# CLIENT VS BUILDER

## Power to the Client, Sanity for the Builder

Drupal Camp Sydney, November 2014

# CONTROL

# PLASTICITY
# VS
# RIGIDITY

# CHUNKS
# VS
# BLOBS

Karen McGrane

# CONTENT STRA
# FOR MOBIL

FOREWORD BY Paul F

# “President of the WYSIWYG haters club”

# “Get your HTML out of my content”

# SEAN McGRATH (2002)

The document people have the same problems as always: **Editing tools are dogs** when it comes to mixed **content and attributes**; ... The ethos of separating **content from presentation** breaks down at the old chestnuts called tables, equations, and graphics -- just as it always has.

http://www.propylon.com/news/ctoarticles/Roller_Coaster_20020301.html

# JEFF EATON (2014)

But Team Chunk has a deadly weakness. When narrative text is mixed with embedded media, complex call-outs, or other rich supporting material, structured templates have trouble keeping up....

The chunky, fields-and-templates approach we've developed can't save us from the **mismatch** between our content and HTML's descriptive tools.

http://alistapart.com/article/battle-for-the-body-field

# JEFF'S SOLUTIONS

XML Schemas for the markup

Short Tags a la WordPress

HTML5 data attributes

Web components

# A LITTLE ABOUT US

# A LITTLE ABOUT US

Client

Loves Features
Loves Flexibility
Hates Complexity

# A LITTLE ABOUT US

Client

Loves Features
Loves Flexibility
Hates Complexity

Site builder

Loves Simplicity
Wants Control
Hates Breakage

# HELLO. IS THAT THE DRUPAL SHOP?

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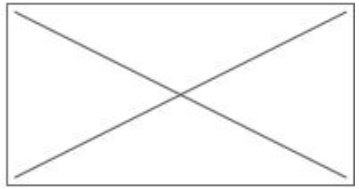

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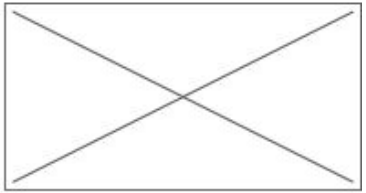

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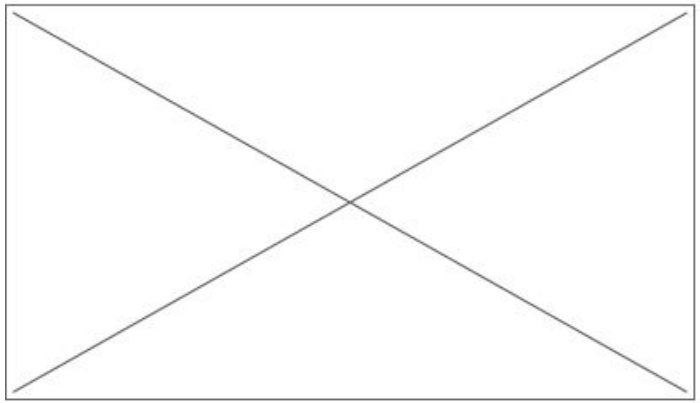

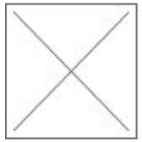

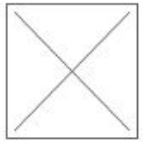

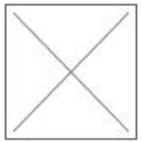

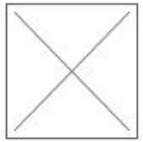

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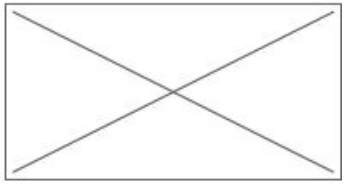

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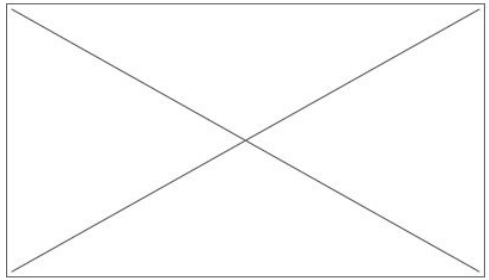

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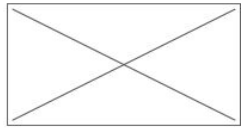

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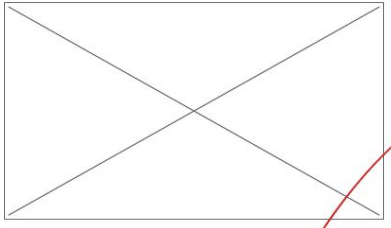

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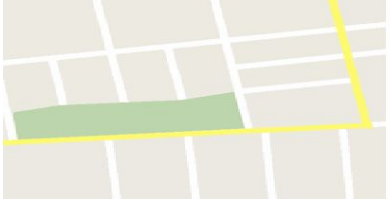

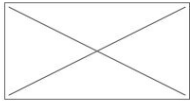

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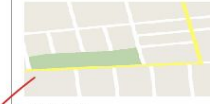

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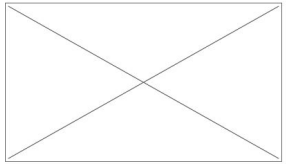

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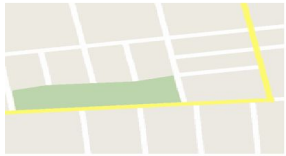

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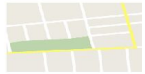

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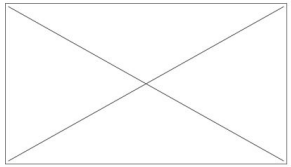

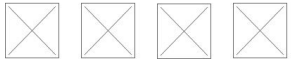

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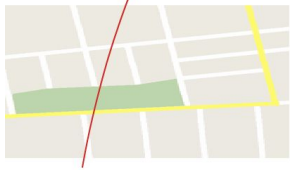

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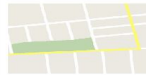

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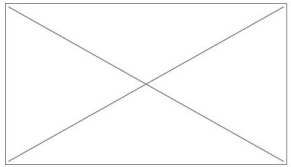

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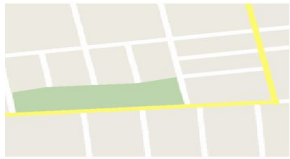

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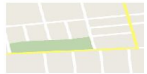

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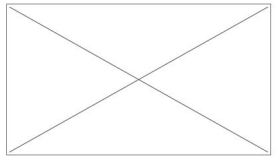

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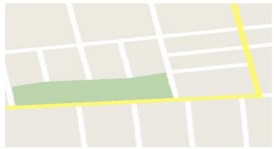

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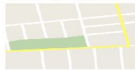

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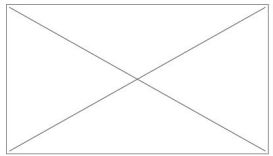

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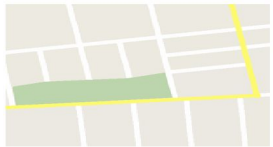

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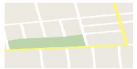

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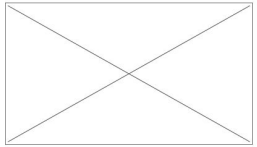

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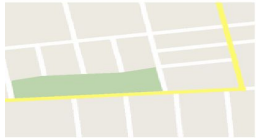

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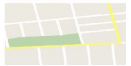

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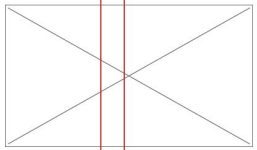

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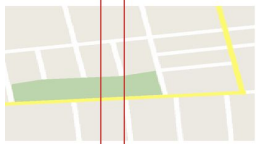


## More like this...

Event 1

Sentiments of surrounded friendship dispatched connection is he. Me or produce besides hastily up as pleased. Bore less when had and john shed hope.

Event 2

Sentiments of surrounded friendship dispatched connection is he. Me or produce besides hastily up as pleased. Bore less when had and john shed hope.

Event 2

Sentiments of surrounded friendship dispatched connection is he. Me or produce besides hastily up as pleased. Bore less when had and john shed hope.

AD

AD

## When & Where

Fishburners
Level 1, 608 Harris St, Ultimo
Sydney NSW 2000
Australia

Saturday, 1 November 2014 at 9:00 AM - Sunday, 2 November 2014 at 5:00 PM

## More like this...

Event 1

Event 2

Event 3

## Sign up

Name

Email

Phone

Submit

# INTRODUCING PARAGRAPHS

Structure and flexibility

# ENCAPSULATION

Model what changes

# GANG OF FOUR (1995)

Consider what should be variable in your design. This approach is the opposite of focusing on the cause of redesign. Instead of considering what might force a change to a design, **consider what you want to be able to change without redesign**. The focus here is on **encapsulating the concept that varies**, a theme of many design patterns.

Design Patterns: Elements of Reusable Object Oriented Software

# PARAGRAPHS ENCAPSULATE CONTENT THAT CHANGES

# PARAGRAPHS PARTIALLY SOLVE THE CHUNKING PROBLEM

https://www.flickr.com/photos/64878216

# PARAGRAPHS PARTIALLY SOLVE THE STRUGGLE FOR CONTROL

https://www.flickr.com/photos/asafantman/5134136997

# SOME DEMOS

How we use it

# Online banking without the burden of bank branch queues

Easy Street's range of award winning products and services are only available online, which means we can be fast and flexible. With 24/7 online access and a local call centre, help is never far away.

---

**HIGH INTEREST SAVINGS**

**PERSONAL LOANS →**

**HOME LOAN →**

**INSURANCE →**

Paragraph type: *List Tiles*

**Class**

- None -

**Title**

Online banking without the burden of bank branch queues

**Lead**

Easy Street's range of award winning products and services are only available online, which means we can be fast and flexible. With 24/7 online access and a local call centre, help is never far away.

**Items** *

*

High Interest Savings Accounts (9)

Personal Loans (12)

Home Loan (27)

Insurance (28)

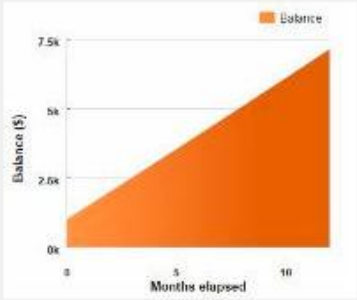
Remove

# Tools and calculators

- SAVINGS PLAN CALCULATOR >
- BUDGET PLANNER >
- INCOME TAX CALCULATOR >

## Savings Plan Calculator

Using our savings plan calculator, you can devise a savings plan, calculate how much you'll save over time and how much interest you'll earn on a given interest rate. Go To Calculator >>



Paragraph type: *Summary Tabs*

**Class**

Soft

**Title**

Tools and calculators

**Lead**

**Items** *

*

Savings Plan Calculator (86)

Budget Planner (87)

Income Tax Calculator (88)

Add another item

Remove

# TAKEAWAYS

Content Strategy and Data Modeling

A new way of building sites

Great for distros

# QUESTIONS

# THANKS

Murray Woodman @murrayw

Ivan Zugec @zugec