What's the next?

Media-Driven Content Architecture

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Retrospective of Content and Media Management Tools

Drupal 5:
- Native body field with WYSIWYG
- Attached files (Drupal core)
- Blocks (Drupal core)
- CCK (contributed solution)
- WebFM (contributed solution)
- IMCE (contributed solution)
- Panels (contributed solution)

Drupal 6:
- Field API (CCK in Drupal Core)
- Display Suite (contributed solution)

Drupal 7:
- Entity API (contributed solution)
- Entity Construction Kit (ECK) (contributed solution)
- Entity reference solutions (Paragraphs, Bricks)
- Media (contributed solution)
Main Conclusions of Retrospective

Only in Drupal 7 we got enough tools to setup universal and transparent solutions of content architecture that on the one hand are extremely flexible to cover different requirements on the other hand they are user-friendly and we can edit all stuff on one page.
The Most Recent Approach that We Use in Drupal 8

Example of Paragraphs:
- WYSIWYG Textareas
- CTAs (Call-to-Action)
- News, Post, Event Teaser(s)
- Statistic Blocks
- Lists (Views-driven)
- Sliders and Carousels
- Testimonials
- Pull Quotes
...

Example of Media:
- Images
- Videos
...
Why do we use Media references instead simple Image or Video fields inside paragraphs?
Advantages to use Media References

- We can reuse Images and Videos in different places
- Uni-solid, regular and user-friendly interface for different Media types
- We can set several Media bundles for Images to split them by aspect ratio, by resolution or by purpose of use
- Ability to insert embedded media objects directly in WYSIWYG in the same interface
Can we handle the other stuff like Media?
The Background of that Question

- Our clients ask the ability to insert Pull Quotes in WYSIWYG rich text fields.
- They want to align them right or left.
- They already had the same ability for Images and Videos.

We used Entity Embed approach to cover that requirement for Images, Videos and finally we implemented it for Pull Quotes.
Give thanks to God, who made necessary things simple, and complicated things unnecessary.

Gregory Skovoroda
Pull Quote like a Media: Architecture

https://github.com/vasilyyaremchuk/pull_quote_demo_pull_quote_demo
Pull Quote like a Media: Demo Example

https://github.com/vasilyyaremchuk/pull_quote_demo_pull_quote_demo
Link like a Media

One more use case

Does it make sense to put Link inside Media wrapper?

- Let’s use references to Link Medias instead native Drupal Link fields in content types, paragraphs and any other content entities.
- it worth to use such embedded entities in WYSIWYG fields instead the native link button.

Example of usage: Link to to the list of openings on some 3rd party service.

When we decide to have this page inside Drupal we just need to change link in one place! But it can be embedded in many entities as a reference and just in site text fields.
Conclusion:
Each separate independent reusable piece of content can be handled like Media
Let’s call that Approach: **Media-Driven Content Architecture**
More Ideas

● Testimonials like Media
● Advertisements like Media
● Products like Media
● Staff like Media
● ... your ideas? ...
Questions?
Become a Drupal contributor
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- First timers workshop
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- General contribution