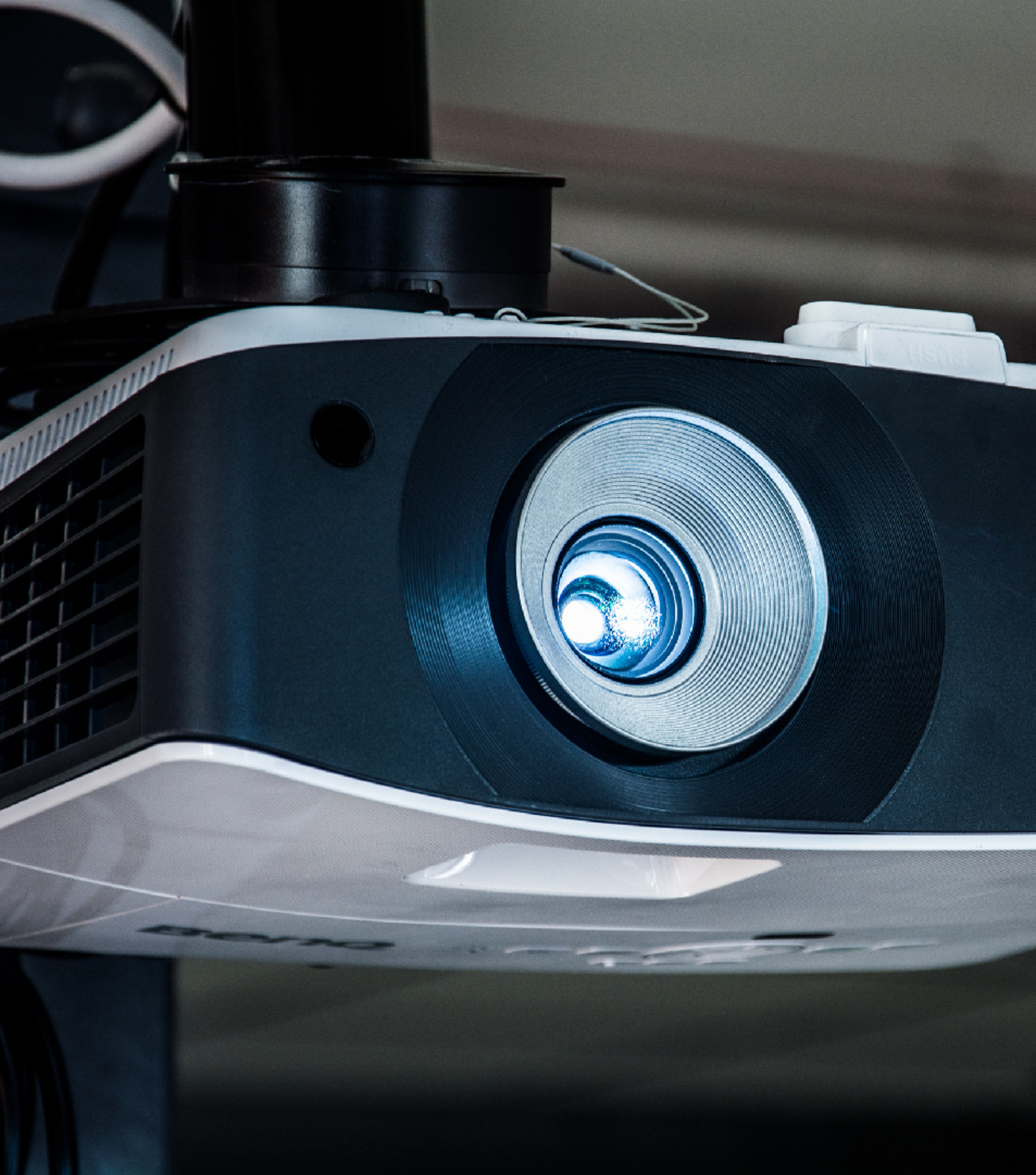


Show Me:

Design Tips and Strategies
for Your WordPress Website
(and life!)



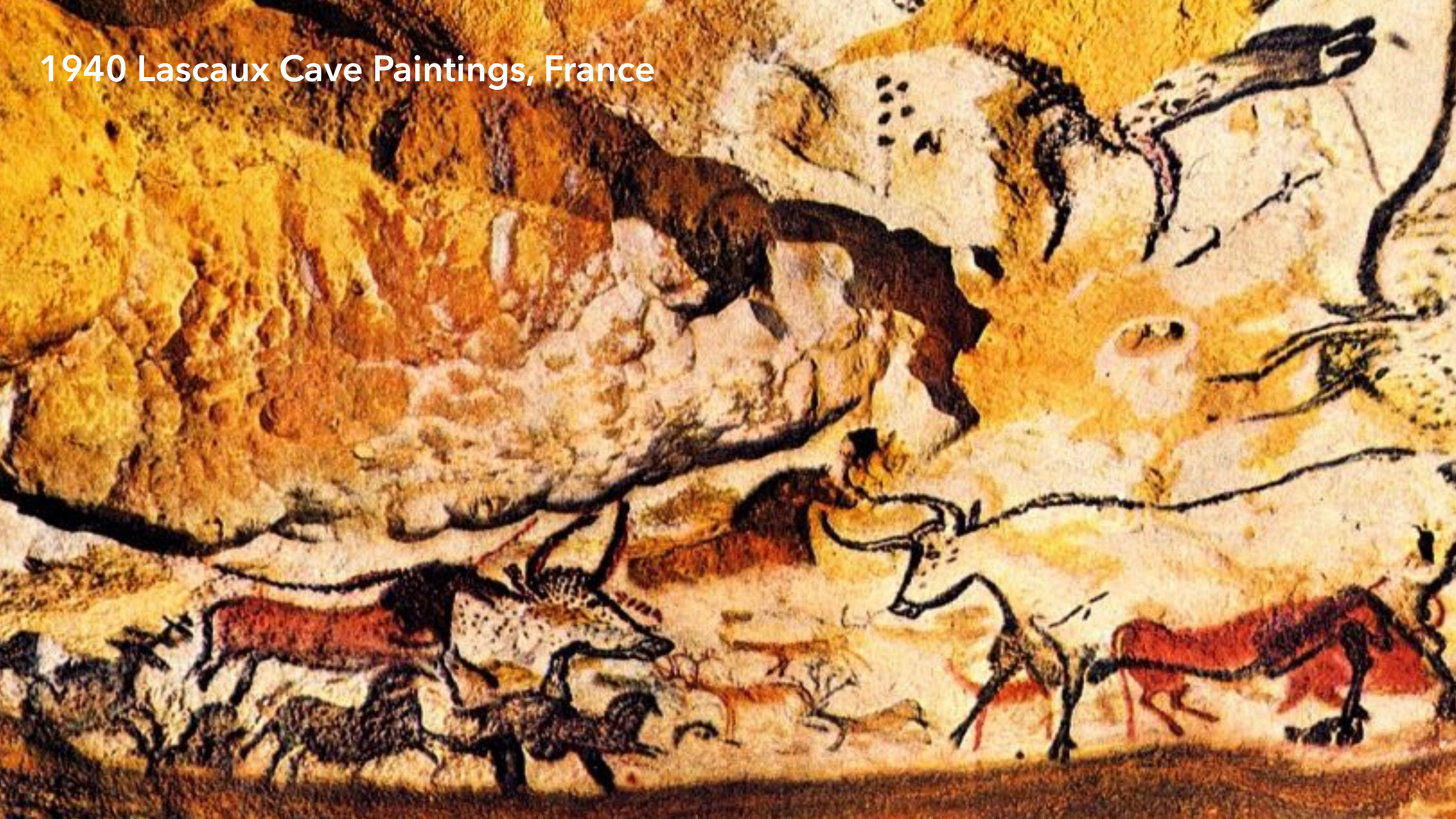


SHOW ME:

Design Tips and Strategies
for Your WordPress Website
(and life!)

WordCamp Fayetteville 2018

1940 Lascaux Cave Paintings, France





ERIC HUBER

Partner | Chief Creative Officer



@eric_huber (Twitter)

@mightycreative (Instagram)

eric.huber.usa (Facebook)

www.erichuber.com

@bluezoocreative (Twitter & Instagram)

www.bluezoocreative.com

Fayetteville, Arkansas



BLUEZOO™

A CREATIVE AGENCY

Founded 2008

Collin Condray, CTO
Mark Cloud, CEO
Tracey Young, AE
Scarlett Isbell, Developer





WARNING

**ALL INFORMATION MAY
ALREADY BE OUT OF DATE.**

GRAPHIC DESIGN

Defined



GRAPHIC DESIGN

Purpose

To Inspire Someone,
Somewhere,
to Do Something.



GRAPHIC DESIGN

Examples

Communicate, Educate,
Stimulate, and Motivate.



ELEMENTS of DESIGN

The Von Restorff Effect
(be remembered)



GESTALT PRINCIPLES

Unified Whole Visual Perception

ELEMENTS of DESIGN

Similarity



GESTALT PRINCIPLES

Unified Whole Visual Perception

ELEMENTS of DESIGN

Continuation



GESTALT PRINCIPLES

Unified Whole Visual Perception

ELEMENTS of DESIGN

Closure

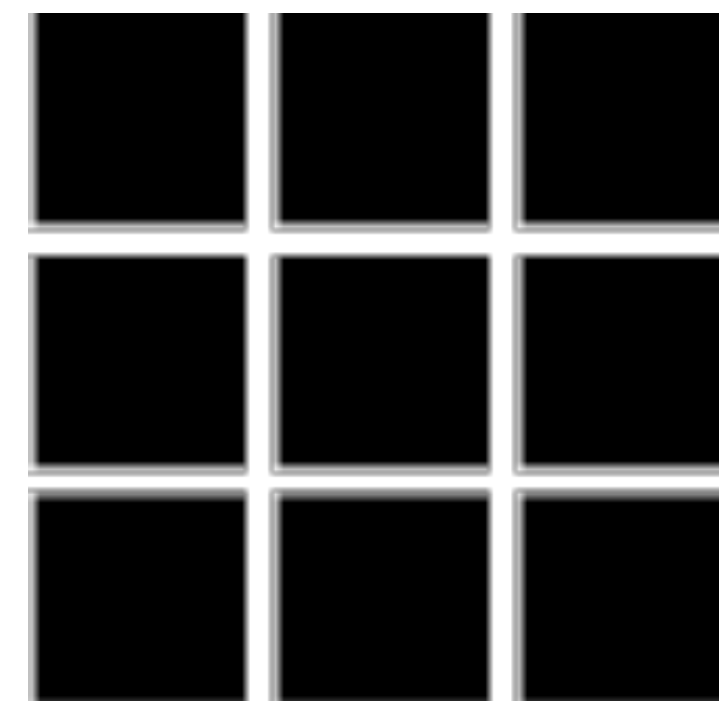
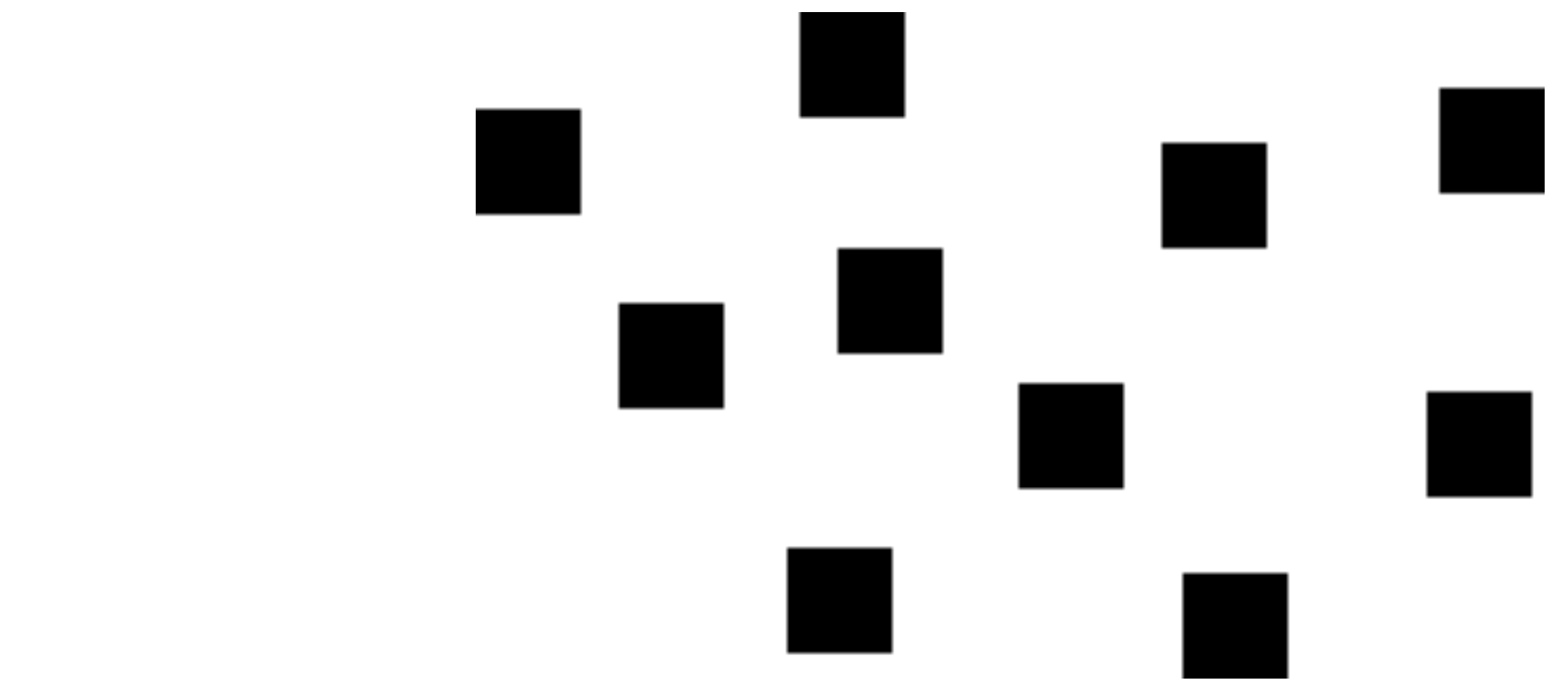


GESTALT PRINCIPLES

Unified Whole Visual Perception

ELEMENTS of DESIGN

Proximity



GESTALT PRINCIPLES

Unified Whole Visual Perception

ELEMENTS of DESIGN

Figure Ground



COLORS

ELEMENTS of DESIGN



GROUNDING

NEUTRAL

SOLID

IMAGES

ELEMENTS of DESIGN



WORDS

ELEMENTS of DESIGN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In viverra urna venenatis dolor tempus euismod ac eget nulla. In nec ante accumsan, commodo erat a, finibus et turpis. Praesent non nisl dui dictum, pharetra dui et, enim pretium justo. Sed vehicula diam sed ipsum venenatis, sit amet iaculis magna metus imperdiet aliquet accumsan. Suspendisse potenti.

TYPOGRAPHY

ELEMENTS of DESIGN

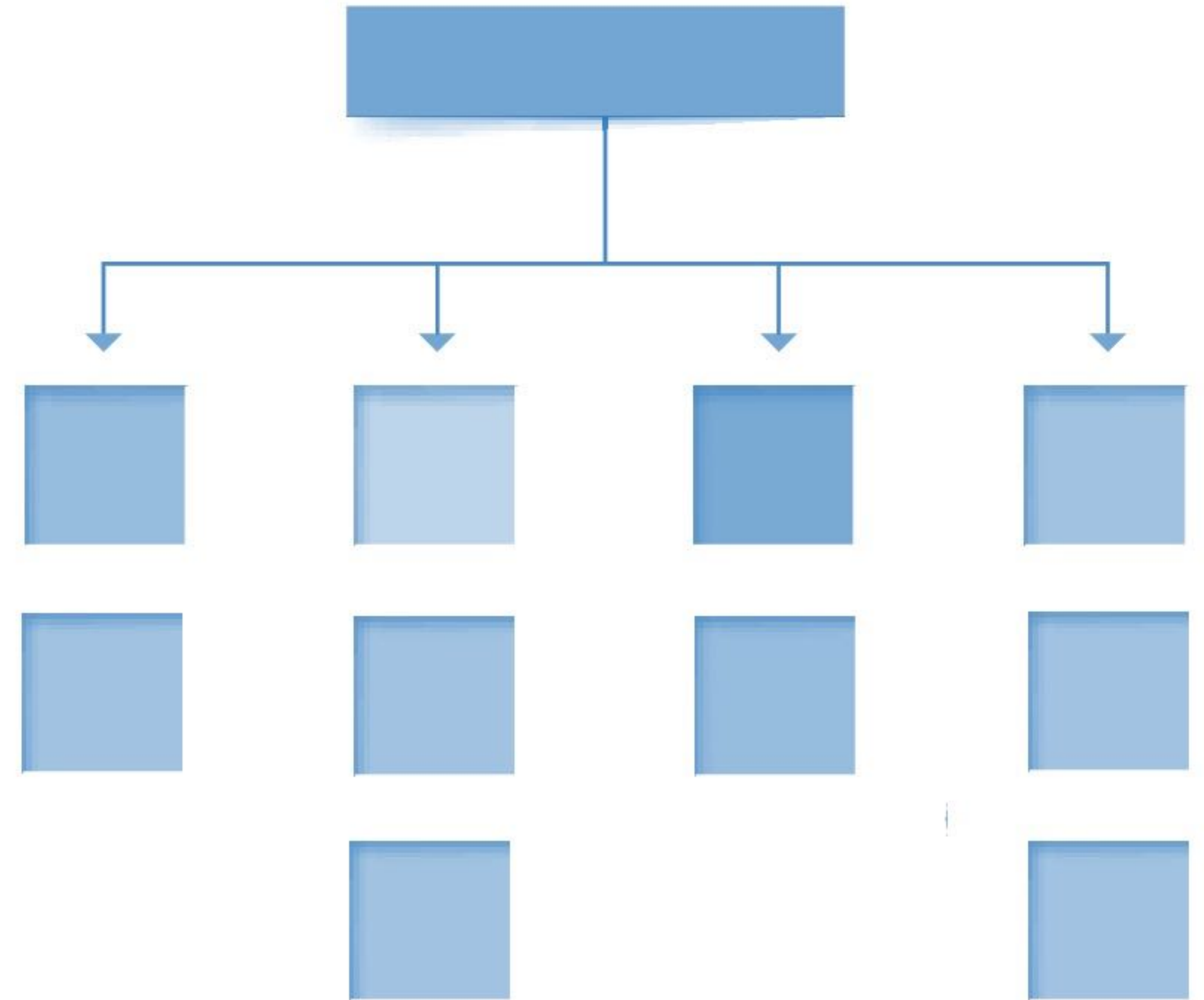


APPROACHING Your WordPress Project



SITEMAP

APPROACHING Your WordPress Project



SITEMAP

APPROACHING Your WordPress Project

- HOME
- ABOUT
- SERVICES or PRODUCTS
- BLOG
 - Opinion: Blog
 - Authoritative: Articles
 - Timely: News
- CONTACT

WIREFRAMING

APPROACHING Your WordPress Project



TEMPLATES FREE

APPROACHING

Your WordPress

Project

Add Themes

Upload Theme

2561

Featured

Popular

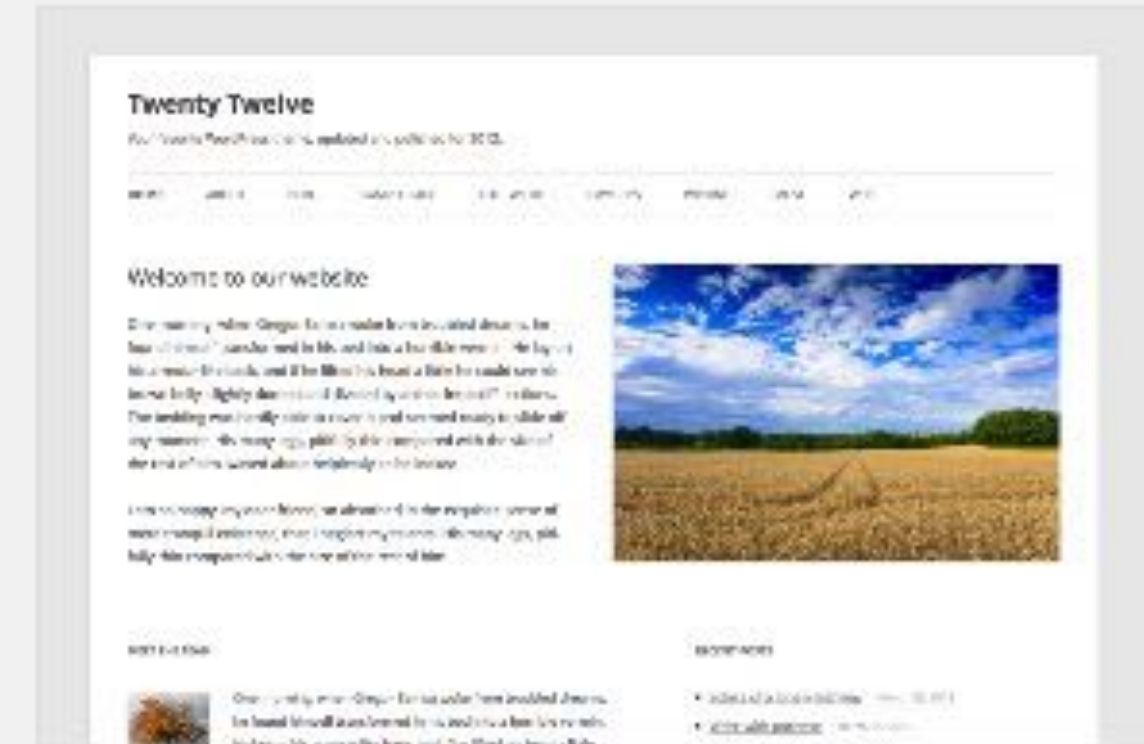
Latest

Favorites

Feature Filter



Sydney



Twenty Twelve



Twenty Eleven



Twenty Thirteen



TEMPLATES PREMIUM

APPROACHING

Your WordPress

Project

Avada | Responsive Multi-Purpose Theme

Item Details Reviews Comments Support



Avada :
♥ LOVED BY 330,000+

#1 SELLING THEME OF ALL TIME

Live Preview 

♥ Add to Favorites

➦ Add to Collection



Find Out Why 300,000+ People Love Avada!

🌿 View The 300K Envato Post!

Avada has been **the #1 selling theme** for nearly five straight years with an overall **5 star customer rating** and the **best customer support** on the market. It has the **most advanced & customizable options system** around that allows you to **build beautiful, professional**

Regular License ▼ **\$60**

- ✓ Quality checked by Envato
- ✓ Future updates
- ✓ 6 months support from ThemeFusion [What does support include?](#)

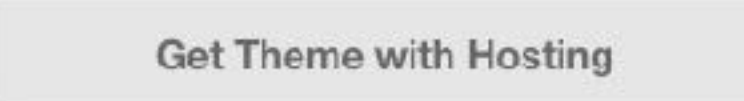
Extend support to 12 months **\$18**
👉 Get it now and save up to \$24







Theme, setup & hosting **\$19/mth**


Envato sets up the theme, hosts your website, and provides support. [Find out more](#)



 Power Elite Author

 **ThemeFusion**





 **341,784** Sales

 **27,023** Comments

BLANK CANVAS

Divi | Genesis | Responsive

APPROACHING Your WordPress Project



ADMIN AREA

BASICS

Media Library

1. Drag and Drop into Visual Editor
2. "Add Media"
3. Drag and Drop one or multiple files
4. Add descriptions and alt tags for ADA Compliance (and search engines)
5. Set alignment
6. Select if you're linking to media, URL, or 'None'
7. Select size. (One step before uploading)

Insert Media

- Create Gallery
- Create Audio Playlist
- Create Video Playlist
- Featured Image
- Insert from URL

Insert Media

Upload Files **Media Library**

All media items: All dates

Search media items...



Gibson-Les-Paul.jpeg
 May 16, 2017
 9 KB
 300 x 300
[Edit Image](#)
[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

ATTACHMENT SETTINGS

Alignment None Left Center Right

Link To

Size

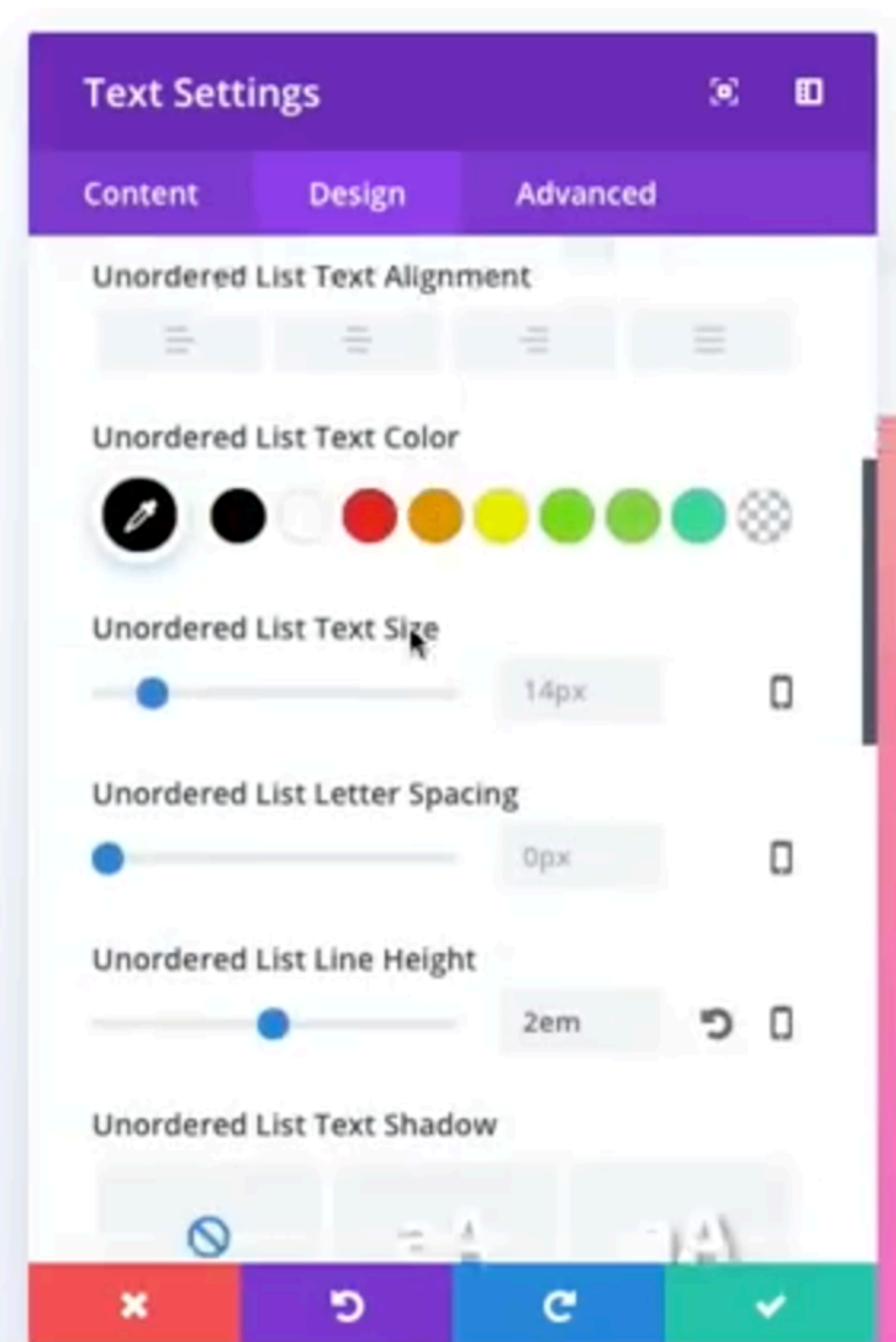
1 selected
[Clear](#)



Insert into page

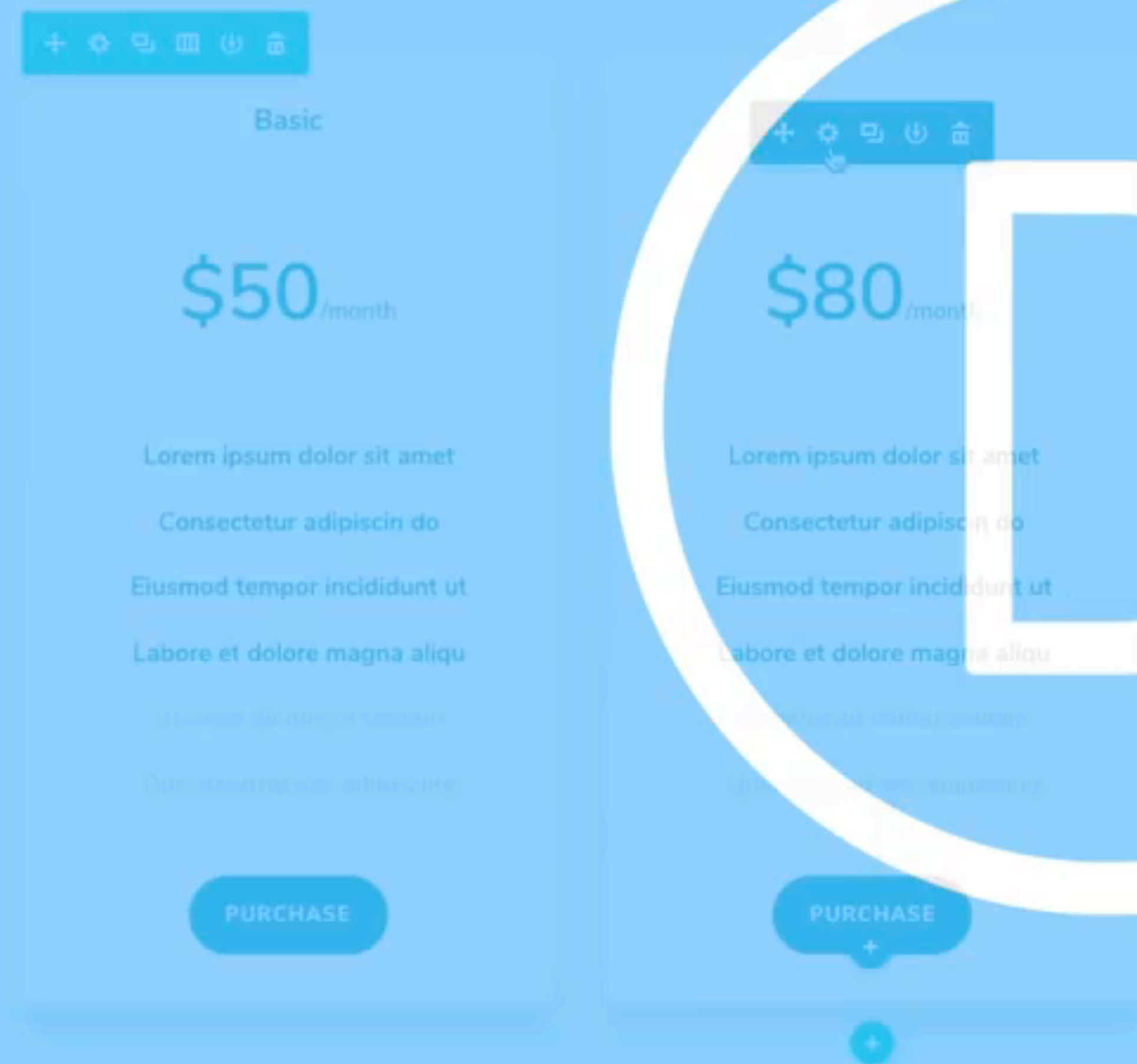
WYSIWYG

DIVI



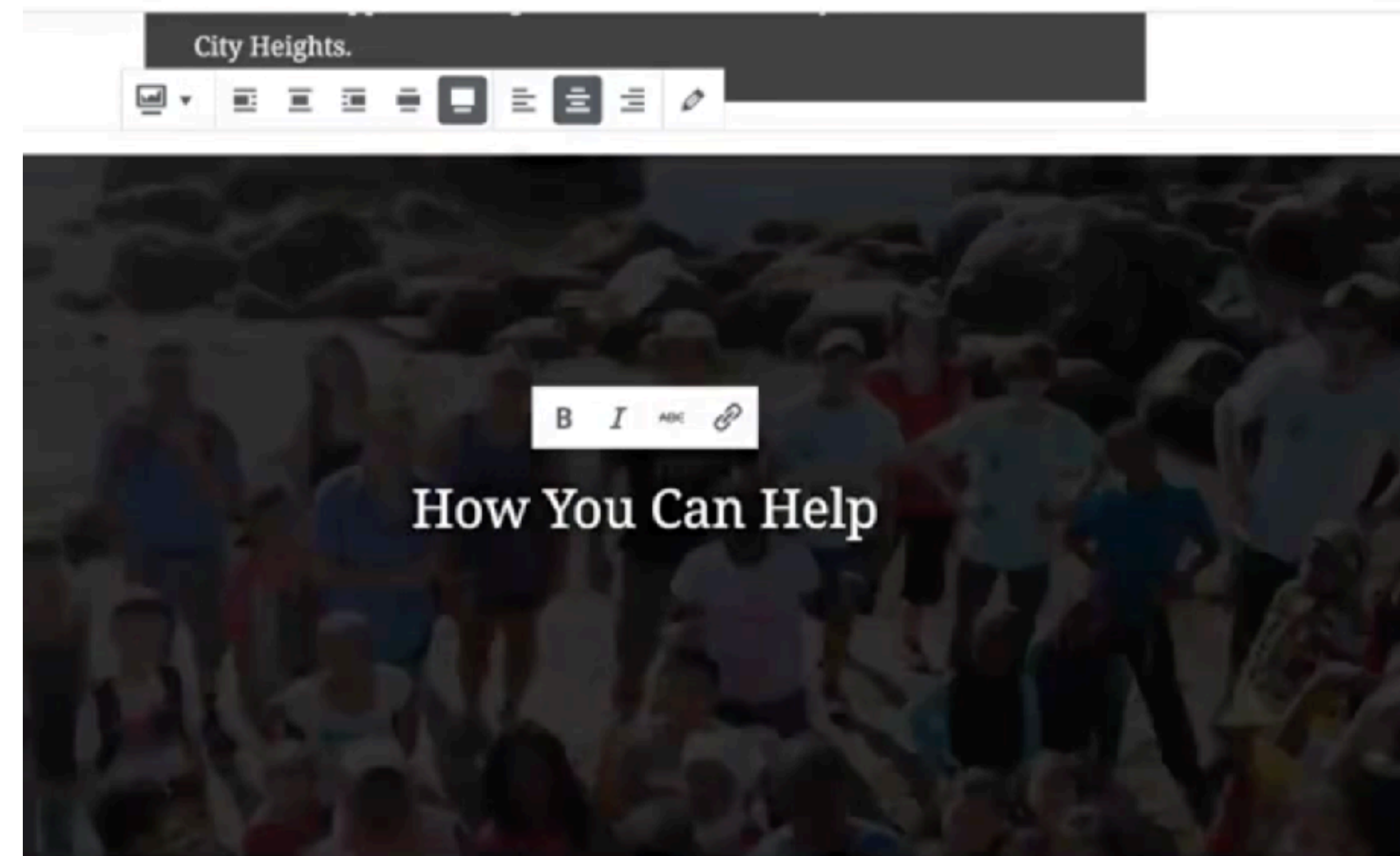
Introducing Quick Access

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,



WYSIWYG

GUTENBERG



rs! The best way to help out is to give your time
d Thursday evenings from 5:00 p.m. to 6:30
all tutors to REGISTER with us, as well as RSVP

Tutor with friends! We're looking for groups of 4-6 people
commit to coming the same Tuesday or Thursday each
month. Do you have a group of coworkers, a team, a small
group or a club that might be interested?



**INTEGRATING
EVERYTHING**



STORY

MAKING YOUR CLIENT PART OF THE STORY



QUESTIONS

INTEGRATING EVERYTHING

- ✘ What do we want someone to do and where?
- ✘ What does that person believe, want, care about, and do?
- ✘ What emotions do we want them to feel?
- ✘ What colors connect to those emotions?
- ✘ What typography matches with all the above?
- ✘ What is the "Call to Action?"

HIERARCHY

INTEGRATING EVERYTHING

- ✘ Image to catch attention
- ✘ Headline that solves a problem
- ✘ Sub-headline that shows how you solve that problem
- ✘ Content + additional imagery to reinforce ideas*
- ✘ Call-to-Action

*Content can be as long as necessary or
send to secondary pages

HIERARCHY

INTEGRATING EVERYTHING



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

- years*. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at *eighty-five*. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley. **PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

HIERARCHY

INTEGRATING EVERYTHING



LIGHT UP THE ROOM WITH YOUR SMILE

You have every reason to smile when you come to the Spodak Dental Group. Since 1976, our full-service practice has evolved to offer a complete range of preventative, restorative, implant, and cosmetic services from an accomplished team of board-certified dental and medical professionals. An on-premise dental laboratory staffed by master ceramic artists and the option of IV sleep dentistry administered by a board-certified medical anesthesiologist are just a few of the innovative advancements that set us apart. We have assembled the finest practitioners and the best technology under one roof, making us the most convenient, one-stop destination for all of your dental needs. Experience a new vision in dentistry. **Call 561-498-0050.**

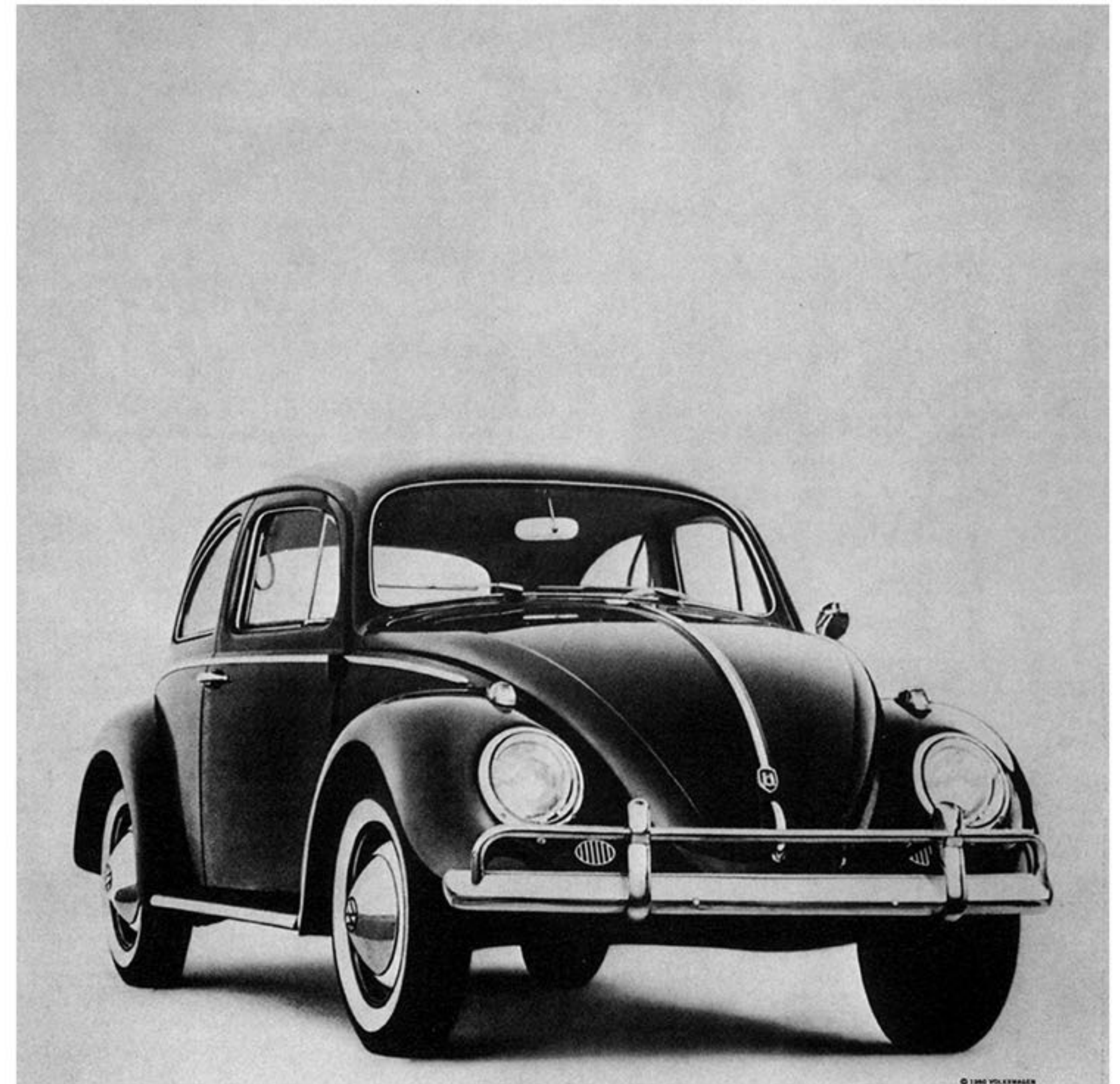
Spodak
dental group

DEDICATED TO YOUR SMILE

4665 West Atlantic Avenue, Delray Beach, FL 33445 • www.spodakdental.com

HIERARCHY

INTEGRATING EVERYTHING



Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)



We pluck the lemons; you get the plums.

HIERARCHY

INTEGRATING EVERYTHING



Lemon.

This Volkswagen missed the boat.

Donec molestie luctus ligula ac egestas. Quisque id sollicitudin enim. Mauris sed rutrum sapien. Cras ac mi et libero tristique tempus. Mauris eget libero euismod, pretium sapien dignissim, aliquet turpis. Morbi faucibus tincidunt laoreet. Nam ut fringilla ex, et dictum tortor. Sed neque libero, mollis a dictum ut, dignissim eu neque.

Mauris eget libero euismod, pretium sapien dignissim, aliquet turpis. Morbi faucibus tincidunt laoreet. Nam ut fringilla ex, et dictum tortor. Sed neque libero, mollis a dictum ut, dignissim eu neque. Morbi faucibus tincidunt laoreet. Morbi faucibus tincidunt laoreet.

Morbi faucibus tincidunt laoreet. Morbi faucibus tincidunt laoreet.

Quisque id sollicitudin enim. Mauris sed rutrum sapien. Cras ac mi et libero tristique tempus. Mauris eget libero euismod, pretium sapien dignissim, aliquet turpis. Morbi faucibus tincidunt laoreet. Nam ut fringilla ex, et dictum tortor. Sed neque libero, mollis a dictum ut, dignissim eu neque.



TREAD
on **TRENDS**
CAREFULLY



NEW TECHNOLOGIES

Progressive Web Apps (PWAs)

Chatbots and Artificial Intelligence

Blockchain

Motion UI

PHP 7

SSL & HTTPS

Google AMP

User Behavior Tracking

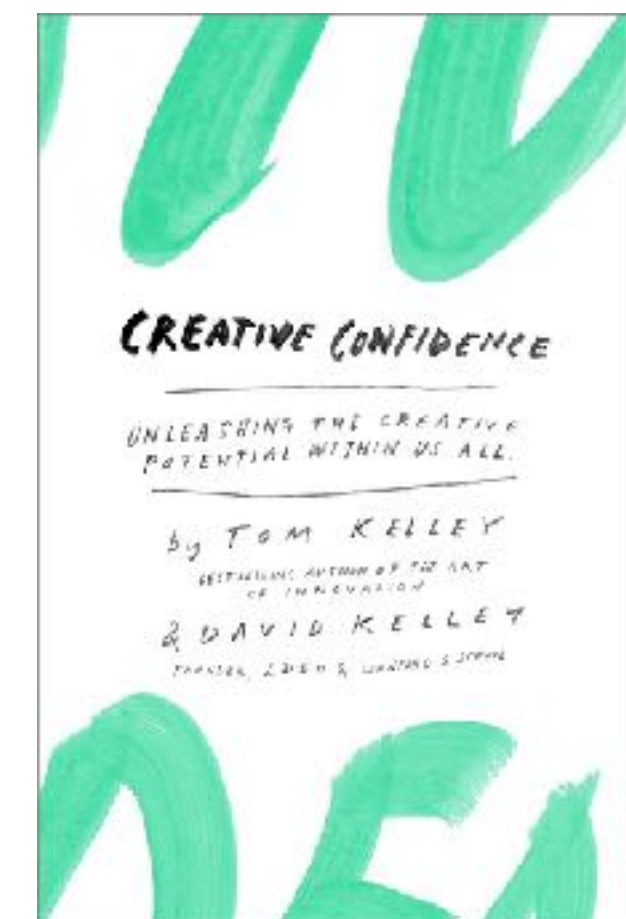
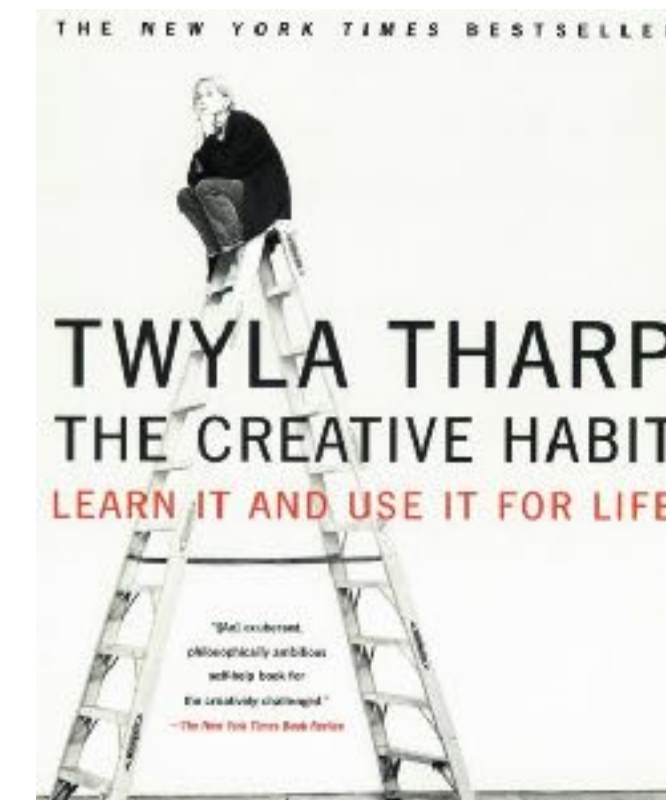
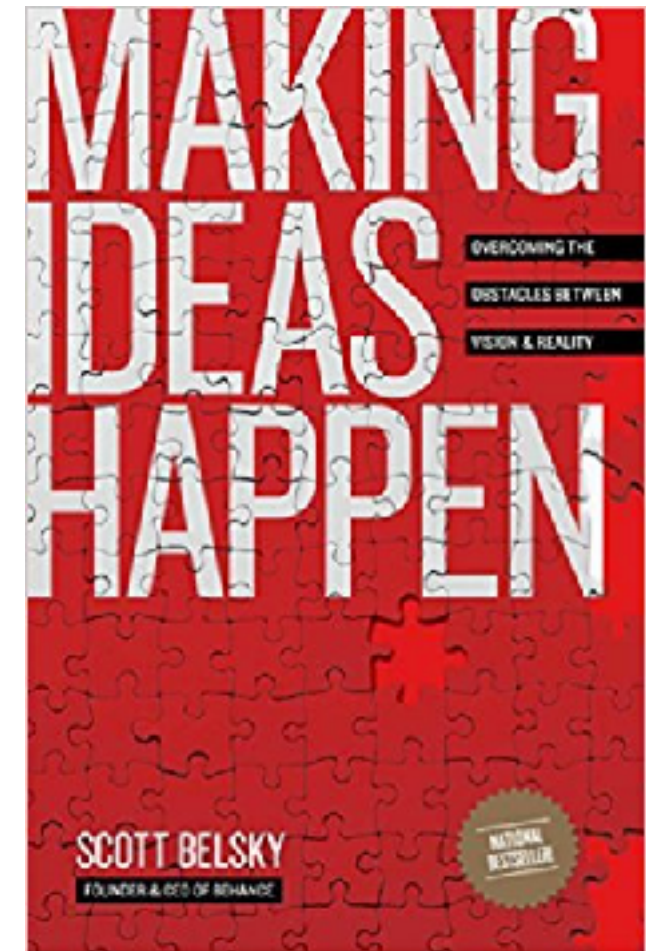
VR and AR

Responsive Logos

LEARN MORE STUFF

SOME BOOKS

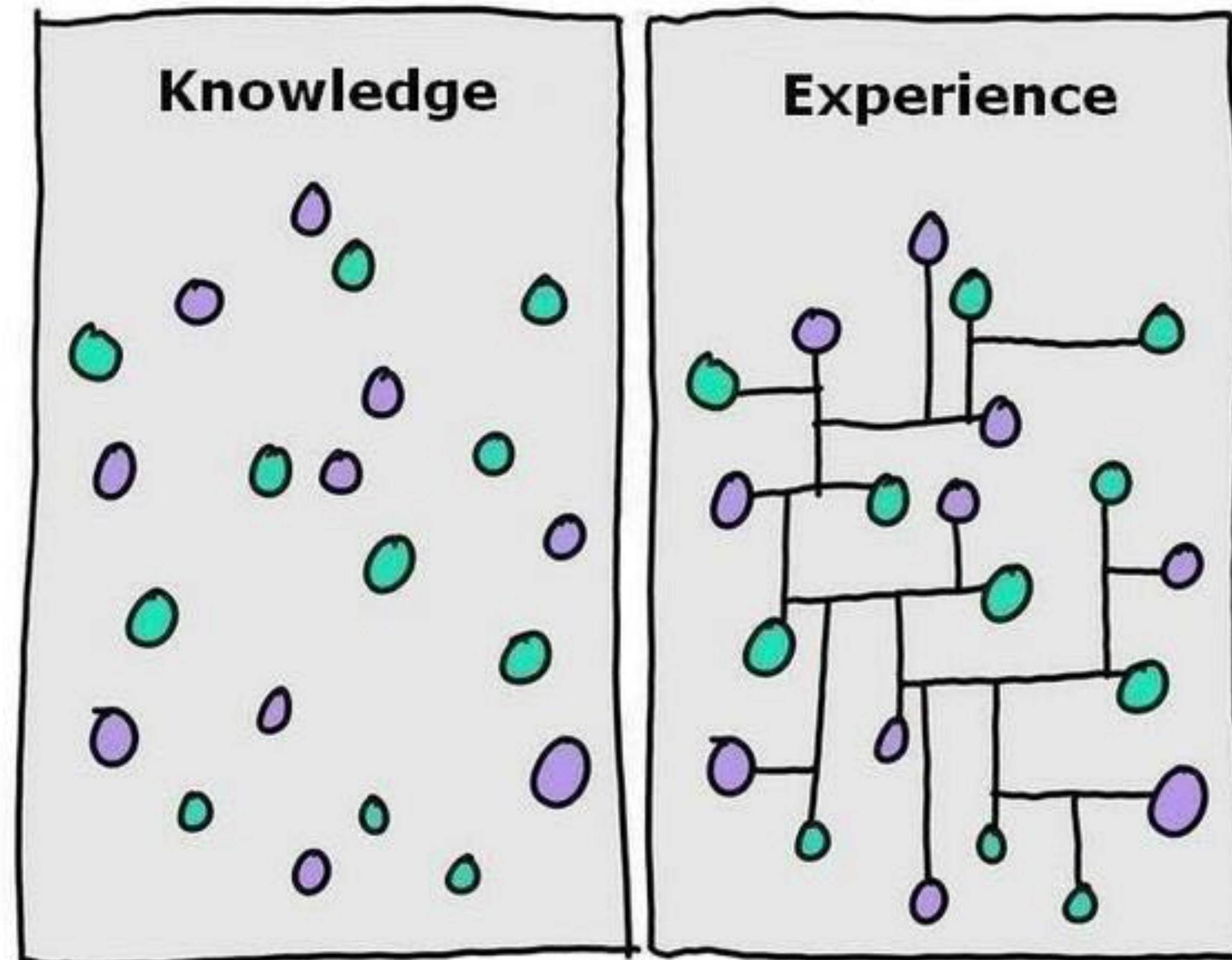
5,000 Hours



Creativity is just connecting things.

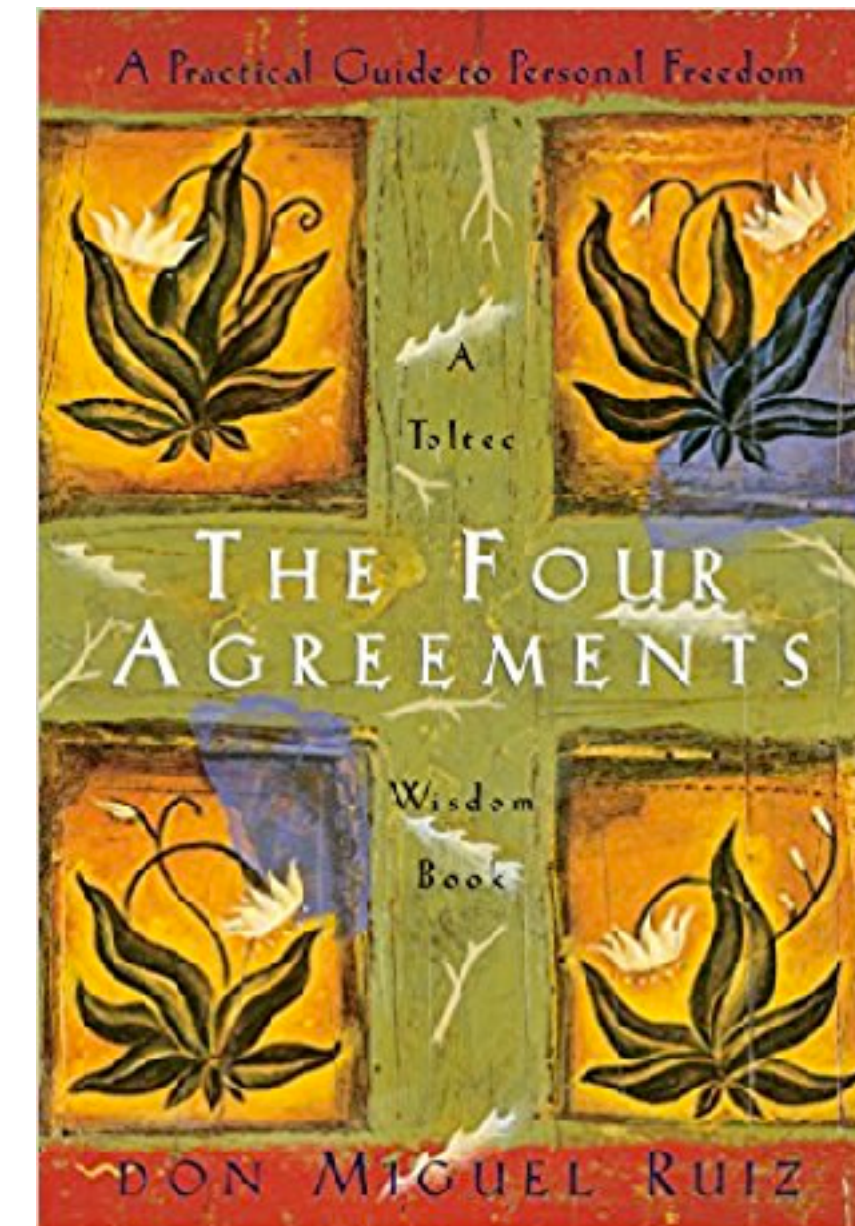
When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something.

~ *Steve Jobs*



AS PROMISED...

LIFE



1. Be Impeccable with your Word
2. Don't Take Anything Personally
3. Don't Make Assumptions
4. Always Do Your Best

QUESTIONS?

Always keep in mind:

Get Someone,
Somewhere,
to do
Something.

QUESTIONS?

And...

Look at
More Stuff



ERIC HUBER

Partner | Chief Creative Officer



@eric_huber (Twitter)

@mightycreative (Instagram)

eric.huber.usa (Facebook)

www.erichuber.com

@bluezoocreative (Twitter & Instagram)

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Fayetteville, Arkansas