is proud to present

Theming for Sitebuilders:
Getting started the Drupal way

Drupalcon Portland
May 22nd, 2013
Your presenter today

David Needham
Founder & Drupal Developer
Theming?
Theming?

make it Pretty!
Theming?

Responsibilities

- Accessibility
- SEO
- UI/UX
- Security
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- Accessibility
- SEO
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Coding
- PHP
- CSS
- HTML
- jQuery
Responsibilities
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- PHP
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Responsibilities
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Coding
- PHP
- CSS
- HTML
- jQuery

- Modules
- UI-Driven
- No custom code
- Holistic
Responsibilities

1. Accessibility
2. SEO
3. UI/UX
4. Security
1. Accessibility

- Alt attributes on images
- HTML Purifier [https://drupal.org/project/htmlpurifier](https://drupal.org/project/htmlpurifier)
- Are you an accessibility guru?
  - Search the queue, report issues, tag 'accessibility'
2. Search Engine Optimization

- Good content
- Page titles
- Good URLs
- Are you an SEO guru?
  - Search the queue, report issues, tag 'SEO'
3. User experience

- Planning, planning, planning
  - Content architecture
  - Development plans
  - Personas

- Good use of field modules

- Does something not feel right?
  - Search the queue, report issues, tag 'UI/UX'
4. Security

- Text formats
- No PHP in the UI... seriously.
- Report all issues
4. Security

every site, or wanting to quickly add in some panels content types on a new site without having to manually go and create a module all over again?

This module helps with your efficiency and sanity by looking for and adding plugins from [drupal root]/sites/all/plugins. From there, it will follow the $plugin_type variable and look for the name of each plugin within that folder. For example:

- [drupal root]/sites/all/plugins/content_types
- [drupal root]/sites/all/plugins/layouts

If it finds a plugin there, it will make Drupal aware of it as if you had just manually added it yourself.

**Downloads**

**Recommended releases**

<table>
<thead>
<tr>
<th>Version</th>
<th>Downloads</th>
<th>Date</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.x-1.0-alpha1</td>
<td>tar.gz 7.73 KB</td>
<td>2013-Feb-02</td>
<td>Notes</td>
</tr>
</tbody>
</table>

**Project Information**

- Maintenance status: Actively maintained
- Development status: Under active development
- Module categories: Administration, Content, Content Display, Developer,
  File Management, Theme Enhancements, Utility
- Reported installs: 5 sites currently report using this module. View usage statistics.
- Downloads: 128
- Last modified: February 2, 2013

Report a security issue
Modules to simplify theming
Display Suite for the front end...

My Sample Event
Submitted by root on Fri, 05/17/2013 - 17:24

His voice and face were eager. The men behind him stared curiously. The artilleryman jumped down the bank into the road and saluted.

"Gun destroyed last night, sir. Have been hiding. Trying to rejoin battery, sir. You'll come in sight of the Martians, I expect, about half a mile along this road."

Date:
Saturday, May 18, 2013 - 17:00 to 18:15
Church:
bridos
Address:
33 My street
Minneapolis, MN 55114
His voice and face were eager. The men behind him stared curiously. The artilleryman jumped down the bank into the road and saluted.

"Gun destroyed last night, sir. Have been hiding. Trying to rejoin battery, sir. You’ll come in sight of the Martians, I expect, about half a mile along this road."

**Date:**
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**Church:**
 bridos

**Address:**
33 My street
Minneapolis, MN 55114

**Type of Event:**
Display Suite **for the front end**... **SELECT LAYOUT**

<table>
<thead>
<tr>
<th>FIELD</th>
<th>LABEL</th>
<th>FORMAT</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Image</td>
<td>&lt;Hidden&gt;</td>
<td>Image</td>
<td>Original image</td>
</tr>
<tr>
<td>Body</td>
<td>&lt;Hidden&gt;</td>
<td>Default</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Above</td>
<td>Date and time</td>
<td>Display dates using the Long (Tue, 06/18/2013 – 16:52) format</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Display both Start and End dates</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Show all value(s) starting with earliest, ending with latest</td>
</tr>
<tr>
<td>Church</td>
<td>Above</td>
<td>Link</td>
<td>Use widget configuration</td>
</tr>
<tr>
<td>Address</td>
<td>Above</td>
<td>Default</td>
<td></td>
</tr>
<tr>
<td>Type of Event</td>
<td>Above</td>
<td>Link</td>
<td></td>
</tr>
<tr>
<td>Evangelist</td>
<td>Above</td>
<td>Link</td>
<td></td>
</tr>
<tr>
<td>Topic</td>
<td>Above</td>
<td>Link</td>
<td></td>
</tr>
</tbody>
</table>

Hidden

No field is hidden.

**Layout for events in default**

**Custom display settings**

Select a layout:

- None
- One column
- Two column
- Fluid two column
- Two column stacked
- Fluid two column stacked
- Three column – 25/50/25
- Three column – equal width

Save
## Display Suite for the front end...

### Arrange Fields

<table>
<thead>
<tr>
<th>Field</th>
<th>Region</th>
<th>Label</th>
<th>Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Left</td>
<td>&lt;Hidden&gt;</td>
<td>Default</td>
<td>Wrapper: h2</td>
</tr>
<tr>
<td>Event Image</td>
<td>Left</td>
<td>&lt;Hidden&gt;</td>
<td>Image</td>
<td>Image style: medium, Linked to content</td>
</tr>
<tr>
<td>Body</td>
<td>Left</td>
<td>&lt;Hidden&gt;</td>
<td>Default</td>
<td></td>
</tr>
<tr>
<td>Right</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Right</td>
<td>Above</td>
<td>Date and time</td>
<td>Display dates using the Long (Tue, 06/18/2013 – 16:59) format</td>
</tr>
<tr>
<td>Church</td>
<td>Right</td>
<td>Above</td>
<td>Link</td>
<td>Display both Start and End dates, Show all value(s) starting with earliest, ending with latest</td>
</tr>
<tr>
<td>Address</td>
<td>Right</td>
<td>Above</td>
<td>Default</td>
<td>Use widget configuration</td>
</tr>
<tr>
<td>Type of Event</td>
<td>Right</td>
<td>Above</td>
<td>Link</td>
<td></td>
</tr>
<tr>
<td>Evangelist</td>
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<td>Link</td>
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<td>Topic</td>
<td>Right</td>
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<td>Link</td>
<td></td>
</tr>
</tbody>
</table>
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Address:
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Type of Event:
Networking

Evangelist:
Peter

Topic:
chiu cilathes vathathuju
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Display Suite for the front end...

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"Gun destroyed last night, sir. Have been hiding. Trying to rejoin battery, sir. You'll come in sight of the Martians, I expect, about half a mile along this road."

Date:
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Church:
bridos

Address:
33 My street
Minneapolis, MN 55114

Type of Event:
Display Suite for the front end...

<table>
<thead>
<tr>
<th>Type of Event</th>
<th>field_type_of_event</th>
<th>Term reference</th>
<th>Select list</th>
<th>edit</th>
<th>delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evangelist</td>
<td>field_evangelist</td>
<td>Term reference</td>
<td>Select list</td>
<td>edit</td>
<td>delete</td>
</tr>
<tr>
<td>Topic</td>
<td>field_topic</td>
<td>Term reference</td>
<td>Select list</td>
<td>edit</td>
<td>delete</td>
</tr>
</tbody>
</table>

**Right**

| Date          | field_date          | Date            | Pop-up calendar | edit | delete |

**Footer**

*No fields are displayed in this region*

**Hidden**

*Add new field*

- Label

- Select a field type
- Select a widget

*Add existing field*

- Label

- Select an existing field
- Select a widget

**Layout for events in form**

- **Custom wrappers**
  - None
  - One column
  - Two column
- **Custom classes**
  - Fluid two column
  - Two column stacked
Display Suite for the front end...

Display Suite defines its own search type for search. You need to enable it at search settings when you are going to use Drupal core search. You do not have to enable and use it when using the Apachesolr module. Search results will be themed on the default Apachesolr pages.

**GENERAL**

**Search engine**
Node
Select the search engine as the query backend.

**Search path**
search/\:content
Make sure you don't override an existing search path.

**View mode**
Full content
Select another view mode in favor of the default search view mode.

**Extra variables**
None
What about Panels?
SEO Checklist

https://drupal.org/project/seo_checklist

Check off each SEO-related task as you complete it. Don't forget to click the Save button!

Hide descriptions

### Introduction

<table>
<thead>
<tr>
<th>Tools</th>
<th>0 of 4 (0%) complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page titles</td>
<td>2 of 2 (100%) complete</td>
</tr>
<tr>
<td>URL paths</td>
<td>2 of 5 (40%) complete</td>
</tr>
<tr>
<td>Create search engine accounts</td>
<td>2 of 2 (100%) complete</td>
</tr>
<tr>
<td>Track your visitors</td>
<td>4 of 8 (50%) complete</td>
</tr>
<tr>
<td>Page content</td>
<td>0 of 9 (0%) complete</td>
</tr>
<tr>
<td>Clean code</td>
<td>0 of 2 (0%) complete</td>
</tr>
<tr>
<td>Submit your site to the search engines</td>
<td>0 of 9 (0%) complete</td>
</tr>
</tbody>
</table>

### How to use the Drupal SEO Checklist

Please read these instructions to get the most out of your Drupal Search Engine Optimization efforts.

**Important warning**

This checklist will not search engine optimize your site. It was written as a guide for Drupal SEO experts. If you need help with Drupal SEO best practices, the search engines' latest changes, your brand's target audience, or strategic marketing objectives, consider using a Drupal-specific Internet Marketing consultant like Volacci or ask your Drupal developer for a recommendation.

**Getting started**

Each time you open the SEO Checklist, it will look to see if any tasks have already been completed. For example, if you've already turned on clean URLs then that item will be checked. You still need to click "Save" to time and date stamp the automatically-checked items.

The best way to proceed is to start at the top and work your way through each tab until you're done, clicking save after each completed item.

**How it's organized**
Menu Block
https://drupal.org/project/menu_block

Department of Urology

Patient Care  Research  Education  About  People  News  Locations  Internal Site

Home / Patient Care / Cancer

Cancer
Menu Block
https://drupal.org/project/menu_block
Image Caption Filter

https://drupal.org/project/image_caption_formatter
Chosen
https://drupal.org/project/chosen

Before

Hold down the Ctrl (windows) / Command (Mac) button to select multiple options.
Chosen
https://drupal.org/project/chosen

**Before**

Hold down the Ctrl (windows) / Command (Mac) button to select multiple options.

**After**
Views slideshow

http://drupal.org/project/views_slideshow

Without CSS

Susie Relaxing
1
2

With CSS

MEN'S BREAKFAST
THIRD SATURDAYS

WITH CSS
Bigger considerations

- Fusion or Omega starter themes
- Color module
- Panopoly distro
You are special!
"You don't know what you don't know."
"You don't know what you don't know."

"Once you know what you know, you can't pretend not to not know what you know."
"You don't know what you don't know."

"Once you know what you know, you can't pretend not to not know what you know."
make drupal a better place by creating issues in the queue!
Be empowered the Drupal way!
We hope you've enjoyed

Theming for Sitebuilders

How did I do? Let us know

http://is.gd/asapon  (click to rate)