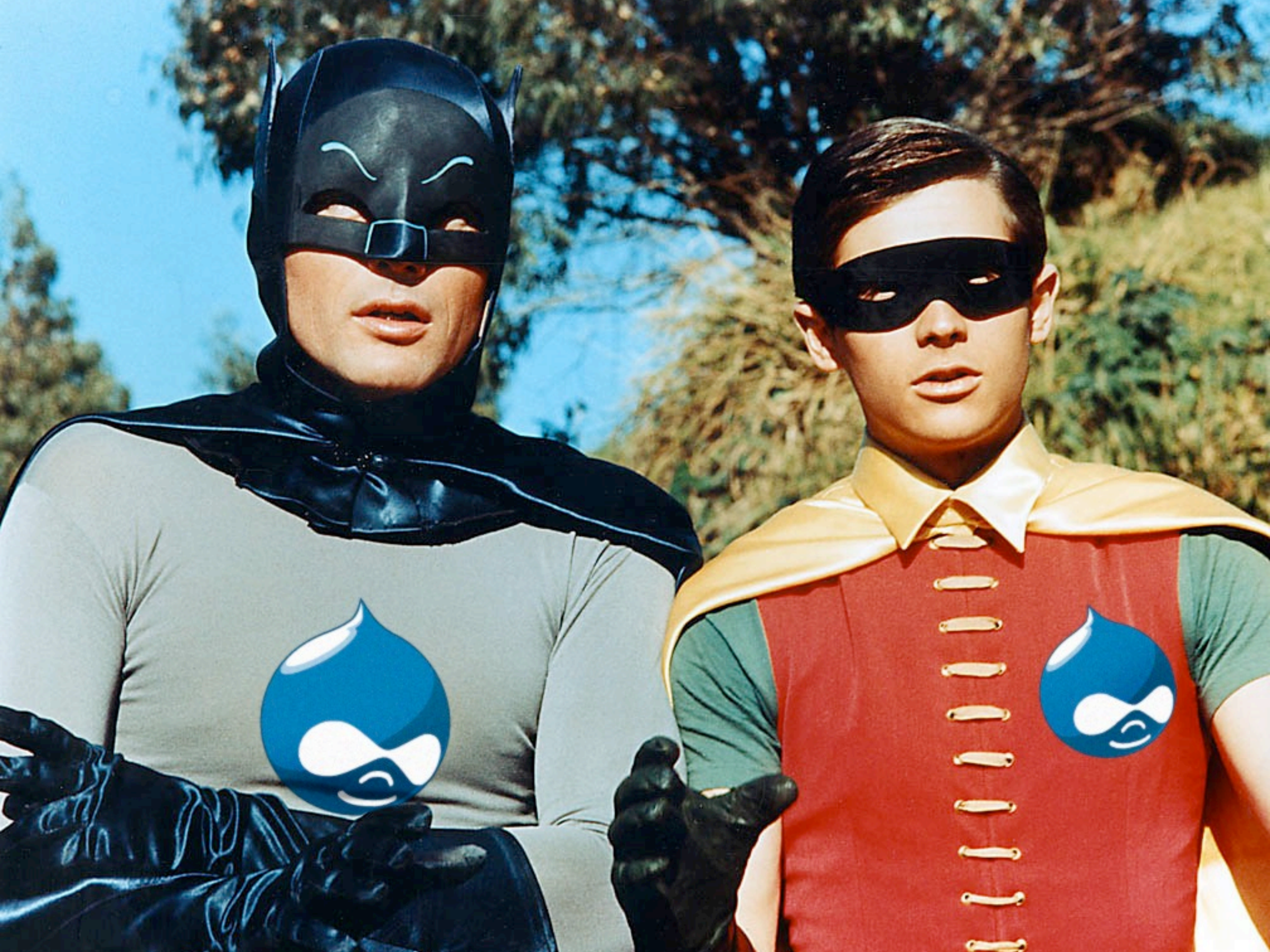
Photo: Kristin Hillery

Adam Snetman

Design Director
Thinkso Creative

snetman@thinkso.com

Photo: Erica Freudenstein



Websites vs.
web systems

In the old days...

Photo: eddiecoyote on Flickr (Creative Commons BY)

- Websites were measured in “pages”
- Each page was maintained by hand as a single HTML file

Photo: eddiecoyote on Flickr (Creative Commons BY)

Today's websites...

- Are dynamic and always-changing
- Allow site maintainers to create and edit content, set user permissions, and connect with other services
- Generate their own output

Today's websites are actually web *systems*

Photo: Snak Shak on Flickr (Creative Commons BY-NC)

Designers are powerful!

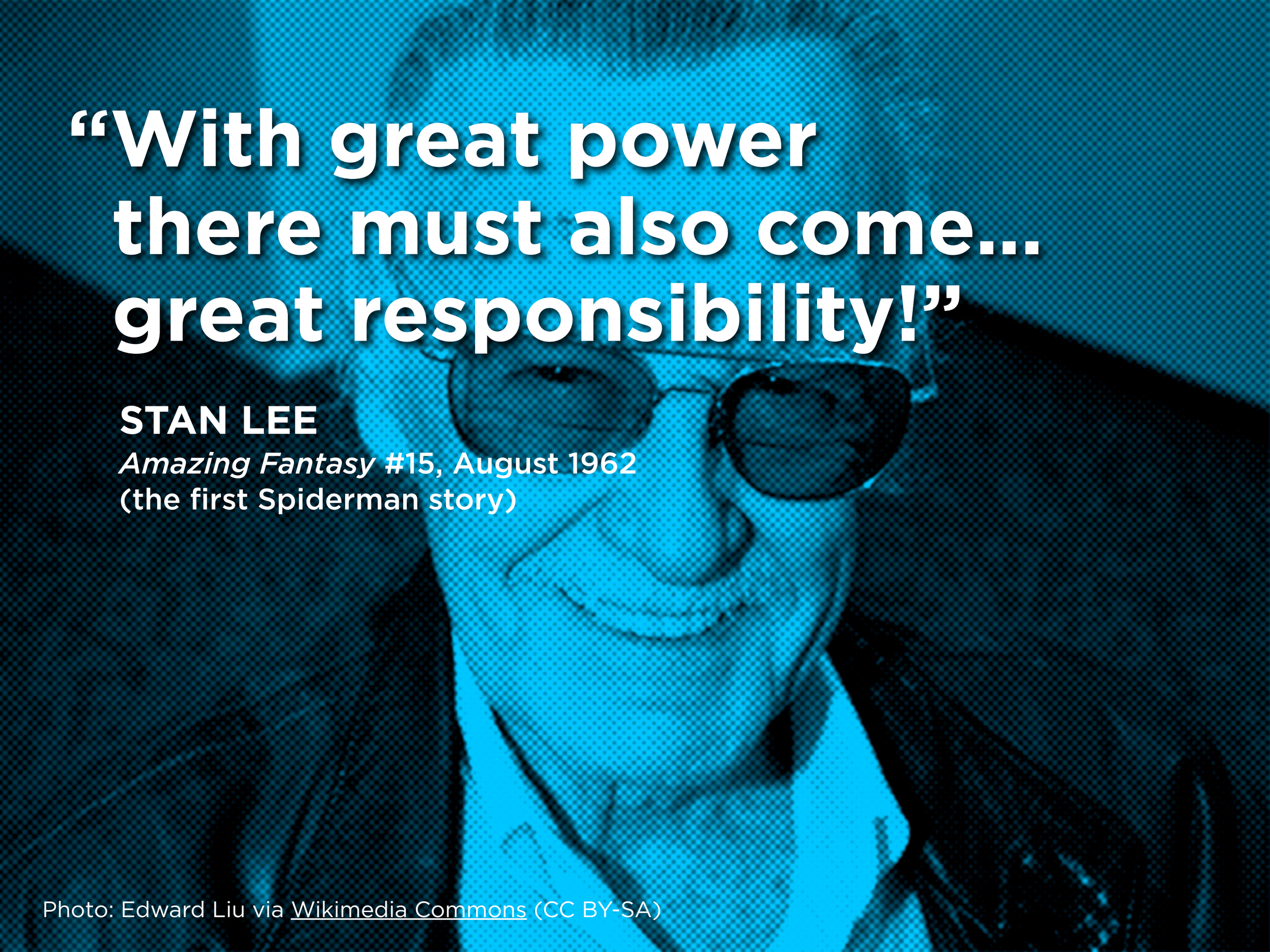


Photo: Edward Liu via Wikimedia Commons (CC BY-SA)

Designers determine a site's functionality

We communicate functionality to developers through sitemaps, wireframes, and design comps

Even a tiny “log in” link tells a long and complicated story

- In order to “log in,” users must also be able to:
  - Create accounts
  - Reset their password
  - Update account information

- And what about...
  - Permissions?
  - Public profiles?
  - Email notifications?

We are a site’s primary architects

Designing a web system

Stop! Close Photoshop!

You wouldn’t paint a house before building it...

So how can you design a website before architecting it?

STEP 1

Define the site

- What's the **purpose** of the site?
- Who is the **audience**?
- What is the **content**, and how will it be organized?
- How will people **experience** the site?

What's the **purpose** of the site?

Gather goals and requirements

Business goals

Requirements and constraints

Brand guidelines

Mobile devices

SEO requirements

Accessibility

Browser compatibility

Performance

Infrastructure

Who is the **audience**?

Create personas

Personas

- Make a list of target audiences
- Create one persona for each target audience
- Give each persona (at least) a name, age, face, reason for visiting, and “wish list” of tasks

Persona: NYC-based graphic designers

Adam, 34

Reason for visiting:

Adam's wardrobe is roughly 80% plaid shirts. He buys a new plaid shirt most months, and a friend recommended *sweet-plaid-shirts.com* to him as a good place to shop.

Website wish list:

- Sort available shirts by various criteria. (most popular, newly added, etc.)
- See which shirts friends have purchased.
- Sign up for a an account to save preferences and make repeat visits quick and easy.

What is the **content**, and how will it be organized?

Define content types and create a sitemap

Content

- In Drupal, different kinds of content are called *content types*
- Content types are usually defined by the different information they contain

Blog post

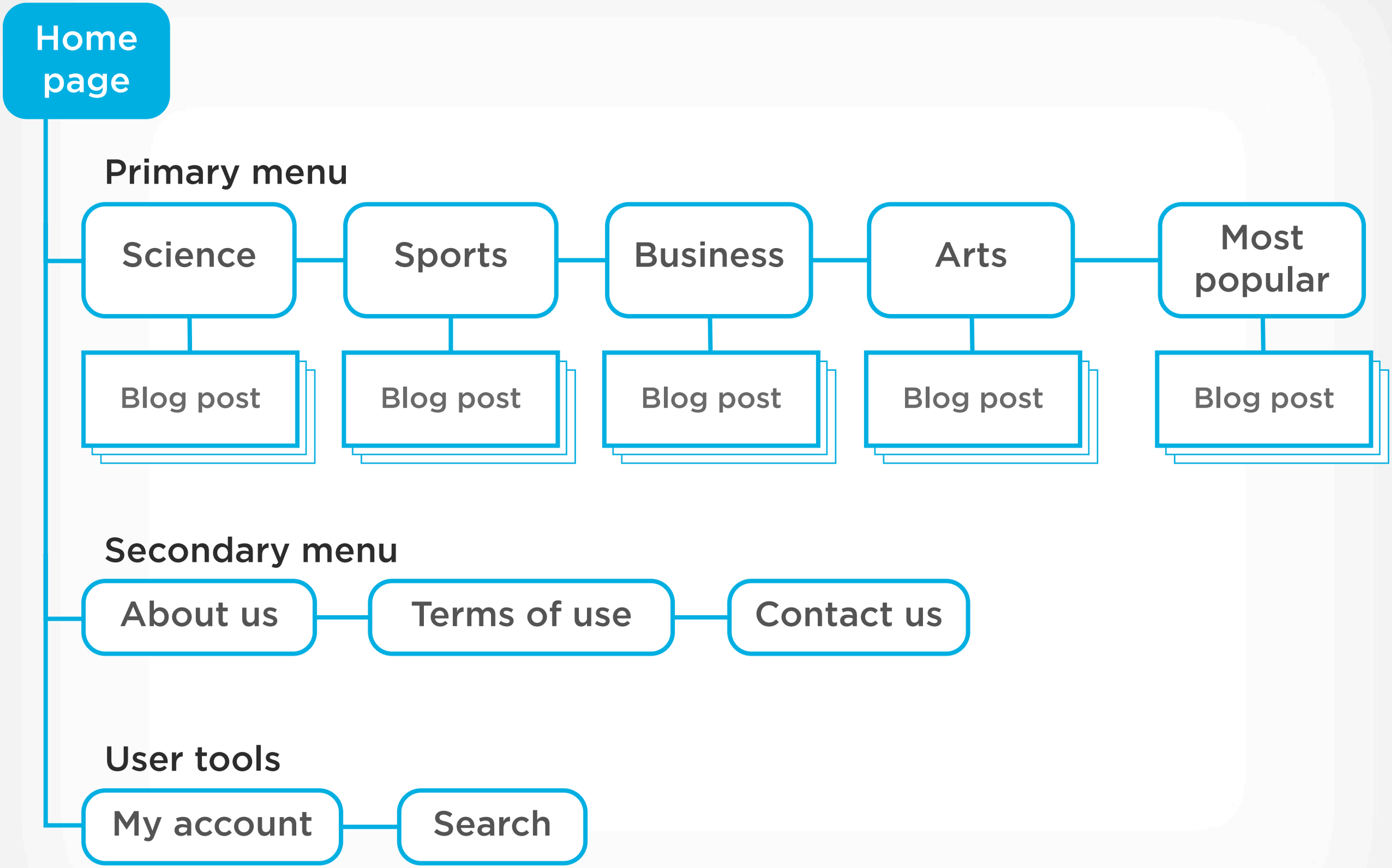
- Title
- Author
- Date published
- Body
- Lead image

Product

- Name
- Description
- Price
- Options (sizes, colors)
- Images

Sitemaps

- List all sections/pages of the site
- Illustrate how pages are organized within the sections


Home page
Primary menu
Science
Sports
Business
Arts
Most popular
Blog post
Blog post
Blog post
Blog post
Blog post
Secondary menu
About us
Terms of use
Contact us
User tools
My account
Search

How will people **experience** the site?

Create wireframes

Wireframes

- Illustrate navigation and layout
- Demonstrate functionality and how user interfaces work
- Identify static vs. dynamically generated elements
- Identify unique layouts

BlogCorp | All news, all the time

http://blogcorp.com

LOGO

My account | Log out

search

Business

Technology

Science

Sports

Food

Arts

Lead image

Hero article

Most popular | Most commented

Title of article

Title of article

Title of article

Title of article

Featured article

Featured article

Advertisement

Advertisement

Copyright 2011 BlogCorp Heavy Industries, Inc.

BlogCorp | All news, all the time

http://blogcorp.com

LOGO

My account | Log out

search

- Business
- Technology
- Science
- Sports
- Food
- Arts

Nav

Lead image

Hero article

Most popular | Most commented

- Title of article
- Title of article
- Title of article
- Title of article

Featured article

Featured article

Advertisement

Advertisement

Copyright 2011 BlogCorp Heavy Industries, Inc.

BlogCorp | All news, all the time

http://blogcorp.com

LOGO

My account | Log out

UI

search

Business

Technology

Science

Sports

Food

Arts

Lead image

Hero article

Most popular | Most commented

Title of article

Title of article

Title of article

Title of article

Featured article

Featured article

Advertisement

Advertisement

Copyright 2011 BlogCorp Heavy Industries, Inc.

BlogCorp | All news, all the time

http://blogcorp.com

LOGO

Dynamically generated list

- Business
- Technology
- Science
- Sports
- Food
- Arts

Lead image

Hero article

Featured article

Featured article

Most popular | Most commented

Title of article

Title of article

Title of article

Title of article

Title of article

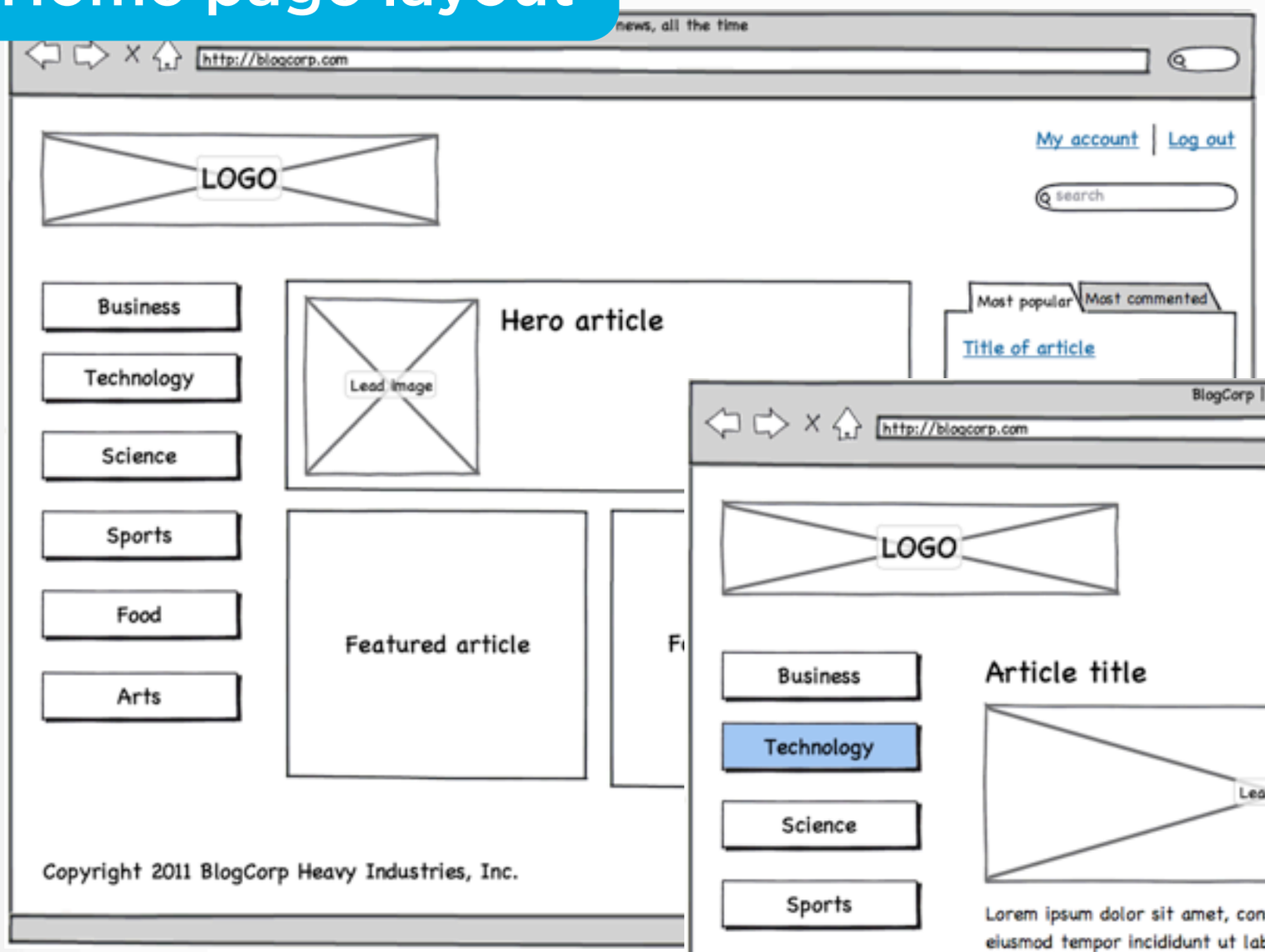
Advertisement

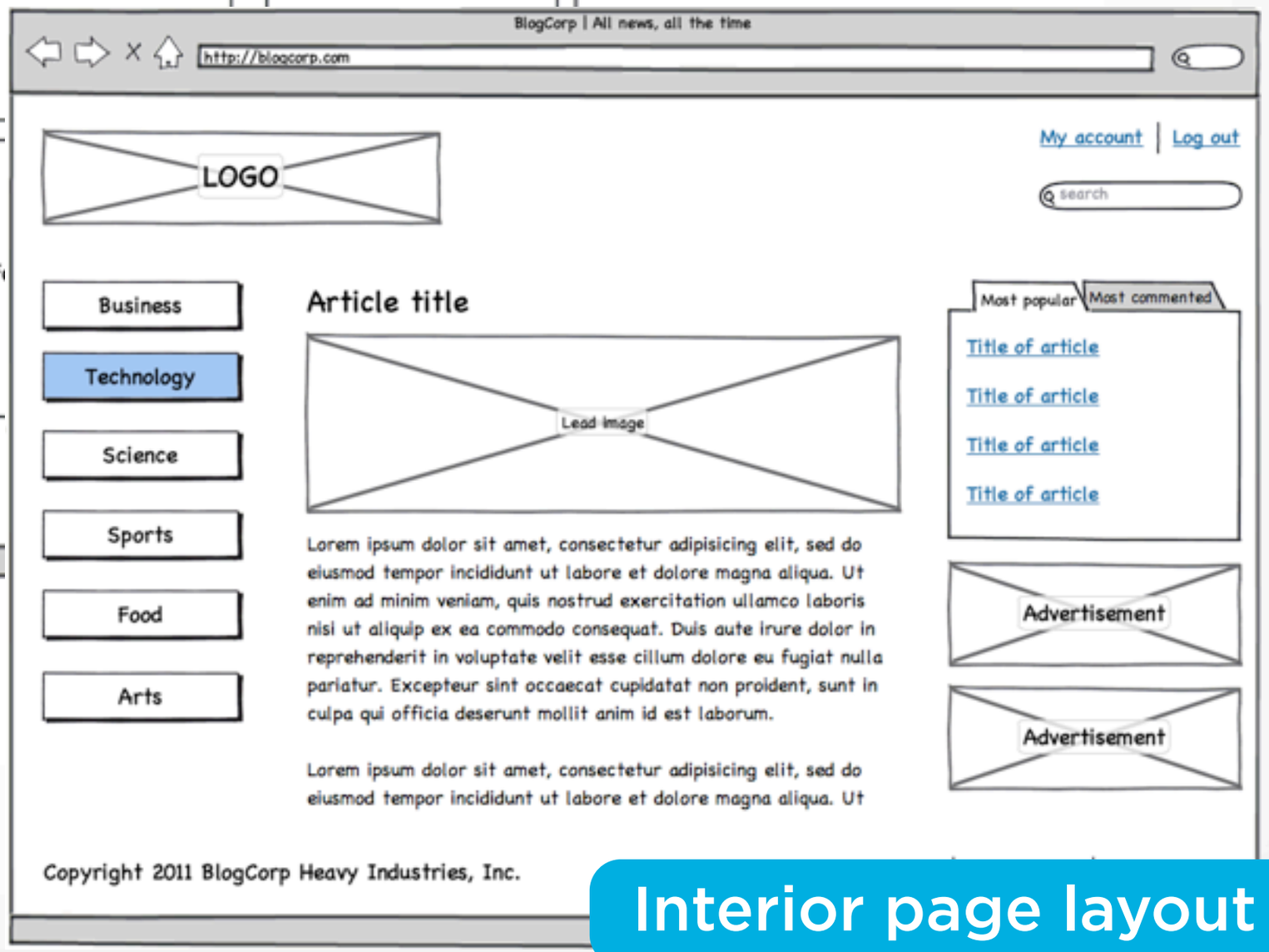
Advertisement

Curated, “featured” content

Copyright 2011 BlogCorp

Home page layout

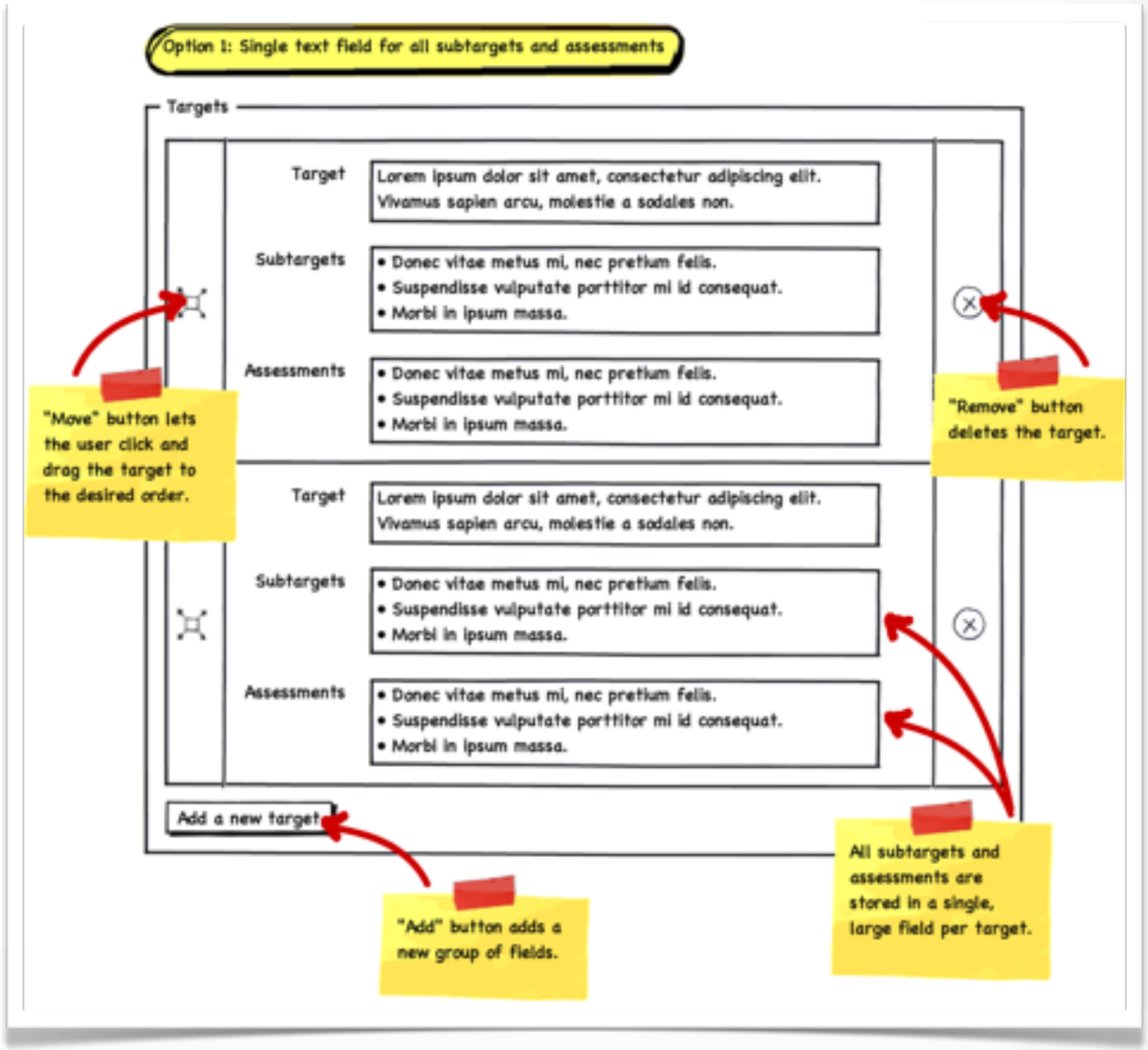




Interior page layout

Balsamiq Mockups

- balsamiq.com
- Cross-platform, lots of plugins
- Free license for open-source “do-gooders”
- Drupal components: bit.ly/drupal-balsamiq



And time & budget permitting...

Do some usability testing

Usability testing

Napkin sketch

Paper prototypes

Keynote prototypes

HTML/CSS prototypes

STEP 2

Choose your platform

Drupal isn't always the best solution

From *The Simpsons Movie*

STEP 3

Translate everything into “Drupalspeak”

Most Drupal sites are comprised of just a few, basic components

- **Content**
  - Not always a node
  - View, panel, user profile, form, admin interface...
- Blocks
- Menus
- Primary and secondary links

STEP 4

Visual design

Credits

Now you can make informed decisions about how to create a compelling and effective design

- How will type, color, and imagery work together to translate the client's brand identity to the web?
- Generate discussion with the client using mood boards and style tiles

Mood boards and style tiles

- Faster and cheaper than iterating on full comps
- Involves the client in the design process
- Increases client confidence and buy-in
- Fun to make

Mood boards

From *Why Mood Boards Matter* by Mindy Wagner

From *Why Mood Boards Matter* by Mindy Wagner

Style tiles

Inspiration:

ModBaby

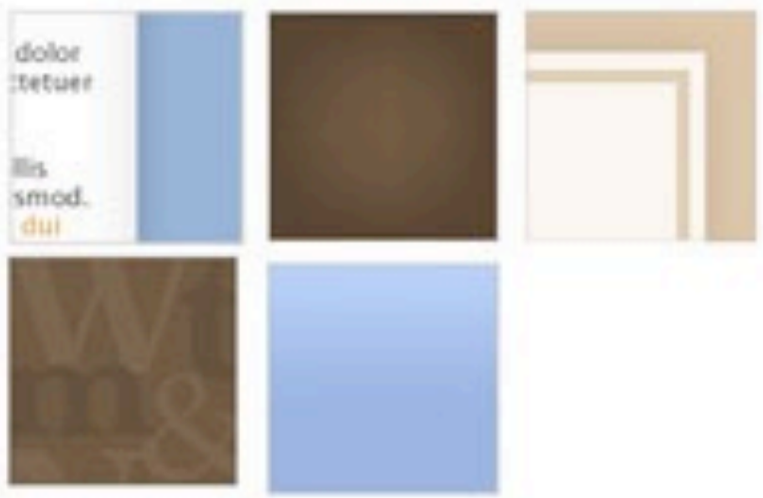
Company Logo

Adjectives:

Soft
Warm
Friendly
Modern
Sophisticated
Stylish
Comforting

Sample Colors:

Sample Textures & Patterns



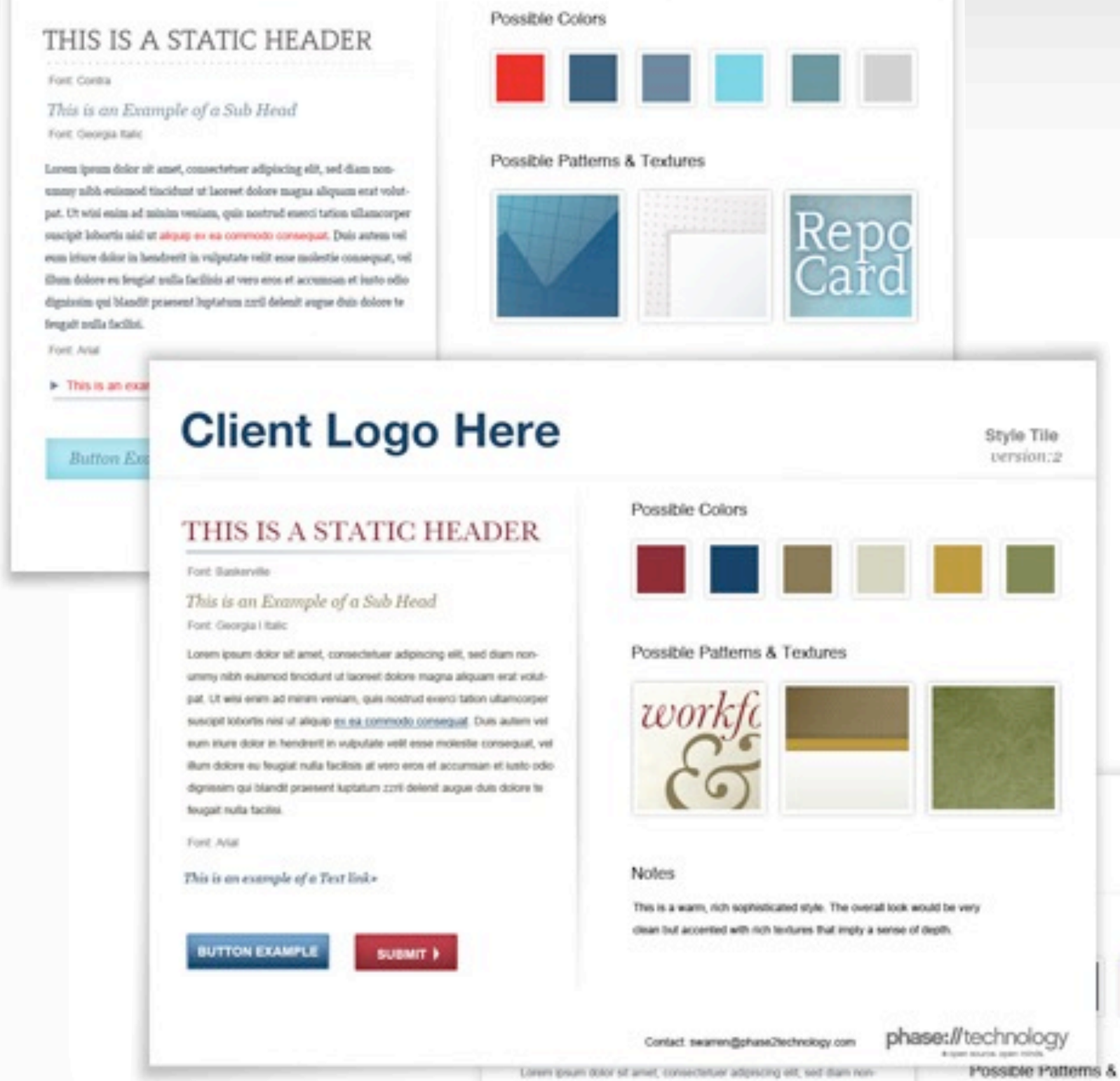
iStock photo #4306066

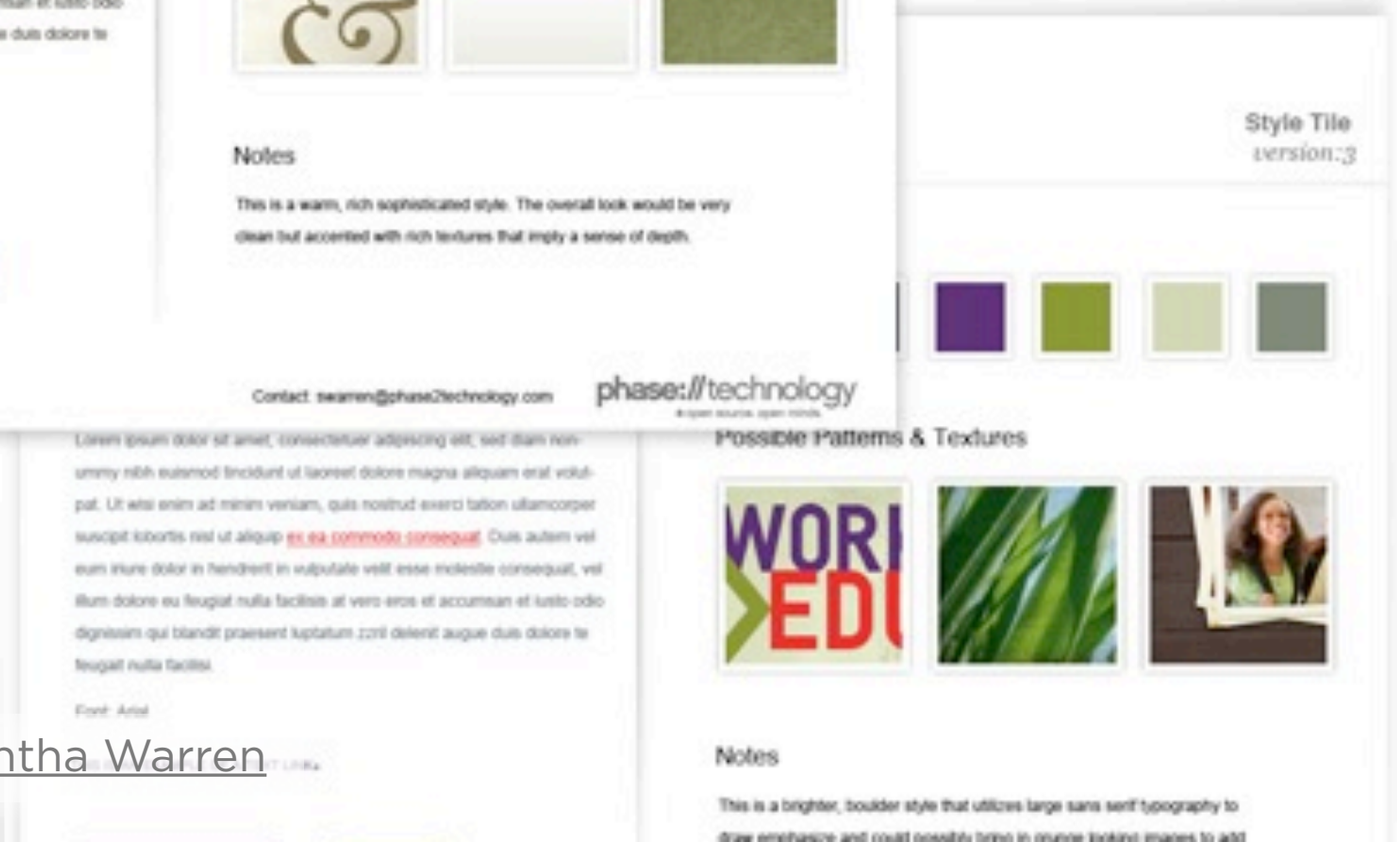
Sample Typography:

Sample Page Heading: Our Products

Font: Impress BT

From *Why Mood Boards Matter* by Mindy Wagner





From *Style Tiles in Practice* by Samantha Warren

- Avoiding a Frankenstein Website Design: Collaborating with Clients
  - bit.ly/collab-with-clients
- Why Mood Boards Matter
  - bit.ly/mood-boards
- Style Tiles in Practice
  - bit.ly/style-tiles

CASE STUDY

Expeditionary Learning

elschools.org

Who is Expeditionary Learning?

- Expeditionary Learning is an education reform organization that partners with schools, districts and charter boards to bring their project-based learning approach to new and existing schools
- EL partnered with Thinkso Creative and Four Kitchens to relaunch their brand and website

Expeditionary Learning Schools Outward Bound

Expeditionary Learning Schools Outward Bound

What is ELS?

Our Approach

Professional Development

We Can Help You

See Our Results

Support Expeditionary Learning

Our Publications

Aprendizaje Expedicionario en Español

Expeditionary Learning Schools Outward Bound (ELS)

is a national, non-profit organization that opens new elementary, middle and college-oriented secondary schools, and partners with existing schools, to improve student achievement; build student character; enhance teacher practices; and instill a positive school culture. The ELS approach promotes rigorous and engaging curriculum; active, inquiry-based pedagogy; and a school culture that demands and teaches compassion and good citizenship.

At the heart of ELS are learning expeditions, interdisciplinary units aligned with state and district standards. The ELS approach is experiential and project-based, involving students in original research -- with experts -- to create high-quality products for audiences beyond the classroom. The ELS approach to teaching has been proven effective by third-party research conducted by the Rand Corporation, the Academy for Educational Development, the American Institutes for Research and the National Staff Development Council.

News

The ELS Board of Directors has appointed **Scott Hartl** as the new President and CEO of Expeditionary Learning Schools. Read the full press release here.

Students at Bonner Springs Elementary are changing the environment and trying to

Events

Register for the King Middle School site seminar, taking place May 14-15, 2009. The King Middle School, in Portland Maine, has sustained a powerful Expeditionary Learning approach for fifteen

EXPEDITIONARY LEARNING

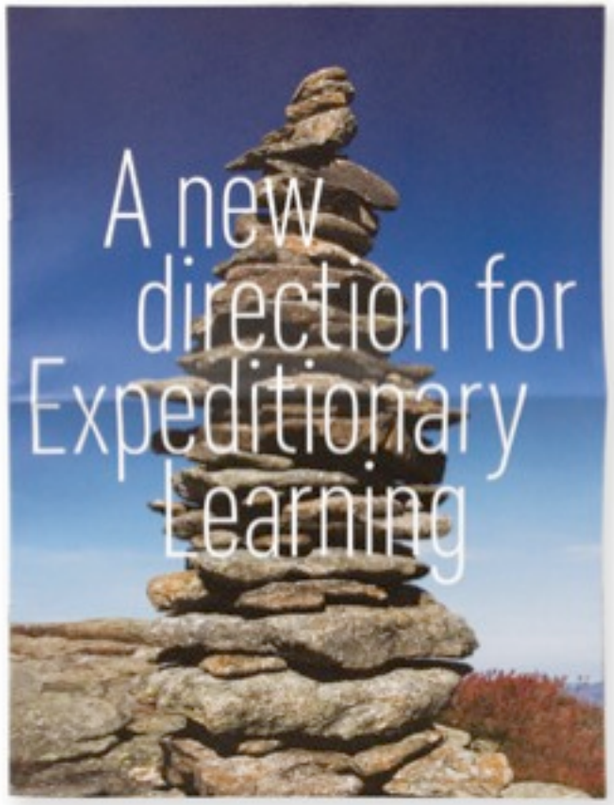
EXPEDITIONARY
LEARNING

A chartered entity of Outward Bound

Lili Brown
Chief Advancement Officer

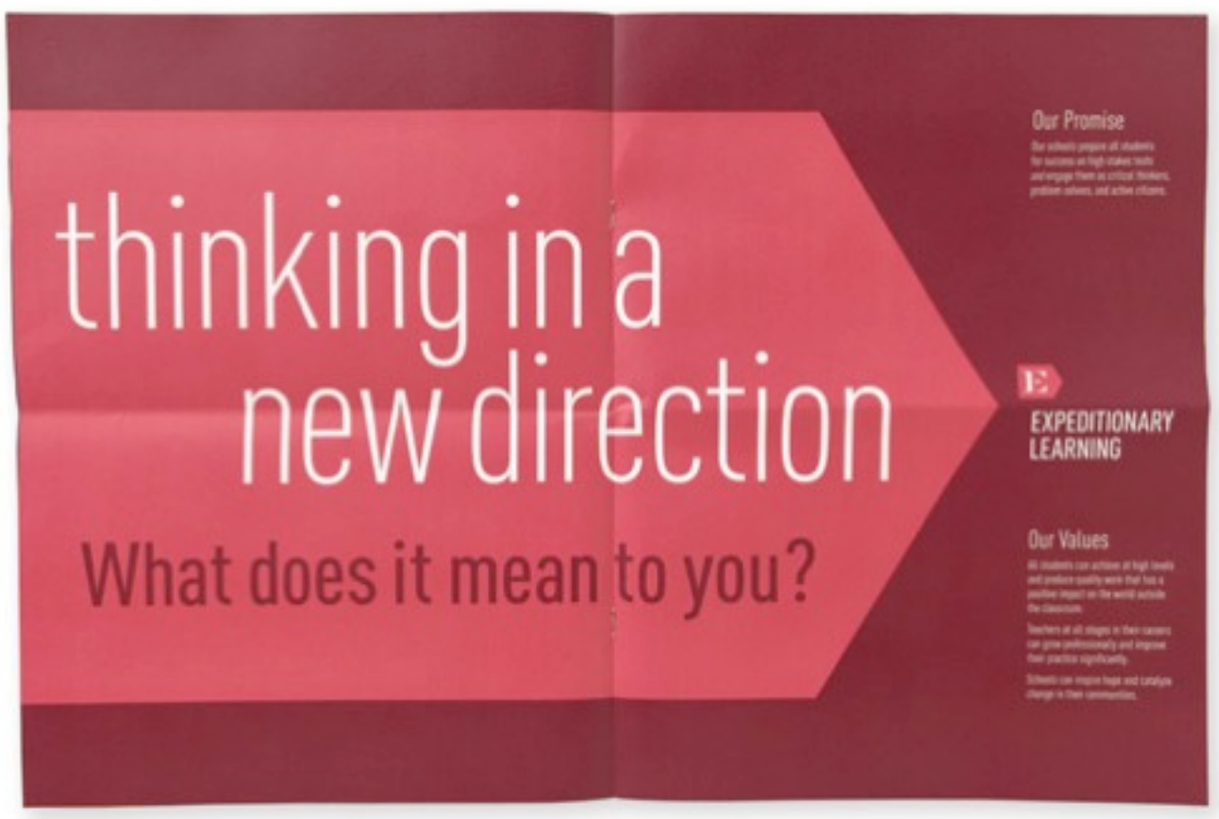
Expeditionary Learning
247 West 35th Street
Eighth Floor
New York, NY 10001
212-239-4455
212-239-8287 fax

lbrown@elschools.org


A new direction for Expeditionary Learning

Our heritage is rooted in academic rigor, teamwork, and the journey of learning. The logo is based on the concept of a signpost, a symbol that reflects this approach. It is pointing forward to communicate our focus and momentum.
Forging ahead

Our new mission identity matches our aggressive goals for improving school performance and bold vision for education reform. One of the most noticeable changes is our new color: crimson. It signals urgency and leadership, and helps us stand out in a crowded field.
Leading the movement


thinking in a new direction
What does it mean to you?
Our Promise
Our schools prepare all students for success on high-stakes tests and engage them as critical thinkers, problem solvers, and active citizens.
EXPEDITIONARY LEARNING
Our Values
All students can achieve at high levels and produce quality work that has a positive impact on the world outside the classroom.
Teachers at all stages in their careers can grow professionally and improve their practice significantly.
Schools can inspire hope and catalyze change in their communities.

EXPEDITIONARY LEARNING
Field Journal
NAME:
SUBJECT:
EXPEDITIONARY LEARNING
Field Journal

Expeditionary Learning Schools Outward Bound

HOME | SEARCH | SITE MAP | CONTACT US | MEMBER LOGIN | EMPLOYMENT | FAQ

- What is ELS?
- Our Approach
- Professional Development
- We Can Help You
- See Our Results
- Support Expeditionary Learning
- Our Publications
- Aprendizaje Expedicionario en Español

Expeditionary Learning Schools Outward Bo[redacted]

non-profit
elemen
secon
exis
ac
enh
positive sc
promotes rigorous and engagin
active, inquiry-based pedago
school culture that dema
compassion and good

At the heart of ELS
interdisciplinary
district standard
experiential and project-based, involving students in original research -- with experts -- to create high-quality products for audiences beyo

[redacted]

ditions,
state and
oach is

m. The ELS approach to teaching has been proven effective by thi
h conducted by the Rand Corporation, the Academy for Ed
opment, the American Institutes for Research and the National St
Council.

News

The ELS Board of Directors has appointed **Scott Hartl** as the new President and CEO of Expeditionary Learning Schools. Read the full press release here.

Students at Bonner Springs Elementary are changing the environment and trying to

Events

Register for the King Middle School site seminar, taking place May 14-15, 2009. The King Middle School, in Portland Maine, has sustained a powerful Expeditionary Learning approach for fifteen

Theory vs. practice

1. Define the site
2. Choose your platform
3. Translate to Drupalspeak
4. Visual design

1. Define the site
2. Visual design
3. Choose your platform
4. Translate to Drupalspeak
5. Revise site definition and visual design

STEP 1

Define the EL site

What's the purpose of the site?

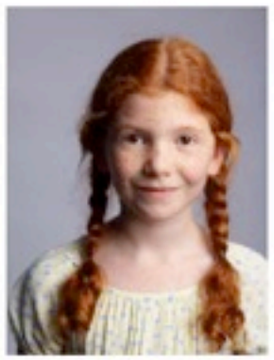
- **Communicate EL's mission, vision, and methods**
- **Translate the new brand identity** for the web
- **Create secure online tools** for EL's network of teachers that would help them collaborate on projects, tap into existing resources and plan their school year

Who is the audience?

Persona: Fifth Grade Student, Non-EL Suburban Elementary School

2 June 2011

Kayla, 11



Personal & professional details:

Kayla is a strong fifth-grade student in an upper-middle class suburban elementary school; next year she will be in a large middle school. She is white; has one younger brother; has young, professional parent
all the time when she can be, networki
She is a member of an online student v
group sent the entire group a link to th
featured. Kayla visited the site and imm
been investigating and discussing it.

Motivation for visiting & website v

- She wants to be able to look at a wi
for her classwork
- She would like to build an exhibition,
project

Persona: "No excuses" advocate/educator/administrator "tight" schools

2 June 2011

Will, 32

Personal & professional details:

Will is white, an ivy league grad, has TFA experience, and is currently working in a high-need, urban school.

Motivation for visiting:

- Will is looking for enrichment beyond test scores but is skeptical that student work can be either a practical measure of student achievement/skills or a way to make students college-ready. He is ready to be delighted by beauty and skills on display in the work in the site's collection, but wants to see hard data and evidence alongside the work on the site. Will also ultimately wants to be reassured that these projects are feasible/practical and he will get results in his own classroom.

Website wish list:

- View exhibitions
- Search/browse individual projects
- View accompanying/supporting data for individual projects
- Follow links between projects and the core standards they connect to
- Share links to individual projects or exhibitions with colleagues

Technical ability:

Will is a power-user who is media-literate and tech savvy.

Persona: High School Student

Angel, 16

Personal & professional details:

Angel is a student in a small, project-based urban high school. He i
a sister in the same high school and a brother in the attached midd
planning on being the first in his family to attend college. He spend
online, gaming or on social network sites. He would like to someda
or do graphic design for software.

Motivation for visiting & website wish list:

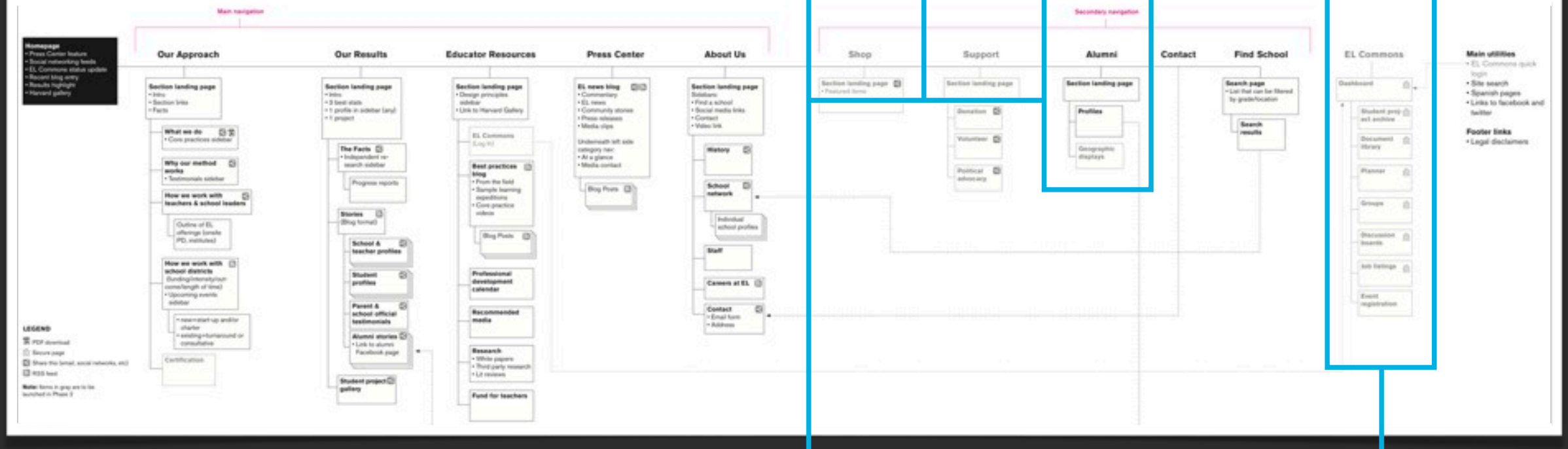
- He would like the site to feature cool graphics and animation to
- He would like have many choices and creative chances on the s
customize things
- He wants to be able to communicate with his friends while he's
and to send things from the site to his other networking sites
- He would like to look at intriguing projects by students – of all a
particularly those with strong visual artwork or new ideas
- He would like to build exhibitions that he can show his friends a
- He would like to use his personal exhibitions in his digital portfo
Presentations of Learning.

What is the content, and how will it be organized?

~~Content types~~

Sitemap

Communicate EL's mission



Create secure online tools

EL Commons

- Dashboard
- Student project archive
- Document library
- Planner
- Groups
- Discussion boards
- Job listings
- Event registration

Planner home

- Expeditions Overview
  - Create Expedition
  - View/Edit Expedition
- Projects Overview
  - Create Project
  - View/Edit Project
- Lessons Overview
  - Create Lesson
  - View/Edit Lesson
- STAs Overview
  - Create STA
  - View/Edit STA
- Search
- Public planner items

How will people experience the site?

Academic achievement

Evidence of engagement

Quality of student work

Our Results

We measure student success based on three indicators: academic achievement, evidence of engagement, and quality of student work. We are developing tools to track student progress so we can better assess our schools performance—and our own.

Academic achievement

Our students are outperforming district averages on state and mandated tests. In many of our schools, students' test scores exceed state and district averages by substantial margins, with particular success among black and Latino students.

Learn more>

Evidence of engagement

Our model fosters more than just academic achievement. Our students are engaged in their own learning and in the community around them while our school and district leaders are deeply engaged in the conversations about how to improve education.

Learn more>

Quality of student work

We've selected ten projects that demonstrate how our students are producing high-quality work that matters in the real world.

100% College Acceptance Club

[Insert banner image]
Our goal for each student is college acceptance. These school are members of our 100% College Acceptance Club. In 2010, the following schools earned a place in the club:

Calli Olin Academy
Tucson, AZ

Codman Academy Charter Public School
Dorchester, MA

Decatur Discovery Academy
Indianapolis, IN

Mapleton Expeditionary School of the Arts
Thornton, CO

Northpoint Expeditionary Learning Academy
Prescott, AZ

Rocky Mountain School of Expeditionary Learning
Denver, CO

Silverton School of Expeditionary Learning
Silverton, CO

Main nav

Secondary nav

Stay connected

EL Commons (log in) | Contact | Find a school

Search

ALUMNI REGISTRY

OUR APPROACH | OUR RESULTS | EDUCATOR RESOURCES | PRESS CENTER | ABOUT US

Share

Section nav

Academic achievement

Evidence of engagement

Quality of student work

Our Results

We measure student success based on three indicators: academic achievement, evidence of engagement, and quality of student work. We are developing tools to track student progress so we can better assess our schools performance—and our own.

Academic achievement

Our students are outperforming district averages on state and mandated tests. In many of our schools, students' test scores exceed state and district averages by ...tantial margins, with particular success among black and Latino students.

... more>

Evidence of engagement

Our model fosters more than just academic achievement. Our students are engaged in their own learning and in the community around them while our school and district leaders are deeply engaged in the conversations about how to improve education.

Learn more>

Quality of student work

We've selected ten projects that demonstrate how our students are producing high-quality work that matters in the real world.

100% College Acceptance Club

[Insert banner image]
Our goal for each student is college acceptance. These school are members of our 100% College Acceptance Club. In 2010, the following schools earned a place in the club:

Calli Olin Academy
Tucson, AZ

Codman Academy Charter Public School
Dorchester, MA

Decatur Discovery Academy
Indianapolis, IN

Mapleton Expeditionary School of the Arts
Thornton, CO

Northpoint Expeditionary Learning Academy
Prescott, AZ

Rocky Mountain School of Expeditionary Learning
Denver, CO

Silverton School of Expeditionary Learning
Silverton, CO

Page title + intro

Sidebar

Main content

Academic achievement

Evidence of engagement

Quality of student work

Our Results

We measure student success based on three indicators: academic achievement, evidence of engagement, and quality of student work. We are developing tools to track student progress so we can better assess our schools performance—and our own.

Academic achievement

Our students are outperforming district averages on state and mandated tests. In many of our schools, students' test scores exceed state and district averages by substantial margins, with particular success among black and Latino students.

Learn more>

Evidence of engagement

Our model fosters more than just academic achievement. Our students are engaged in their own learning and in the community around them while our school and district leaders are deeply engaged in the conversations about how to improve education.

Learn more>

Quality of student work

We've selected ten projects that demonstrate how our students are producing high-quality work that matters in the real world.

100% College Acceptance Club

[Insert banner image]
Our goal for each student is college acceptance. These school are members of our 100% College Acceptance Club. In 2010, the following schools earned a place in the club:

Calli Olin Academy
Tucson, AZ

Codman Academy Charter Public School
Dorchester, MA

Decatur Discovery Academy
Indianapolis, IN

Mapleton Expeditionary School of the Arts
Thornton, CO

Northpoint Expeditionary Learning Academy
Prescott, AZ

Rocky Mountain School of Expeditionary Learning
Denver, CO

Silverton School of Expeditionary Learning
Silverton, CO

Usability testing

Napkin sketch

Paper prototypes

Keynote prototypes

HTML/CSS prototypes

STEP 2

Design the EL site

Thinking in a new direction

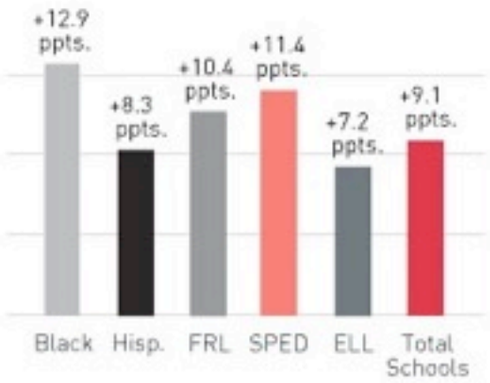
FROM THE STUDENT PROJECT GALLERY

ANSER Bird Identification Notecards

ANSER Charter School | Boise, ID | Kindergarten

Note cards with bird drawings on the front and information on the back. Drawings were done entirely by kindergartners, with critique from peers and many drafts. Fifth grade research buddies helped with the written text. Cards were sold across

OUR RESULTS



EL Schools outperform district averages

Read more about our results

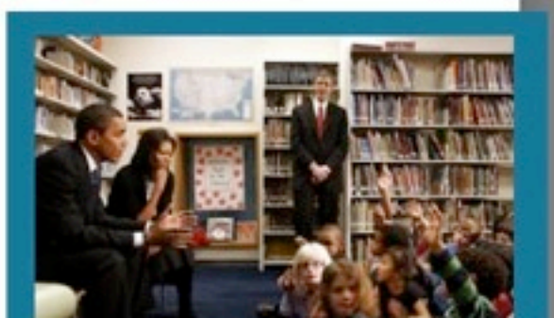
PRESS CENTER

Manzanita School of Expeditionary Learning, Equity, and Diversity named a National Title I Distinguished School
12.14.10 | 0

Five Edutopia editors include EL in their top picks for 2010
12.14.10 | 0

Three EL Schools are named Colorado Centers of Excellence
12.14.10 | 0

Read More



ALUMNI REGISTRY CONTACT MY ACCOUNT LOG OUT

EXPEDITIONARY LEARNING

Our Approach | Our Results | Educator Resources | Press Center | About Us

Logo

Typography

Tagline

Thinking in a new direction

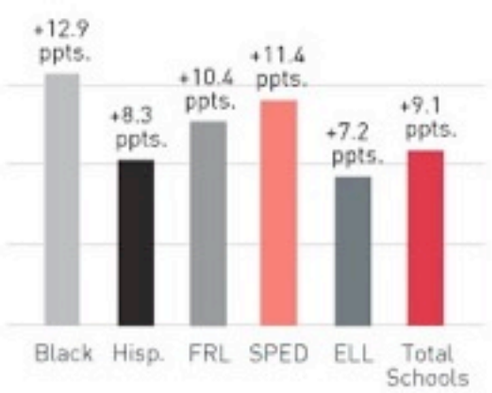
Imagery

FROM THE STUDENT PROJECT GALLERY

ANSER Bird Identification Notecards
ANSER Charter School | Boise, ID | Kindergarten

Note cards with bird drawings on the front and information on the back. Drawings were done entirely by kindergartners, with critique from peers and many drafts. Fifth grade research buddies helped with the written text. Cards were sold across

OUR RESULTS



EL Scho
averag

Read m

Color

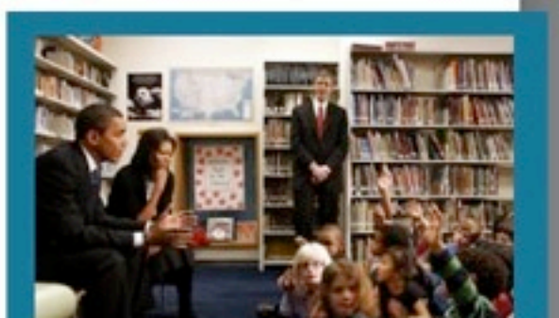
PRESS CENTER

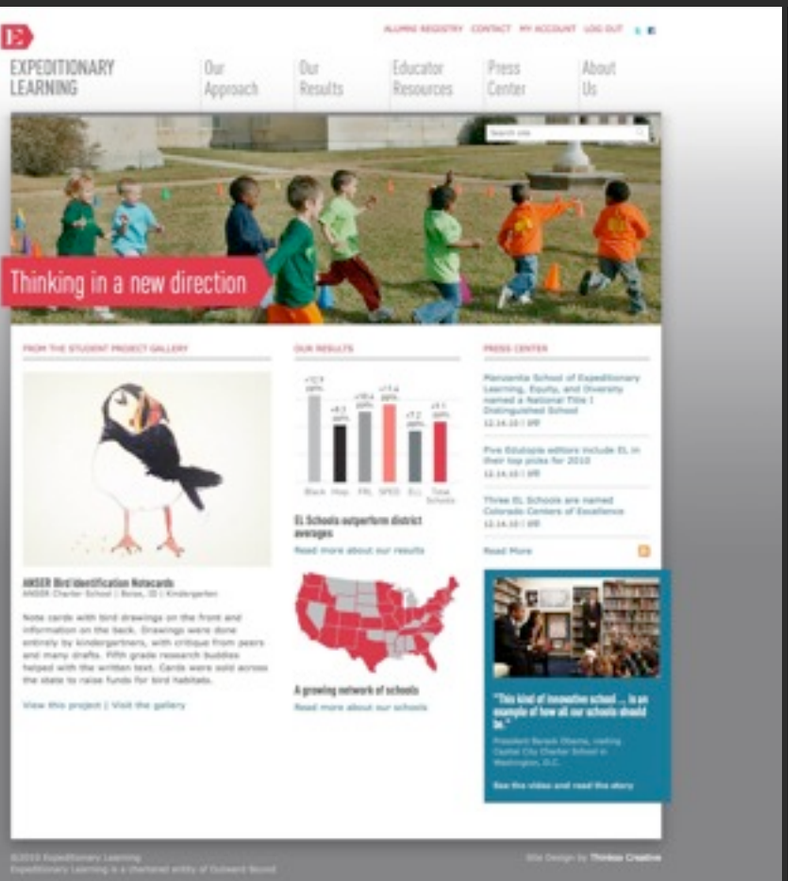
Manzanita School of Expeditionary Learning, Equity, and Diversity named a National Title I Distinguished School
12.14.10 | 0

Five Edutopia editors include EL in their top picks for 2010
12.14.10 | 0

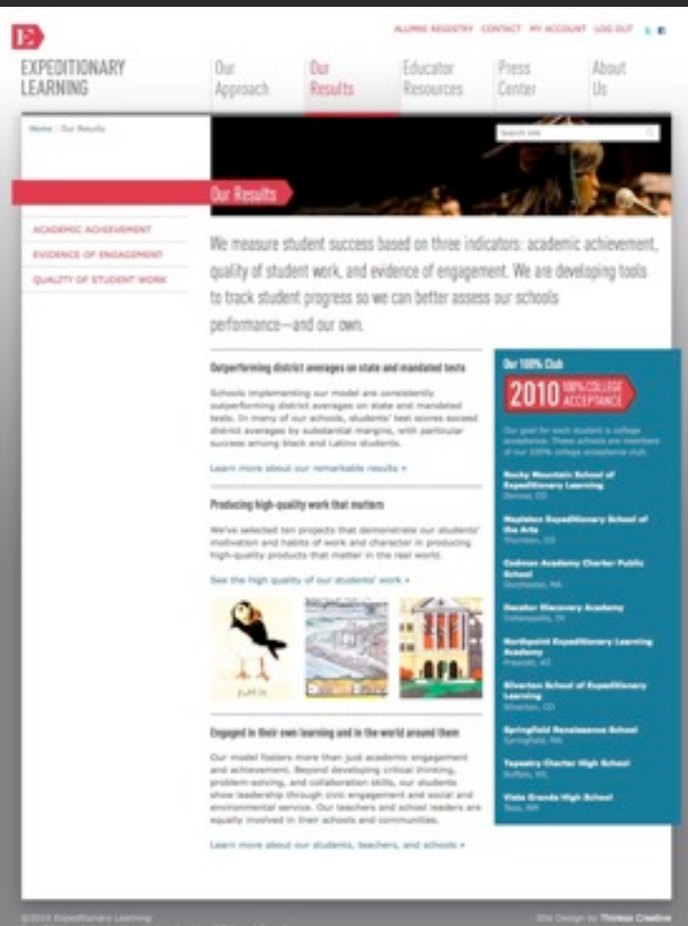
Three EL Schools are named Colorado Centers of Excellence
12.14.10 | 0

Read More





Homepage



Landing page

Interior

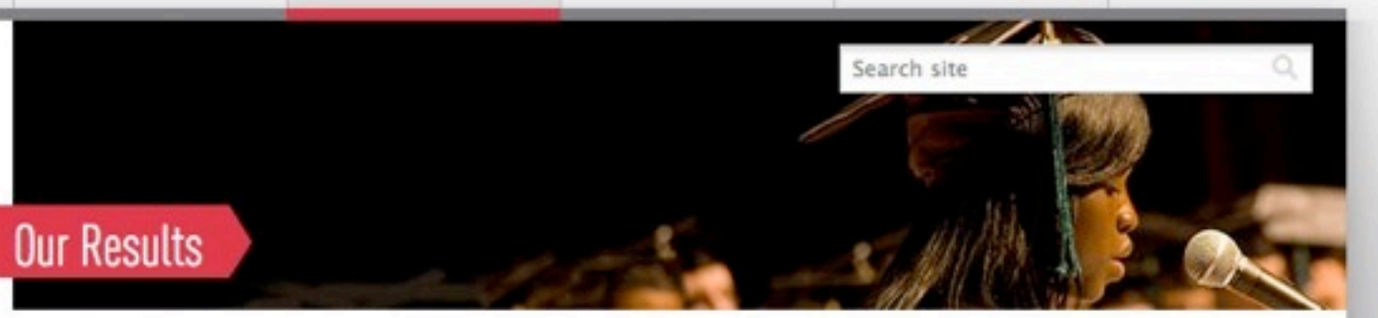
ALUMNI REGISTRY CONTACT MY ACCOUNT LOG OUT

EXPEDITIONARY LEARNING

Our Approach | Our Results | Educator Resources | Press Center | About Us

Home | Our Results

Search site



Our Results

ACADEMIC ACHIEVEMENT

EVIDENCE OF ENGAGEMENT

QUALITY OF STUDENT WORK

We measure student success based on three indicators: academic achievement, quality of student work, and evidence of engagement. We are developing tools to track student progress so we can better assess our schools performance—and our own.

Outperforming district averages on state and mandated tests

Schools implementing our model are consistently

Our 100% Club

2010 100% COLLEGE

Stay connected

EL Commons (log in) | Contact | Find a school | Search

ALUMNI REGISTRY

OUR APPROACH | OUR RESULTS | EDUCATOR RESOURCES | PRESS CENTER | ABOUT US

Home » Our Results

Share

Academic achievement

Evidence of engagement

Quality of student work

Our Results

We measure student success based on three indicators: academic achievement, evidence of engagement, and quality of student work. We are developing tools to track student progress so we can better assess our schools performance—and our own.

Academic achievement

100% College Acceptance Club

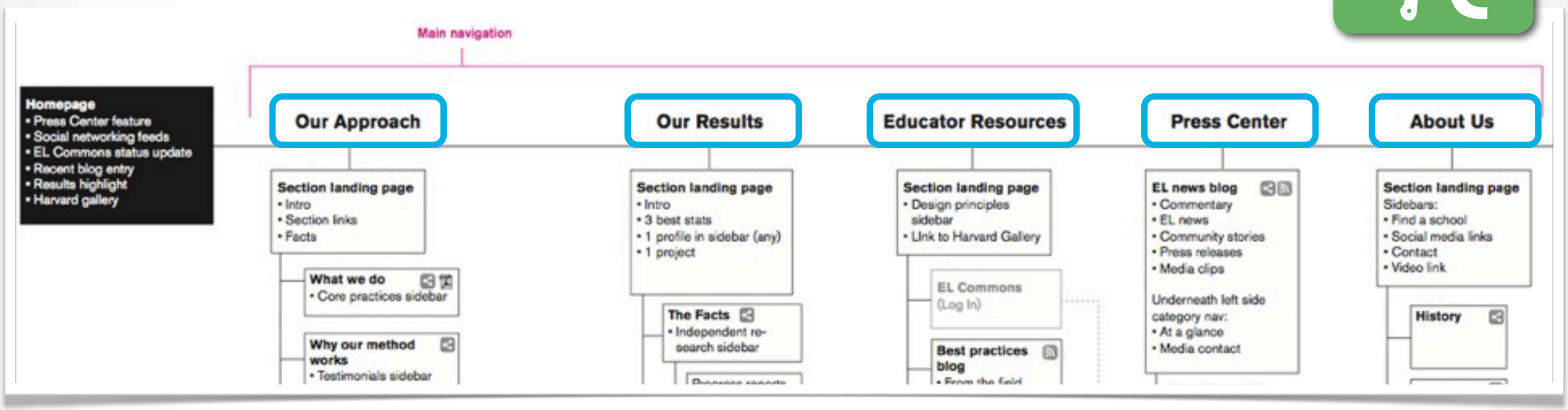
[Insert banner image]
Our goal for each student is college acceptance. These school are members of our 100% College Acceptance Club. In 2010, the following schools earned a place in the club:

STEP 3

Choose Drupal for EL

STEP 4

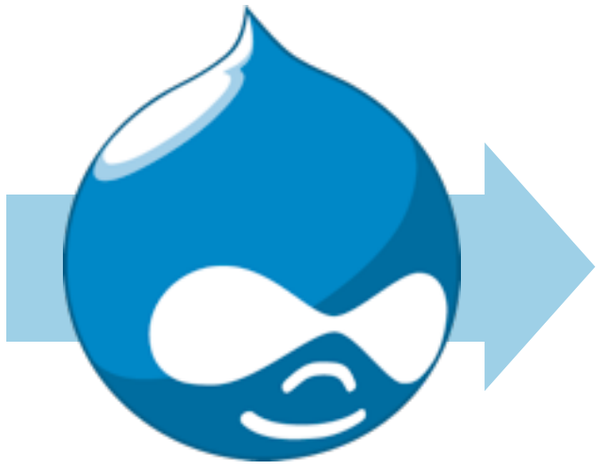
Translate the EL site into Drupalspeak



thinkso + Sections

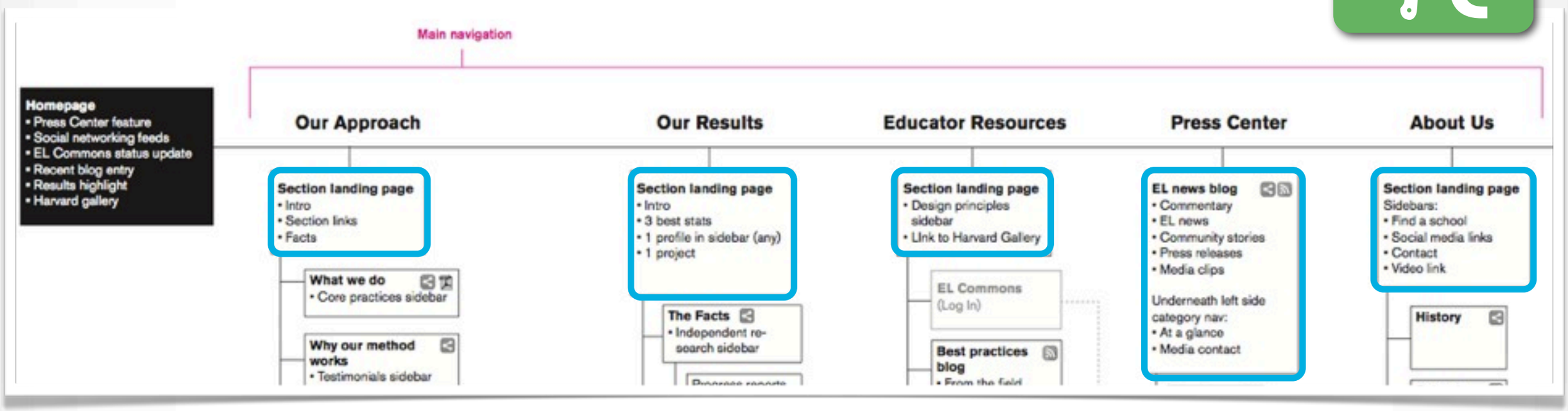
Sitemap by Thinkso Creative

Sections



Primary menu items

Contexts

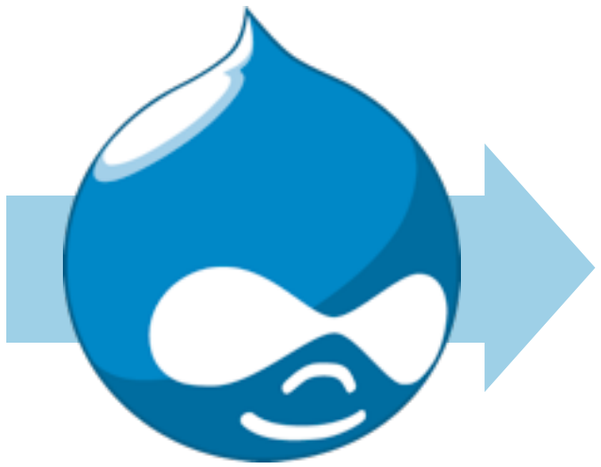


thinkso +

Section landing pages

Sitemap by Thinkso Creative

Section landing pages



Panels?

Views?

Secondary menu

SHOP | SUPPORT | ALUMNI | CONTACT | FIND SCHOOL

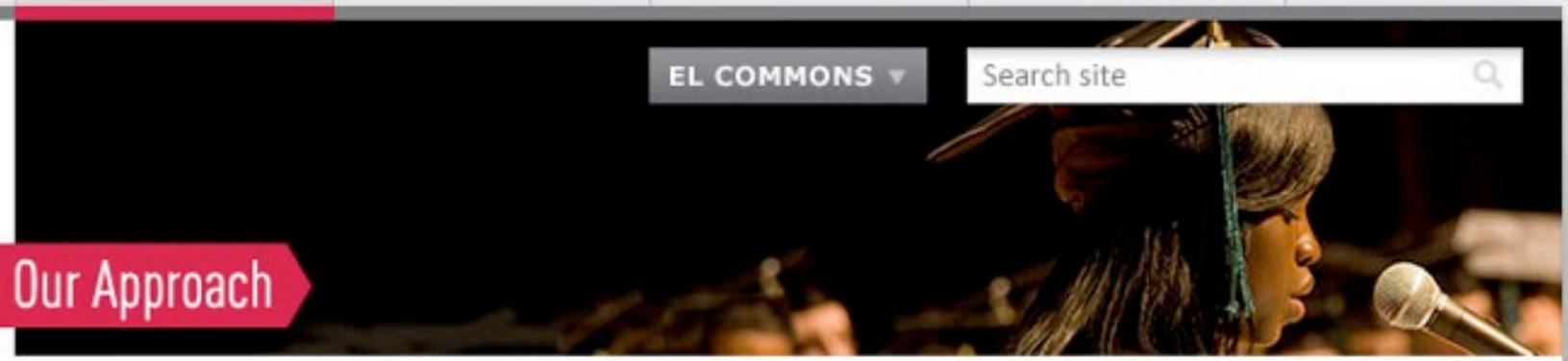
EXPEDITIONARY LEARNING

Our Approach | Our Results | Educator Resources | Press Center | About Us

Home | Our Approach

EL COMMONS

Search site



Our Approach

- WHAT WE DO
- WHAT WE BELIEVE
- HOW WE WORK WITH TEACHERS
- HOW WE WORK WITH SCHOOLS
- HOW WE WORK WITH DISTRICTS
- CERTIFICATION

Expeditionary Learning is a lorem ipsum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fringilla massa, ac blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

3. Help those who help themselves
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio,

Logo

Breadcrumb

Search box

EXPEDITIONARY LEARNING

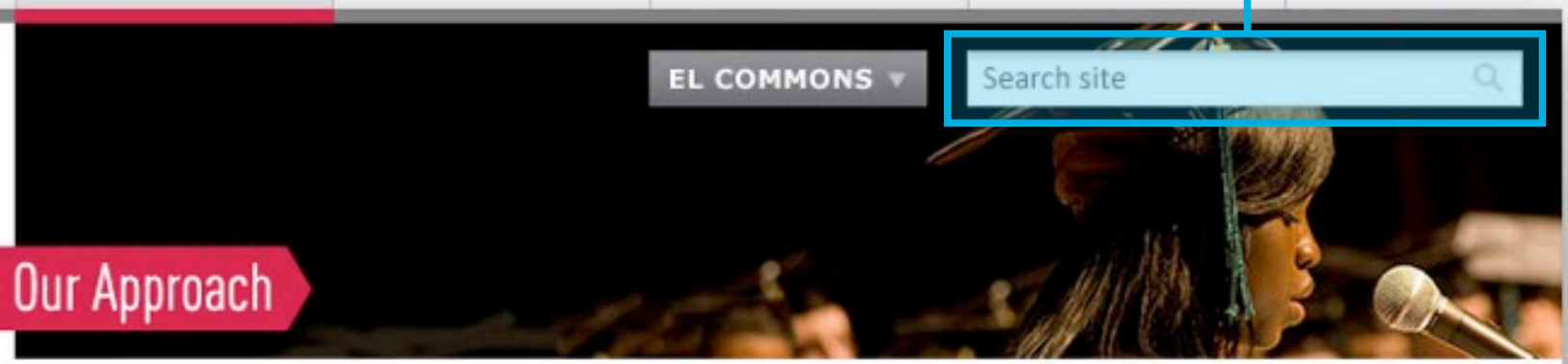
SHOP | SUPPORT | ALUMNI | CONTACT | FIND SCHOOL

Our Approach | Our Results | Educator Resources | Press Center | About Us

Home | Our Approach

EL COMMONS

Search site



Our Approach

- WHAT WE DO
- WHAT WE BELIEVE
- HOW WE WORK WITH TEACHERS
- HOW WE WORK WITH SCHOOLS
- HOW WE WORK WITH DISTRICTS
- CERTIFICATION

Expeditionary Learning is a lorem ipsum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fringilla massa, ac blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

3. Help those who help themselves
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio,

Secondary links

Primary links

SHOP | SUPPORT | ALUMNI | CONTACT | FIND SCHOOL

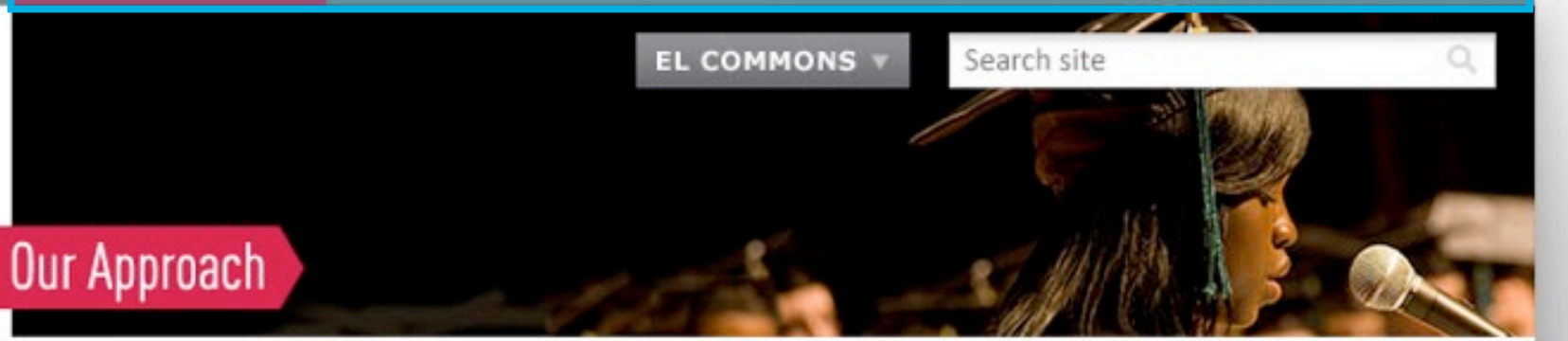
EXPEDITIONARY LEARNING

Our Approach | Our Results | Educator Resources | Press Center | About Us

Home | Our Approach

EL COMMONS

Search site



Our Approach

- WHAT WE DO
- WHAT WE BELIEVE
- HOW WE WORK WITH TEACHERS
- HOW WE WORK WITH SCHOOLS
- HOW WE WORK WITH DISTRICTS
- CERTIFICATION

Expeditionary Learning is a lorem ipsum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fringilla massa, ac blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

3. Help those who help themselves
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio,

Menu (block)

SHOP | SUPPORT | ALUMNI | CONTACT | FIND SCHOOL

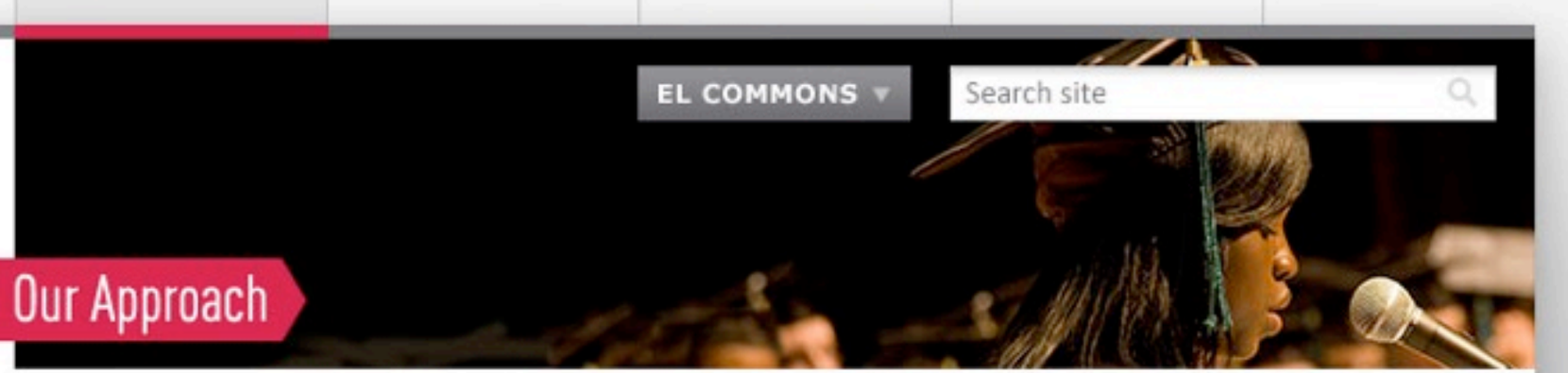
EXPEDITIONARY LEARNING

Our Approach | Our Results | Educator Resources | Press Center | About Us

Home | Our Approach

EL COMMONS

Search site



Our Approach

- WHAT WE DO
- WHAT WE BELIEVE
- HOW WE WORK WITH TEACHERS
- HOW WE WORK WITH SCHOOLS
- HOW WE WORK WITH DISTRICTS
- CERTIFICATION

Expeditionary Learning is a lorem ipsum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fringilla massa, ac blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

3. Help those who help themselves
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio,

- WHAT WE DO
- WHAT WE BELIEVE
- HOW WE WORK WITH TEACHERS
- HOW WE WORK WITH SCHOOLS
- HOW WE WORK WITH DISTRICTS
- CERTIFICATION

Expeditionary Learning is a lorem ipsum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fringilla massa, ac blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed imperdiet nisi tristique. Nam iaculis, diam nec ultrices luctus.

Learn more about what we believe.

Find out how we work with:

Teachers

Schools

Districts

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

3. Help those who help themselves
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci suspendisse.

4. An apple a day is a delicious snack
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc.

5. Keep your eye on the prize
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci suspendisse cond.

Learn more about our best practices

Expeditionary Learning is a lorem insum dolor sit amet, consectetur velorem adipiscing elit. Duis ornare fri blandit magna dictum situs amet. Donec quis mi a leo aliquam sollicitudin maecenas lobortis.

Block?

What we do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc n orci. Suspendisse condimentum mass mperdiet nisi tristique. Nam iaculis, tus.

Block?

Learn more about what we do.

What we believe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc m orci. Suspendisse condimentum mass mperdiet nisi tristique. Nam iaculis, tus.

Block?

Learn more about what we believe.

Find out how we work with:

Teachers

Schools

Districts

Block?

Our Five Best Practices

1. Make it real
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci.

2. You can't do it without the teacher
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci. Suspendisse condimentum massa at est dictum sed.

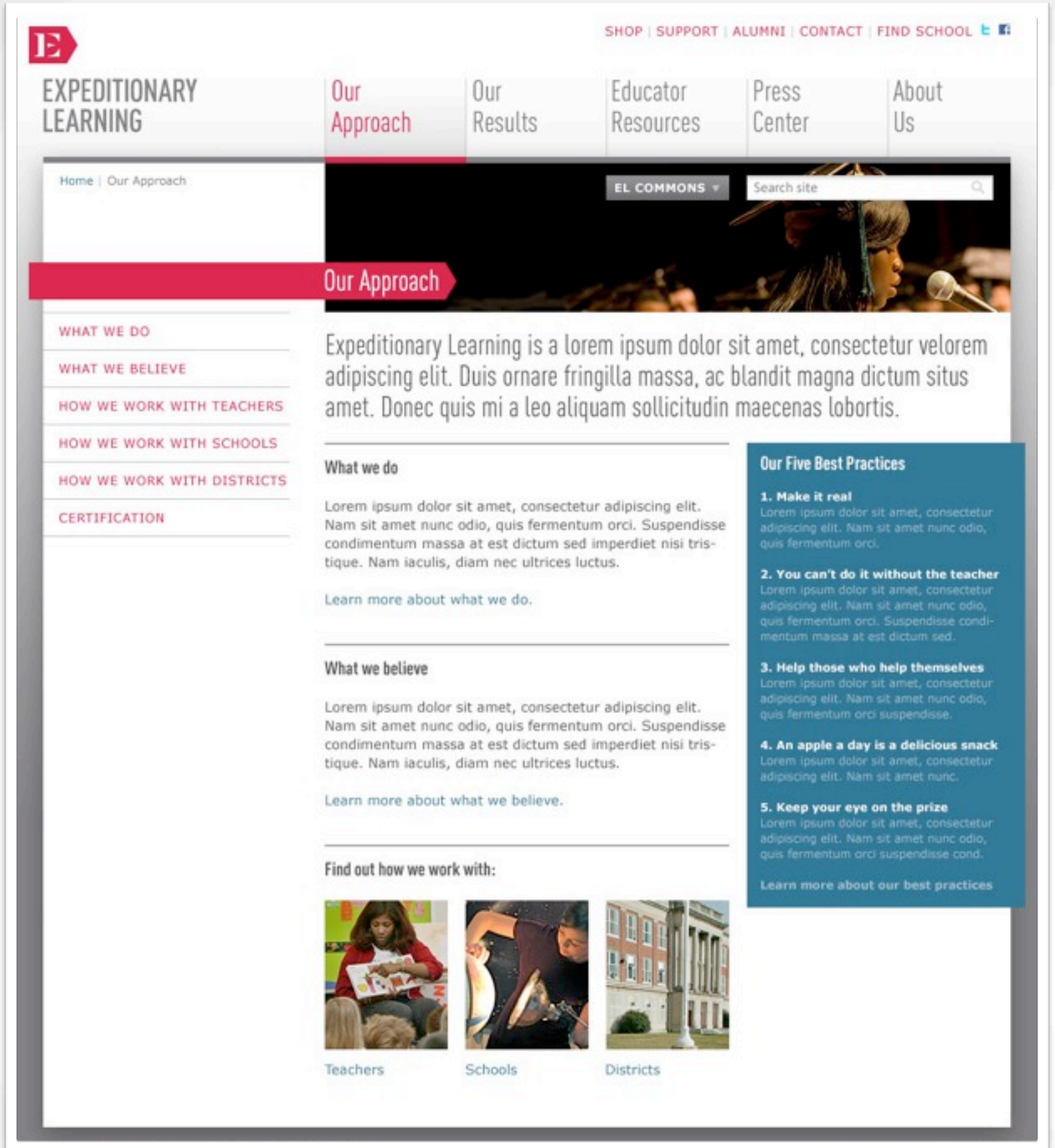
3. Help t lves
Lorem ips ctetur
adipiscing odio,
quis fermentum orci suspendisse.

Block?

4. An apple a day is a delicious snack
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc.

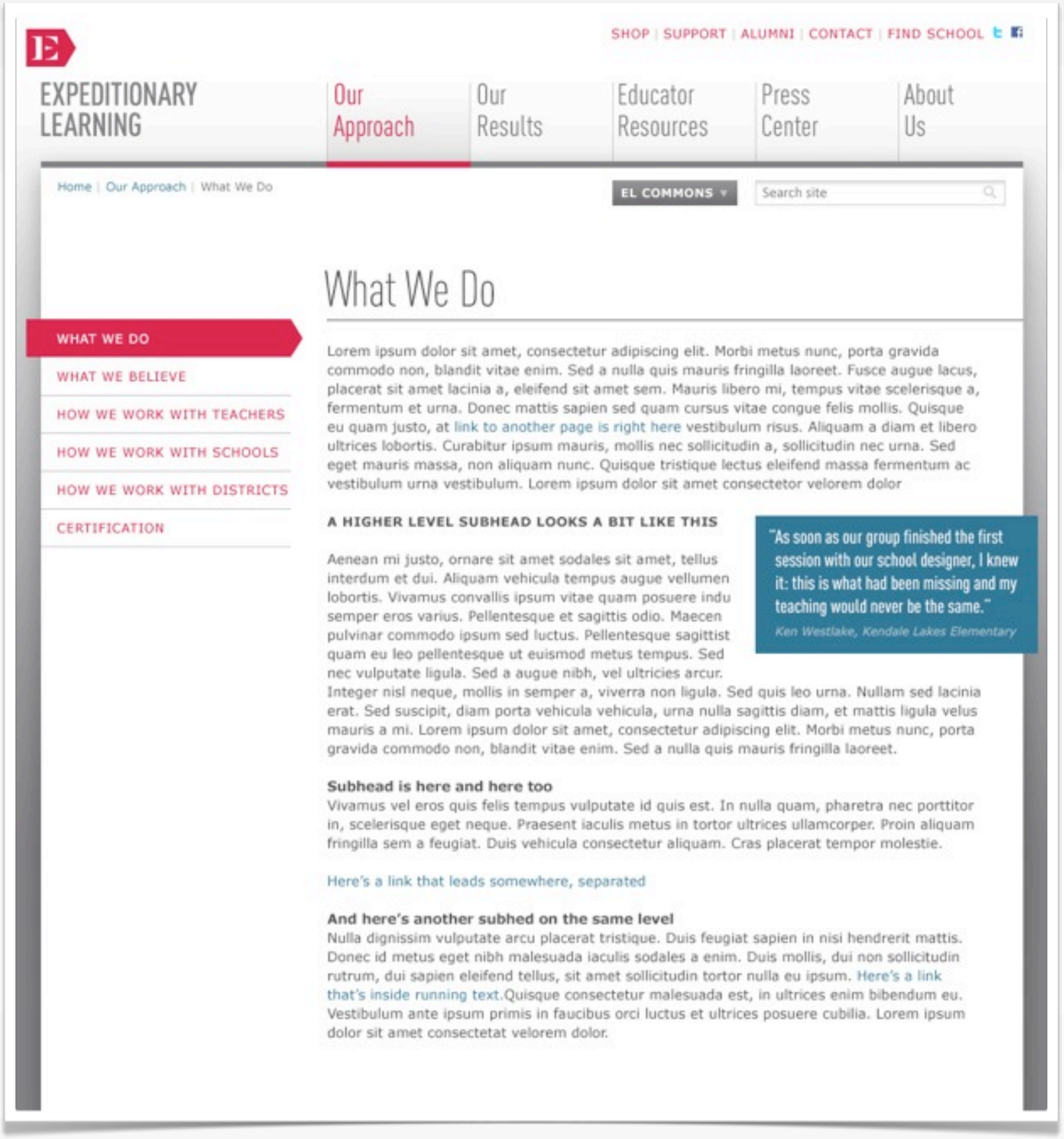
5. Keep your eye on the prize
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet nunc odio, quis fermentum orci suspendisse cond.

Learn more about our best practices

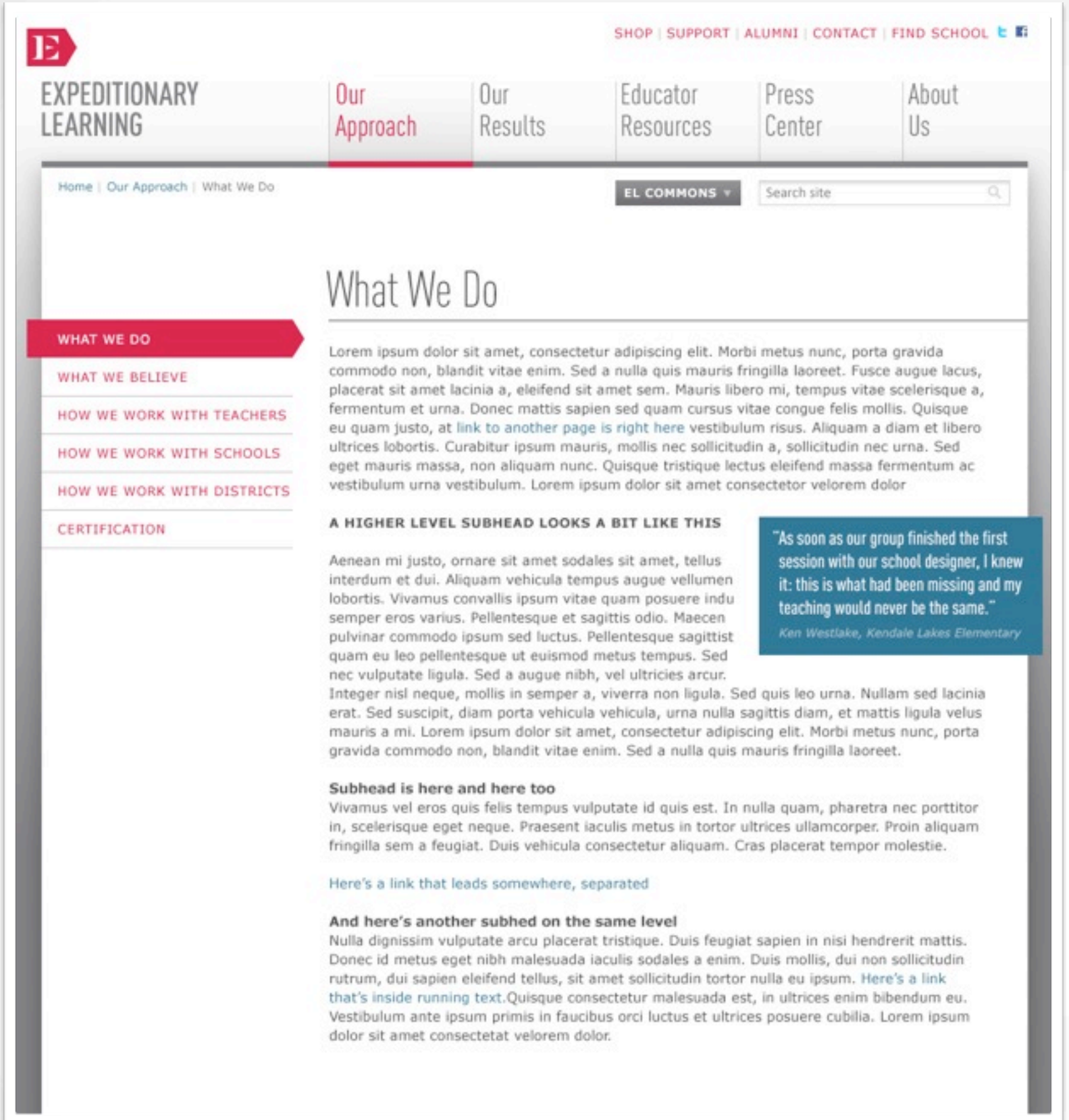


Panel!

Design by Thinkso Creative



Design by Thinkso Creative



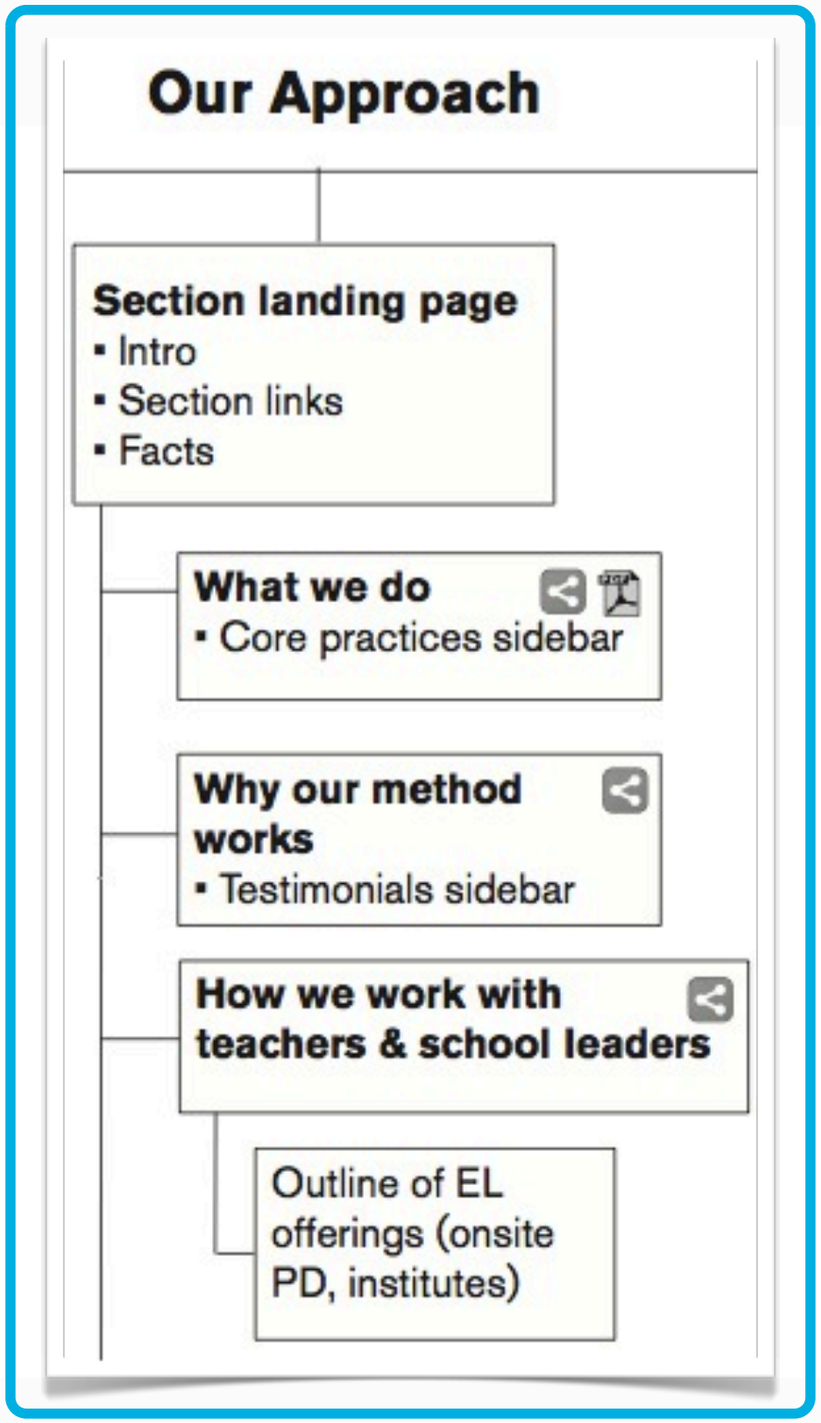
Page node

Design by Thinkso Creative

Section

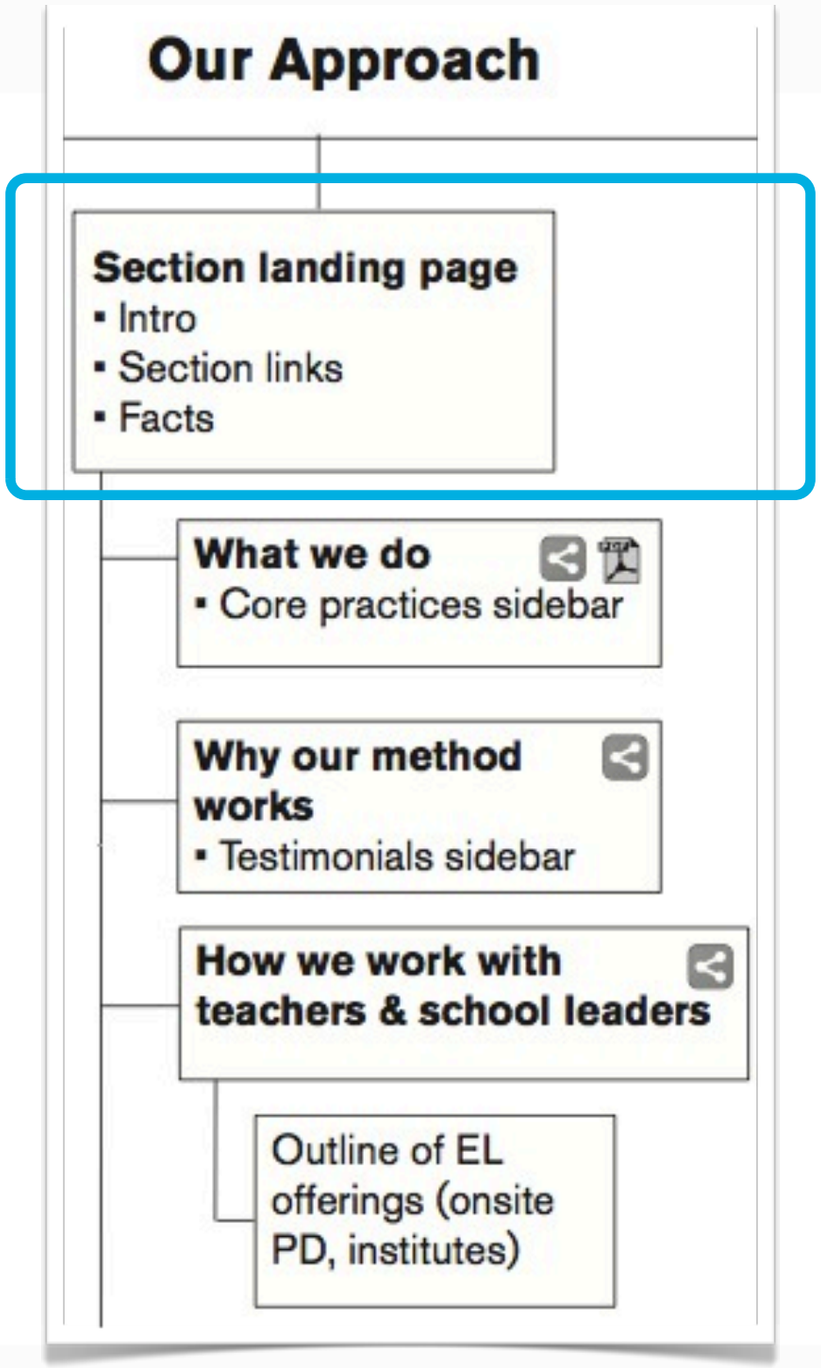
Primary menu item

Context



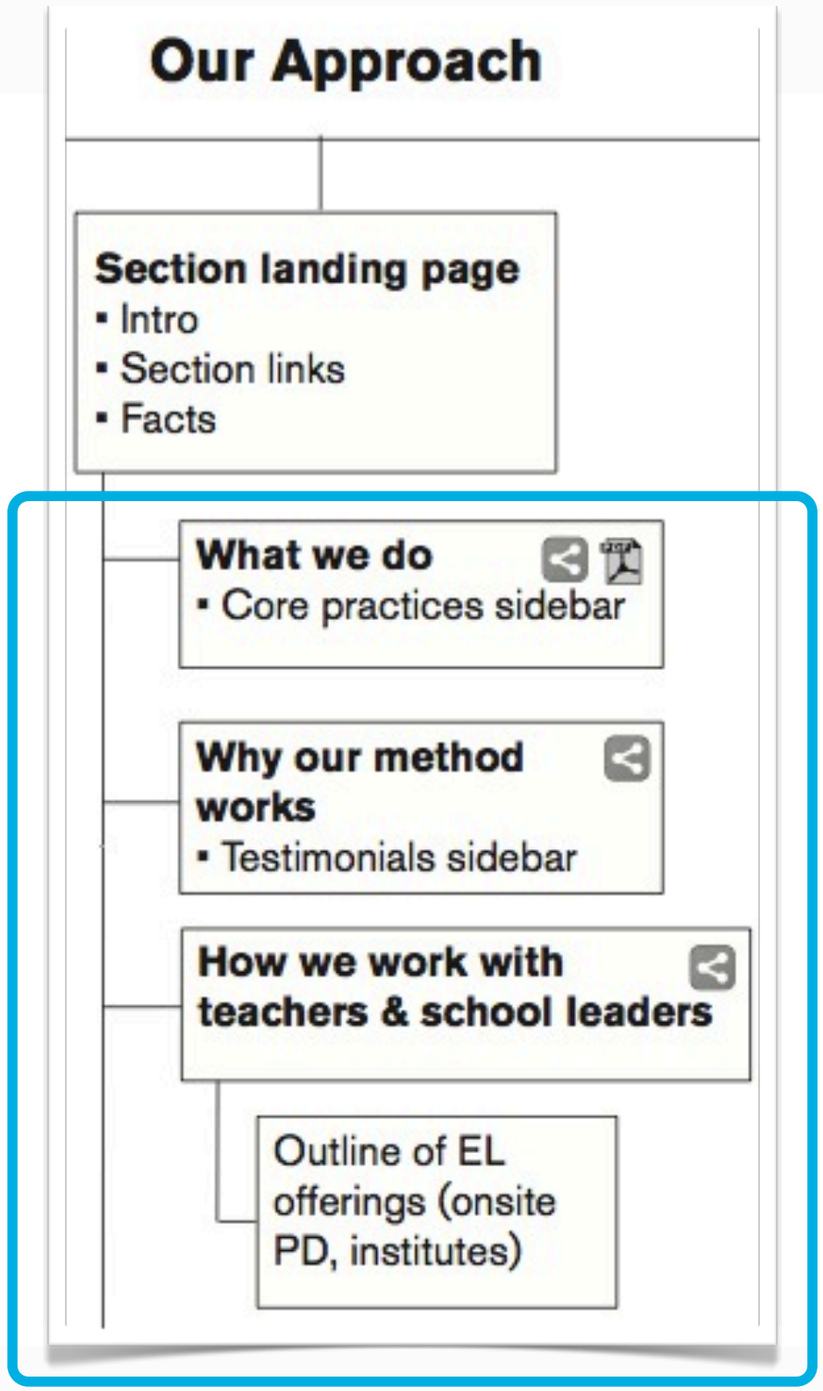
Sitemap by Thinkso Creative

Section landing page



Panel

Sitemap by Thinkso Creative



Section subpages

Secondary menu items

Page nodes

STEP 5

Revise site definition and visual design

Better. Faster. Cheaper.

How to accelerate the design and theming phases of your project

Design on a grid

(And use a CSS framework to implement it!)

1) Saves time

2) Saves money

3) Reduces frustration

“Embrace constraints”

— Mark Kraemer, National UX Practice Lead, EMC.com

- Constraints narrow the scope of the design and encourage creativity

Photo: Aaron Schmidt on Flickr (Creative Commons BY-NC-SA)

Enforcing a grid accelerates design while maintaining order

960 grid system

- CSS framework for grid-based design
- Download: 960.gs
- NineSixty for Drupal: drupal.org/project/ninesixty
  - Live demo at ninesixty.fkdemos.com

Drupal™

Build for Today. Create for Tomorrow

What can you make with Drupal? Beautiful, personal blogs or mighty, multi-featured, multi-user corporate sites. Our open source publishing software is the platform you need to create your place on the web.

Search Drupal.org

Search

Refine your search
- Modules & Themes
- Documentation
- API
- Forum posts

Popular searches
- Panels
- WYSIWYG
- Image Upload
- Wiki

Why Choose Drupal?

Drupal is like Lego. Connect the pieces and build a site limited only by your imagination. Drupal's passionate, vibrant community are always creating new pieces, or improving existing ones. Choosing Drupal means as your needs evolve, so does your site.

Get Started with Drupal

Who Else Uses Drupal?
Magazines: Fast Company, Popular Science
Newspapers: The Onion, Morris Digital, Seattle Times
And a wide range of other sites

Things We Made with Drupal

Develop with Drupal

Drupal is extensible, powerful, scalable, and flexible.

Current activity
4212 CVS a/c holders
612 commits this month

Drupal API
Download Drupal
Security Info
Issue List

Modules and Themes
Explore Drupal modules and themes

DO IT WITH DRUPAL
A 3 DAY SEMINAR
NEW ORLEANS, LA
DECEMBER 10 - 12, 2008

Advertising helps build a successful ecosystem around Drupal.

310,721 people in 24 countries speaking 14 different languages are using Drupal.

News | Docs Updates (6) | Forum Posts (6) | Commits (6) | More

Get Started | Community & Support | Documentation | Download & Extend | Marketplace | About

Drupal™

Build for Today. Create for Tomorrow

What can you make with Drupal? Beautiful, personal blogs or mighty, multi-featured, multi-user corporate sites. Our open source publishing software is the platform you need to create your place on the web.

Search Drupal.org

Search

Refine your search
- Modules & Themes
- Documentation
- API
- Forum posts

Popular searches
- Panels
- WYSIWYG
- Image Upload
- Wiki

Drupal Homepage | Your Dashboard | Login / Register

Why Choose Drupal?

Drupal is like Lego. Connect the pieces and build a site limited only by your imagination. Drupal's passionate, vibrant community are always creating new pieces, or improving existing ones. Choosing Drupal means as your needs evolve, so does your site.

Get Started with Drupal

Who Else Uses Drupal?
Magazines: Fast Company, Popular Science
Newspapers: The Onion, Morris Digital, Seattle Times
And a wide range of other sites

Things We Made with Drupal

Develop with Drupal

Drupal is extensible, powerful, scalable, and flexible.

Current activity
4212 CVS a/c holders
612 commits this month

Drupal API
Download Drupal
Security Info
Issue List

Modules and Themes
Explore Drupal modules and themes

DO IT WITH DRUPAL
A 3 DAY SEMINAR
NEW ORLEANS, LA
DECEMBER 10 - 12, 2008

Advertising helps build a successful ecosystem around Drupal.

310,721 people in 24 countries speaking 14 different languages are using Drupal.

News | Docs Updates (6) | Forum Posts (6) | Commits (6) | More

Don’t start at zero.

Start at *Drupal*

Increase your Drupalspeak vocabulary by leveraging default Drupal behavior and contributed modules

- Core modules
- Default blocks and menus
- Default theme regions
- Default template variables
  - listed at the top of each template file

Default output and styling

- Know what the default markup and CSS look like
- Stark theme
- Drupal 7: included in core
- Drupal 6: drupal.org/project/stark

Stark theme

Home

admin

- My account
- Create content
- Administer
- Log out

All about my k

View | Edit

Submitted by admin on Mon, 0

My kitchen is inside my house.
blender, a sink, and some cabin

Add new comment

Drupal

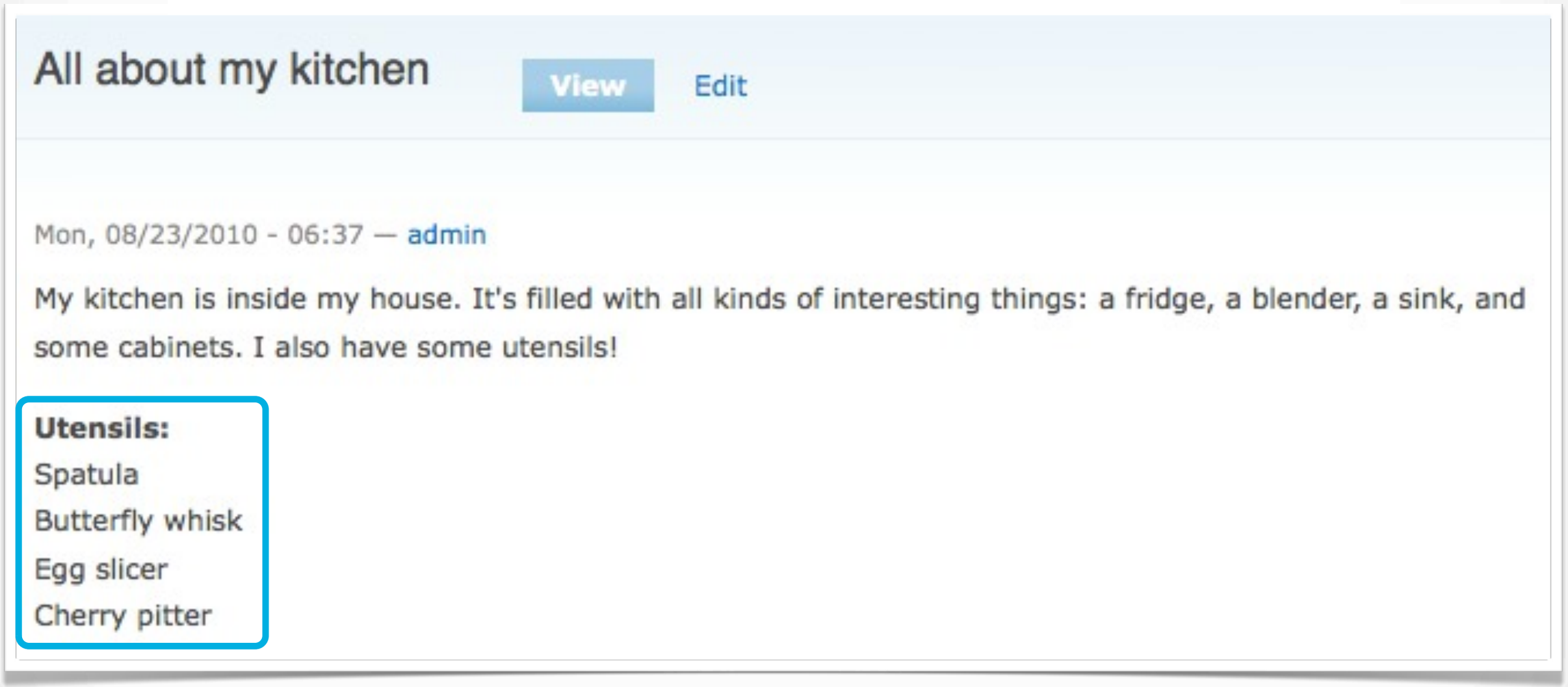
```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en" dir="ltr">

<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<link rel="shortcut icon" href="/misc/favicon.ico" type="image/x-icon" />
  <title>All about my kitchen | Stark theme</title>
  <link type="text/css" rel="stylesheet" media="all" href="/modules/node/node.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/modules/system/defaults.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/modules/system/system.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/modules/system/system-menus.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/modules/user/user.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/modules/comment/comment.css?V" />
<link type="text/css" rel="stylesheet" media="all" href="/sites/all/themes/stark/layout.css?V" />
    <script type="text/javascript"> </script>
</head>
<body class="not-front logged-in page-node node-type-story one-sidebar sidebar-left">
  <div id="page">
    <div id="header">
      <div id="logo-title">

                <a href="/" title="Home" rel="home" id="logo">
          <img src="/sites/all/themes/stark/logo.png" alt="Home" />
        </a>

        <div id="name-and-slogan">
                    <h1 id="site-name">
          <a href="/" title="Home" rel="home"><span>Stark theme</span></a>
        </h1>

                </div> <!-- /name-and-slogan -->
      </div> <!-- /logo-title -->


    </div> <!-- /header -->

    <div id="container" class="clear-block">

      <div id="navigation" class="menu  ">

            </div> <!-- /navigation -->

            <div id="sidebar-left" class="column sidebar">
        <div id="block-user-1" class="block block-user">
  <h2>admin</h2>
```

Drupal 6 Stark theme: drupal.org/project/stark

Little modules can save you hours of theming

- Someone else has probably run into your problem before... *and solved it*
- The trick is finding the module

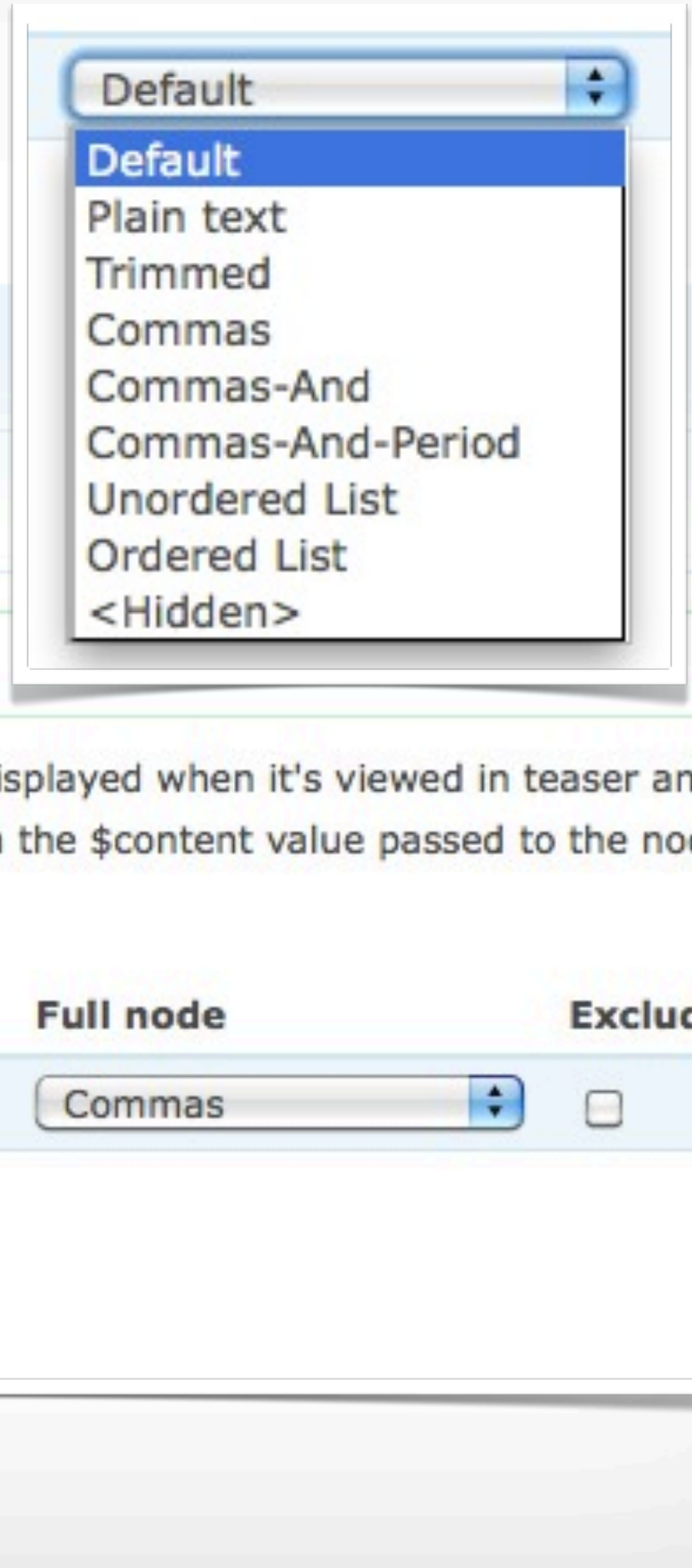
- The problem: CCK outputs values one-by-one in their own divs



- The (theme) solution:
  - Override the CCK field's template file
  - Write PHP to output each field separated by a comma
- *There's got to be a better way!*

- Text Formatter: drupal.org/project/textformatter
- Lets you output CCK fields as lists or comma-separated strings

Configuring Text Formatter



Story Edit Manage fields **Display fields**

Basic RSS

Your settings have been saved.

Configure how this content type's fields and field labels should be displayed when it's viewed in teaser and full-page mode. Use the 'Exclude' checkbox to exclude an item from the $content value passed to the node template.

Field	Label	Teaser	Exclude	Full node	Exclude
Utensils	Inline	Commas	☐	Commas	☐

Save

After Text Formatter

No theming required!

Find more modules

- Drupal.org: Search + most popular modules
  - drupal.org/project/modules
- Lullabot's "Module Monday" blog series
  - lullabot.com/ideas

Design for change

Minimize templates

- More templates mean more maintenance
- Consistent styling across templates creates a better user experience
- Create a robust default template
  - What happens if a site administrator creates a new content type without creating a new template?

Accommodate content of any length

- Your design should be robust enough to handle short and long content
- What happens if your title wraps to two or three lines?

Anticipate expanding navigation

- What happens if menu items are added?
- How does your design handle multiple levels of navigation?

The site you design today will change tomorrow.

Why?

Because it’s not really a site...

It’s a system.

Photo: Snak Shak on Flickr (Creative Commons BY-NC)

And designers are its primary architects.

Photo: Salim Virji on Flickr (Creative Commons BY-SA)

Thanks!

Credits

- Expeditionary Learning sitemaps, wireframes, design comps, and screenshots are copyright Expeditionary Learning Schools and/or Thinkso Creative.

- *The Simpsons Movie* is copyright Fox or whoever made it. (We didn't.)

- Drupal is a registered trademark of Dries Buytaert.

- The items listed to the left are exempt from this presentation's Creative Commons license.

- This presentation was created and delivered by Adam Snetman of Thinkso Creative and Todd Nienkerk of Four Kitchens.

thinkso

we make BIG websites

FOUR KITCHENS

All content in this presentation, except where noted otherwise, is Creative Commons Attribution 3.0 licensed and copyright 2011 Four Kitchens, LLC, and Thinkso Creative, LLC.