



Del Disseny al Tema

El camí del Cap de Projecte



Del Diseño al Tema

El camino del Jefe de Proyecto

A silhouette of a hiker with a large backpack stands on a grassy hill, looking out over a landscape of rolling hills and mountains under a sunset sky. The sky is a mix of orange, pink, and blue, with some clouds catching the low light. The hiker is in the foreground, slightly to the left of center. The overall mood is contemplative and adventurous.

From Design to a Theme

The Project Manager Journey

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*“When you’re directing something,
you absolutely have to be involved in
all layers of the process.”*

– Cate Blanchett

Theme Layers

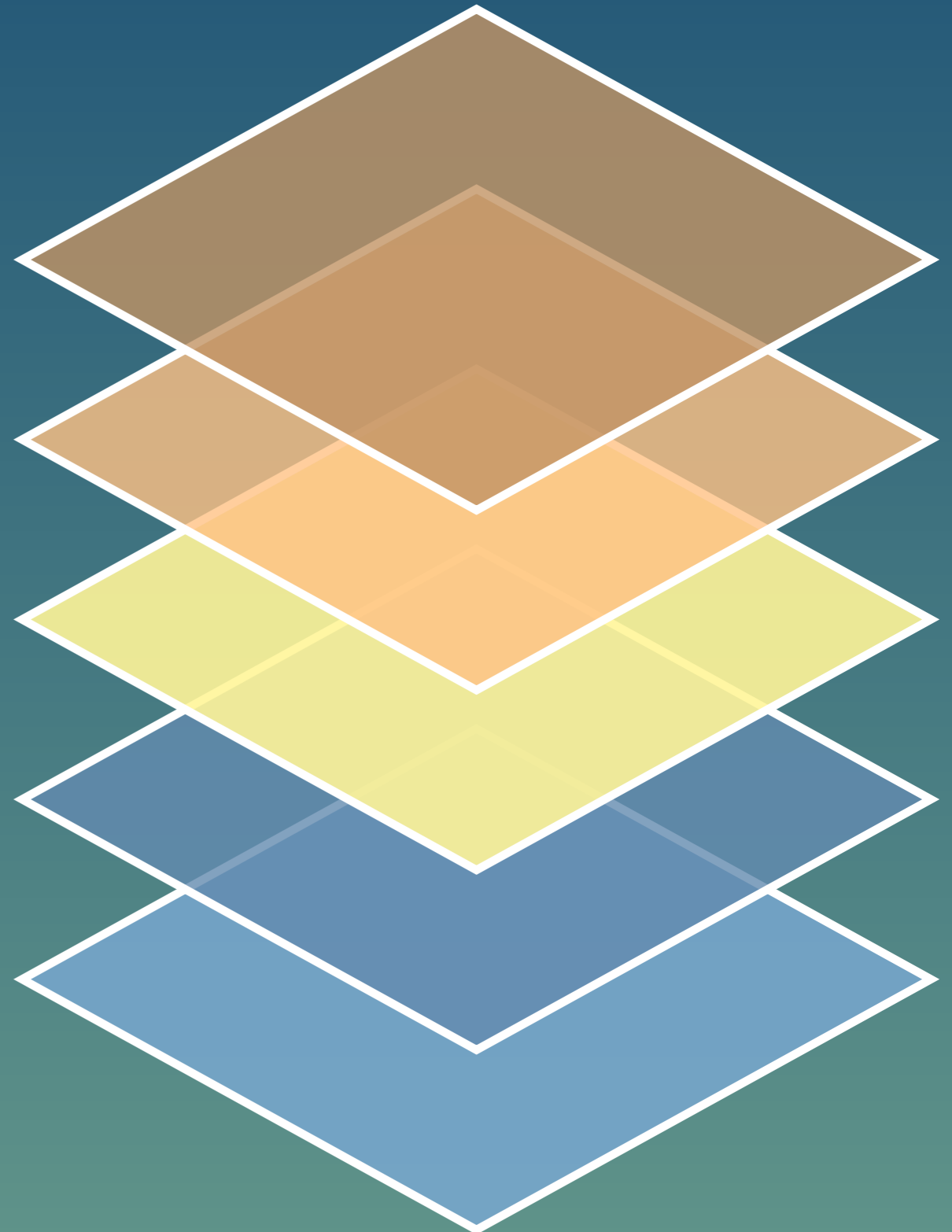
Publishing

Administration

Frequency

Source

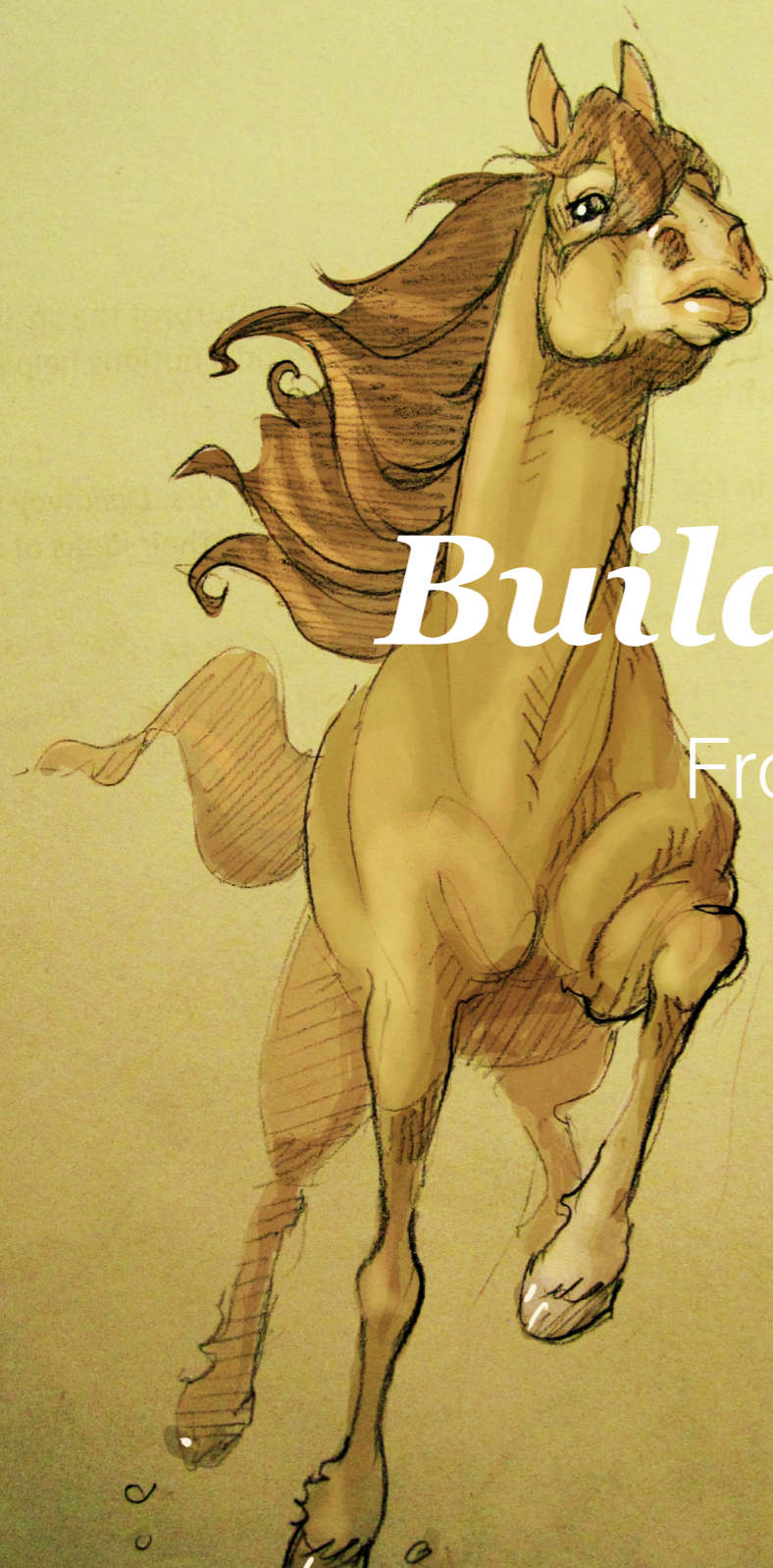
Content



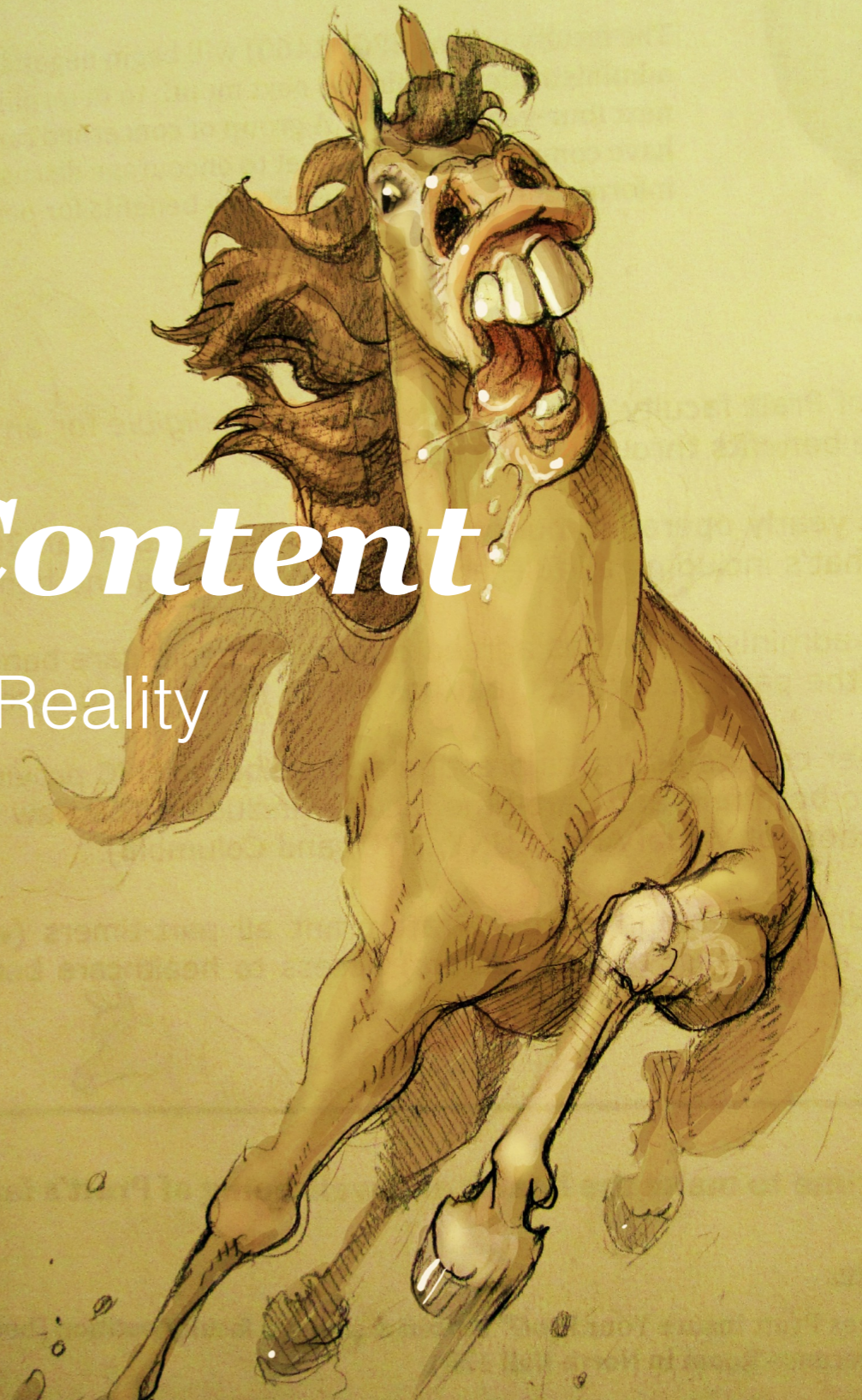
“We build the interface and functionalities of the website for the client but it belongs to them”

– **Unknown.** *I don't remember if I said ;)*

Expectations



Reality



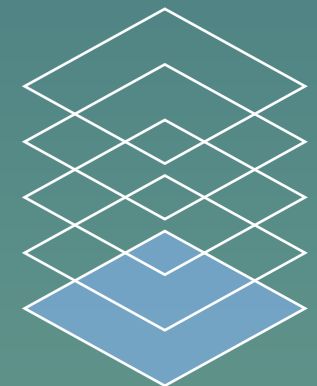
Build with Content

From a Wishlist to Reality

1. Brief
2. Workshop
3. Sitemap
4. Media (Photos & Images)
5. Texts & Translations



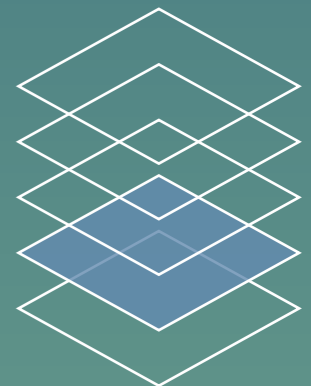
The content process



- ▶ Internal
- ▶ External
- ▶ Dynamic
- ▶ Static



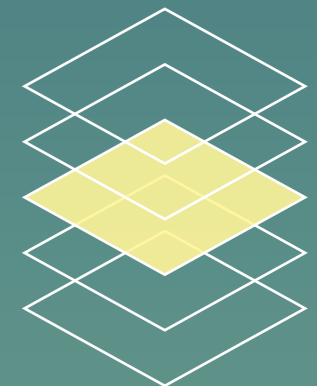
Sources of content



- ▶ Sporadically
- ▶ Once a month
- ▶ Frequently



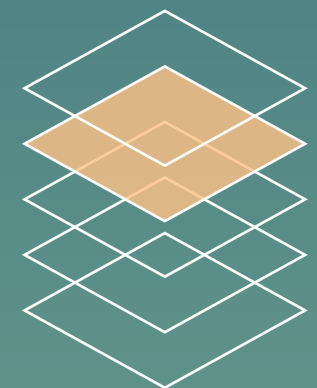
Frequency of publication



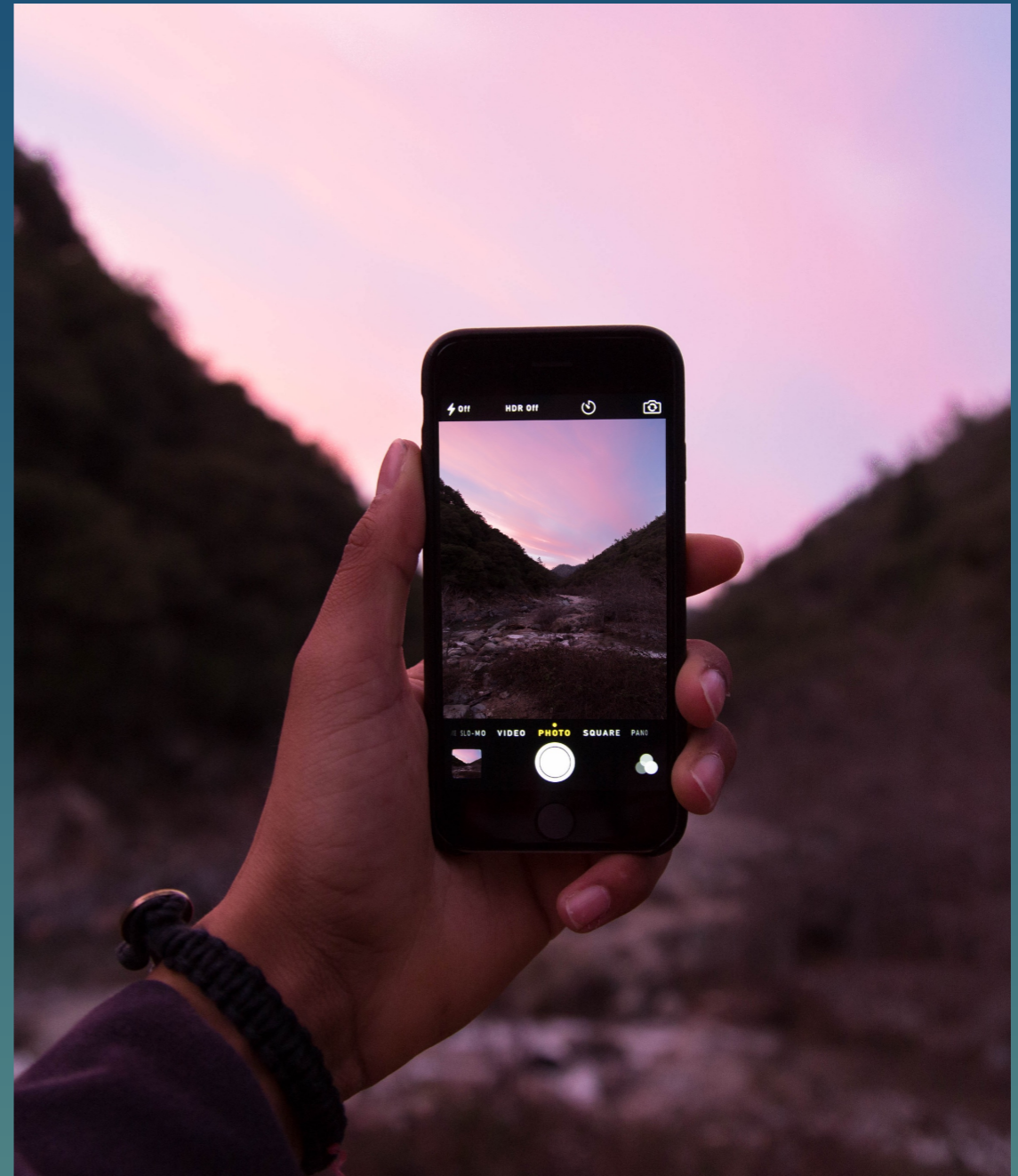
- ▶ Group content
- ▶ Sections
- ▶ Content position
- ▶ Dynamic content
- ▶ “Static” content



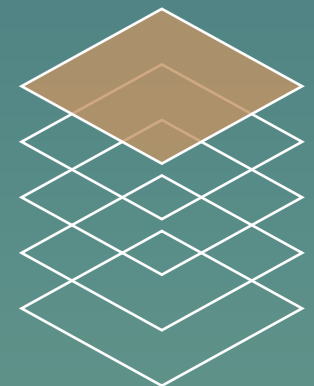
Managing content



- ▶ Dashboard editor
- ▶ Publishing client
- ▶ Mobile / Tablet App
- ▶ Social networks
- ▶ Third party integrations



Content Creation



“... As for Designers, they are the biggest winners of all. Designers become the most important leaders of this new business era ...”

– Scott Belsky



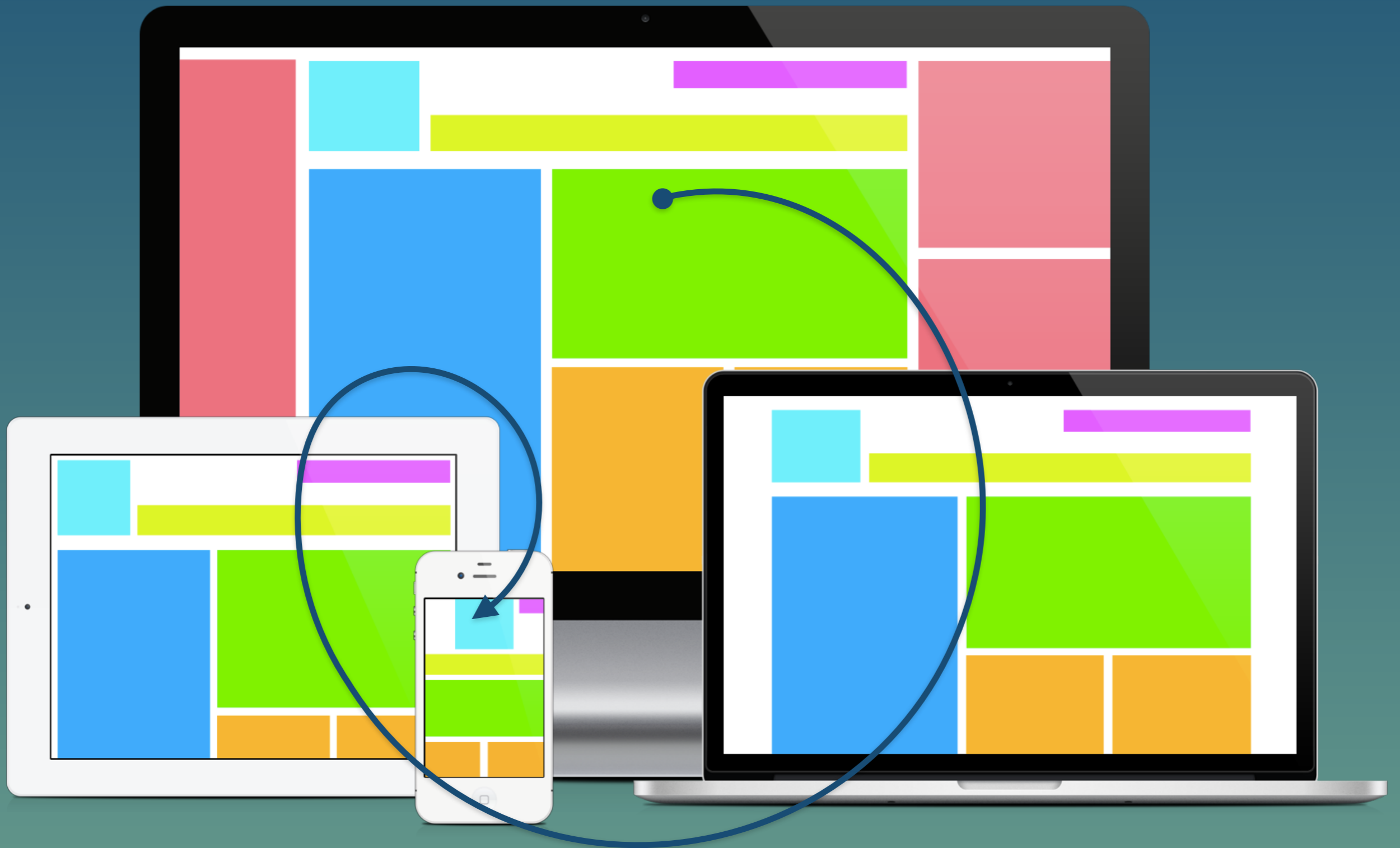
Designing for web

Where things grow and move

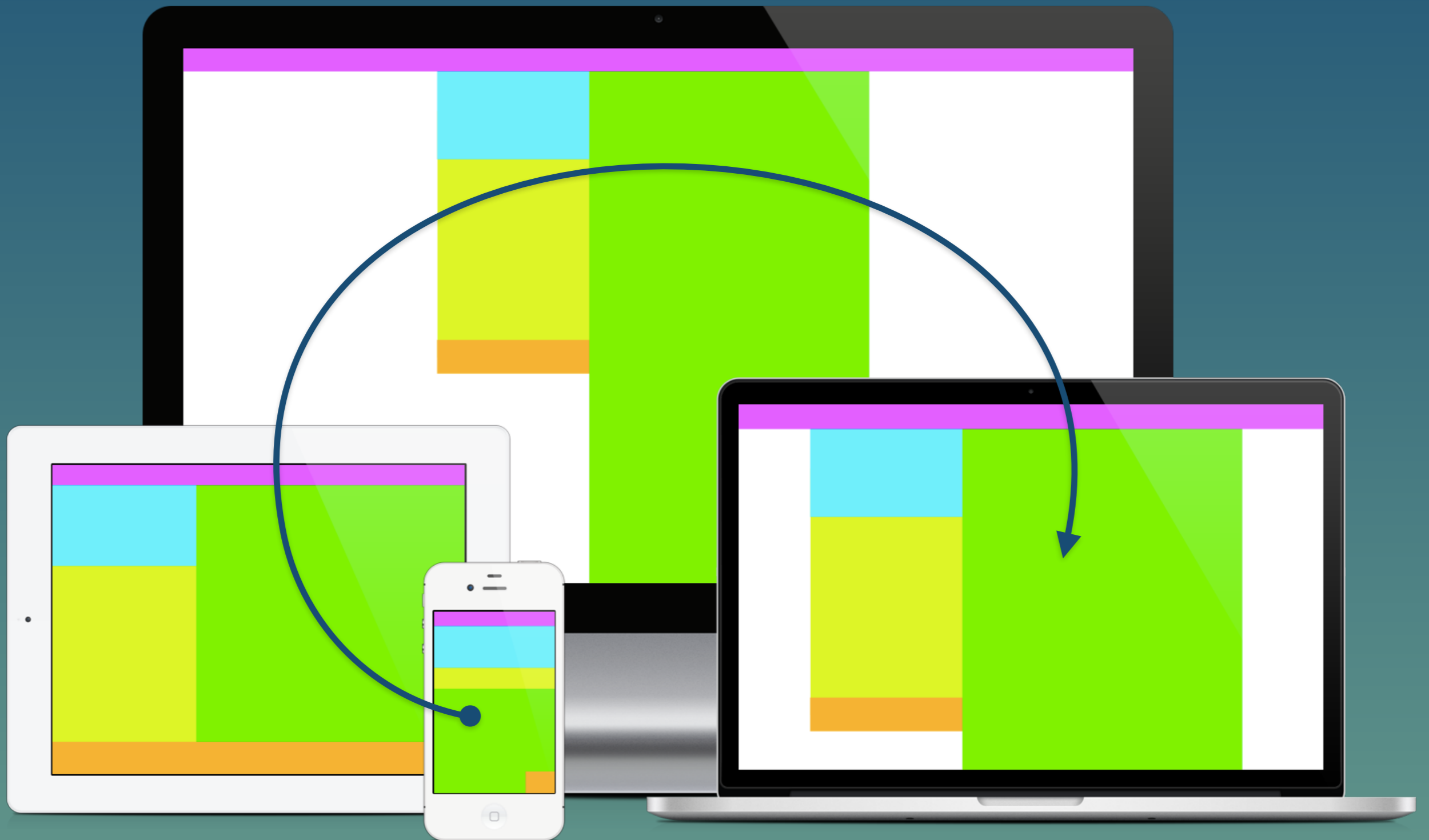
Theme concept design

- Don't fear the scroll
- Text is not static, every word can be a different size
- Fixed height doesn't help
- Mobile first ?
- WebFont
- Font icons vs Vector vs Sprite
- Responsive vs / or Adaptative

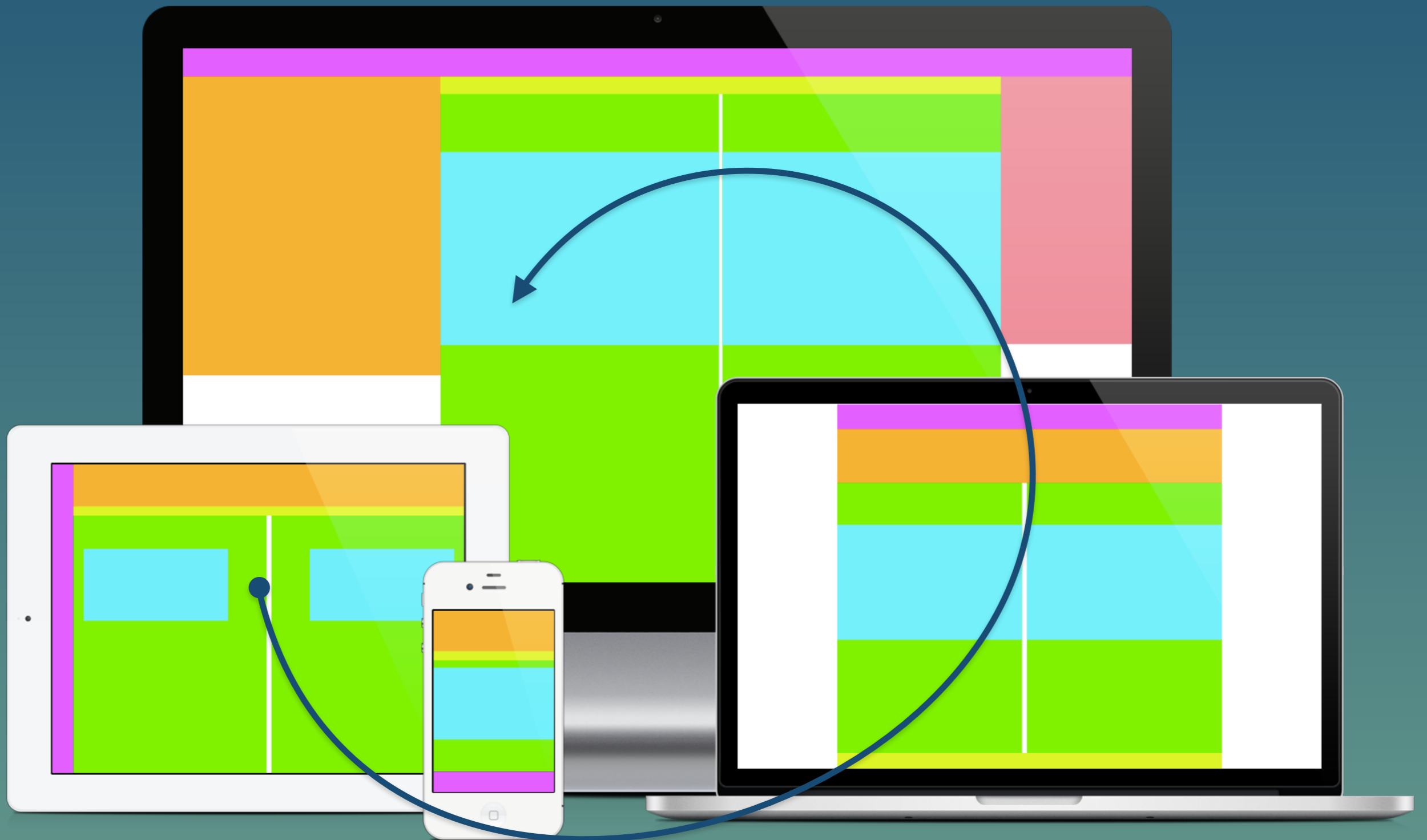
desktop - tablet - mobile



mobile - tablet - desktop



tablet - mobile - desktop



A scene from the movie Iron Man 3 showing the Iron Man armor in its workshop. The armor is in the center, standing on a circular platform. In the background, there are several other suits of armor in display cases. The workshop is filled with mechanical equipment and tools.

Assembling the layers

Atomized, unified and interlaced

Theme content structure

Core

Post

Page

Category & tag

Comments

Media

New

Custom post types

Custom Fields

Custom taxonomies

Theme options

Customizer options

Theme content position

Backend

New menu position

New section

Sidebars

Theme options

Settings ▶ New menu

Frontend

Menu areas

Loop areas

Widgets

“Static” content

Featured content

Theme production

Header

```
header.php  
/inc/custom-header.php
```

Footer

```
footer.php
```

Menus

```
functions.php  
/inc/custom-menus.php
```

Sidebars

```
functions.php  
/inc/sidebars.php
```


Theme production

Page templates

```
/page-title  
page.php  
templage-SLUG.php  
about.php  
front-page.php
```

Blog templates

```
/blog /post-title  
index.php  
single.php
```

CPT single & archives

```
CPT-SLUG/CPT-title  
single-CPT-SLUG.php  
/CPT-SLUG  
archive-CPT-SLUG.php
```

TAX archives

```
/TAX-SLUG  
taxonomy-TAX-SLUG.php  
taxonomy-TAX-SLUG-term.php
```


Theme frameworks

Structure

```
/src/less  
/src/bootstrap  
/src/js
```

Custom content

Plugin: Pods Framework

Template

```
/inc/wp-bootstrap-menu-walker.php
```

Theme options

Plugin: Pods or Redux

Examples

Gracis, Gracias, Thanx :)

@lonchbox