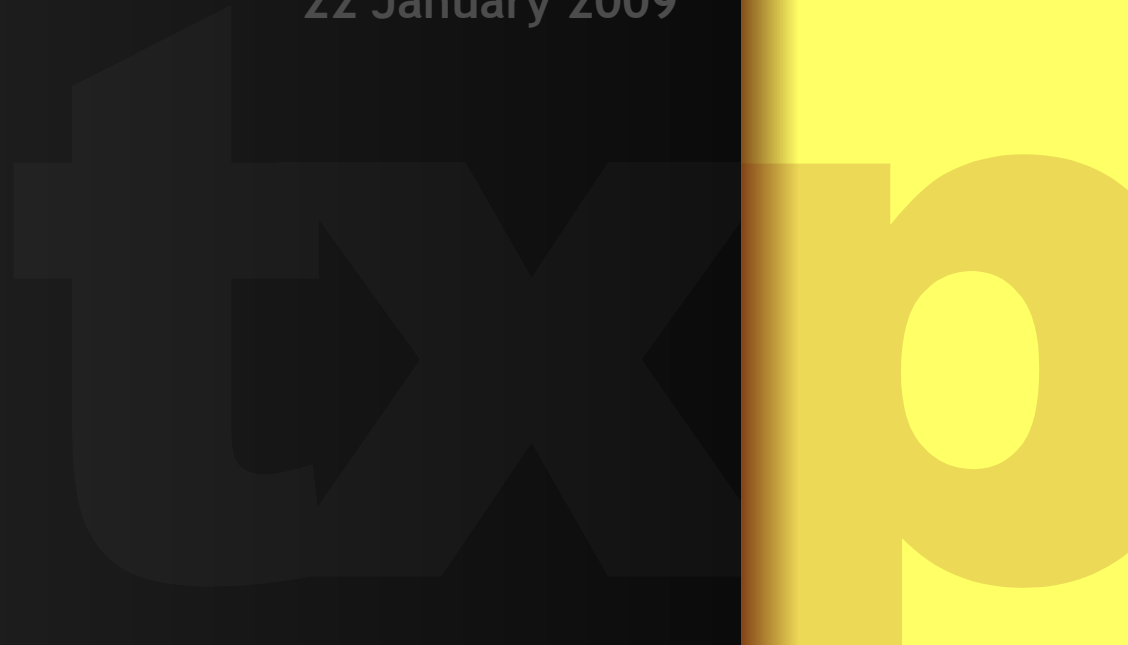


# Textpattern

AN INTRODUCTION

Eugene Alvin Villar  
22 January 2009



# Textpattern

flexible

elegant

easy-to-use

content management system

free

open-source



web magazines  
blogs  
portfolio sites  
brochures  
newsletters

txp



## UX SNAPSHOT

Last updated 5 days ago

**Hot topics:** [Market sense](#) (17), [Human Web](#) (6), [Branding](#), [Web 2.0](#) (3), [App](#)

# UX Magazine

## The User Experience Magazine

[uxmag.com/](http://uxmag.com/)

HOSTING BY (mt) mediatemple

Trust me on this. If audiences had an unlimited attention span, I'd be in my second term as President.

[Al Gore](#)

Our bitesized update.

## SHORTNEWS

**Steve Jobs:** "In order to take myself out of the limelight and focus on my health (...) I have decided to take a medical leave of absence until the end of June."

After all the speculation Steve Jobs is stepping down temporarily to tackle his now "more complex" health issues. While many believe that Apple's culture is strong enough to deliver good products post-Jobs, will the company's impact still be the same without its champion? More on the story [here](#), [here](#), [here](#) and [here](#) (video).

[Permalink](#) | [Read comments](#) (2)

The Impact Mozilla contest is putting the Firefox marketing efforts in the hands of the community. [Check it out](#), and [vote!](#)

[Permalink](#) | [Read comments](#) (1)

I'll be posting some info & sneak peeks of the UX Magazine redesign to [Twitter](#). Here are a [couple](#) you may have missed.

[Permalink](#) | [Read comments](#) (1)

YouTube's latest features -

Users rule the experience. Advertisers pay for the experience. And trust me, your internal constituents are not afraid to remind each other.

CONTINUED...

### IN STRATEGY

#### Investing in UX

Jon Lax shares the results of the UX Fund. Does great UX equal stock price growth?

### IN TECHNOLOGY

#### Google vs. Zoho Notebook

Michael Stiso compares two web notebook heavyweights.

### IN TECHNOLOGY

#### The Dark Google Myth

Kevin Muller looks at the technology behind the myth.

### IN DESIGN

#### Re-thinking the Medicine Cabinet

Brandon Schauer interviews Deborah Adler on the Clear RX bottle design and her inspirations.

### IN DESIGN

#### Don't let branding kill your brand

Damon takes a look at brand guidelines and how they counteract with the User Experience

### IN TECHNOLOGY

#### New Google Docs Released

Another day, another UI update. We look at Google's decision to go "classic".

### IN TECHNOLOGY

#### Conversion Rate Optimization - Part 2

Part 2 explores even more benefits of the Google Optimizer

### IN STRATEGY

#### Check Your Disciplines At The Door

Taking a look at collaboration across disciplines.

### IN STRATEGY

#### Conversion Rate Optimization - Part 1

Frederick Towne looks at converting site visitors to buyers

### IN STRATEGY

#### Abundance and UX

Is abundance necessary for user experience to thrive?

### IN STRATEGY

#### What Is Holding User Experience Back Where You Work?

Richard Anderson looks at what propels the user experience "boat" forward?

Apr10 Greatness and Uniqueness Are Symbiotic

Mar02 The Panhandler User Experience

Mar01 No Business Is Perfect

[View all past articles.](#)

MORE

### IN DESIGN

#### Hit The Blue Up

When we get worried about dumbing something down, whose intelligence are we worried about insulting?

### IN DESIGN

#### New Google Analytics: First Impressions

Google's free metrics service gets an upgrade.

### IN STRATEGY

#### Stop Using Your Shoppers

A look at the causes of mass cart abandon.

## UX MAGAZINE PUBLICATIONS

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## WHAT?

UX Magazine sets out to explore, promote & discuss the multiple facets of user experience one article at a time. It is built upon the foundations of ProjectNeo, a global interactive

## WHO?

UX Magazine is a collaborative publication by writers, technologists, designers, marketers & business gurus from around the world. This project was created & developed by C.

**BLOGENYO**  
MISREPRESENTING THE  
PINOY BLOGGING COMMUNITY!!!  
CREATED BY  
EUGENE VILLAR

## #2 - DEAR DIARY



Tags: adsense, diary, mybloglog, youtube

Comments? (There are 10 comments)

Continued on page 10

### Pay Per Article Post

We Pay an Average of \$25 Per 500 Word Article Accepted for Posting

### AdultaCheck® 4, 6 and 10

Adulteration Test Strips for SVT Specimen Validity Testing



Ads by Google

## TRANSCRIPT

### FRAME 1: INT. COMPUTER ROOM

#### GIRL

Dear Diary, Karlo visited my blog today. He's so cute! Comment niya, [His comment] it's pretty

### FRAME 2

#### GIRL

Kaya lang, [But] it loads too slow

### FRAME 3

#### GIRL

Kaya simula ngayon, [So starting now] goodbye MyBlogLog, goodbye embedded YouTube...

### FRAME 4

#### GIRL

Goodbye AdSense... Ay! [Oh!] Goodbye, Karlo!

**Blogenyo**  
[blogenyo.codedgraphic.com/](http://blogenyo.codedgraphic.com/)

## ABOUT

Blogenyo is a wacky look at the goings-on in the Pinoy blogging community. Created by Eugene Villar. [Learn more >](#)

## SUBSCRIBE

Want to be notified when there's a new comic strip? Subscribe to Blogenyo's subscription feed. You can use a [feed reader / aggregator](#) or you can choose to receive updates via e-mail below.

Enter your email address:

Subscribe

## TAGS

adsense, big brother, blackout, blog summit, diary, earning, earthquake, explosion, fraud, google, journalism, mainstream blogging, mybloglog, news, trillanes, western union, youtube

## IDEAS?

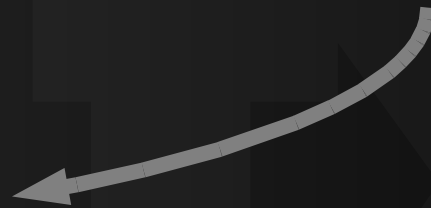
Got any ideas for a strip? Just send them my way and get credit if I use it.

CREATOR  
**Dean Allen**

*textism.com/*

typographer  
book designer  
Textism blogger  
founder of TextDrive

*hosting provider of  
A List Apart*



## HISTORY

ALPHA 2001

GAMMA 1.1x 2004

RELEASE CANDIDATES 2005

FINAL 4.0 2005

**CURRENT 4.0.7 2008**

**NEXT 4.0.8 2009**

**FUTURE 4.1.x 20xx**

\* Dean Allen left the core development team soon after 4.0;  
development is maintained by the community

cult following among  
web designers

2001 ● MovableType

2004 ● **Textpattern**

2008 ● WordPress



WELL-KNOWN USER

# Jon Hicks

graphic designer  
web designer  
icon and logo designer

created the logos for  
Mozilla Firefox and  
Mozilla Thunderbird





**hicksdesign**  
[hicksdesign.co.uk/](http://hicksdesign.co.uk/)

19/01/09 YORKE

Q 2



Wonderful use of illustrative typography in the campaign for this years Grammy Awards.

search

ELSEWHERE



PLAYLIST | RSS

SIDENOTES



lost.fm

Fair Fire. everything you ever wanted to know | Fascinating look at the first proper iPhone competitor

Testing new elements in HTML5 | Bruce gets stuck in with a working implementation of the new semantic tags in HTML5

Custom Dropbox Overlay Icons | The only gripe with DropBox solved!

Maxvolar.com 2009 | Tim Van Damme redesigns with a very British feel and looks great in the process!

Cocoa Stuff: Deep Green | The classic Chess game from the Newton has been

HICKR | RSS



“When I first discovered Textpattern in 2004, I was looking for a flexible CMS that could not only power my blog but also power my whole site, especially the portfolio. I keep trying other alternatives, but always come back to Textpattern. To my mind, no other system can compete with its flexibility and the strength of its community.”

—Jon Hicks



PLATFORM

# LAMP

Linux OS

Apache Web Server

MySQL RDBMS

PHP language



LICENSE

# GNU GPL

GNU General Public License

4.0.x

# BSD

Berkeley Software Distribution License

4.1.x

# FEATURES Textile

*textile.thresholdstate.com/*

\*OMG!\*  
`<strong>OMG!</strong>`

—really  
`<em>really</em>`

"Google":http://google.com  
`<a href="http://google.com">Google</a>`

# FEATURES Textile

*textile.thresholdstate.com/*

```
h2(post_title). Textile Rocks!  
  <h2 class="post_title">  
    Textile Rocks!</h2>
```

```
* bacon  
* beans  
* broccoli  
  <ul>  
    <li>bacon</li>  
    <li>beans</li>  
    <li>broccoli</li>  
  </ul>
```

# FEATURES TXP Tags

```
<txp:title />
```

```
<txp:if_comments_allowed>
```

Add your comment!

```
<txp:else/>
```

Sorry, comments are closed

```
</txp:if_comments_allowed>
```

*no PHP  
knowledge  
required!*

# Good Web Design

FEATURES

Standards-compliance

Separation of content  
and presentation

TEXT PATTERN

Content

Presentation

Admin

Categories

Write

Articles

Images

Files

# Good Web Design

FEATURES

## Content

Categories

Articles

Images

Links

Files

Comments

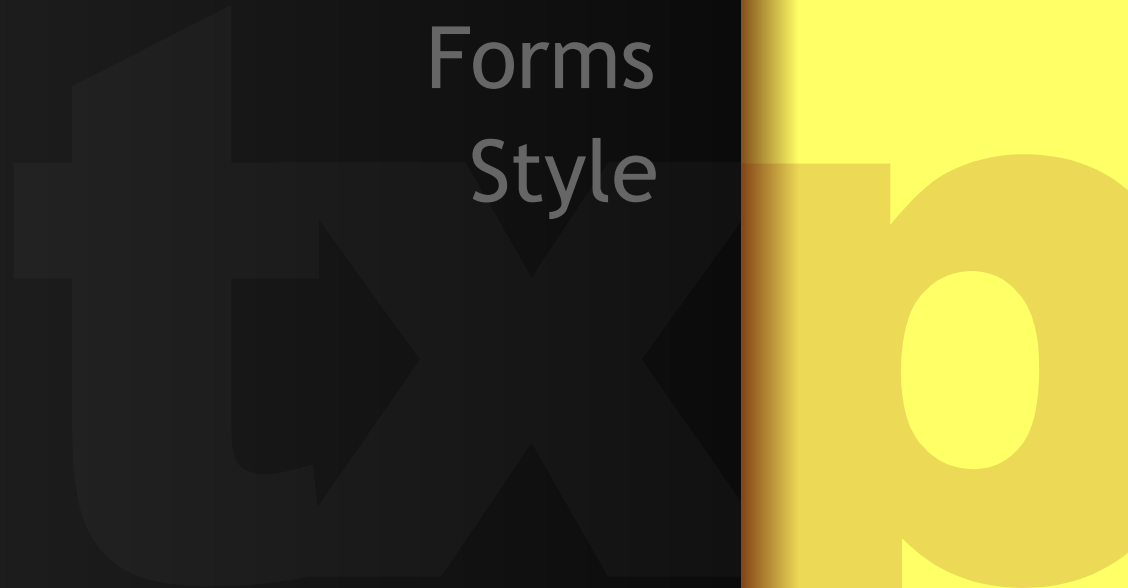
## Presentation

Sections

Pages

Forms

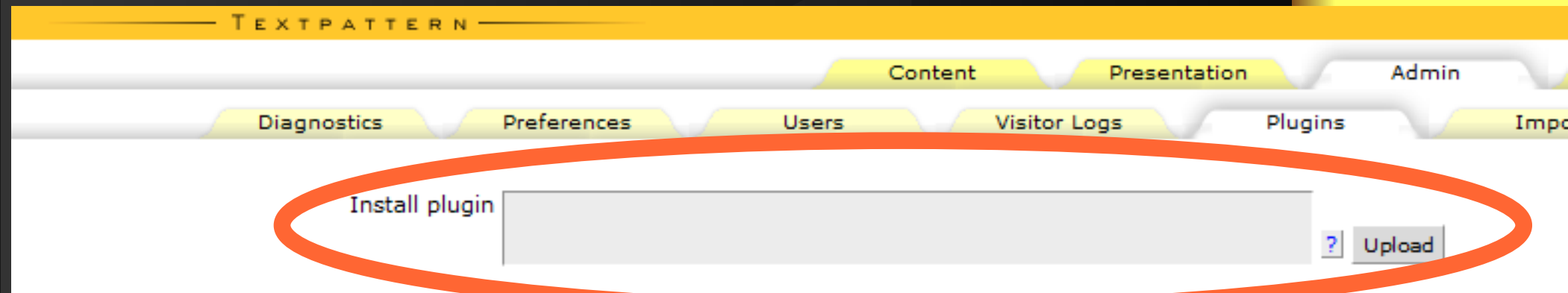
Style



# FEATURES Plugins

Ridiculously easy plugin  
management

Just copy and paste some  
encrypted text, no FTP required!



FEATURES

# User Roles

Publisher  
Managing Editor  
Copy Editor  
Staff Writer  
Freelancer  
Designer



## FEATURES

# Others

Integrated image, link  
and file management system

RSS and Atom feeds

Clean URLs option

# Cons

Theme-management is a pain  
(WordPress gets this right)

No native Pingback or  
Trackback support

Considerable learning curve  
(only for heavy customizations)

Not as popular as other CMSs

# Websites

Textpattern main site  
*textpattern.com/*

Textpattern Forum  
*forum.textpattern.com/*

PLUGINS!  
TUTORIALS!

Textpattern Resources  
*textpattern.org/*

DOCUMENTATION!

TextBook International  
*textpattern.net/*

SITE GALLERY!

TXP Magazine  
*txpmag.com/*

THEMES!

Textgarden  
*textgarden.org/*

THEMES!

Textplates  
*textplates.com/*

# Book

Textpattern Solutions  
[textpatternsolutions.com/](http://textpatternsolutions.com/)

CODY LINDLEY  
KEVIN POTTS  
ROBERT SABLE  
NATHAN SMITH



Thank You.

