

A Design Perspective on the REST API

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Who's in the room?

**Designers are excited
about the REST API**



Whole new ballgame



**More control over the
back-end or the front-end**

Progress, not stagnation

“Blog” no more

Great custom client sites

HEAR ME ROAR

Marine Le Pen's plan to lure French women to the far right is working

ANIMAL SPIRITS

Economists don't get what investors are so excited about

ALWAYS BE PITCHING

For \$600 in bitcoin, you can spam all the partners at Andreessen Horowitz

STEPPING UP

How Japan's biggest cosmetics company keeps 100% of its new moms amid a childcare crisis

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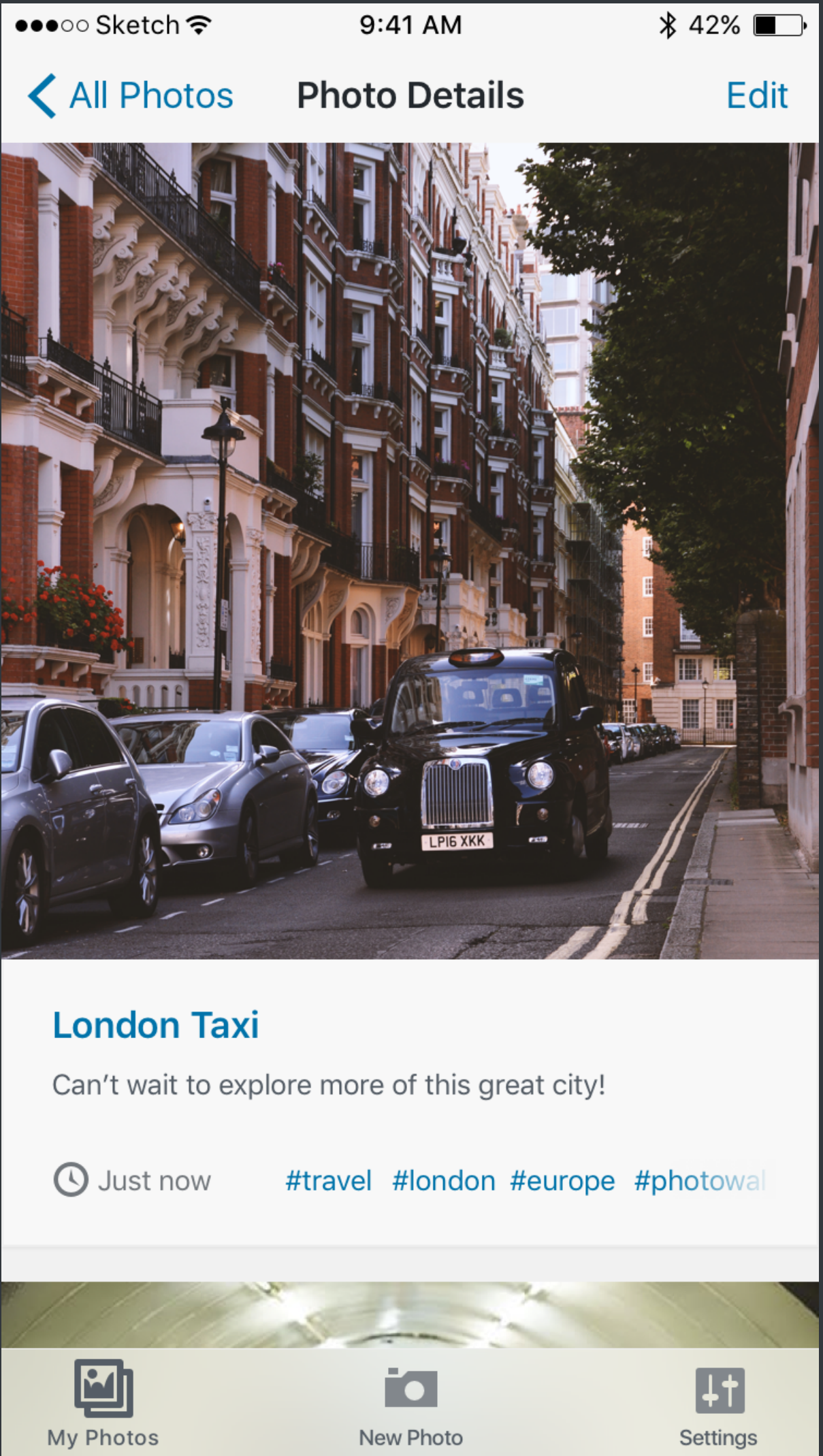
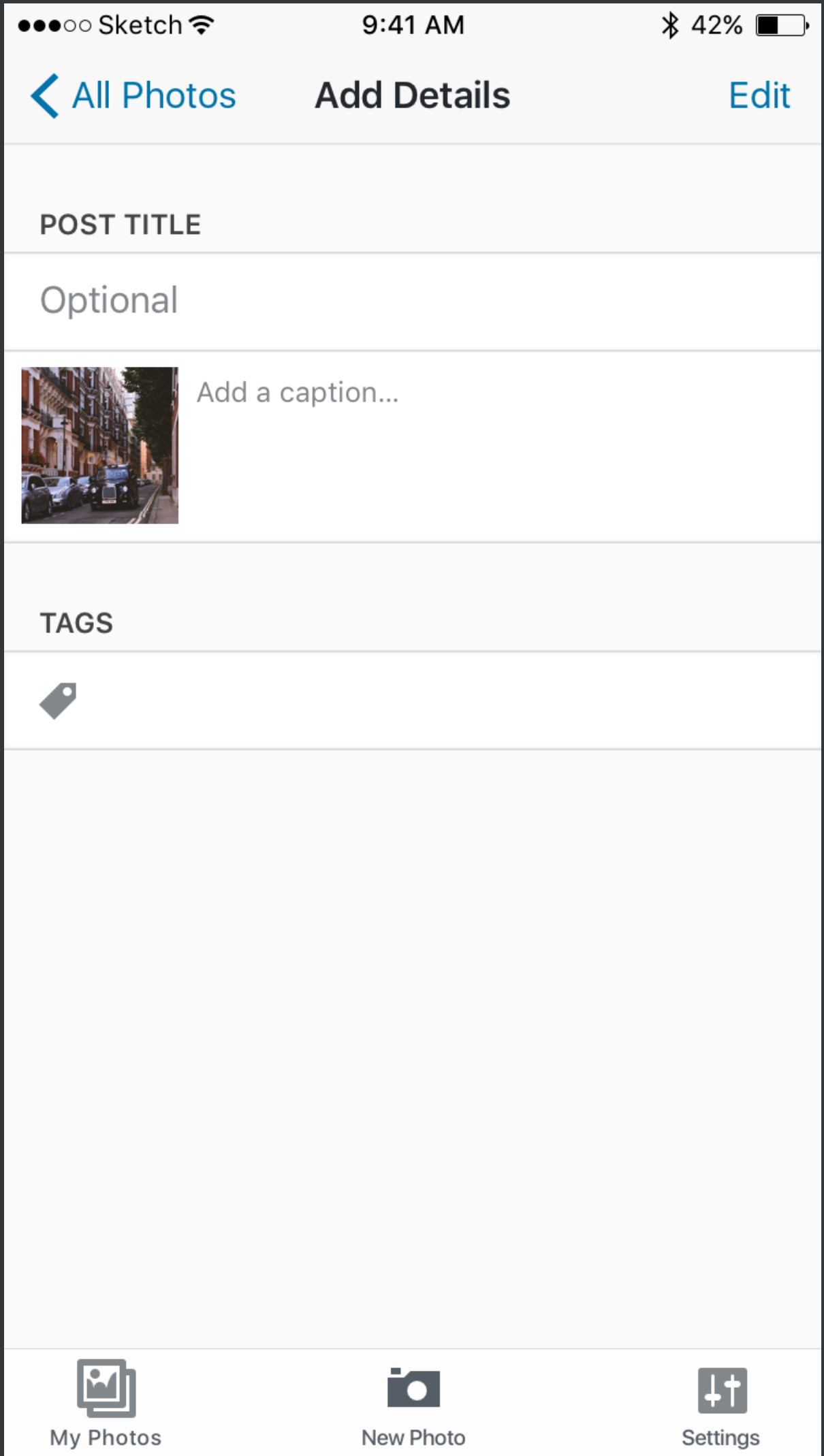
Reducing road rage and carbon emissions: Sydney's light rail project is underway

**Better product design
with WordPress**

**API opens new
avenues of work**

Mobile Design





iOS Human Interface Guidelines

The world's most advanced mobile OS offers everything you need to design beautiful, engaging apps that radiate power and simplicity.

Overview ▼

Design Principles

What's New in iOS 10

Interface Essentials

Interaction

Features

Visual Design

Graphics

UI Bars

UI Views

UI Controls

Extensions

Technologies

Resources



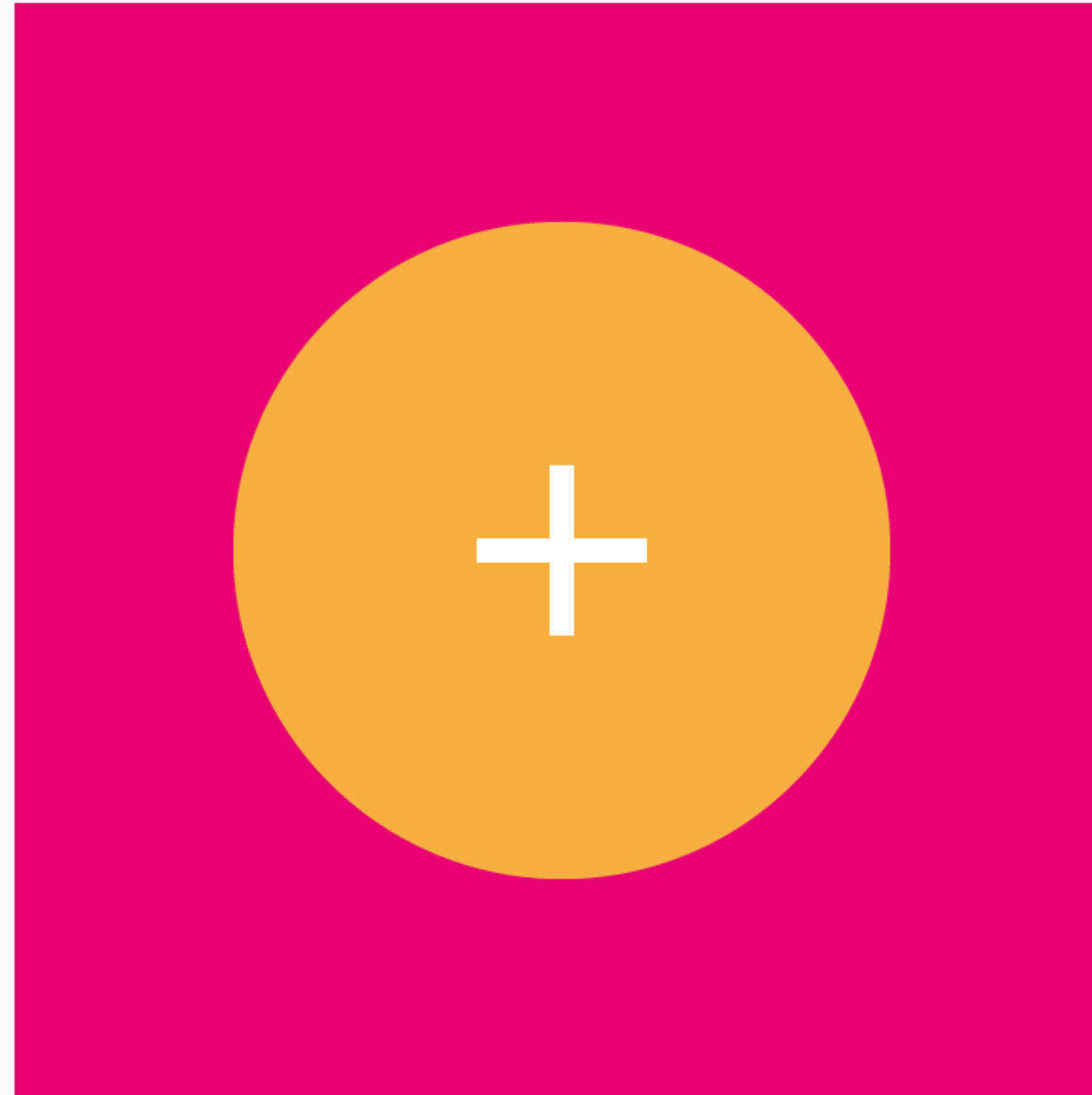
Principles



Material is the metaphor

A material metaphor is the unifying theory of a rationalized space and a system of motion. The material is grounded in tactile reality, inspired by the study of paper and ink, yet technologically advanced and open to imagination and magic.

Surfaces and edges of the material provide visual cues that are grounded in reality. The use of familiar tactile attributes



Bold, graphic, intentional

The foundational elements of print-based design – typography, grids, space, scale, color, and use of imagery – guide visual treatments. These elements do far more than please the eye. They create hierarchy, meaning, and focus. Deliberate color choices, edge-to-edge imagery, large-scale typography, and intentional white space create a bold and graphic interface that immerse the user in the experience.



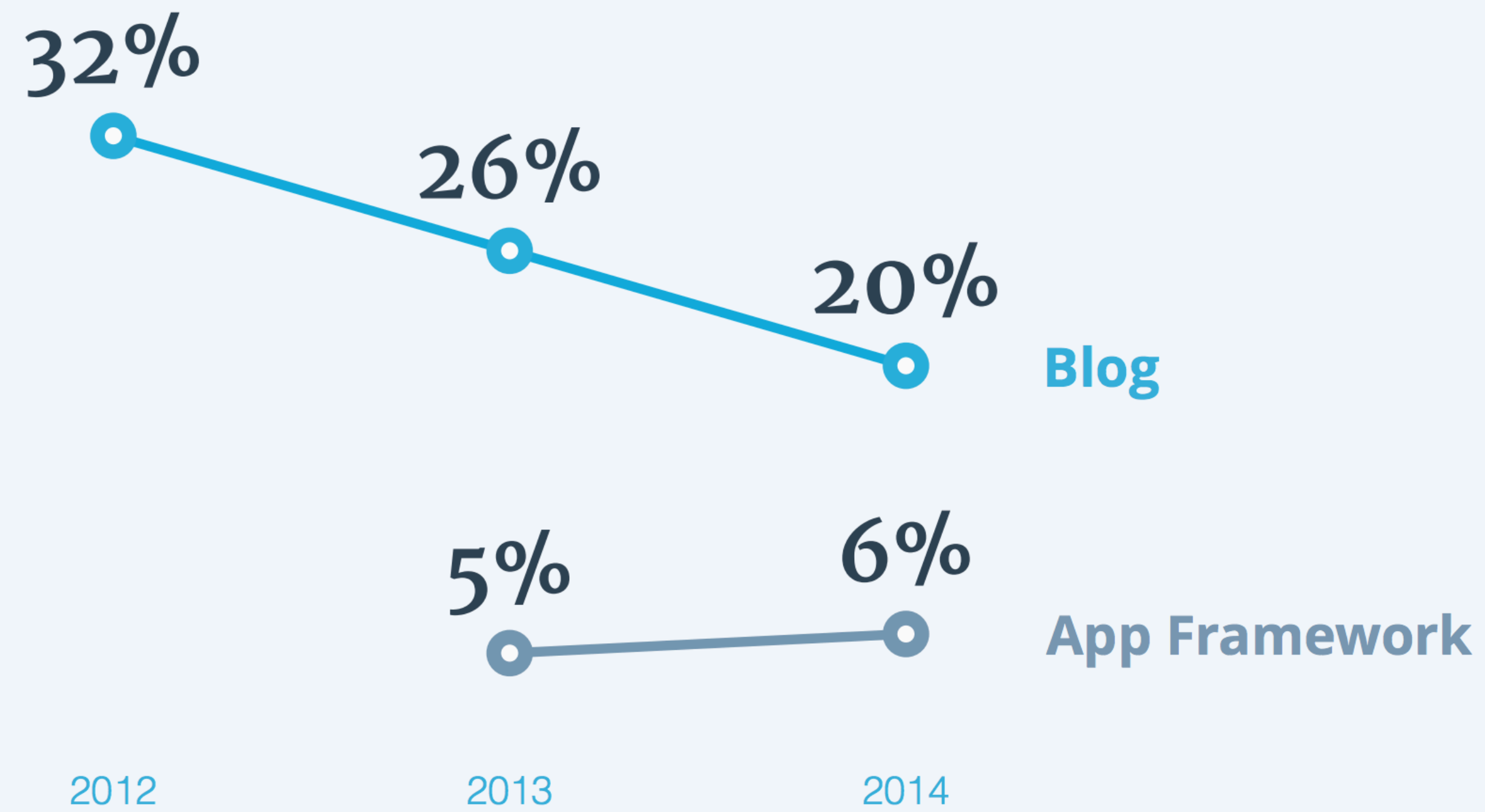
Motion provides meaning

Motion respects and reinforces the user as the prime mover. Primary user actions are inflection points that initiate motion, transforming the whole design.

All action takes place in a single environment. Objects are presented to the user without breaking the continuity of experience even as they transform and reorganize.

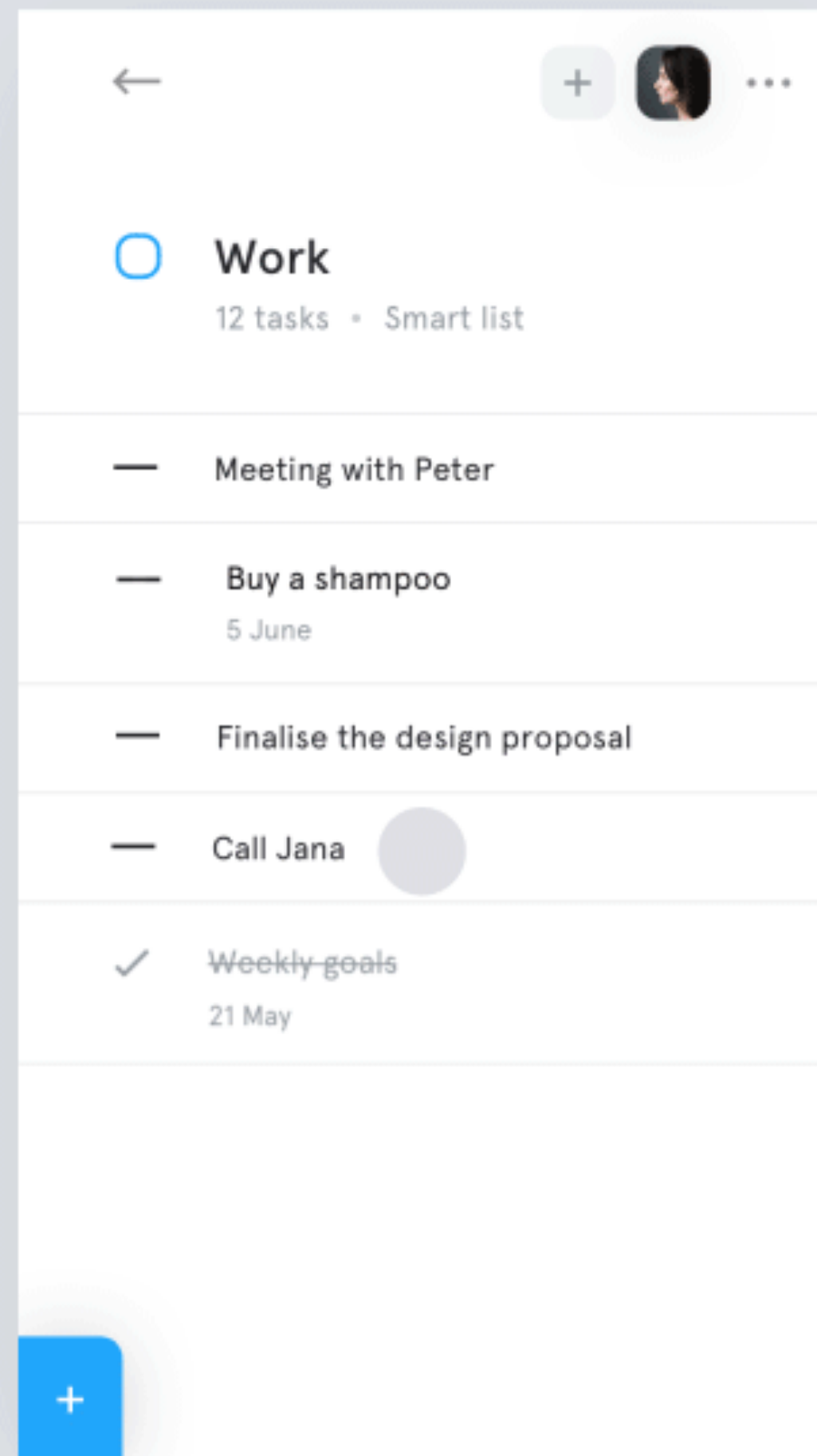
Not experts... yet

How do you use WordPress in your development?
Mostly as a blog / Mostly as an application framework



Interaction Design

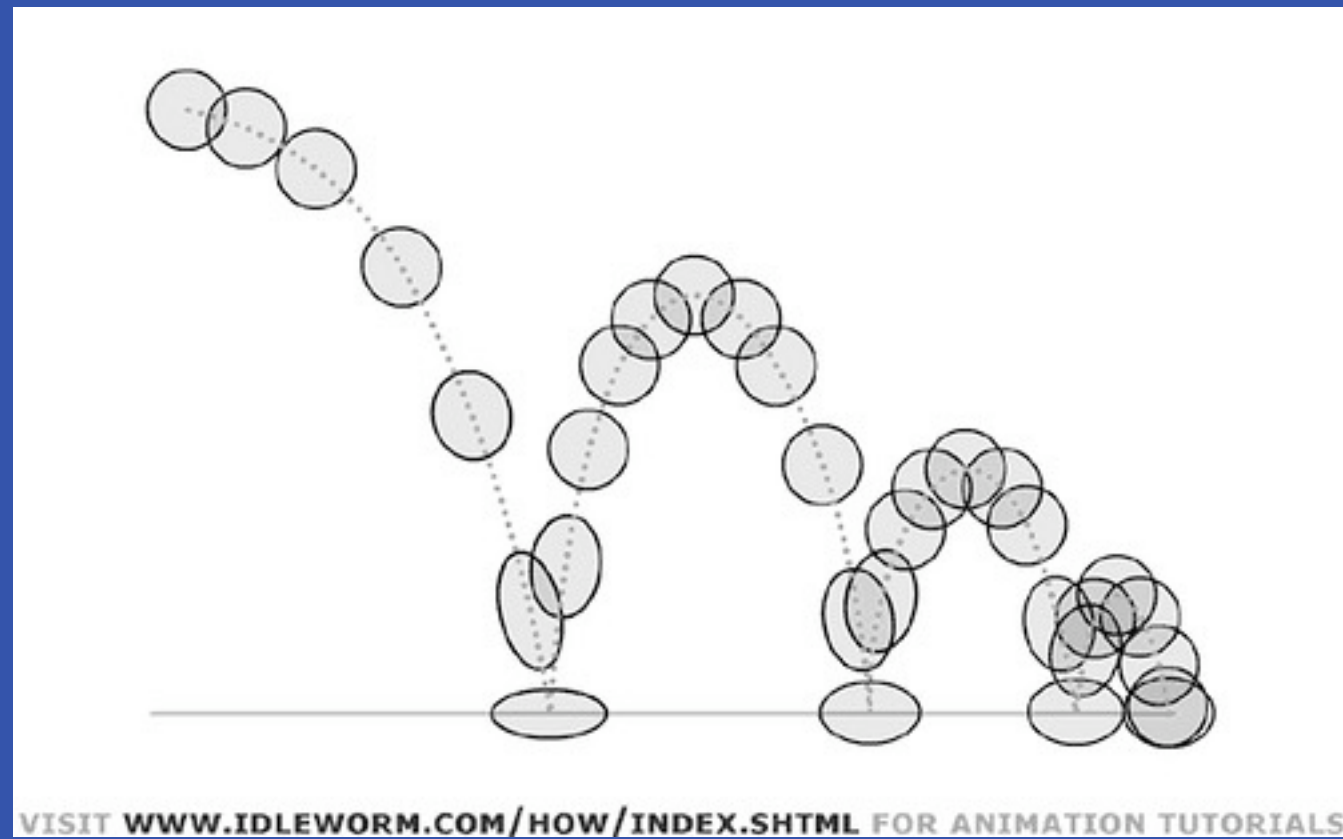
(IXD)



Jakub Antalík, <https://dribbble.com/shots/3344228-Moving-task-flow-interactions>

**Not a lot of interaction in the
current WordPress admin**

**Design is important to
showing state changes**



**Learn the
basics now**

**We'll need help with the
technical bits**

How developers can help

Talk to designers early

What's changed?



We might need help

Walk us through things

We might be worried

Be patient

**Can your team cover
front-end, too?**

**Some designers will
happily adapt**

**Collaborate with designers
to make cool new things**

**When WordPress does
well, we all do well.**



Thanks

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