

# A PEEK INSIDE THE KIMONO: UWESTFEST.COM

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# WHAT WE'LL COVER

- The Vision
- The Setup
- The Challenges
- Room for Future Improvements

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**THE VISION:**  
1 UMBRACO,  
EVERY YEAR UNIQUE,  
FAST DEPLOYMENTS



# UWESTFEST.COM - BEFORE

- Separate new installs each year
- Hard-coded templates
- Content updates on the fly all over the place

# CONSTRAINTS

- Volunteer project
- Strong desire for Wow! Designs

# COMPROMISES

- Tech-savvy content editors needed
- Some items are hard-coded into templates or partial views

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# THE SETUP: UMBRACO CLOUD + THEMING + CUSTOM GRID





# UMBRACO CLOUD

- Separation of Code/Design & Content
- Managed, Phased Deployments
- Fast Deployments



# UMBRACO CLOUD

Content

Welcome Get Started Deployments

Open uWestFest on Umbraco.io Help and documentation

The diagram illustrates the deployment workflow. It consists of three stages: Local, Development, and Live. Local is represented by a laptop icon and is highlighted with a blue circle and a green 'Current workspace' label. A large grey arrow points from Local to Development. Development is represented by a globe icon and is labeled 'Development Workspace'. Another large grey arrow points from Development to Live. Live is represented by a globe icon and is labeled 'Live Workspace'.

**Local**  
Current workspace

**Development**  
Development Workspace

**Live**  
Live Workspace

**No pending changes**







The queue is currently empty, everything has been transferred already - to add new items to the queue right click content in the tree on the left and select "queue for transfer"

Reload Queue

# THEMING

# Multiple Sites

## CONTENT

-  [Site Switcher]
- ▶  uWestFest
- ▶  2017 - Denver, CO
- ▶  2016 - San Diego, CA
- ▶  2015 - Orlando, FL
-  2014 - Las Vegas, NV

# THEMING

## Each site:

- Same doctypes & code base
- Unique templates, styles, and visual assets

# THEMING

2017 - Denver, CO

Site Settings Content Footer Social Sites & Links Page Settings SEO & Meta Redirection

Site Type

Theme

CSS Override   
Only needed for "general" sites  
- to skin with new colors

Event Start Date    
✖ Clear Date

Event End Date    
optional - for multi-day  
conference  
✖ Clear Date

Site Title   
Used in Meta Title Format, as  
defined, below

Site-wide Meta Title  
Format   
Format of Meta titles across  
the site. Default if blank:  
%%PageTitle%% |  
%%SiteTitle%%

Site Description   
Used on pages that don't  
supply their own description

2016 - San Diego, CA

Site Settings Content Footer Social Sites & Links Page Settings SEO & Meta Redirection Properties

Site Type

Theme

CSS Override   
Only needed for "general" sites  
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# THEMING

## “Site Switcher” Node

[Site Switcher] Actions ▾

Redirection Properties

Redirect Option Internal Redirect ▾

Redirect Page to Internal URL + 🏠 2017 - Denver, CO  
Open | Edit

# CUSTOMIZED GRID

- Using a grid control allows for layout flexibility
- Advanced functionality provided via macros
- Reusable widgets keep pages consistent

## Code Snippet

Edit your content here

### Code Snippet Reference Name

Just displayed in the back-office grid control, for your reference.

### Partial View to Render

Root-relative path (ex:  
/App\_Plugins/Theming/Themes/MyTheme/Views/Partials/MyView.cshtml)  
to code which needs to be processed... otherwise, use the textbox,  
below.

### Partial View Parameters

Optional. Key/Value parameters to pass to the Partial View

+ Add

### Cache Partial Minutes

Put in a number of minutes to cache the partial

### Code Snippet

Renders JavaScript, style, and HTML blocks in a widget

```
<div id="svg_umbracoDevelopers" class="img-svg img-right" data-  
src="/App_Plugins/Theming/Themes/2017/Assets/img/infographic-umbracoDevelopment.svg"></div>
```

Cancel

Update

# CUSTOMIZED GRID

## “Code Snippet” Widget

- Simple HTML/JS Inserts
- Parameterized Partial Views



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# THE CHALLENGES: INCORPORATING OLD SITES, CLOUD BUMPS, CREATIVE DESIGN IMPLEMENTATION

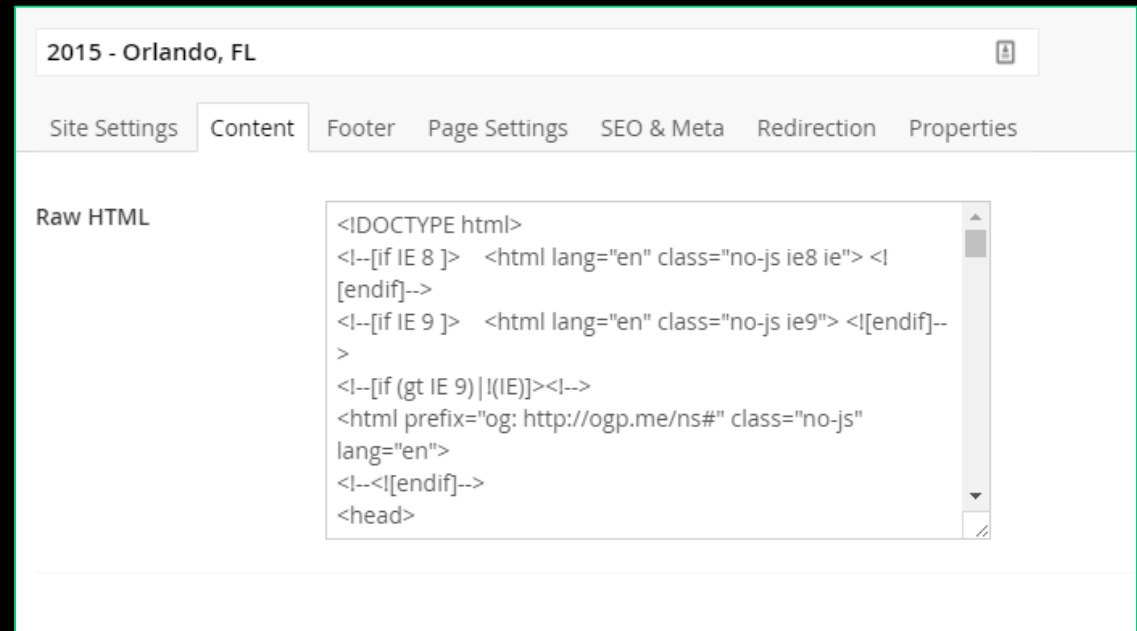


# INCORPORATING OLD SITES

## Quick-n-Dirty Solution:

Raw HTML rendered in templates

```
@Html.Raw(Model.Content.RawHtmlCode)
```



The screenshot shows a web application interface for editing content. The title bar reads "2015 - Orlando, FL". Below the title bar is a navigation menu with tabs: "Site Settings", "Content", "Footer", "Page Settings", "SEO & Meta", "Redirection", and "Properties". The "Content" tab is selected. The main area is titled "Raw HTML" and contains a text area with the following code:

```
<!DOCTYPE html>
<!--[if IE 8 ]> <html lang="en" class="no-js ie8 ie"> <![endif]-->
<!--[if IE 9 ]> <html lang="en" class="no-js ie9"> <![endif]-->
<!--[if (gt IE 9)]!(IE)]><!-->
<html prefix="og: http://ogp.me/ns#" class="no-js" lang="en">
<!--<![endif]-->
<head>
```

# CLOUD BUMPS

- Converting an “on-premise” install to Umbraco Cloud
- Not every issue is a technical issue

# CREATIVE DESIGN IMPLEMENTATION

## Align Front-end coding with CMS structure

- PSD → HTML/CSS → CMS Templates/Content
- Result: Back-end coding workarounds, hard-coding bits, etc.
  
- Possible Solution: PSD → CMS-Provided HTML → CSS Styling
- Result: Cleaner code-base, more configurable content

# CREATIVE DESIGN IMPLEMENTATION

## Thinking “GRID”

Page design as a *Monolith*

vs.

Page design as Arrangement of *Modules*  
(aka rows/columns/grid widgets)

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# ROOM FOR FUTURE IMPROVEMENTS



## FUTURE IMPROVEMENTS

- Front-end development informed by existing CMS & grid structure
- Up-front annual phase planning



THANK YOU!

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