

Unlock the Full Potential of Your iMIS RiSE EMS Website

Practical tips, proven strategies, and
insider tricks for better design,
usability, and member engagement.



What We'll Cover

- **Tips/Tricks to Resolve Existing Pain Points**
 - RiSE components that control look and feel
 - Review best practices that will payoff in the long run
 - How to streamline workflow with HTML best practices
- **Proactive Steps to Enhance Your RiSE Site's**
 - Creative use of OOTB iPart's
 - UI plugins/widgets to enhance the member/web user experiences
 - Custom JavaScript when appropriate to bridge gaps and help make working with RiSE more efficient.

Quick Reminder:

Who We are & What We Do

- **ATS** is award winning AiSP and reseller with decades of experience and has deep knowledge of all things iMIS, RiSE, and now EMS.
- **We are a Full Service One Stop Shop**
 - General iMIS consulting
 - Custom “best practices” based products & solutions that won’t impede upgrade path
 - Experts in RiSE website branding including custom design and theme/template development.



A Note on “Work Smart, Not Hard”

Gets used a lot... But what does it really mean?

- Recreating functionality that already exists.
- Not understanding the of using tools as they are intended
- Not knowing certain tools even exist
- Thinking there is only one way to do something
- Fine line between creative and short-sighted solutions.
- ***Just because you can, should you? ... Ask yourself:***
 - Is it **intuitive**: Does it objectively make sense to you and others. Can it be easily reverse engineered.
 - Is it **scalable**: How widely or narrowly is it used? What happens if a change is needed? How much work does that represent?
 - **Upgradeability**: Does it rely on something that might change or go away with an upgrade?

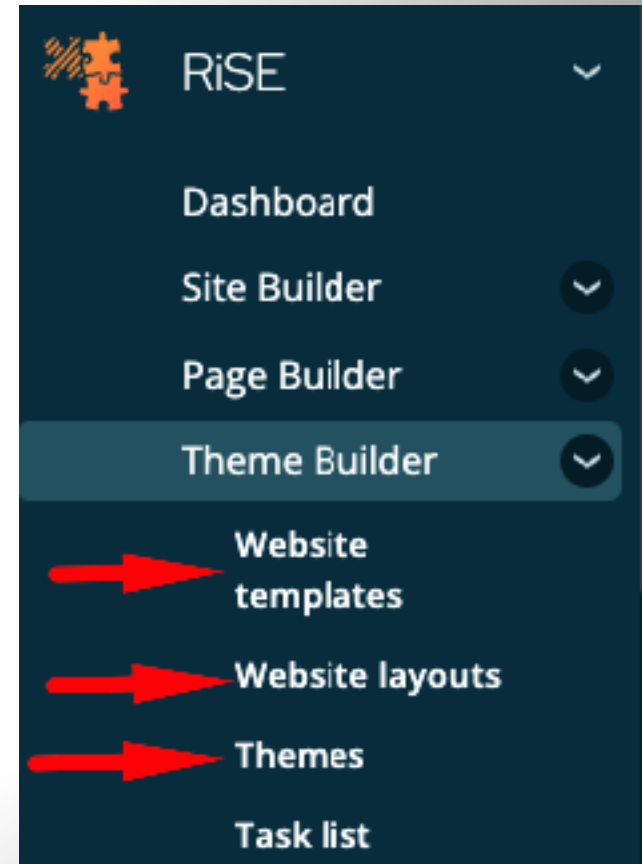
Take Control of the Look & Feel

Quick Overview of RiSE Components

- **Theme Builder Layout and Template**
 - Controls global wireframe of the site
 - Global header and footer
 - Page content region with sub-nav on left or right
- **“Page Layout”**
 - Can be set per page
 - When used right ensures your pages are responsive.
- **Theme**
 - CSS (single global source) that controls the look & feel (colors, fonts, spacing) of semantic HTML elements as a single source.
 - Handle with care. A single “;” out of place can break CSS for the entire site.

Theme Builder > Website Templates

- Global wireframe based on “Theme Builder > Website layouts”
 - Global header and footer
 - Page content region with sub-nav on left or right



Website Layout

Website layouts

Code Design

Title CitiesResponsiveLayout

Description

Layout code

```
<div id="masterWrapper" class="wrapper">
  <header id="hd" class="header ClearFix navbar" data-height-offset="true">
    <div class="header-top-container">
      <div class="header-container">
        <div id="masterLogoArea" class="header-logo-container d-flex justify-
content-start" data-label="Logo">
          <p>1</p>
        </div>
        <div class="navbar-header nav-auxiliary d-flex justify-content-end"
id="auxiliary-container" data-label="Utility">
          <p>2</p>
        </div>
      </div>
    </div>
    <div class="header-bottom-container">
```

Format Code

Save Cancel

Website Template

Website templates

Status: (Published)

Definition Access settings

• Title CitiesResponsive Preview theme Orion

• Publish file name CitiesResponsive

Layout CitiesResponsiveLayout

Logo

Add content | Edit zone properties

Logo Content

Content

Utility

Add content | Edit zone properties

Utility Navigation

Sign in/out Navigation links Universal search Easy edit Navigation toggle

Primary

Add content | Edit zone properties

Primary Navigation

Primary navigation

Home Content

Add content | Edit zone properties

Full Width Content

Home Page Full Width Area

On Behalf Of

Add content | Edit zone properties

OBO

On behalf of

Save As Cancel

THEME

Organize ▾ New ▾ Edit Import Export Versions Download

⏪ ⏩ ⬆ \$/ContentManagement/DefaultSystem/Themes Go Quick find

Themes

*Name

*Publish file name

*Website template

CitiesResponsive ▾

☒ Theme is responsive

Upload new version Select Remove

Allowed file types: zip
Maximum file size: 112400 KB

Save Close

OOTB is a Proof of Concept, But Not Turn-Key

Can be helpful if expectations are properly set.

- Because they are more of a fully developed concept to show what can be done and so can be a difficult place to start if looking to make a lot of changes.

Some aspects are guilty of not being very intuitive, or well documented.

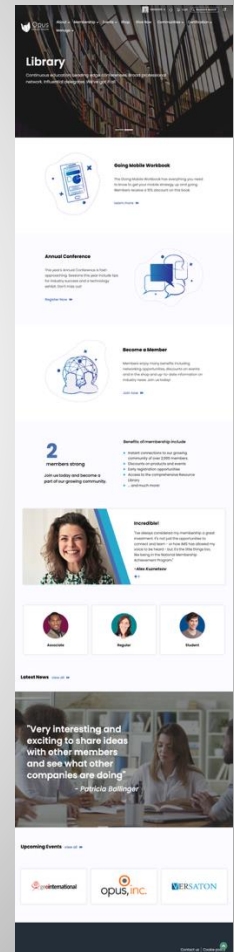
- Home/Internal full width headers
- Custom styles in one them but not the others.
- Animation effects

Can set expectation that things are easier than they actually are.

- Requires understanding of how something is done, to be able to adjust to your needs.
- Customized page layouts with little documentation of the how/why
- Use of CSS classes in place a non-technical staff would not understand how to extend

Plan to update immediately:

- Logo, all content and images, navigation links, and page
- CSS styles for HTML elements
 - Brand-appropriate color palette
 - Fonts
 - Type ramp



Use Cities Responsive as a Solid “Plain Vanilla” Base

- Less of a fully designed out concept
- This means less overriding defaults, more defining your own
- Cleaner hooks for custom designs
- If familiar with SASS/SCSS ask ASI for theme files.

HTML Best Practices: Semantics + Context

- **Might feel daunting, but ROI is well worth it.**
 - Way easier than you think. A bit like learning to ride a bike. Seems hard, but we're all capable.
 - Be the driver of outcome, rather than crossing fingers and hoping the WYSIWYG editor is going to do what you want.
- **Key best practice concepts to look into.**
 - "Semantic HTML Mark-up" – Describe what something is, not how it looks.
 - "Separation of formatting from content"
 - <https://csszengarden.com/> 20yrs old but still relevant today!
 - By describing what it is, let the theme CSS control how it looks at a global level and within the larger design system.

HTML Best Practices: Semantics + Context

If you really think about it all page content is just a collection of headings, paragraphs, bullet lists, images and hyperlinks. The rest is layout and formatting.

Think semantically (what it is):

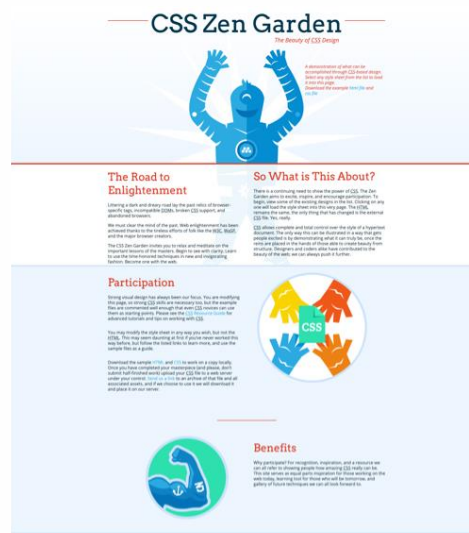
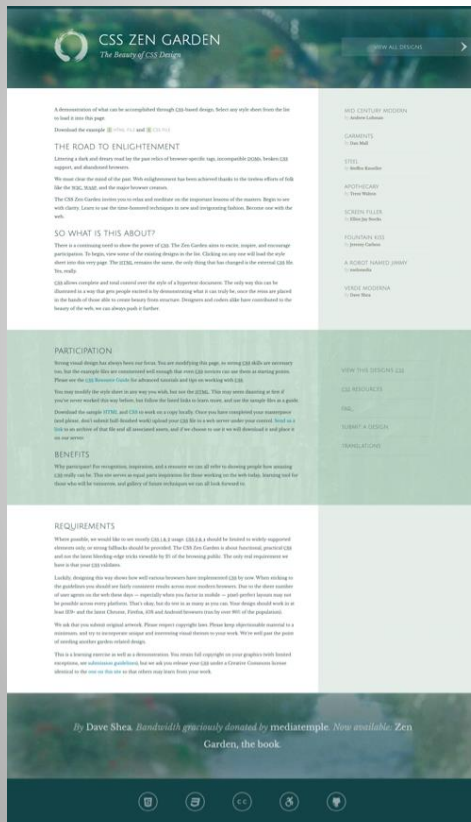
- Heading / Sub-heading / Kicker / `<h1><h2><h3>`
- Content / Caption / `<p>`
- Image `<img>`
- Button / Link

Think in context (where it appears):

- A Hero
- Feature
- Callout
- Card: feature or person

Semantics + CSS = Portability and Upgradability!

Same HTML, completely different look because of semantics and global CSS.



Semantics + CSS = Portability and Upgradability!

Semantic HTML Tag (what it is)

Context (where it appears)

```
<body id="css-zen-garden">
<div class="page-wrapper">

  <section class="intro" id="zen-intro">
    <header role="banner">
      <h1>CSS Zen Garden</h1>
      <h2>The Beauty of <abbr title="Cascading Style Sheets">CSS</abbr> Design</h2>
    </header>

    <div class="summary" id="zen-summary" role="article">
      <p>A demonstration of what can be accomplished through <abbr title="Cascading Style Sheets">CSS</abbr>-based design. Select any style sheet from the list to load it into this page.</p>
      <p>Download the example <a href="/examples/index" title="This page's source HTML code, not to be modified.">html file</a> and <a href="/examples/style.css" title="This page's sample CSS, the file you may modify.">css file</a></p>
    </div>

    <div class="preamble" id="zen-preamble" role="article">
      <h3>The Road to Enlightenment</h3>
      <p>Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible <abbr title="Document Object Model">DOM</abbr>s, broken <abbr title="Cascading Style Sheets">CSS</abbr> support, and abandoned browsers.</p>
      <p>We must clear the mind of the past. Web enlightenment has been achieved thanks to the tireless efforts of folk like the <abbr title="World Wide Web Consortium">W3C</abbr>, <abbr title="Web Standards Project">WaSP</abbr>, and the major browser creators.</p>
      <p>The CSS Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the time-honored techniques in new and invigorating fashion. Become one with the web.</p>
    </div>
  </section>

  <div class="main supporting" id="zen-supporting" role="main">
    <div class="explanation" id="zen-explanation" role="article">
      <h3>So What is This About?</h3>
      <p>There is a continuing need to show the power of <abbr title="Cascading Style Sheets">CSS</abbr>. The Zen Garden aims to excite, inspire and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The <abbr title="HyperText Markup Language">HTML</abbr> remains the same, the only thing that has changed is the external <abbr title="Cascading Style Sheets">CSS</abbr> file. Yes, really.</p>
      <p><abbr title="Cascading Style Sheets">CSS</abbr> allows complete and total control over the style of a hypertext document. The only way this can be illustrated in a way that gets people excited is by demonstrating what it can truly be, once the reins are placed in the hands of those able to create beauty from structure. Designers and coders alike have contributed to the beauty of the web; we can always push it further.</p>
    </div>

    <div class="participation" id="zen-participation" role="article">
      <h3>Participation</h3>
      <p>Strong visual design has always been our focus. You are modifying this page, so strong <abbr title="Cascading Style Sheets">CSS</abbr> skills are necessary too, but the example files are commented well enough that even <abbr title="Cascading Style Sheets">CSS</abbr> novices can use them as starting points. Please see the <a href="/pages/resources/" title="A listing of CSS-related resources"><abbr title="Cascading Style Sheets">CSS</abbr> Resource Guide</a> for advanced tutorials and tips on working with <abbr title="Cascading Style Sheets">CSS</abbr>.</p>
      <p>You may modify the style sheet in any way you wish, but not the <abbr title="HyperText Markup Language">HTML</abbr>. This may seem daunting at first if you've never worked this way before, but follow the listed links to learn more, and use the sample files as a guide.</p>
      <p>Download the sample <a href="/examples/index" title="This page's source HTML code, not to be modified.">HTML</a> and <a href="/examples/style.css" title="This page's sample CSS, the file you may modify.">CSS</a> to work on a copy locally. Once you have completed your masterpiece (and please, don't submit half-finished work) upload your <abbr title="Cascading Style Sheets">CSS</abbr> file to a web server under your control. <a href="/pages/submit/" title="Use the contact form to send us your CSS file">Send us a link</a> to an archive of that file and all associated assets, and if we choose to use it we will download it and place it on our server.</p>
    </div>
  </div>
</div>
```

Reusable Design Patterns vs. One-offs

- Minimize unique patterns; standardize instead
 - Web design is very different from print design
 - Don't create a hectic "over designed" user experience. Create a **consistent** and **predictable** one.
 - Review your current sites [Base Elements Page](#)
 - add `"/referencesite/baseelements.aspx"` to your home page url
- Use native HTML elements. All content comes down to them.
 - Headings – h1-h6
 - Paragraphs <p>
 - Lists – unordered(bullets) and ordered(numbered)
- Typical design pattern components:
 - Buttons (primary/secondary/link)
 - Call-to-action lockups
 - Heading styles (section, kicker, h1–h6)
 - Featured content callouts
 - Card-styled content (image, title, meta, CTA)

Always Keep Consistency, Accessibility and Responsiveness in Mind!

Soooo that's all good to know. But....

**WHAT THINGS CAN YOU DO NOW TO
ENHANCE YOUR RISE SITE?**



Get Creative with iParts

Keeping...

- Intuitiveness
- Scalability
- Upgradability

.... in mind.

Get Creative with iParts

- Content HTML + CSS class = quickly apply complex design patterns
- Tagged List → centralize and syndicate content from a single source / dynamic lists
- CCO with class → acts like content includes

Content HTML + CSS class

- Content HTML + CSS class = quickly apply complex design patterns
 - What are the semantic elements?
 - Image
 - Name
 - Title

```
1 <div class="headshot">
2   
3 </div>
4
5 <div class="name">
6   First Lastname
7 </div>
8
9 <div class="title">
10  Title or Position in the Association
11 </div>
```



Dwayne Johnson

Director of Geology

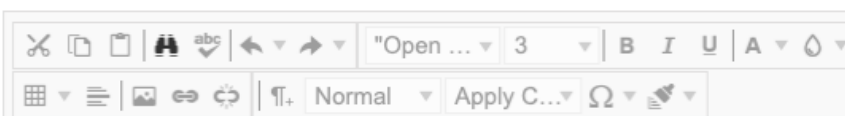
Content HTML + CSS class

Configure - Content Html

*Name

CSS class

☐ Display a border around this content



```
<div class="headshot">
    
</div>

<div class="name">
    Dwayne Johnson
</div>

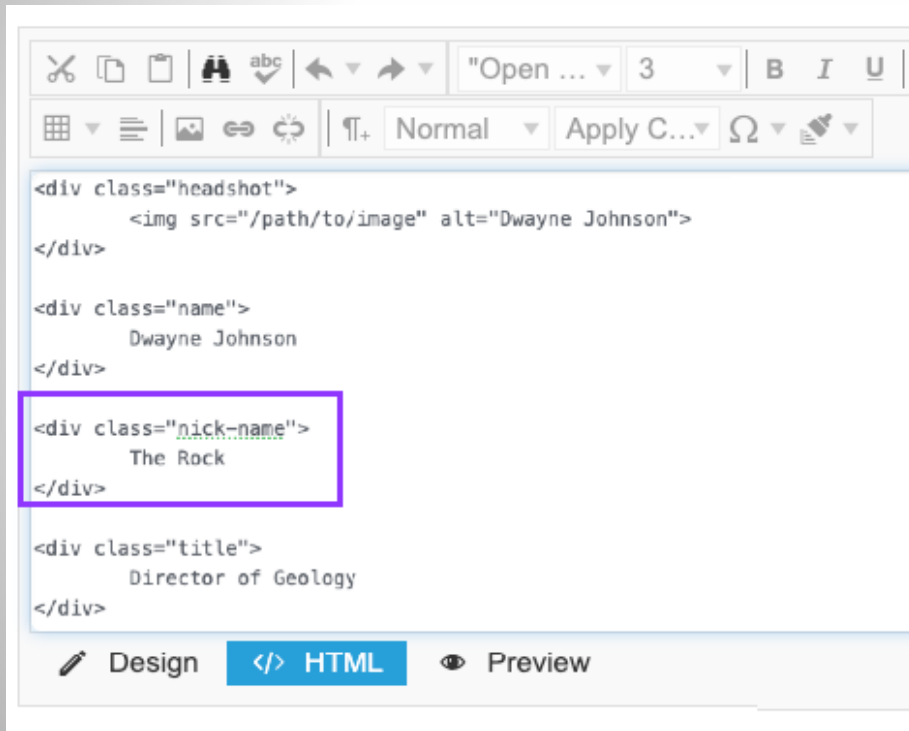
<div class="title">
    Director of Geology
</div>
```

 Design **</> HTML** Preview



Content HTML + CSS class

ADD A NICKNAME?... Semantics make it easy!



```
<div class="headshot">
  
</div>

<div class="name">
  Dwayne Johnson
</div>

<div class="nick-name">
  The Rock
</div>

<div class="title">
  Director of Geology
</div>
```

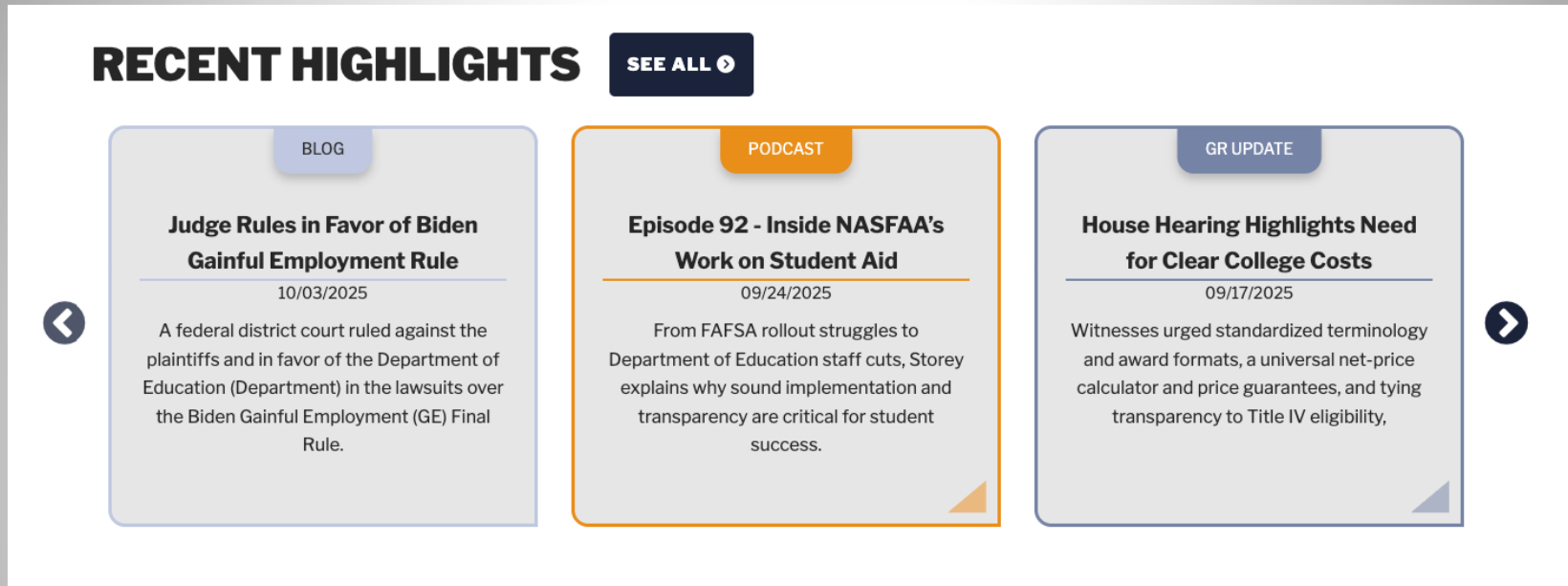


Tagged Lists

Tagging by itself is just a tool. But with a plan, you can use that tool to accomplish some pretty cool things.

- **News and Announcements**
 - Sort chrono, only show 4 on the home page, but all on “News” page
- **Upcoming Events** - Together with “event start date” user defined field
 - Will show soonest first
 - Events drop off the list when event is over.
- **Anything you want to List**
 - Staff
 - Sponsor Logos
 - Award winners
 - Spotlight New Members
 - Testimonials

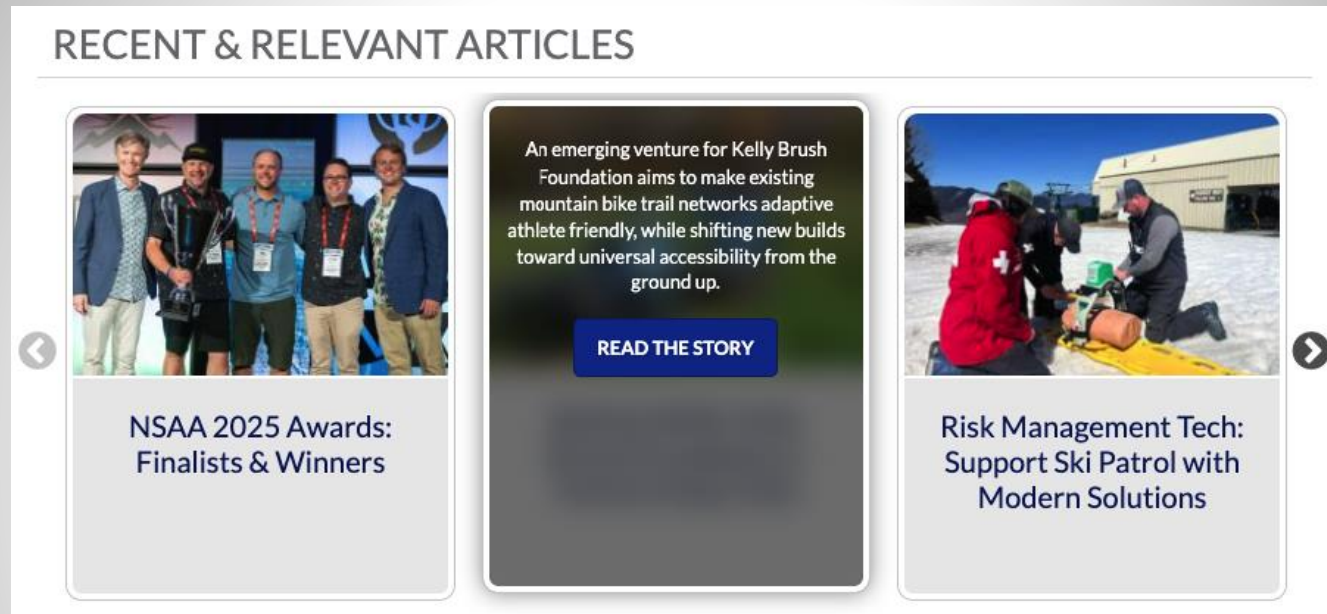
Tagged List Example



Example from a client that is using all the concepts I just mentioned.

- Uses slick.js to make it carousel
- Sorted chronologically
- Only show 10 most recent
- Card style formatted with CSS
- Differentiated color based on media type.
- Clickable to landing page

Tagged List Example



Example from a client that is using all the concepts I just mentioned.

- Uses slick.js to make it carousel
- Sorted chronologically
- Only show 10 most recent
- Card style formatted with CSS
- Hover to see brief blurb prior to click
- Clickable to landing page

Leverage 3rd Party UI Plugins

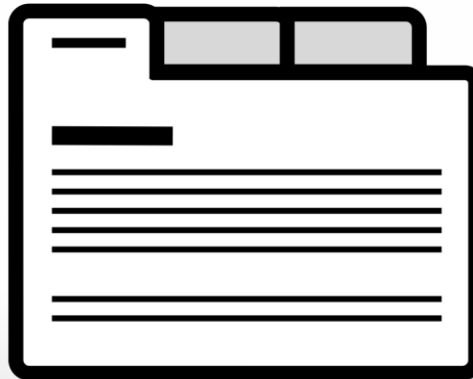
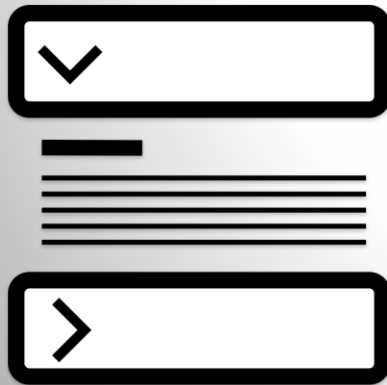
UI (user interface) plugins/widgets are a great way to present a lot of info and smaller footprint. Enhances "progressive disclosure" so people only see the info they are looking for.

OOTB (turn-key, rigid):

- Collapsible panel on some iParts
- CCO Tabs – Content Collection Organizer
- Slideshow

Custom (jQuery-based, flexible):

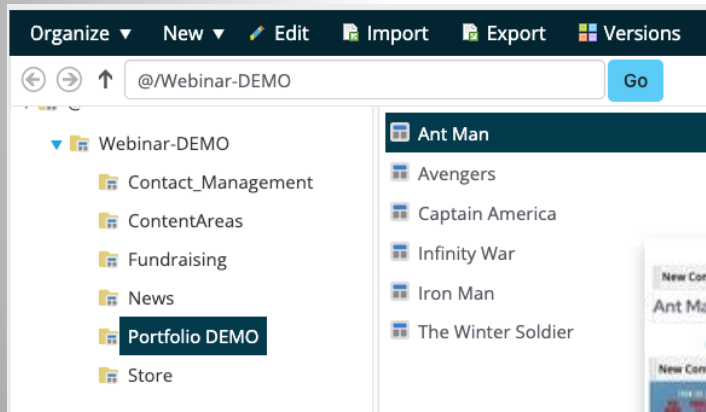
- Accordions (FAQ, progressive disclosure)
- Tabs (by topic or audience)
- Carousels / sliders (hero, logo parade)



3rd Party Plugin's Proof of Concept

[Gridder](#) is a plugin/widget build on the jQuery library that displays a thumbnail grid expanding preview similar to the effect seen on Google Images. Its is highly customizable and responsive.

- Configured to work with a tagged list iPart
- Each item is simple markup and separate
- Easy to manage.
- Compartmentalized to reduce opportunity to introduce errors.



Other Useful jQuery Plugin's

Slick - <https://kenwheeler.github.io/slick/>

Filterize - <https://yiotis.net/filterizr/#/>

AOS <https://michalsnik.github.io/aos/>

- Want to accurately set expectations. But encourage confidence and creativity
- Definitely some limitations based on how things might be or need to be structured.
- **We don't have a magic wand!...** But by understanding the "toolbox", and with some creative problem solving, we can accomplish some amazing results.

Other Ideas: Home Grown Utilities

Develop custom utilities to address common scenarios, fixed by adding simple intuitive CSS classes.

- **.relocate-to-xxxxx** – Relocate page content to sidebar or footer. Per page, not global.
- **.full-width-content, .full-width-bg** - Break out of the max-width of typical content page and have a "full-bleed" row without having to create custom page layouts like iMIS OOTB method.
- **.link-group** - Hyperlink an entire chunk of content. WYSIWYG would will wrap tag around each element. Avoid that pain!

Think things through. Remember to consider graceful degradation if .js is disabled.
Contact us if you want to learn more or need help implementing any of these examples.



Quick Wins You Can Do This Week

- **Replace OOTB fonts/colors to better reflect brand**
 - Google web safe fonts are super easy to install and use and create a consistent experience for all users
- **Audit content and remove inline styles that will prevent global CSS changes from being seen!**
 - Swap inline styles for semantic HTML tags and already defined CSS classes found on [Base Elements Page](#)
- **Inventory current design patterns and look for ways to consolidate and standardize. Your users will thank you for it!**
 - buttons, features, call-outs, lists, cards
- **Use UI widgets(tabs, accordions, carousels) to enhance “progressive disclosure” and shorten text heavy pages**
 - Long FAQs
 - Category descriptions
 - Sponsor logos
- **Create a sandbox site to have a safe place to play and learn**

Finally — We Can Help!

Bring Us Your Issues and Ideas

- Not sure where to start? We'll help.
- We do this all the time: faster/cheaper results and keeps staff on tasks where they add the most value.
- Happy to train internal staff/resources
- Honored to be your trusted partner



We Want Your Feedback!

- Future Webinar Topic Suggestions
- Let us know what was helpful or not.
- What you would like to see more of?
- Level of detail... Too much? Not enough?

Q&A