



DESIGN-DRIVEN DEVELOPMENT

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Who Am I?

- **Front-end developer and designer**
- **Been using WP since it first came out**
- **Focus on custom themes**

4 Stories

- **Cases 1 & 2: WPify client-provided HTML & CSS site**
- **Cases 3 & 4: re-code a site with better theme code, non-deprecated functions, leaner CSS**



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Case 1: post types galore

- <http://knowledge.wharton.upenn.edu/>
- **Main post type: Article**
Associated post types: Faculty Member, Partner (sponsor)
- **Taxonomies: topic, and region**



Case 2: Taxonomies out the whaaaaaaa

- Each post belonged under:
 - is it a TV show or a Movie?
 - what genre was it in (action, drama, comedy?)
 - what is the title of the show?
 - is it a clip or an episode recap?



Cases 3 & 4: reinventing the wheel

- Slow-performing sites with difficult to override CSS
- Goal was to make them mobile-friendly
- Rewrote the themes using `_s` while maintaining the look
- Case 3 was a complete rewrite of the CSS; total lines reduced to 1/2
- Case 4 imported most styles; added small file for media queries



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Avoiding Headaches

- **Clear scoping at the beginning of the project**
- **Designers & developers working together closely throughout different phases of the project**
- **Data / IA analysis before on line of WP code is even written**



CPTs and Metadata and OH MY!

- **Custom Metaboxes and Fields**
- **ACF**
- **Add these things in an mu-plugin!**



So much under the hood!

"The souffle is not the souffle; the souffle is the recipe."