



DESIGN PATTERNS WITH ADVANCED CUSTOM FIELDS



DANIEL SCHUTZSMITH

Digital Technology Manager
& Senior Web Developer



- 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.

A large crowd of people is gathered for a protest or demonstration. In the background, the United States Capitol building is visible under a hazy sky. The crowd is holding various signs, some of which are legible: "HEALTH CARE IS A RIGHT!", "DISSENT IS AMERICAN", "YOU CAN'T BURN THE FIRST AMENDMENT", "POWER TO WOMEN", "IS IN THE OVAL OFFICE", "YOU HAVEN'T SEEN IT ALL YET", "SANDWICH", "NOT ME", "TRUTH!", "DIGNITY AND JUSTICE", "POTUS PUPPET", "WE'RE NOT BACKWARDS", "HUMAN RIGHTS", "CAN YOU HEAR US NOW?", "I'M GONNA BE A NURSE", "OUR STRIKE", "YOU HAVEN'T SEEN IT ALL YET", "SANDWICH", "NOT ME", "TRUTH!", "DIGNITY AND JUSTICE", "POTUS PUPPET", "WE'RE NOT BACKWARDS", "HUMAN RIGHTS", "CAN YOU HEAR US NOW?", "I'M GONNA BE A NURSE". The scene is filled with many more people and signs, creating a sense of a large-scale event.

“YOUR SITE LOOKS SOOOO 2009”

4

**AMNESTY
INTERNATIONAL**

USA

NEWS

EVENTS

BLOG

RESEARCH

OUR WORK

GET INVOLVED

DONATE

ABOUT US

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**

Defend human rights
for all.

**DONATE NOW**

Fight bad guys with
every dollar.

[DONATE NOW >](#)**ACT NOW**

Protect Human
Rights at
Standing Rock

[TAKE ACTION >](#)[VIEW ALL ACTIONS >](#)**ACT
LOCALLY**

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 >

A large crowd of people is gathered for a protest, with the US Capitol building visible in the background. The image is overlaid with a semi-transparent yellow filter. The crowd is dense, and many people are holding up signs. Some visible signs include "DISSENT IS A RIGHT!", "HEALTH CARE IS A RIGHT!", "YOU CAN HEAR US NOW!", "POWER IS IN THE OVAL OFFICE", and "SOLID DIGNITY JUSTICE".

START WITH RESEARCH





**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**



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

Jun 5, 2016 - Jun 5, 2017 ▾

Email Export ▾ Add to Dashboard Shortcut

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

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions ▾ vs. [Select a metric](#)

Hourly Day Week Month

Sessions

80,000

40,000

July 2016

October 2016

January 2017

April 2017

Sessions

4,530,837

Users

2,874,641

Pageviews

12,257,128

Pages / Session

2.71

Avg. Session Duration

00:01:21

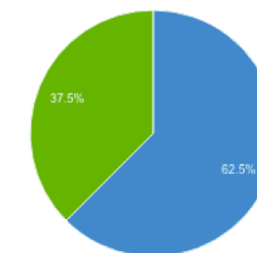
Bounce Rate

15.65%

% New Sessions

62.47%

New Visitor Returning Visitor



Demographics

Language ▾

Country

City

System

Language

	Sessions	% Sessions
1. en-us	3,653,450	80.64%
2. en-gb	246,893	5.45%
3. fr	57,354	1.27%
4. de	56,355	1.24%

AMNESTY
INTERNATIONAL

USA

NEWS

EVENTS

FIND

RESEARCH

OUR WORK

GET INVOLVED

DONATE

ABOUT US

GET INVOLVED

Home

f Like

Share

36



TAKE ACTION NOW

DONATE

FIND A GROUP

LEAD IN YOUR
COMMUNITYVOLUNTEER POSITIONS
AND RESOURCES

ATTEND AN EVENT

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

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.



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

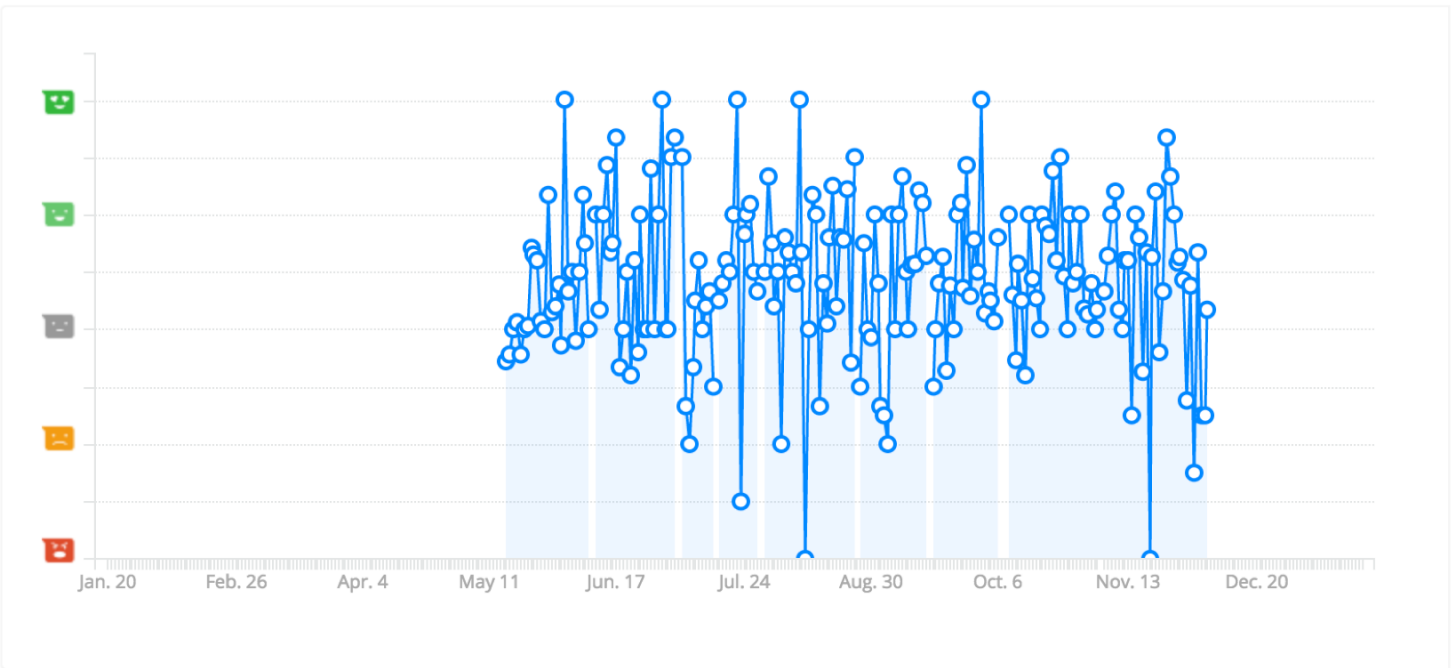
Responses

Results

Last 12 months

URL contains

e.g. register/



3.4 out of 5

1,418 responses



413 (29.13%)



363 (25.6%)



223 (15.73%)



179 (12.62%)



240 (16.93%)



Follow us on twitter



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



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.

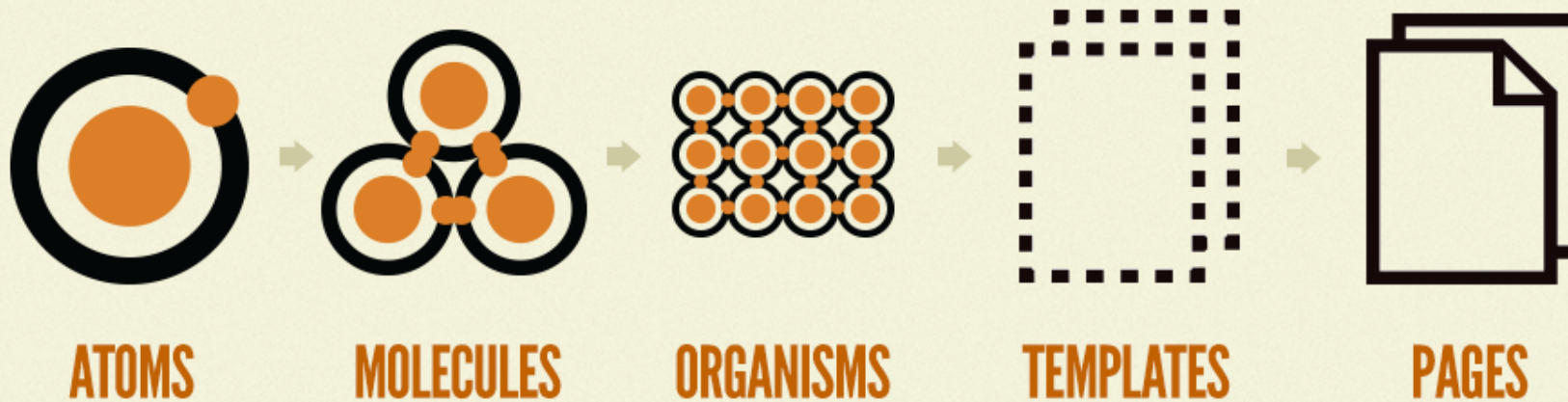
NATURALLY AGILE

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

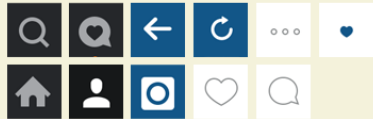
Having a design system gives familiarity to the objects provided right away for a user. It reinforces a recognizable pattern the user can rely on for minimal decision making.

ATOMIC DESIGN





ATOMS



PHOTO

XXXXXX likes

thisistheusersinstagramhandle

2h

Lorem ipsum dolor sit amet, consectetur adipiscing

150 x 150

1080 x 1080



MOLECULES

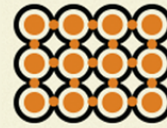


thisistheusersinstagramhandle 2h



♥ XXXXXX likes

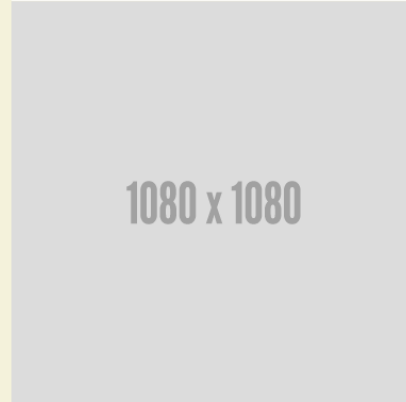
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



ORGANISMS



thisistheusersinstagramhandle 2h



♥ XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



TEMPLATES



thisistheusersinstagramhandle 2h



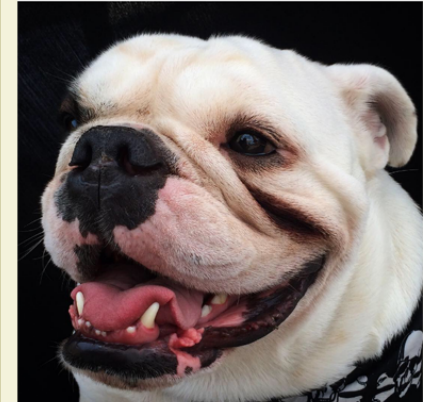
♥ XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



PAGES



brad_frost 2h



♥ 41 likes
brad_frost Hi!





Bootstrap4

Beta



DESIGNING THE SYSTEM



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**



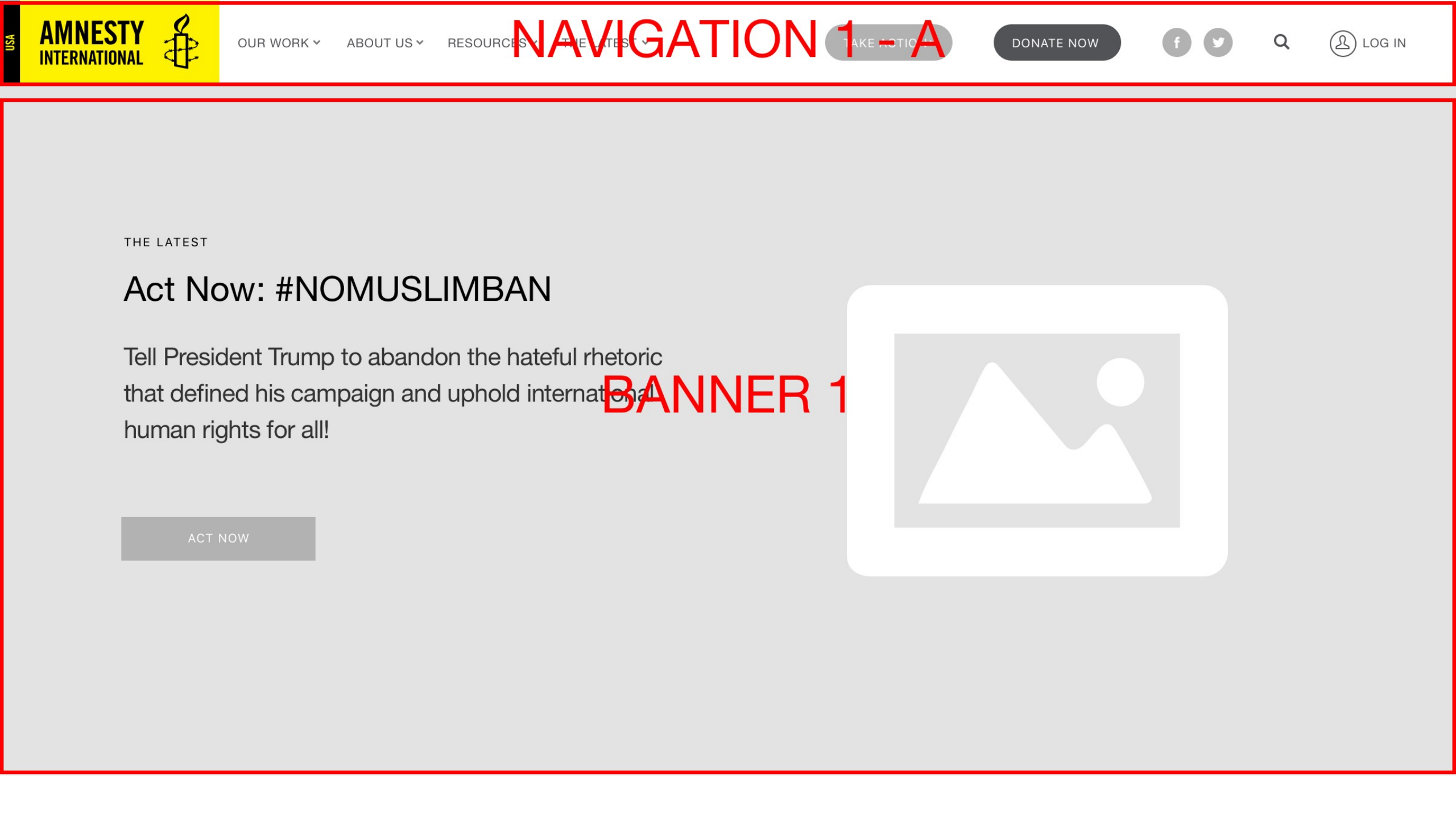
THE LATEST

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!

[ACT NOW](#)



TAKE ACTION

TELL THE US GOVERNMENT THAT YOU WELCOME REFUGEES

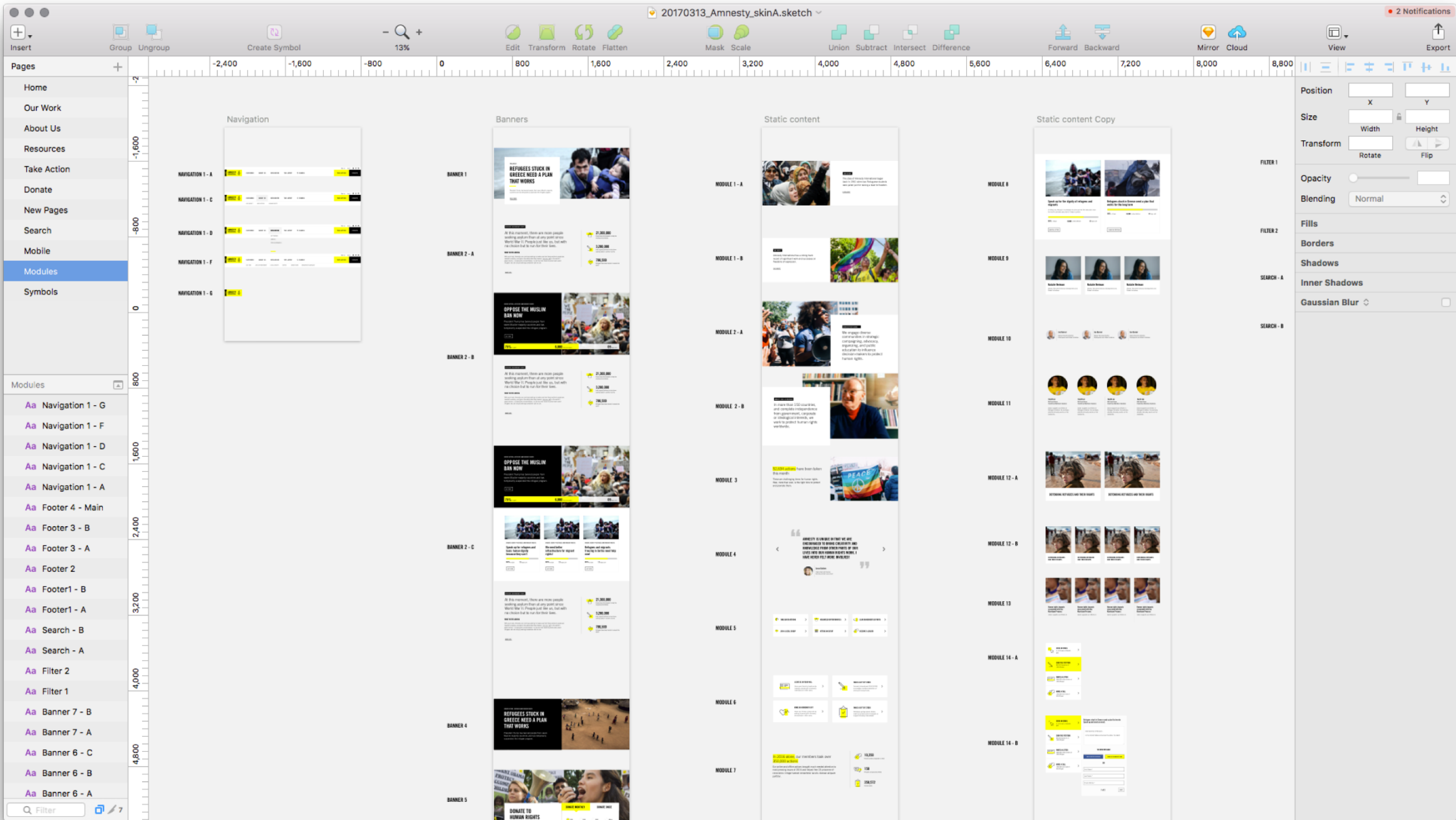
Sign The Pledge of Support >

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





A background image of a man with a beard holding a sign that says "AMNESTY INTERNATIONAL" at a protest. The image is overlaid with a yellow filter. The title "BUILDING THE SYSTEM" is centered in bold black text, flanked by two horizontal lines.

BUILDING THE SYSTEM



{S} statamic





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

The background of the image is a dark charcoal grey. On the left side, there is a faint, light grey geometric pattern consisting of several concentric circles and intersecting lines, creating a sense of depth and structure. The text "PROJECT GALILEO" is centered horizontally and partially overlaps the geometric pattern. The text is in a white, all-caps, sans-serif font. The word "PROJECT" is slightly larger than "GALILEO".

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.

SAGE STARTER THEME

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

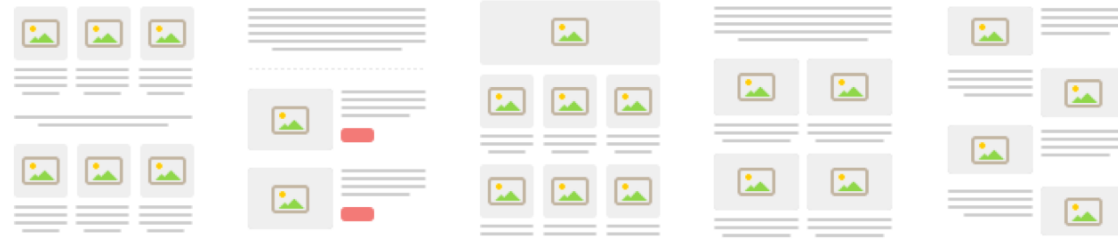


Welcome to Blank Page, You Have No Content Yet!
Add Some Content or Use Predefined Layouts...

 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

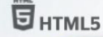
The Visual Composer interface displays four content blocks in a row, each with a toolbar at the top and a plus icon at the bottom. The first block contains a text block and a single image. The second block contains a text block and a single image. The third block contains a video player and Google maps. The fourth block contains a button with text and a text block.

- Block 1:** Text block (I am text block. Click edit button to change this text.) and Single image.
- Block 2:** Text block (I am text block. Click edit button to change this text.) and Single image.
- Block 3:** Video player (Video link: <http://vimeo.com/24492485>) and Google maps.
- Block 4:** Text on the button and Text block (I am text block. Click edit button to change this text.).

27
PAGES OF
EXPERT TUTORIALS

web designer™

FREE 84 MINUTES
OF TYPE VIDEOS



HTML5



CSS3



jQuery



JavaScript

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 CSS4 & HTML5

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

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



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 frontend 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 this 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](https://www.advancedcustomfields.com) and install the free Advanced Custom Fields Page Builder plugin from [WordPress.org](https://www.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 to define how many of that layout type can be utilised on each page.



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.

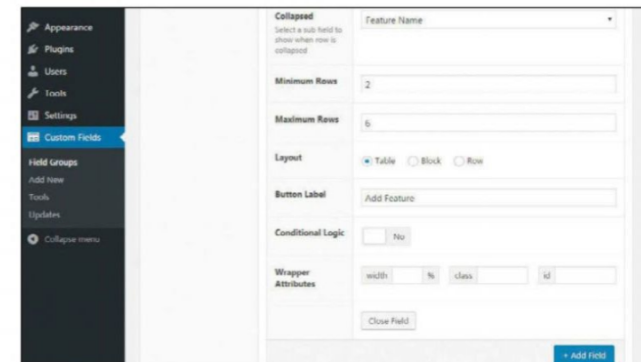


7. Save the layouts

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.

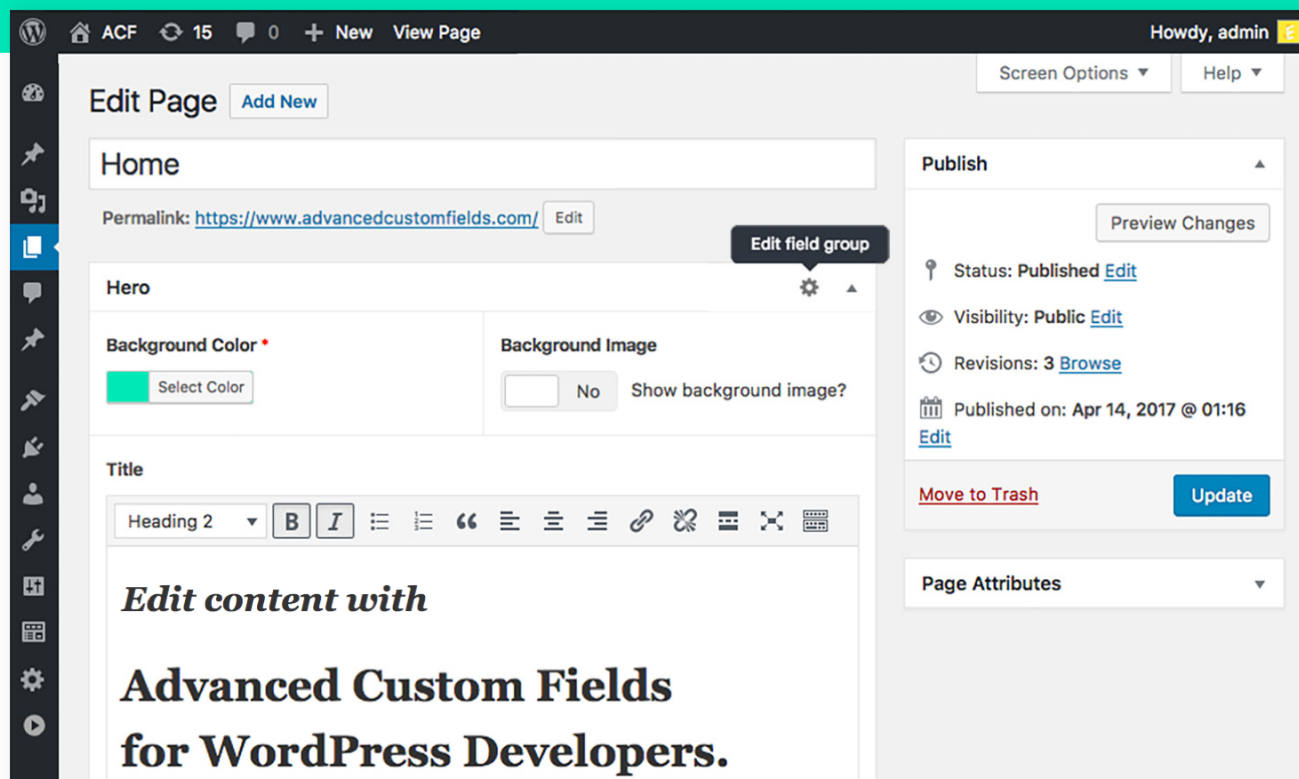
Content editing made easy

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! ★★★★★



Lorem Ipsum

Text

Basic

Lorem Ipsum

Textarea

Basic



Range

Basic

- ☒ Yellow
- ☒ Orange
- ☐ Red

Checkbox

Choice

- ☒ Green
- ☐ Blue
- ☐ Purple

Radio Button

Choice

Yellow ▼

Select

Choice

Yes ☐

True / False

Choice



Button Group

Choice



File

Content



Gallery

Content



Image

Content

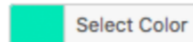


oEmbed

Content



Wysiwyg Editor



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 : :

Date Time Picker



Flexible Content Repeater Fields



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

