



DESIGN PATTERNS WITH ADVANCED CUSTOM FIELDS



DANIEL SCHUTZSMITH

Digital Technology Manager
& Senior Web Developer

AMNESTY
INTERNATIONAL



- Designer + Programmer + Strategist
- Oversee websites, web apps, and soon our first mobile app at AIUSA.
- 20 years in web development.
I'M GETTING OLD!!!
- 14 years teaching at Universities (School of Visual Arts, NYU, & currently SUNY New Paltz).
- Built about 50 websites on Drupal.
- Built over 100 websites/web apps with WordPress.

“YOUR SITE LOOKS SOOOOOO 2009”

AMNESTY
INTERNATIONAL

USA

MUSLIM BAN STORIES

Hear the story of Amal Eltaib, a Sudanese refugee relocated to the United States.

[VIEW VIDEO >](#)[NEXT | JUSTICE FOR SYRIA >](#)[SIGN UP](#)[DONATE NOW](#)[ACT NOW](#)[ACT
LOCALLY](#)

Defend human rights
for all.



Fight bad guys with
every dollar.

[DONATE NOW >](#)

Protect Human
Rights at
Standing Rock

[TAKE ACTION >](#)[VIEW ALL ACTIONS >](#)

FIND A GROUP OR
EVENT NEAR YOU.



HUMAN RIGHTS UPDATES

FACES OF HUMAN RIGHTS





DEFENDING HUMAN RIGHTS IS NOT A CRIME

Join us in demanding the release of our imprisoned colleagues in Turkey,
including Amnesty Turkey Director Idil Eser

ACT NOW



Amnesty International

We campaign for a world where human rights are enjoyed by all

Amnesty International is a global movement of more than 7 million people in over 150 countries and territories who campaign to end abuses of human rights.



AUSTRALIA: STOP LOCKING UP 10-YEAR-OLD KIDS

SEND >

DO SOMETHING NOW

Australia: Stop locking up 10-year-old kids >

DONATE

You can help fight injustice to create a world where human rights are enjoyed by all >

TAKE ACTION

Murdered for defending LGBTIQ rights >



START WITH RESEARCH

1945



Hyperakt is a
social impact
design studio





METHODS OF DISCOVERY

AMNESTY
CONFERENCES

STAKEHOLDER
WORKSHOPS

GROUP
INTERVIEWS

ONLINE SURVEY

MEMBER LEADER /
VOLUNTEER CALLS

ONE-ON-ONE
INTERVIEWS

ANALYTICS

HEATMAPPING

SEARCH ENGINE
RANKING





http://www.amnestyusa.org

AIUSA - Main Profile ▾



Search reports and help



CUSTOMIZATION

Reports



REAL-TIME



AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

User Explorer

► Demographics

► Interests

► Geo

► Behavior

► Technology

► Mobile

► Custom

► Benchmarking

Users Flow



ACQUISITION



BEHAVIOR



ADMIN

Audience Overview

Email Export ▾ Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) [Greater precision](#) ▾

Jun 5, 2016 - Jun 5, 2017

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

Sessions

80,000

40,000
July 2016

40,000
October 2016

40,000
January 2017

40,000
April 2017

40,000

Sessions

4,530,837

Users

2,874,641

Pageviews

12,257,128

Pages / Session

2.71

Avg. Session Duration

00:01:21

Bounce Rate

15.65%

% New Sessions

62.47%



Demographics

Language

Country

City

System

Language

1. en-us

2. en-gb

3. fr

4. de

Sessions % Sessions

3,653,450 80.64%

246,893 5.45%

57,354 1.27%

56,355 1.24%



USA: Grant Clemency to Leonard Peltier (UA 33/16)

URGENT ACTION

MARCH 11, 2016

A member of the American Indian Movement, **Leonard Peltier**, has been imprisoned in the USA for over 40 years despite concerns over the fairness of his trial. His attorneys have filed a clemency petition with the Obama administration.



1) Please write immediately in English or your own language:

- Urging the Obama administration to grant Leonard Peltier's application for clemency on humanitarian grounds and in the interests of justice;
- Urging that he is given access to appropriate medical treatment in accordance with his wishes and is moved to a facility that can address his medical needs as a matter of urgency until he is granted release

2) For the full Urgent Action, including appeal addresses and further information, please click on the Word or PDF version below.

3) Please let us know if you took action so that we can track our impact!

- EITHER send a short email to uan@aiusa.org with "UA 33/16" in the subject line, or print the Word or PDF version and mail it to the following address:

DONATE NOW

Support human rights with a donation to Amnesty today.

[DONATE NOW >](#)

SIGN UP

Get updates on Amnesty's work to protect human rights worldwide.

Your email address



QUOTE OF THE DAY

"I didn't know that I could get pregnant after having sex" --

Site Dashboard

ANALYTICS

Heatmaps

Recordings

Funnels

Forms

FEEDBACK

 Incoming NEW Polls Surveys Recruiters

Incoming Feedback

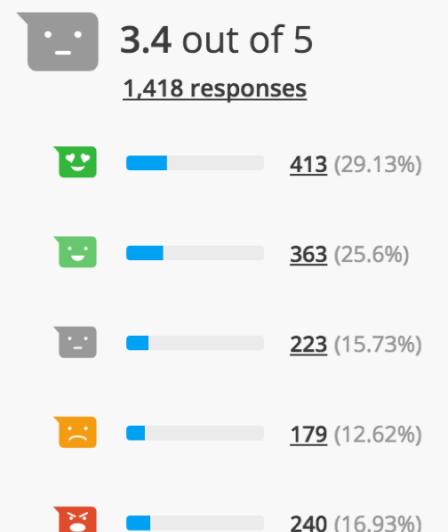
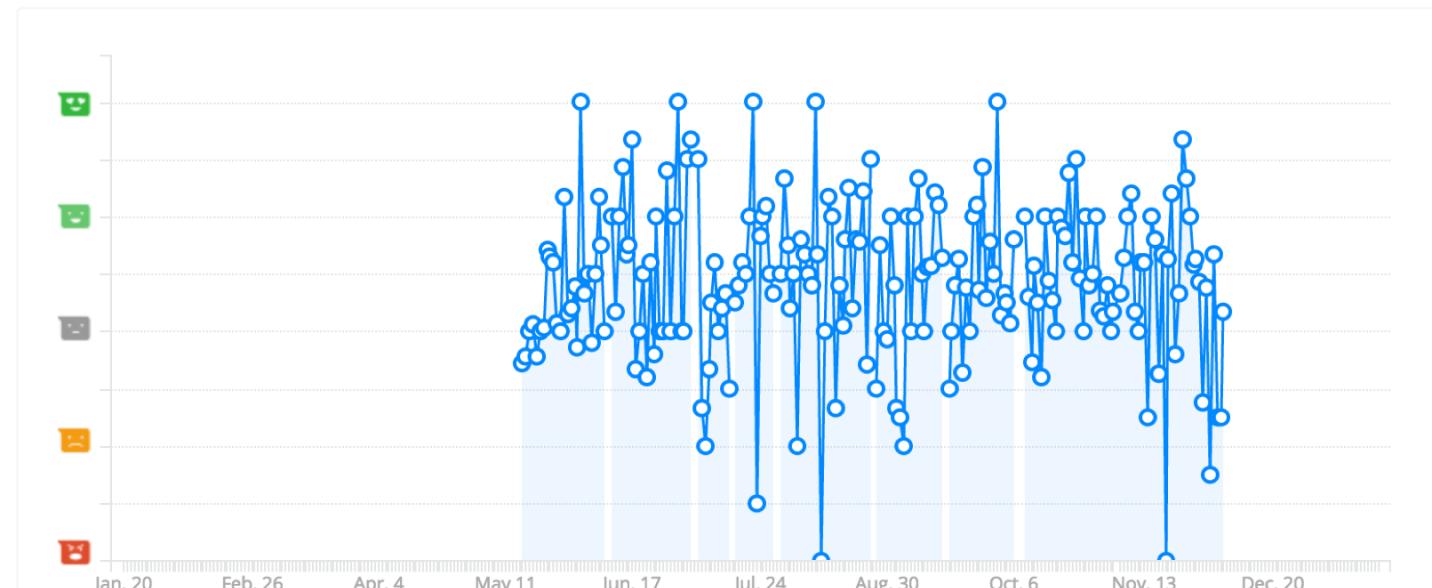
Edit

 Active New Feedback Widget Responses  Results

Last 12 months ▾

URL contains ▾

e.g. register/



USA

AMNESTY
INTERNATIONAL



WEBSITE REDESIGN SURVEY

Amnesty International USA is embarking on an exciting website redesign of <http://amnestyusa.org>.

Our goal is to create a new site that enables members and other supporters to learn about the issues, share information, and take action with the greatest of ease from any device.

We invite you to fill out this online survey *by November 30th* to tell us what you think works well, what could be improved upon, and what is missing.

Step 1 of 4 - Your Info

0%

Name *

First

Last

Email *

What is your affiliations with Amnesty International USA? *

Past and present. Check all that apply.

Member

Leader

Leader

WE NEEDED A DESIGN SYSTEM

REASONS FOR A DESIGN SYSTEM

SUPPORT THE BRAND

Because we're a global brand we needed to look like we fit in with other countries branding but not the same. Also great for microsites.

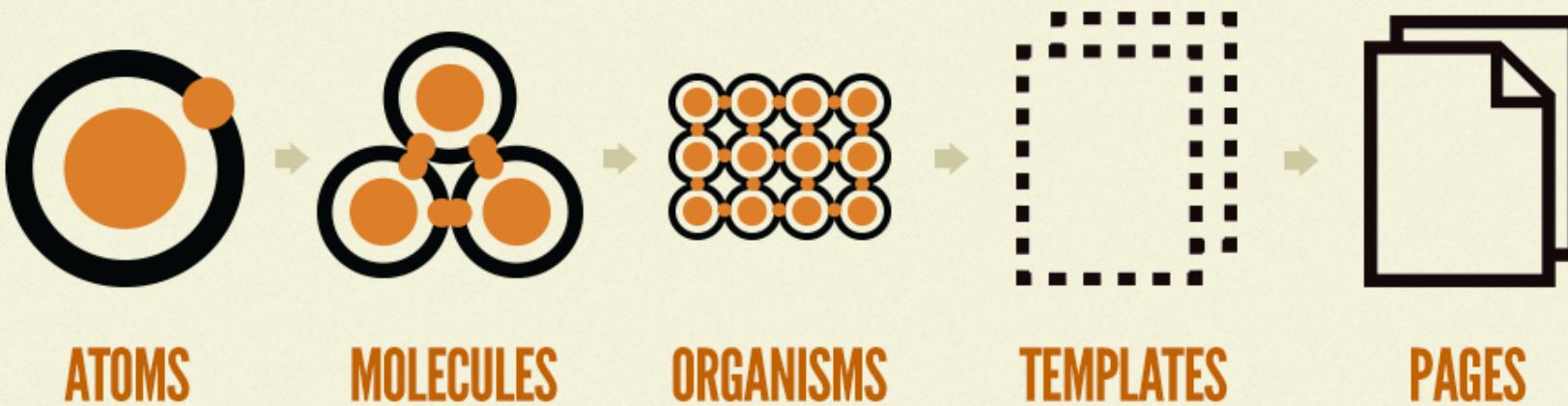
NATURALLY AGILE

All of the pieces of the building blocks are available to use to make new solutions without sacrificing speed. Fits nicely into an agile workflow.

EASE OF USE

Having a design system gives familiarity to the objects provided right away for a user. It reinforces a recognizable pattern the user can rely on for minimal decision making.

ATOMIC DESIGN





ATOMS



PHOTO

XXXXXX likes

thisistheusersinstagramhandle

2h

150 x 150
Lorem ipsum dolor sit amet, consectetur
adipisicing

150 x 150

1080 x 1080



MOLECULES



150 x 150 thisistheusersinstagramhandle 2h

1080 x 1080



...

♥ XXXXXX likes

thisistheusersinstagramhandle Lorem
ipsum dolor sit amet, consectetur adipisicing



ORGANISMS



150 x 150 thisistheusersinstagramhandle 2h

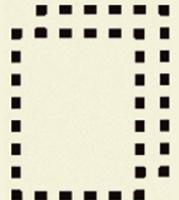
1080 x 1080



...

♥ XXXXXX likes

thisistheusersinstagramhandle Lorem
ipsum dolor sit amet, consectetur adipisicing



TEMPLATES



150 x 150 thisistheusersinstagramhandle 2h

1080 x 1080



...

♥ XXXXXX likes

thisistheusersinstagramhandle Lorem
ipsum dolor sit amet, consectetur adipisicing



PAGES



150 x 150 brad_frost 2h



...

♥ 41 likes

brad_frost Hi!





v4.0.0

Bootstrap 4
Beta

A woman with long, light-colored hair is shown from the chest up. She is wearing a yellow, textured jacket. Her face is obscured by a yellow cloth or piece of fabric. She is holding a protest sign in front of her. The sign has large, bold, black text that reads "ACCOUNTABILITY FOR POLICE TORTURE". The background is a soft-focus yellow, suggesting a protest or rally.

DESIGNING THE SYSTEM

A close-up, high-contrast photograph of a woman with dark skin and short hair, wearing a pink hoodie. She is shouting with her mouth wide open, showing her teeth. Her eyes are wide and looking upwards. The background is dark and out of focus, suggesting a nighttime protest or rally with other people and lights visible.

AMNESTY INTERNATIONAL VISUAL IDENTITY TOOLKIT

**INSPIRING PEOPLE
TO TAKE INJUSTICE
PERSONALLY**

AMNESTY
INTERNATIONAL





DEFENDING HUMAN RIGHTS IS NOT A CRIME

Join us in demanding the release of our imprisoned colleagues in Turkey,
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TAKE ACTION

Murdered for defending LGBTIQ rights >



Death Penalty

+ FOLLOW ISSUE



In the United States and across the globe, the death penalty has been shown to be applied disproportionately against racial and ethnic minorities, the poor, and people with mental illness or intellectual disability.

Our goals

In the United States and across the globe, the death penalty has been shown to be applied disproportionately against racial and ethnic minorities, the poor, and people with mental illness or intellectual disability.

[MORE INFO](#)

At a glance



7,000,000

THE NUMBER OF PEOPLE
AFFECTED



1,000,000+

ACTIONS TAKEN IN THE UNITED
STATES LAST YEAR



15

COUNTRIES WITH POLICIES THAT
CAN BE IMPROVED

Our expertise and core work

We work both at home and across the world to tackle numerous issues. Our core work is focused on:



Defending refugees and
their rights



Protecting human rights
defenders



Holding police
accountable



Reducing & ending gun
violence

ALL PRIORITIES

When injustice rears its ugly head, human rights defenders take it on.

Any individual who acts peacefully for the defense of human rights for all is a human rights defender regardless of profession, age, nationality or religion. You might be a human rights defender yourself.

Defenders stand up to governments, security forces, armed groups, religious leaders and sometimes their own families. They face threats, intimidation and imprisonment.

Amnesty is their go-to source for help and support. Whenever a human rights defender faces insurmountable odds, we are here to campaign on their behalf, publicize their story and pressure their opponents.

We have decades of experience fighting for human rights defenders abroad, but we also work in the United States whenever human rights are threatened.



156

At least 156 human rights defenders died in detention or were killed in 2015.



61

61 or more countries locked up prisoners of conscience - people who were simply exercising their rights and freedoms in 2015.



113

At least 113 countries arbitrarily restricted freedom of expression and the press.



**DEFENDING REFUGEES AND
THEIR RIGHTS**



**DEFENDING REFUGEES AND
THEIR RIGHTS**



**DEFENDING REFUGEES AND
THEIR RIGHTS**



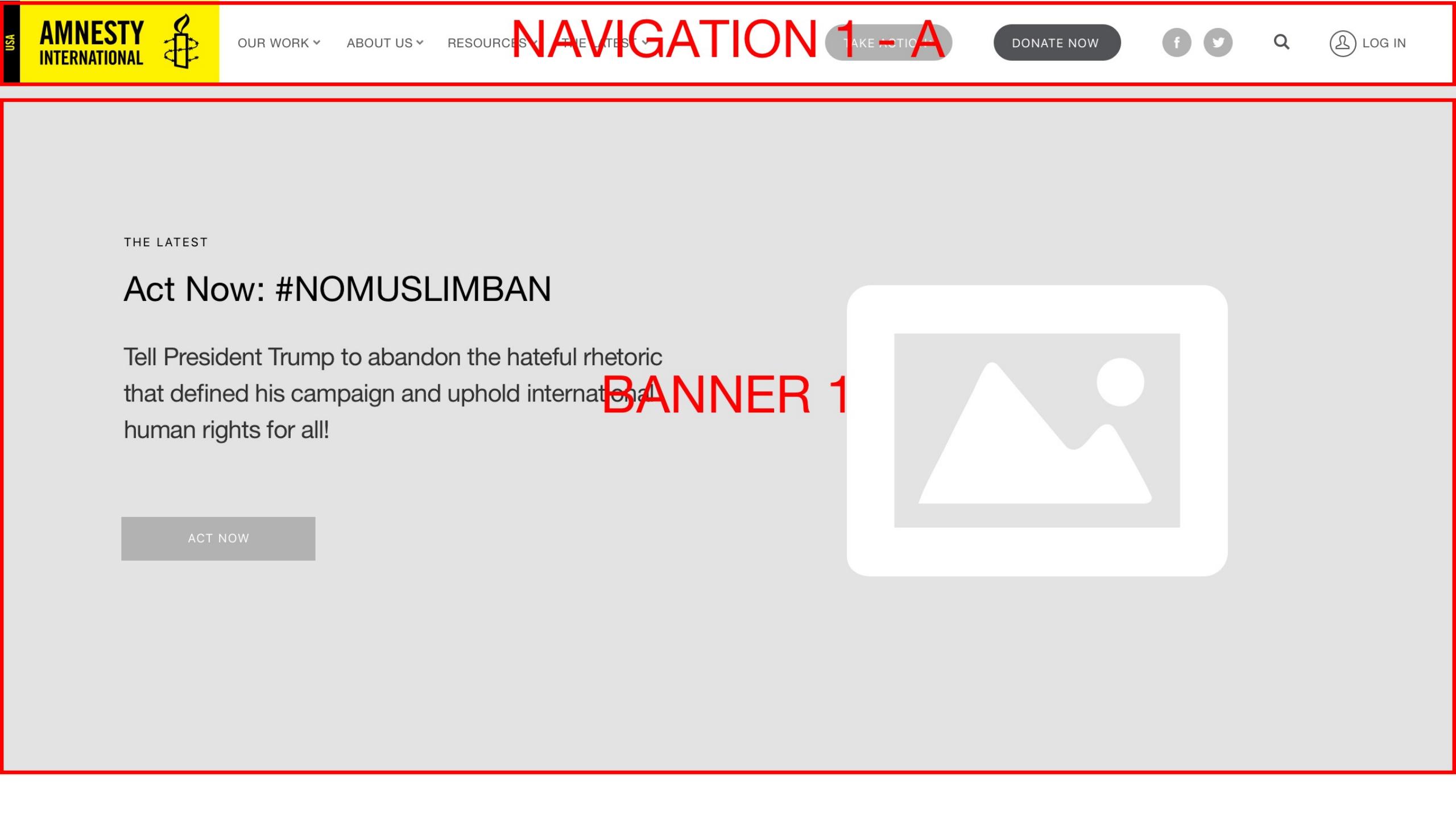
**DEFENDING REFUGEES AND
THEIR RIGHTS**

THE LATEST

Act Now: #NOMUSLIMBAN

Tell President Trump to abandon the hateful rhetoric that defined his campaign and uphold international human rights for all!

[ACT NOW](#)



THE LATEST

Act Now: #NOMUSLIMBAN

Tell President Trump to abandon the hateful rhetoric
that defined his campaign and uphold international
human rights for all!

BANNER 1

ACT NOW



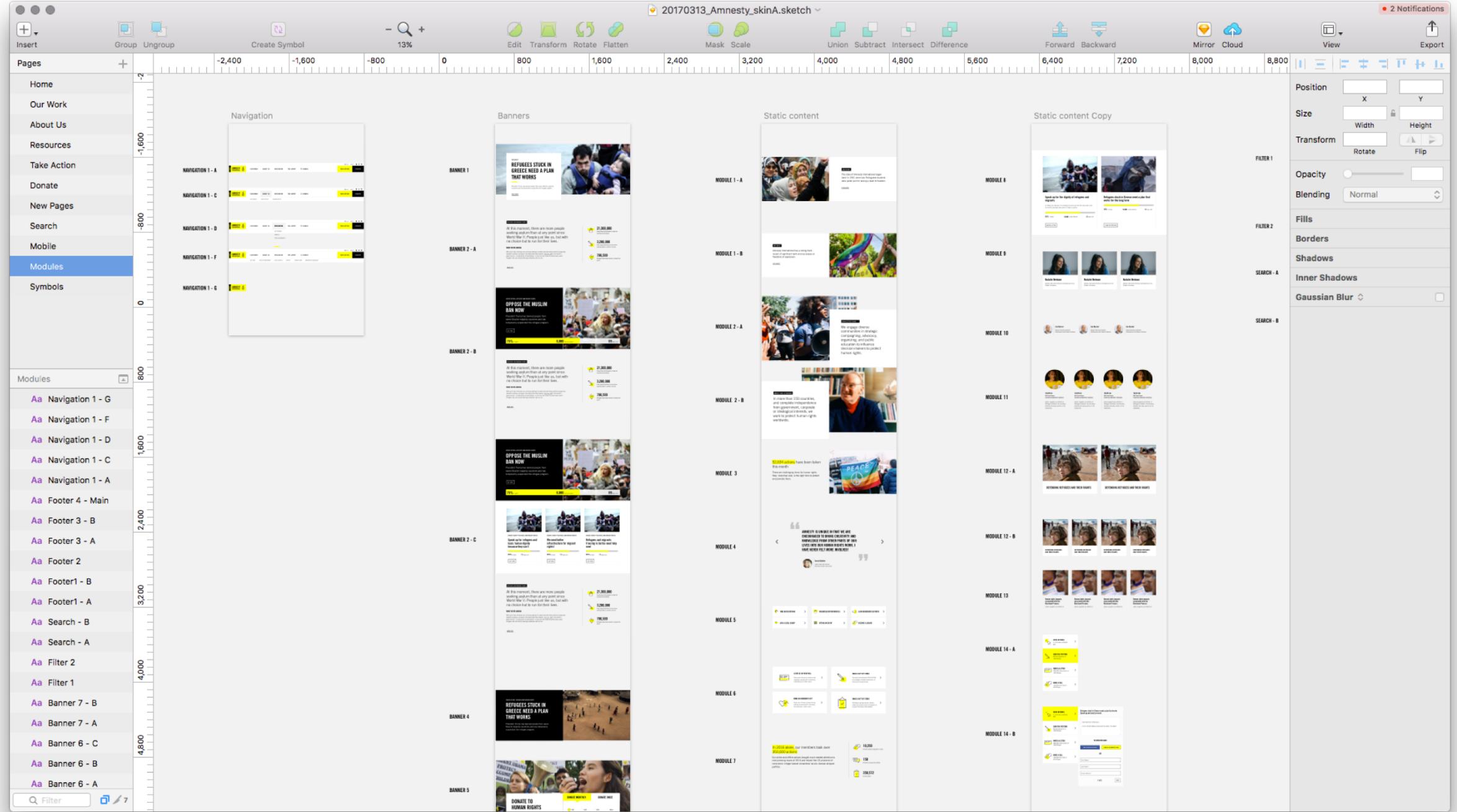


UN: AMNESTY URGES INTERNATIONAL
ACTION ON ARMED DRONES

ORGANIZATIONS URGE CONGRESS TO ACT TO
END MUSLIM BAN ONCE AND FOR ALL

FEDERAL JUDGE IN MARYLAND RULES
AGAINST MUSLIM BAN HOURS AFTER HAWAII







BUILDING THE SYSTEM



`{{S}}` statamic

jekyll A test tube containing red liquid, positioned next to the 'jekyll' text.



 WORDPRESS

Drupal™



WORDPRESS

REASONS WE MOVED TO WORDPRESS

**FAITH IN
MAINTENANCE**

Plugins and core are regularly updated. Security updates are flawless. Drupal upgrades were cumbersome and often have breaking changes, even in Drupal 7 and 8.

**EASIER
DEVELOPMENT**

We've experienced that smaller teams are able to get bigger problems solved faster with WordPress. Dev environments easy with MigrateDBPro, Pantheon, etc...

**ROBUST
COMMUNITY**

An abundance of experts and vendors to work with. Support community always willing to help answer questions and explain solutions. WORDCAMPS!!!!



PANTHEON



CLOUDFLARE



PROJECT GALILEO



The best WordPress starter theme with a modern front-end development workflow.

★ Advanced workflow

Write stylesheets with Sass, automatically check your JavaScript for errors, optimize images, enable synchronized browser testing, and more with our [gulp](#) setup.

Add front-end packages with [Bower](#) that get automatically compiled into your theme assets. Sage comes with the latest version of [Bootstrap](#).

★ Minimal HTML5 templates

Template markup is based on [HTML5 Boilerplate](#). ARIA roles and microformats are used throughout the templates.

BANNER 1

THE LATEST

REFUGEES STUCK IN GREECE NEED A PLAN THAT WORKS

President Trump has banned people from seven Muslim-majority countries and has temporarily suspended the refugee program.

[MORE INFO](#)



© Amnesty International

BANNER 2





Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

Grid Elements

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Add New Page

Visual Composer

Permalink: <http://wpdev.generatebox.com/play/visual-composer/> [Edit](#) [View Page](#)



CLASSIC MODE

FRONTEND EDITOR

Visual Composer



Frontend

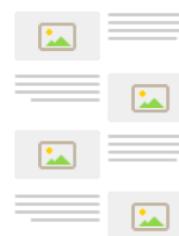
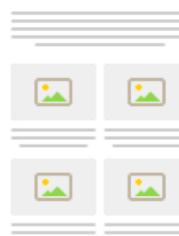
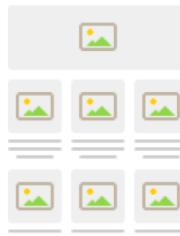
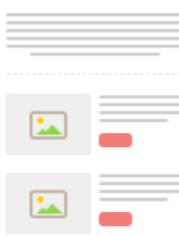


Welcome to Blank Page, You Have No Content Yet!
Add Some Content or Use Predefined Layouts...

Add element

Add text block

Choose Your Layout



More Layouts

Visual Page Composer

Permalink: <http://ewa.ozythemes.com/visual-page-composer/> [Edit](#) [View Page](#)

Classic editor

Visual Composer

Visual Composer is a drag-and-drop page builder that allows you to easily create and edit complex web pages. It features a visual interface where you can drag and drop blocks onto a canvas, and then edit the content and layout of each block.

The interface includes a toolbar at the top with various layout and style options. Below the toolbar, there are four main content blocks:

- Text block:** Contains the text "I am text block. Click edit button to change this text."
- Single image:** Contains a small image icon.
- Video player:** Contains a video player icon and a video link: <http://vimeo.com/24492485>
- Google maps:** Contains a Google Maps icon.

Each block has a "Text on the button" button, which is currently inactive. The "Edit" button in the top navigation bar is also inactive.

21
PAGES OF
EXPERT TUTORIALS

web designer

HTML5

CSS3

jQuery

JavaScript

FREE 84 MINUTES
OF TYPE VIDEOS

designerMag

/WebDesignerUK

FIRST-CLASS JAVASCRIPT

Top tips to improve, maintain
and test your code

OPTIMISE IMAGES

Keep the quality,
lose the weight



POWER UP YOUR CSS WITH SASS

Get started with the king of preprocessors

CREATE
WITH
CSS3 &
HTML5.1

HOW TO USE THE LATEST SPECS
IN YOUR PROJECTS TODAY

WEB 3D 2.0

How WebGL 2.0
& JS will add a
new dimension



EXCLUSIVE

Behind the scenes
with Clearleft

Future

ISSUE 260
Digital Edition
GreatDigitalMags.com

Create custom page layouts in WordPress

Make a drag-and-drop edit panel for your WordPress pages using ACF Pro and ACF Page Builder plugins

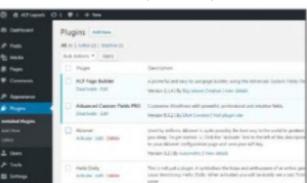


DOWNLOAD TUTORIAL FILES
www.filesilo.co.uk/webdesigner

Sometimes it can be difficult to make a dynamic page on the frontend while maintaining an easy-to-use edit screen, particularly if you're splitting your content into HTML blocks for use with Bootstrap or other gridding tools. Putting HTML directly into your edit screen can get unwieldy, and if non-developer clients need to edit it they'll be mired in confusing code. Using shortcodes to take the place of your HTML can tidy it up a little, but there's always the danger one tag will go missing, or the client will want to reorder the blocks. There are many plugins on the market that help customise WordPress that will blend dynamic front-end display with a sleek and accessible admin panel. One good solution comes bundled with ACF (Advanced Custom Fields) Pro – the Flexible Content Field add-on. Using the power of the Flexible Content Field add-on, the ACF Page Builder plugin will enable the developer to define layouts and block types with various input fields that can be utilised on the frontend while giving the client an accessible and simple-to-use interface for when they are editing.

1. Install ACF Pro

Get started by purchasing and installing the ACF Pro plugin from advancedcustomfields.com and install the free Advanced Custom Fields Page Builder plugin from WordPress.org. Activate both, and you should now have a new Custom Fields tab in your admin panel.



2. Create a field group

Go to Custom Fields tab in the admin panel and Add New Field Group. This group will hold the fields you will need later. Name it and set the rules for where the fields will display, eg Page Template equal to Default Template will make them available on pages with the Default Template.



3. Add a field

Use the + Add Field button to create a field which will hold the layouts you will need later. Name it and most importantly set Field Type to Flexible Content. The other options can be left for now, but will be useful for customising your display later.



4. Set the layout options

Define the layout block by giving it a name and a layout type. This tutorial makes use of Row for the layouts, but Table and Block will still be useful for other tile-like designs. Setting Minimum and Maximum rows will help define how many of that layout type can be utilised on each page.



Collapsed
Select a multi-field to place when this is collapsed.

Minimum Rows
2

Maximum Rows
6

Layout
 Table Block Row

Button Label
Add Feature

Conditional Logic
 No

Wrapper Attributes
 width % class id

Add Field

5. Add layout fields

Each layout can have multiple fields with different field types, eg title, content and thumbnail. Add and name the fields that you'll need to display in the frontend. You can also use fields for content that won't be displayed, like settings and IDs.



6. Add additional layouts

Now let's repeat the previous step for as many different layouts sections as you will be requiring. You can add additional layout sections by hovering over layout and selecting Add New. Every layout that you add will be available later in the edit panel, and can be reordered on the fly.



7. Save the layouts

Once you've finished adding your layouts, save the Custom Fields by scrolling to the top and clicking Update.

Using wrapper attribute settings

Use the wrapper attribute settings to set classes and IDs for the back-end display, making it possible to further customise the layout of the admin panel. These wrapper attributes are not used in the frontend.



Left
Set a Minimum and Maximum Rows to impose a limit on the number of items the user can add. Change the button label to customise the backend display

Top left
When a new layout of that type is added, the admin panel will automatically add the minimum number of fields and return an error if required fields are not completed

Top right
Similarly, when the maximum number of rows is reached, an error will occur if the user attempts to add more rows than the layout allows



Edit content with

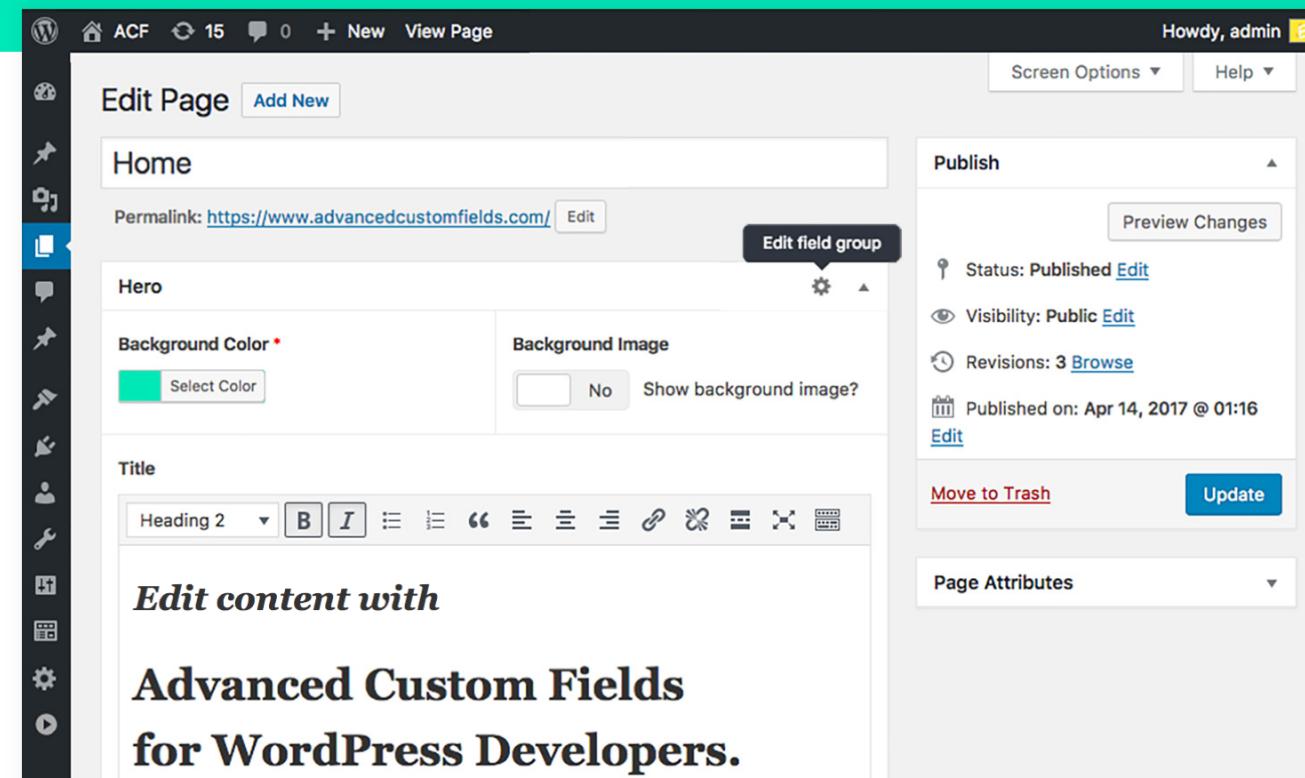
Advanced Custom Fields for WordPress Developers.

Content editing made easy

Use the Advanced Custom Fields plugin to take full control of your WordPress edit screens & custom field data.

[Download for free](#)[Get PRO](#)

Proudly powering 1+ million websites and achieving a 5 star rating! 



Edit content with

Advanced Custom Fields for WordPress Developers.

Text

Basic

Textarea

Basic

Range

Basic

Yellow
 Orange
 Red

Checkbox

Choice

Green
 Blue
 Purple

Radio Button

Choice

Select

Choice

Yes

True / False

Choice

Button Group

Choice

File

Content

Gallery

Content

Image

Content

oEmbed

Content

Paragraph
 ABE

Wysiwyg Editor

Select Color

Color Picker

12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Date Picker

19	20	21	22	23	24	25
26	27	28	29	30		

Time 5 am : 46 : 00

Date Time Picker



Flexible Content Repeater Fields



#IWelcome
REFUGEES

CODE AND EXAMPLES



THE FUTURE

FUTURE OF THE DESIGN SYSTEM

MOBILE APPLICATION

Launching a mobile application in March. Built on top of the Ionic Framework. We're combining the Design System with the native UI of Android and iOS.

PUBLIC FACING STYLE GUIDE

Creating an interactive style guide with visual examples as well as code for use with vendors and share our knowledge of how we use the design system.

DESKTOP APPLICATION

End of the summer 2018, we're creating a desktop application using Electron that will sit in your operating system tray and notify you when we need your help!

THANK YOU!

dschutzmith@aiusa.org
@schutzsmith