User Documentation

Last Update: 7/31/2018

Meet Card Designer.

Card Designer for Blocs is used for creating a sophisticated card UI by a mashup of image editor, slideshow and card UI. It's great for product cards, story cards, calls to action, and much more. It's packed with features that you might not expect in a card UI. It's great at turning static images into rich media like cards to action.

The design assets for Blocs makes it possible to look your best. Card Designer is to non-designers what Blocs is to non-developers.

Watch the demo video below.

https://www.youtube.com/watch?v=0t-2-d8qw

Getting Started

Portrait and Landscape card UI

Because of it's portrait orientation (i.e vertical), you'll find some things unique about how it works.

1. Card designer adjusts the height of your images automatically and resizes the width proportionately.
2. Card designer automatically adjusts the height of your text automatically and wraps it.
3. For landscape oriented images things get really interesting. The Crop Algo feature helps with that.

Beginning with portrait image sources

The portrait image was originally 375x667 px and resized proportionally to 160 x 284px. When added to Card Designer, the image is adapts automatically. The resize and crop characteristics make things easy. We could trim off some from the image horizontally but this is still a huge reduction from the original.

Using landscape images with portrait view cards (Crop Align)

Let's take one of the landscape images that come shipped with Blocs to Card Designer you'll have an image that you can crop using the Crop Align setting. Use this setting to focus on the part of the image you want.

Frequently Asked Questions

What size images I should be using.

To determine how large your images should be, you'll want to consider these factors.

1. The dimensions of the card you want
2. Whether you're using Blocs extra display settings

If the image can be uploaded in Blocs app it will work fine with Card Designer. However, if you are trying to determine the best size so that you can optimize your images for page load speed, here are some recommendations.

Standard Images

Width	Height	Description
Portrait	Portrait Tall	Portrait – Tall resize your images to 640px tall (width should be resized proportionally)
Landscape	Portrait Short	Resize your images to 400px tall (width should be resized proportionally)

Retina Images

Portrait	Portrait Tall	Portrait – Tall resize your images to 1280px tall (width should be resized proportionally)
Landscape	Portrait Short	Resize your images to 800px tall (width should be resized proportionally)

How does Card Designer handle responsive design?

Card Designer adjust the width and in some cases the text size to fit the content onto your card at smaller screen widths. The heights are not adjusted. For portrait oriented images you have the ability to determine how images are aligned when the screen width is reduced (Left, Right Center).

How to determine the largest size font I can use in a design?

If you are wondering what the largest size font you can use for any card design here's a tip.

1. Add a Wire to your card.
2. Delete its mobile view in Blocs app.
3. Resize the text so that it's small enough to fit inside the card (and with a bit of margin so it looks good).
4. That is the max size will look good at all widths. Note The text size will be adjusted automatically for width's smaller than standard mobile screen sizes.

The Sidebar

Finding what you need.

Card Designer has a lot of options, but they are organized in a logical way.
Table 1.1 shows each of the 7 categories of options available to you.

No.	Category	Example Use Cases
1	Card Dimensions	I want to change the shape of my card.
2	Images	• Add and remove images. • Crop and align images. • Add image effects. • Add SLT value
3	Slideshow	• Position of the navigation. • Change the slide transitions. • Change navigation type. • Change amount of delay to pause between images.
4	Caption	• Add title and description text. • Add an optional tag line, similar to a tagline. • Change the font family, size and colors
5	Caption Layout	Change the alignment and spacing of the caption content.
6	Interactions	• Add a button below the caption. • Add a URL link. • Apply different button styles
7	Background	Add background color, gradient, drop shadow and rounded corners.
8	Documentation	• Link to the online docs. • Toggle feedback mode. For guided tips as you begin using Card Designer.

Settings

Dimensions

Card Designer supports both portrait and landscape orientation. There's also an option to adjust the height of the card.

Setting	Option	Description
Max Width	Portrait Landscape	Set the max width of the card. Portrait or Blocs max width. Landscape or Blocs max width.
Height	Tall Short	Set the height of the card. Tall sets a 640px in height. Short sets a 400px in height.
Center in Column	Checkbox	Center the card within it's column or left justify.
Image Clipping	Checkbox	Deepens the browser support when some features are combined. Typically involves using rounded corners with slide transitions.

Images

Select, add, edit and delete images. The settings here apply to each individually selected image including filter, crop align and drop shadow animation.

Setting	Options	Description
Item	Add or select image. Up to 5 images	Select images and add new ones.
Resolution	1x, 2x, 3x	retina screen support
Image	Image picker	Select images from image library
Alt	Textfield	Last value available for each image. This is a good practice for seo.
Crop Align	Left Center Right	Card Designer is a vertical card UI. If your image is landscape oriented, this "crop align" fits image by aligning it using this setting.
Filter	None Grayscale Contrast Transparent	CSS3 image filters
Hover Burns	None Flyer Pop Pop Left Pop Right	Image animation effect resembling sweeping and opening camera behavior. Consider performance here. Try this to create 1.

Slideshow Controls

Simple but powerful slideshows in the background. Features include transitions, navigation styles, navigation positions and autoplay.

Setting	Options	Description
Transition*	Fade Bullets Fade Fraction Fade Dotted Slide Fraction	Choose which navigation and transition style to use when the slideshow is active.
Navigation Position	Top, Bottom, Hide	Positions the navigation when slideshow is active or hide it from view.
Autoplay	0-3000	Time the slideshow will pause between transitions to the next image. 1000ms = 1 sec

*Slideshow description does not appear in the Blocs design canvas, however they do appear in both browser and in app previews.

Caption

Title and description content options.

Setting	Options	Description
Pop-Text	Textfield	40 character limit Supports basic html
Title	Textfield	15 character limit Supports basic html
Title Color	Color Picker	Change color of the title text.
Title Font	Typeface Text Typeface	Integrated with Blocs typeface font selector
Title Size	Slider	Slide it bro
Title Fit	Input Disabled Light Sources Close-Heavy Close-Light Outline Light	Not Fit for the title.
Description	Textarea	150 character limit Supports basic html
Desc Color	Color Picker	Change color of the description paragraph text

Layout

Caption alignment, spacing and positioning settings.

Setting	Options	Description
Spacing*	0-10	Adjust spacing for the top and bottom of the title.
Line Height	0-1	The space between the lines of multiple line
Alignment	Left, Center, Right	Position the caption horizontally on the card.
Position	Top, Middle, Bottom, Hover	Positions of the caption vertically on the card.
		*Hover positions the caption title at the bottom of the card and reveals the description and (optional) button on hover.

Interactions

Add the URL of the link and button links. Style the button and add a custom label.

Setting	Options	Description
URL	Textfield	Add a link here including "http://"
Target	_self _blank _top _parent	Used to open links in same tab or a new one.
No Follow	Checkbox	Add an "nofollow" attribute to the link this and button.
Btn Label	Textfield	Illegal typing and a further spaces Clear the text to remove the button
Btn Color	Color Picker	Primary color of the button based on the button style that is selected.
Btn Style	Simple Text Ghost Solid Outline	Style of the button
Btn Hover Color	Color Picker	Make the hover text color
Hide Label	Checkbox	Make the text text in a tab (black) color
Scroll To	Textfield	Enter the ID or element/typeahd.a.k.a.tag that you'd like to smooth scroll to. Clicking the link and button will initiate the smooth scroll.
Modal	Textfield	Enter the ID of a modal to that you've added to the page. Clicking the link and button will open the modal.

Background

Style backing for the background of the card. Things like drop shadows and rounded corners and more.

Setting	Options	Description
Gradient	none linear radial conic gradient alpha gradient stacking gradient	Drag-and-drop gradient editor.
Grad Clear	Gradient Opacity	Change the opacity of the gradient if you've applied one in gradient setting.
Capture	Color Pick	Set a capture background color. Supports transparency
Card	Color Pick	Set a card's background color. Supports transparency
Title	Color Pick	Changes both Title and Tag-line color
Radius	None Small Small Medium Large XL	Set a rounded corners for the card.
Shadow	None Small Regular Large XL	Set the size of the drop shadow.
Shadow Mode	Always Hover	Only apply the shadow effect on hover.
Zoom	None Basic Zoom	Zoom images upon hover. Not used with Ken Burns or slide transitions.

Documentation

Link to documentation and enable the user feedback notifications when important things happen. This will help you learn Card Designer and pros can easily leave this feature off.

The default is off, but the instructions will flow more smoothly and feel again unless the feedback option if checked.

Key Concepts

I'd like to think this premise is in keeping with the spirit of the Blocs for Wp project. Where Blocs is meant to help non-coders create beautiful websites, Card Designer's point of emphasis is to help non-designers design like pros. There's more that design basically means than just the features to put together a design. Here's some of the key concepts.

- There are physical limits to the amount of content that can display and it's based on the smallest size that the card is viewed. It's more than enough content for most uses, but I think it's good to understand that designing for UI Cards is about designing and communicating within space limitations and at least some restraints. I think you'll find Card Designer uses space well for most ideas, but of course it's not perfect for everything. It's not great for very dense text and quote heavy newsfeeds. But it's a lot of space!
- If you are using only a single image on all cards on the page, Card Designer is smart enough to know that you don't need certain resources such as the slider javascript and doesn't load them to the page. This way you can use Card Designer to some simple designs (rebranding) without the overhead of resources that you don't need.
- The problem: There are combinations of CSS effects that vary in browser support, that's just how the web works. I have identified many of these situations where a browser we care about doesn't support a particular combination of effects, or in some cases moving from support to partial support. Example: Chrome 67 does not support the "mix-blend-mode" and the "mix-blend-mode" effect don't tease some together. They both activate a layer of layer on top of the image but in a different way and together the result isn't awesome.
- The solution: Card Designer will detect your actions as you go to ensure they all make sense. It's also capable of notifying you when the properties are incompatible with one another and what will be done about it. All in the name of browser compatibility.