



# **Become a Sitebuilding Samurai using Joomla**

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**CMS Expo, May 2012**



# Agenda

- **INTRODUCE JEN**
- **WHAT IS A SAMURAI?**
- **HOW DO I BECOME ONE?**



# About Jen

- **BUILDING WEBSITES SINCE 2000**
- **WORKING WITH JOOMLA SINCE 2005**
- **AUTHOR OF 2 BOOKS ON JOOMLA AND 9 LYNDACOM VIDEOS**
- **CURRENTLY SEEKING ADJUNCT INSTRUCTOR POSITIONS AND WORK IN CURRICULUM DEVELOPMENT.**



# What is a samurai?


- **A MEMBER OF THE ARISTOCRACY.**





**How can you become a  
member of the Joomla  
aristocracy?**

**I DIDN'T KNOW WE HAD AN ARISTOCRACY!**



# **How can you become a Joomla rockstar in seven easy steps?**

**THAT SOUNDS MUCH MORE INTERESTING AND FUN!**



It takes  
**ten thousand hours** to  
achieve true expertise.

**THAT'S WEB DESIGN, WEB DEVELOPMENT, AND  
JDOM LA WORK.**

**PATIENCE, GRASSHOPPER**



# 1. Learn HTML and CSS.

- **Stop making excuses.**
- **GO TAKE A CLASS OR TWO OR THREE.**
- **READ A BOOK OR WATCH SOME AWESOME LYNDACOM VIDEOS.**





## 1a. Take a class.

- **HTML WATER'S GUID**
- **YOUR LOCAL COMMUNITY COLLEGE**
- **COMMERCIAL TRAINING**



## 1b. Books and videos

- **SELF-DIRECTED LEARNING IS NOT FOR EVERYONE (INCLUDING ME)**
- **LEARN AT YOUR OWN PACE (WHICH IS GLACIAL FOR ME)**
- **NO HOMEWORK... BUT ALSO NO INSTRUCTOR AND NO ACCOUNTABILITY FOR DOING (OR NOT DOING) HOMEWORK**



## 1c. Already know HTML/CSS?

- **THERE ARE OTHER THINGS TO LEARN, SO GO LEARN THEM:**
  - **RESPONSIVE DESIGN**
  - **MOBILE LAYOUTS AND ALTERNATIVES**
  - **JQUERY AND JAVASCRIPT**
  - **USABILITY**
  - **ACCESSIBILITY**
  - **WEBSITE STRATEGY & PLANNING**
  - **INFORMATION ARCHITECTURE**
  - **GRAPHIC DESIGN**



## 2. Learn more about Joomla.

- **SUBSCRIBE TO MAILING LISTS.**
- **READ LOTS OF BLOGS.**
- **ASK QUESTIONS ON THE FORUM. ANSWER TWO FOR EVERY QUESTION YOU ASK.**
- **IDENTIFY PEOPLE WHO ARE DOING THE KIND OF WORK YOU WANT TO DO AND FOLLOW THEM EVERYWHERE.**
- **JOIN YOUR LOCAL JOOMLA USER GROUP, OR START ONE.**
- **ATTEND JOOMLA DAYS.**





### 3. Repeat what others are doing.

- **WHAT ARE OTHERS BUILDING?**
- **HOW DID THEY BUILD THAT THING?**
- **TRY BUILDING THAT THING YOURSELF.**
- **CAN YOU IMPROVE ON IT? HOW?**
- **WHY DID THEY MAKE THAT DECISION? ASK!**
- **HOW WOULD YOU DO THINGS DIFFERENTLY AND WHY?**



## 4. Contribute.

- **WRITE DOCUMENTATION.**
- **WRITE ARTICLES FOR THE [Joomla Magazine](#).**
- **JOIN TWITTER AND FACEBOOK PROFESSIONALLY, AND START TALKING ABOUT Joomla**
- **WRITE BLOG POSTS ON YOUR BLOG, OR GUEST BLOG FOR OTHERS.**



## 4. Still Contributing.

- **JOIN THE [Joomla Bug Squad](#) AND TEST CODE.**
- **NOW FIX SOME BUGS.**
- **NOW WRITE SOME NEW FEATURES.**



## 5. Do Great Work.

- **BUILD AMAZING JOOMLA SITES.**
- **MAKE SURE EVERYONE KNOWS ABOUT THEM VIA TWITTER, FACEBOOK, BLOGS.**
- **EXPLAIN WHY THESE SITES ARE COOL. DON'T EXPECT IT TO BE SELF-EVIDENT.**
- **SUBMIT THOSE SITES TO THE [JOOMLA SHOWCASE](#).**
- **ASK THE JOOMLA MAGAZINE TO DO A CASE STUDY ON YOUR SITE.**





## 6. What's happening around Joomla?


- **PROJECT MANAGEMENT**
- **SEARCH ENGINE OPTIMIZATION**
- **WRITING GREAT CONTENT FOR THE WEB**
- **USABILITY AND ACCESSIBILITY**
- **DATABASE DESIGN**
- **PROGRAMMING: PHP, JAVASCRIPT, ETC.**
- **SERVER SETUP AND MAINTENANCE**

The more you know about other areas, the more informed your work will become.



## 7. Now Mentor Others.

- **WHEN SOMEONE ASKS A QUESTION, ANSWER IT, OR POINT THEM TO SOMEONE WHO CAN.**
- **ENCOURAGE THOSE NEW TO THE FIELD.**
- **DON'T TELL ANYONE THEY'RE ASKING A STUPID QUESTION. EVER**
- **JOIN YOUR LOCAL USER GROUP, OR START ONE.**
- **ORGANIZE, ATTEND, AND SPEAK AT JDOM LA DAYS.**



**“Sharing your money, your ideas, your insights, your confidence... all of these things return to you. Perhaps not in the way you expected, and certainly not with a guarantee, but again and again the miser falls behind.”**

**THE SAD IRONY OF SELFISHNESS - SETH**

**GODIN'S BLOG**





# Now, let's share some wisdom.

- **TIME TO PUT THESE PRINCIPLES INTO PRACTICE.**
- **YOU ASK THE QUESTIONS, AND WE WILL ANSWER**
- **TIPS, TRICKS, HINTS, PROBLEMS... WE KNOW MOST THINGS ABOUT JDOM LA, SO LET'S SOLVE ISSUES TOGETHER!**





# Jen Kramer Loves Your Email

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