

Live captioning by White Coat Captioning @whitecoatcapxg) ... ..

>> All right, how's everybody doing?

[laughter]

>> They're saying, oh, no, it's that guy again. Well, I'd like to introduce -- we have a panel on Modern Style and Design for WordPress in 2015. We have Mel Choyce is a design engineer at Automattic and WordPress Core contributor. She loves big type, cold coffee and print-thinking.

>> Sara Winnem finds financial data interesting. She's got a tough job. In her off hours she's inspired by print design, tattoos, and crafting the perfect margarita. Have you been over to the taco place, are they any good?

>> Ehhh.

>> And then we have Michael Arestad. Did I say that right?

>> Arestad.

>> Oh, OK, we've only just met today -- is a designer at Automattic, the maker of WordPress.com. He may be a tad obsessed with CSS, especially Sass -- you are going to have a lot of conversations later, trust me -- and beautiful typography. He contributes to WordPress Core, Jetpack, CSS Chassis, WordPress.com, you can follow him on Twitter, and his address is on the screen. And then you have me, Mikel King. And that's us. So to start off, does anybody have any questions for the panel?

I didn't see a lot of hands, so I'm going to start off with a question. So to panel: Can somebody speak to design and page performance, from a designer's perspective, and what can be done to make things go faster?

>> Sara: Sure, so in terms of performance, a lot of times it's hard for the designer to make that part of the process. It's definitely important, but normally that falls on engineers. I think just working closely with engineers and making sure you talk about that at the start is a good way to make sure you get the best performance you can.

>> Michael: Yeah, I would add small images is the best way to go. If you have these gigantic images and the retina is going to make it really slow. Especially if you're on a mobile site, you don't want to wait 20 minutes for the initial load. So that's usually the biggest gain.

>> SVGs are amazing.

>> The fun thing about responsive images is they're going to be built into Core as of this next release, 4.4. So responsive images right in WordPress without having to do anything. So that's going to be very cool.

Michael: Don't use 20 typefaces.

>> Mel: Actually, that's a good tip, too. If you're choosing typefaces, only load the ones that you're going to be using, so if you know you're not going to use bold italic, just choose bold. So you can improve the page load by not using the font faces that you know you're not going to need, instead of all the font faces.

>> Mikel: All right, so what are some current design trends you want to see go away?

>> Mel: Animation I feel is my biggest one. Look at Flash. Flash was super-exciting because you could make it move, you could make it go do anything, but I think we're starting to get into a point where we're like reaching animation overload, where like animation isn't just used to show like state changes or would enhance the content, but is instead, like you load a page and then there's a slider and there's like the text pops up off the slider and it whooshes down and you go

down and each individual site loads separately from a different direction. It's like a maelstrom of movement and you can't read anything.

>> Sarah: Animation for the sake of animation is bad. Animation for usability, awesome. I agree, overusing animation, 9 times out of 10 overusing anything is a mistake, but animation is especially bad because it introduces a delay in how people can digest your content.

>> Michael: I would give it sidebars. For the past ten years, sidebars have been on every WordPress site ever, and I would be happy if they went away.

>> Sarah. This isn't necessarily a design trend, but popups asking to join an e-mail newsletter, the worst.

>> Mel: Especially if they load like five seconds in, so you've gotten halfway through the article you're reading, and it's like hey, let me send you emails.

>> Mikel: OK we have a question from the audience.

>> David: Hi, my name is David, and I would like to know if you are giving advice to a designer who is coming from the web world, but not from WordPress, what advice would you give them to make the transition easier?

>> Mel: I think just, like, look at a lot of WordPress templates. See, like, there's a lot of things you don't have to necessarily worry about at other sites, like comments, archive pages, these are all things that are like pretty unique to -- I guess to definitely WordPress, so try to find out that WordPress does that you don't normally have to account for.

>> Sarah: I think one thing that you can think about, and this applies to all sites, as well, but it's really good to approach it with the content in mind, so with WordPress, the whole point of using WordPress is because you're going to have great content, so thinking about design around that content, instead of making a design that you put content into.

>> Michael: I would say start messing with theme files. I mean, mess with 2012 through 2016, and see how they're built. Not only do that when you're building the first site think about portability a little bit. Think about what happens when a client needs to switch their theme in two years. Are you using a plug-in that makes it so anything can do those things, that kind of stuff. You don't necessarily have to think about it when you've got the world at your fingertips outside of WordPress.

Mel: That's pretty important, especially if you're working on a portfolio, to use custom post types as plug-ins rather than in your theme. So if the theme that you're building or choosing from shop or whatever has it built in, if your client ever wants to change to a different theme and still have a portfolio, they're not going to be able to bring that content unless it's like separated from the theme itself.

>> Michael: Also if you want to change the theme. If you're still a designer in two years you're going to hate yourself, you know, if it's crazy custom stuff that you can't remember what you did, versus using a plug-in, adding that functionality.

>> Definitely great advice as a developer, I know putting everything in a plug-in is definitely the way to go. Another question?

>> Hi, my name is Susan. It's a little difficult for us to hear back here, so if you could scoot up that mic, we'd appreciate it. I hear that overuse of call to action is something you want to avoid. Obviously you want engagement. You bring customer's attention, whatever, people to our site. Can you speak to what is considered overuse of a call to action? Where you should limit it?

>> Sarah: Sure, at betterment, we have -- our primary purpose is to find how people will become customers, but we don't want to interfere or overwhelm them, interfere with their discovery, so one thing that we've found really important is to make things simple and only use one call to action, so everything you do on our site or in our app has one call to action that's the primary thing we want you to do. And then if there's secondary action, make it very clear that that's additional and add it on, but just there's one main act we want you to take at any time and we're not going to confuse you with two options or overwhelm or dilute the main message we want to get across to you.

>> Mel: Yeah, so for WordPress form, we have two button styles, we have a primary button and a secondary button, the primary is gray. So usually any screen we try to only have one blue button on every screen. Secondary actions they can be gray buttons but if you start with too many blue buttons you're like, which one is the most important one to click on?

>> Michael: I would also look at pacing. You might have a call to action right at the top when they get there. That might be the one thing they want to do, but if you have a lengthy description of some features or something, towards the end of that might be a good place for them to think, OK, I'm sold on this, I want to get it, look at where the user is in their pacing or reading through the site, and add it where it makes sense. I mean you could have three or four on a page, but if they're well spaced in the right places it could still be a good place. You don't want to some of the ads on Morten's slide, that was just insane.

>> My name is Maggie Clark. I started designing websites back in 1997 using Front Page. I just read the book and started doing it, and it's been hard transitioning. I've just started in the last year or two transitioning to WordPress and, you know, in the last couple of people who have spoken, basically they're saying all the new doodads since then, the sliders you know, the slide bars, typeface, etc., animation, do away with those, and sort of like in my brain, that's sort of like, well, yeah, go back to Front Page, and do something simple. So can you dispel why that's wrong?

>> Mel: I think simple is good. I mean the benefit of like using something like WordPress is not necessarily for the developer as much as it is for the user. Being able to like quickly and easily manage your content without having to jump into HTML is pretty awesome, not something you could do back in the day with Front Page.

>> That's good. I learned HTML.

>> If you're using the visual editing part you don't need to worry about that. If you're approaching it from a building standpoint, I found that it's good to find a couple of themes that you like and work off those. Make trial themes.

All you need to do really is worry about CSS. So just for me like finding a good framework, either like an actual theme framework or just some themes that -- has been very helpful.

>> Sarah. I think the good thing about designing for WordPress is you can work with the mentality that you design and build it once and you don't have to worry about it since. So if there's a certain page that you're creating and you have to build HTML for it and they're all very similar. See if you can build all the template once and all the code once and you go through and just load the content. You don't have to worry about duplicating code, all of that.

>> Michael: I would say there's nothing wrong with building with Front Page, if that's what you're confident in and that's what works for your site, that's great, but there are moments where

when it doesn't work as well as WordPress if you've got styles and articles. Front Page makes it a little bit trickier. There's nothing wrong with Front Page, get rid of carousels, sidebars and whatnot. You don't need that for most sites. If Front Page is what you're confident in, go for it.

>> Sarah: It's really about the content. Doesn't matter what you use.

>> Mikel: On that note, do you guys have any open source tools that you can recommend to people just starting out that might be helpful to get you going?

>> Michael: This kind of gets in the building front-end engineering sort of things, but I use Grunt and Sass and Gulp and all of those sorts of things. As far as design tools, I think all of my stuff is paid software. I don't know.

>> What kind of tools do you use, to expand on that?

>> To what?

>> What tools do you use? Sketch primarily for mockups. Things like Balsamic for wireframes, Keynote to demo initiations, things like that.

>> Sarah: One thing I've just found I'm late to the purpose, is Thought Box, burr bend and Neat. It's an open source framework for Sass. It's the Sass-only. So we were previously using Compass, which is a lot of Ruby framework, as well, but Sass is -- vermin is just Sass, and it's awesome. They've got a really great green framework in Neat and they have a bunch of other frameworks for building components so it's a building block tile tool, it's open source, it's fantastic, and I don't work for them.

>> Mel: I really love Sketch. It's been hard to transition away from Ruby products, and I still use them for a couple of things, but Sketch has been really amazing, and aside from that I use Coda as my text editor. I think it's paid, though. I also use a lot of closed-source stuff.

>> Sarah: Yeah, it's hard to design tools, because they're so featureful that it really requires a team and an entire corporation. That's how Adobe became so monolithic is because it requires a whole team to build like that. So unfortunately a lot of things are closed source. I would love to see some company revolutionize the world with open source things.

Mel: I'm also using Marble. It's super simple. It doesn't seem to work well for maintaining a really long project, but it's really great for one-off features.

>> Michael: I use WordPress.

[laughter]

>> Good point.

>> Mikel: We have a question in the back.

>> Hi, my name is Sarah Hines, and my question is the REST API is emerging. How do you think your job is going to change and how are you prepared for that?

>> Mel: This is actually kind of fun. On WordPress.com we've been rebuilding it using React. And it's pretty cool. So we've been redesigning the way a lot of WordPress features work. Michael has been working on one with people management. Recently I've been working a little bit in Customizer and I think -- the amount of things that we're going to be able to do as designers is going to be so different, like if you want to design a WordPress, like, photo blogging app, with the API, like if you pair up with a developer or if you're also really good at working with APIs, you did do that. It's protein cool. We're not just limited to the front end of sites anymore. And even there's a lot more we can do with something more interactive. Like the world of apps is really opening up to us.

Michael: I'm really excited about making new interfaces for the site itself. But you can make -- one of my coworkers has been experimenting with React themes, where he's building themes entirely in React. And there's still a lot of bugs, because it's relatively new, but I'm really excited about that. I was thinking about doing a site redesign, because my portfolio site is sadly just a static site, and then I got excited thinking, I don't need a theme for this, I can just use the React API, and so I don't necessarily stay to a conventional theme or a theme that's even on the same post as my data.

Sarah: I'm super-excited about the API, because it allows us -- so we use WordPress are for all of our marketing and content and it's built in Ruby and Backbone, and the API is going to allow you us to have access to all of our content in our applications so we can see where customers were and what they're doing and then give them content that's relevant to what they're doing in the moment.

I feel like it's going to be really, really powerful for us to continue to give really great advice to people who are already using our application and not just trying to get them to become customers.

Mikel: Anybody have a question?

>> Hi guys, I'm Eric. So I'm sure you guys have been seeing the trend of hero images, these are full-width images, not quite full height. The problem we're having is the approach to the right image to create the optimal responsive experience, which full-width images, right, sometimes you think maybe creating different images for different screen resolutions or maybe trying to find the right image with the right focal point. What do you guys recommend for the best responsive experience when it comes to images?

>> Mel: I think probably curations is the best there, like cropping images or just focusing on a specific part of the image on a smaller screen. You can do that with the responsive images spec. That's not going to be in 4. We don't have, like art direction, like the art direction of responsive images in there yet, but you could do it manually.

>> Sarah: Yeah, this is a really hard problem that I think every designer faces, and it compounds when you want to put copy on an image. That's even harder. I think that having different images for different purposes or different screen sizes is the optimal way to go. Just because, you know, you can't expect one single image to work if you've got someone on a giant display and then also on the phone. That's just not going to work, so having different ones for different purposes, curation is totally the key.

Michael: Yeah, use the responsive image spec, it's awesome once you get over the crazy syntax, and it's a little more tedious to generate all those, but for the hero image purpose it's perfect. For a lot of other images, something like Photon or some other solution that pulls in other of the same exact image to scale down might be a better solution, but for a hero image you probably want to art direct that pretty carefully.

>> Mel: I mean you could also move the text underneath the image, too, and, like, pair it with a nice background color that pairs well with your hero image.

AUDIENCE MEMBER: So clients will be able to use the responsive image spec?

>> Michael: To rephrase the question, because he wasn't on a microphone, users will be able to use the responsive image spec? And the answer is: Kind of. It will be kind of baked into WordPress, but not in user facing way. That's just by default with the responsive image feature

plug-in that's being added. But you can if you jump into the HTML editor, you basically have to manually do it because there's no interface for it yet.

>> Mel: I think there could be plans to, if anyone is really passionate about it, anyone wanted to spearhead that. I know we'd like to get it into Core, but nobody's leading that currently.

Michael: Yeah, yeah.

>> Mikel: Any other questions?

>> Is everybody shy? Do you have a

AUDIENCE MEMBER: It's more a question of -- what was discussed just a few minutes ago, I'm sorry the person in the middle, you talked about --

AUDIENCE MEMBER: (inaudible)

Sarah: A framework, you used a tool. Sarah: Bourbon. I think it's B-O-U-R-B-O-N.

>> CAPTIONER: Like the drink?

SARAH: Like the drink.

>> They have this very cutesy clever thing where the framework is Bourbon and the grid is Neat, and then Bitters is another thing, and it's adorable.

>> It's a trend.

>> Yes, it is a trend.

>> Hi. David. I have a question I want to ask each one of you. If there's one design trend that's currently in right now that you could wipe off the face of the earth, what would it be?

Mel: I touched on this earlier, but definitely gratuitous animation.

>> Sarah: I think aside from the e-mail subscribe thing, carousels. They don't work. There's tons of usability research that people don't look at them. It's -- you know, it's a way for marketing people to say this has to be on the home page and also this has to be on the home page, and it's a lazy way to solve that problem, but it's not effective.

>> Michael: Parallax scrolling. I've met that designer who did -- that Nike designer, popularized it and he ruined the internet.

Mikel: OK, do you have another question?

>> Hi, I'm Karen. What are some design trends that you like or things that you guys are really into right now?

>> Mel: This is going to sound really tacky, but I actually really love that gradients are coming back. They're coming back in a different form, though. I really enjoyed the like neon colors, like a bright red to a bright orange or like a bright blue to a bright green. That's been used as decorative backgrounds, so yeah, I -- I'm excited about the '80s neon craze.

>> Sarah: Yeah, I think that it's nice that some of these things have come back in for like design purposes, instead of to bring a morphic touch to design. I think that we're using it as a design element and not just to make it look like a button that you can physically touch.

>> Michael: Speed. I've noticed speed is starting to make a pretty popular come-back for designers in terms of how you interact with the site, how fast things load. I think that's the number one most important thing you can do as a designer is get somebody from Point A to Point B as fast and efficiently as possible. I'm glad that it's starting to be big again.

>> Mikel: Anybody else have a question?

>> Hi, my name is Shawn. You mentioned the admin side and being able to build custom admin interfaces. One thing I noticed is that the dashboard can easily become very crowded as

WordPress becomes more a full-fledged application interface where you just sort of build the website to spec more. So in your sort of crystal balls, what do you see as the important next steps in the admin side? I know the customizer has been a big feature that's being built, but where do you see the future for admin?

>> Mel: That's a really good question. I think we're probably going to spend the next year doing a lot of cleanup. We have like a CSS roadmap to like bring the Core dashboard CSS into, so it's all over the place. It's like super-disorganized and so inefficient, and one of the goals is to clean it up, make it easier to use and expand the feature. So cleanup is it going to be a big one. There's a lot of tickets right now for accessibility. It's huge. The accessibility team this past cycle has been making huge improvements, so I really see us focusing more on the meta side of the dashboard, at least for the next 6 months, if not longer, rather than features, except the Customizer which has a lot of experiments going on right now. I think on that side, we're -- it's weird, because we're at this point where like, we like want to do direct manipulation, like we want to be able to touch a thing, edit it there, rather than have this dual experience, but we're not like yet, and I don't know that we know how to get there yet. So the next probably year is going to be figuring out what can we do to get there.

>> It was a little hard to hear. Were you asking about the API, future dashboard?

AUDIENCE MEMBER: It was a pretty general question. Basically thinking about the admin side, because I found that although you can do some custom tweaks, it would be difficult for, it's becoming a little more difficult as WordPress is becoming more powerful to have the end user exactly be where they want to be, and so it sounds like the API will have a big impact on that. Just trying to get a sense of what the sort of future holds for the admin side of WordPress.

>> Michael: So it will be a while before there's any even discussion about maybe like a full React dashboard or something like that in Core. But that's not really a silver bullet, either, it will give us a reset on some things, but there's a lot of really good work that's gone into the current dashboard that would probably need to be carried over. And that's a pretty monumental undertaking so before anything even close to that happens, we've got to really kind of nail down what we've got in the current dashboard, somebody would have to make this monumental thing. And we've done something like that with WordPress.com, we built the almost the entire dashboard in React using the API, and it's not -- it's not a trivial task and it's not perfect and we're still iterating and trying to get back to the base of the current dashboard in terms of functionality and features. It does allow us, just because we're not WordPress Core and plug-ins aren't interacting with any of our dashboard stuff yet, we can make a lot of changes and do a lot of experiments on dot com, so I think something like that has as a sort of plug-in that's developed outside of core might be a really good first stock with something featurey. But it will also break a lot of things.

Mel: We're so backwards-compatible, which means it's hard to innovate because we can't break anything, but WordPress works everywhere, pretty much. You can run it anywhere, it's super-easy, like a lot of people are used to it, so we can't keep up the speed as if we were starting from scratch, but we have a solid foundation.

There's also a zillion features. Every single feature we add is one more interface for somebody to, you know, try to figure out what it is, what it does, how it works, so we do a pretty good job of keeping most of those in check but there's still a lot of random features in there.

Mel: As I think that's another challenge we're going to have.

>> Sarah: One thing I'd love to see optimized is the menu. The bar on the left. It's, you know, easy solution for a plug-in developer to add this to the menu, add that to the menu, you've got this at the bottom, you've got all your custom post types sprinkled in there and when you've got to like 15 menu items it's almost impossible for your users, in our case content team, the website owner, it becomes next to impossible for them to find where anything is, so thinking about that in from the user's point of view and figuring out how to manage all of the flexibility and the features that WordPress gives you in an easy-to-digest way.

Mikel: OK, I thought I saw another question over here?

AUDIENCE MEMBER: Hi I'm Mary Drew, and I have a question for all of you. I'm curious about how your work process has changed with responsive design. I'm noticing for myself, my sort of prelive work has gotten really short, and become more of a collaborative process with my clients to be like the major nightmare sometimes, so I'm just really curious how you guys are working through this.

>> Mel: Yup, it's a huge adjustment that I feel like all of us have had to make. Let's mock up every single page in Photoshop to let's see what we can do to try to standardize things.

>> One thing I've done is trying to think of each element as a single system. And here's how this component reacts on different screen sizes so like here's how the menu works on desktop and how it gets smaller, here's how this feature section will work on desktop and get smaller. But I feel it's still very much a work in progress.

>> Sarah: Yeah, I feel like I've just started to scratch the surface of changing my process. Old habits are hard to change. But I think that one thing that I've learned is the more work you put in up front to plan things out and to think about how your design is going to have to change, the better off you'll be in the long run. My process used to be come up with a design, and then build it and then take the browser and shrink it and be like oh, this looks terrible and then kind of wing it as I went, but I started thinking about it in terms of here's what it's going to look like full screen and here's what it's going to look like small screen so I have some sort of deliberate plan and it makes things so much easier.

>> Michael: My process has been the same for a while. I was early on responsive design bandwagon, just because it made client work a little easier in my opinion just because telling them like hey, when was the first time you saw a site on your desktop because they're all on their phone looking at it and I made it really easy to sell them on a mobile-first design. Because there's not as much content. There's let inclination to do a sidebar, things like that. But I now design mobile first, so I'll the first thing I'll do is a mockup for mobile and then I'll do it for desktop because it's not easy to translate something that's designed for mobile just to like scale it up for desktop, it doesn't always work and it doesn't always work in the reverse, but starting with mobile means that you can have your content, your hierarchy really well nailed down before you go to desktop which helps a lot with that design. As far as the CSS and stuff, it's not that tricky at this point. I think there's --

Sarah: Yeah, I think tech is a -- not a problem. It's thinking about it in the right way is the hard part.

>> Mel: Prioritization. I think I've gotten better prioritizing parts of the page and what I want it to look like.



>> Mikel: OK, we have another question in the back.

>> Hi, I'm Alan and I had a question about, I guess, design frameworks, how it interacts with your material design and things like that and how, first off, you guys use them both for, you know, packing stuff front end, and whether or not you really see stuff sticking around past, I guess, some of the trendiness of it.

>> Mel: So I think I don't use any frameworks, but I think they're really helpful for developers, especially if you're working on something that is like a standardized web app. You know, having the material guidelines and like a material toolkit is really great, if you are weaker in design, because then like you just put it together and it works and it's cohesive so I think it's been really good for helping the web look nicer and be able to be more organized when developers don't have access to working with designers. So for that it's been really good.

Sarah: Yeah, I don't use frameworks either, but it's good for as Mel said, non-designers to have access to like a good foundation. I don't know if you guys have ever been to a hackathon, but when you see the presentations at the end it's like bootstrap, bootstrap, bootstrap, bootstrap, which is great because they all have place to start from in terms of design. I know for me as a designer, like nothing hurts me more than to see something that's just like thrown together on a page and not thought about at all. So it's good from that point of view.

Michael: I would say they're pretty good. I mean I used a bunch of them and I've contributed and built some of them, and I used to frown a lot when I talked about them. I still kind of do for that reason. I feel like there's just some designery part of me that you should make everything custom but recently I've seen a lot of examples. Like one of my friends works at a startup that's very new, it's very small and they have designers that are very good and they just used stock material. They used the same material assets everywhere and they built products really quickly without having to make those decisions on how their theme is going to look and things like that, they don't have to rebuild everything from scratch so I think they're really solid in putting a product out really quickly kind of like a hackathon.

You can actually spend the time making it your own, but I generally frown, if you've got the time to build your own, do it.

>> Sarah: I also think it's good as a designer, like I said, I don't use a publicly available framework, but I do have my own framework for when I build something I've got certain things that I use and that's become part of my process so I think that's a good thing to create as a designer, for the times that you don't have to start from scratch every time like templates and you know the theme and all of that.

>> Michael: There's another disclaimer, if you're building a really complex application you probably want to start from scratch while looking at the frameworks to see how they did things and pull from their good choices and kind of make it your own. Otherwise you'll be kind of finding it in the next iterations of your products.

Mikel: Another question in the back:

AUDIENCE MEMBER: Hi, my name is Matt. I was wondering if you guys could talk a little bit about any strategies you've got for working with sites that have a large amount of content as opposed to just your standard portfolio organization. I'm working with a lot of clients now who produce very dense research reports and other reports that they have traditionally printed, and then they're now no longer interested in printing that and they're interested in us work with them

to turn them into interactive reports online and I find myself stuck in between this weird spot in the middle where I'm just experimenting with page-builder plug-ins and other things. So I'm just curious about recommendations for that.

Mel: So I'm not sure about plug-ins specifically but I think this is one of those situations where it's really good to white board everything first and use sticky notes and kind of map out every single piece of content type that you have. Like arrange everything just like post-its on a white board or texts on a white board and kind of map where things are similar, where they're different to figure out like can I use the same content site for multiple ones, you know, do they all have to be separate and try to wrap your head around the organization before you start looking at any of the solutions. and find really good helpers.

>> Sarah: Yes, agree. So our site has you know, 800 or 900 posts, we have white papers, custom pages, so that's something you have to think about a lot. And I find that when you get, you know, find a solution that works, you often just tack onto that. But then it's good to think about it new. You know, with sticky notes or cards or whatever, it's helpful every so often to really analyze what you've done and see if it can be done in a better way, because you can think about things now, but you don't know what you don't know in the future. And so not being tied to something is helpful.

Michael: I would do my best to keep it as simple as possible. I would stay away from page builders and those kind of things. Not because they're bad but on a large site where let's say you have 20,000 pages or even 1,000, if you try to switch a theme or a framework or something down the line, a lot more difficult, things are going to break. So I would try to keep it single column as much as possible or whatever. Like if you have a couple of custom fields, that's fine, just make sure that's maintained in the next version.

Are you talking about more of how you handle like that many pages or just a lot of content on a single page?

Matt: Yeah, for instance, the one I'm working on right now is a very long report that has 8 sections. So it's like -- but each section is like if you were to print it out, it would be like 60 pages. So it's got like, you know, call-outs and quotes and interactive charts and so there's no uniform way to like program like the loops that I used to be able to do on other pages where everything was like header, text, header, text, it's very nonuniform content. Which is why I was talking about the page -- here, and so it was more like technically dealing with content and not just --

>> Michael: Yeah, 60 pages in the WordPress wysiwyg is a problem.

Mel: I think the bigger like media companies have been trying to solve this problem. Like the New York Times, all the other big ones.

>> Sarah: Yeah, and I think that that's kind of an artifact from when everything was in print. It's -- it's great when you're doing a print layout to have like a call layout that looks pretty and it calls out the information. And I don't think we've come up with a really great solution for the web so far. We've got callouts and certain patterns, but I don't think we've come up with a perfect solution for it.

>> Mel: Probably a good booth out in the ten ham. They're a company agency.

Michael. I've seen a lot of CMSs, and some of them handle stuff like that a little better than WordPress in that they've got web parts or web components or content blocks or whatever that

the particular interface is, where they can -- that you could write like a section at a time and then reorganize them all at one big long screen. WordPress is not great for that. But those other CMSs are not great for a lot of other things. Like so.

AUDIENCE MEMBER: So it's like the lesser of several evils?

Mikel: We have time for one more question, so.

>> Hi, I'm Lee, and a fairly new WordPress designer, and I'm working on a site and you I've been crazy with all these pull-down menus. Are there quick keys I can use? Know what I mean? Like an H2 or --

>> Michael: Oh, for styling your content in wysiwyg? I believe there is, and I wish I could remember the hot key: I don't know if there's hot keys for that kind of thing. There's a hot key for almost all of the buttons. I think all of the buttons. I think it's like something question to bring up, the hot key. I think there's a question mark button that will show you the hot keys, but I don't think there's any to jump around the navigation too much. Like you might be able to open the media and that's about as far as it goes, if I remember right.

>> Mikel: OK, before we wrap up, I wanted to ask the panel, where do you guys get your inspiration from?

Mel: Everywhere. I really love dribbble:

>> Sarah. For me it's, you know, I have a newsfeed and I go through that on a regular basis. Other people do really amazing things. And it's fun to look at everything that everyone else is doing. Sometimes there's no need to reinvent the wheel. Sometimes it will spark, like, something to spur you to a more creative solution, yeah.

Michael: I read a lot of books.

>> Michele. OK.

[laughter]

>> Well, that's modern style design.

[applause]

Thank you, Mel, Sarah and Mike.

>> OK ... has everybody been tweeting out with the hashtag #wcnyc, putting it on Periscope, LinkedIn and whatnot? ... :

[break]