Starting with blocks: Reimagining WordPress with Gutenberg

Creating a web with richer, more consumable, better tailored experiences.

'It takes a very brave effort to change the status quo in a world like rich text editing. Medium gave the space a huge shake-up, and in their tightly constrained vertical, they have done an epic job.

Gutenberg is the first attempt at really challenging the writing paradigm in a more generalised context. I suspect that once Gutenberg goes mainstream and is fully experienced by a large portion of the general market, it will create a new baseline for user expectations in editing.'

Anna Harrison,
UX Designer at Ephox (creators of TinyMCE)

Gutenberg is the biggest change to WordPress in several years and it has created a buzz of activity both inside the WordPress community and well beyond it. Change is often more difficult to accept than the transition is to complete, and as owners of WordPress websites it's important to prepare yourself for what's ahead. This white paper covers the changes to WordPress with Gutenberg and goes through the wealth of opportunities available to those involved with web publishing. It'll also dig into challenges regarding Gutenberg's backward compatibility and its potential to scale.

CONTENTS

Human Made & WordPress

WordPress is an open source content management system used to power millions of sites, blogs and applications. It's extensibility, speed of innovation and mature development community are just some of the things that make it the most popular CMS in the world, powering 29% of the web.

The WordPress software is a highly-flexible and customisable open codebase, allowing you to build sites with modern technologies such as React or Node. It is used by 14.7% of the most trafficked sites in the world and has been instrumental in the development of online platforms for huge brands such as News UK, Capgemini and USA Today.

WordPress has broad appeal and has continuously demonstrated its capacity to modernise and evolve.

Human Made are one of the leading contributors to the WordPress project, and have been actively involved in developing the software since version 3.0. Our involvement in WordPress spans years of modifications and evolutions and we have seen dramatic changes to the way WordPress has been adopted across a range of industries and enterprises.

Above:
Mike Little,
co-founding developer of the WordPress project and a WordPress Engineer at Human Made, giving a presentation at WordCamp Europe 2016.

01 GUTENBERG

A blocks based approach to web pages for a new editorial experience, and a plan to implement blocks as the foundation for customisation.

Above: The user interface for the new editor with the capacity to add blocks.
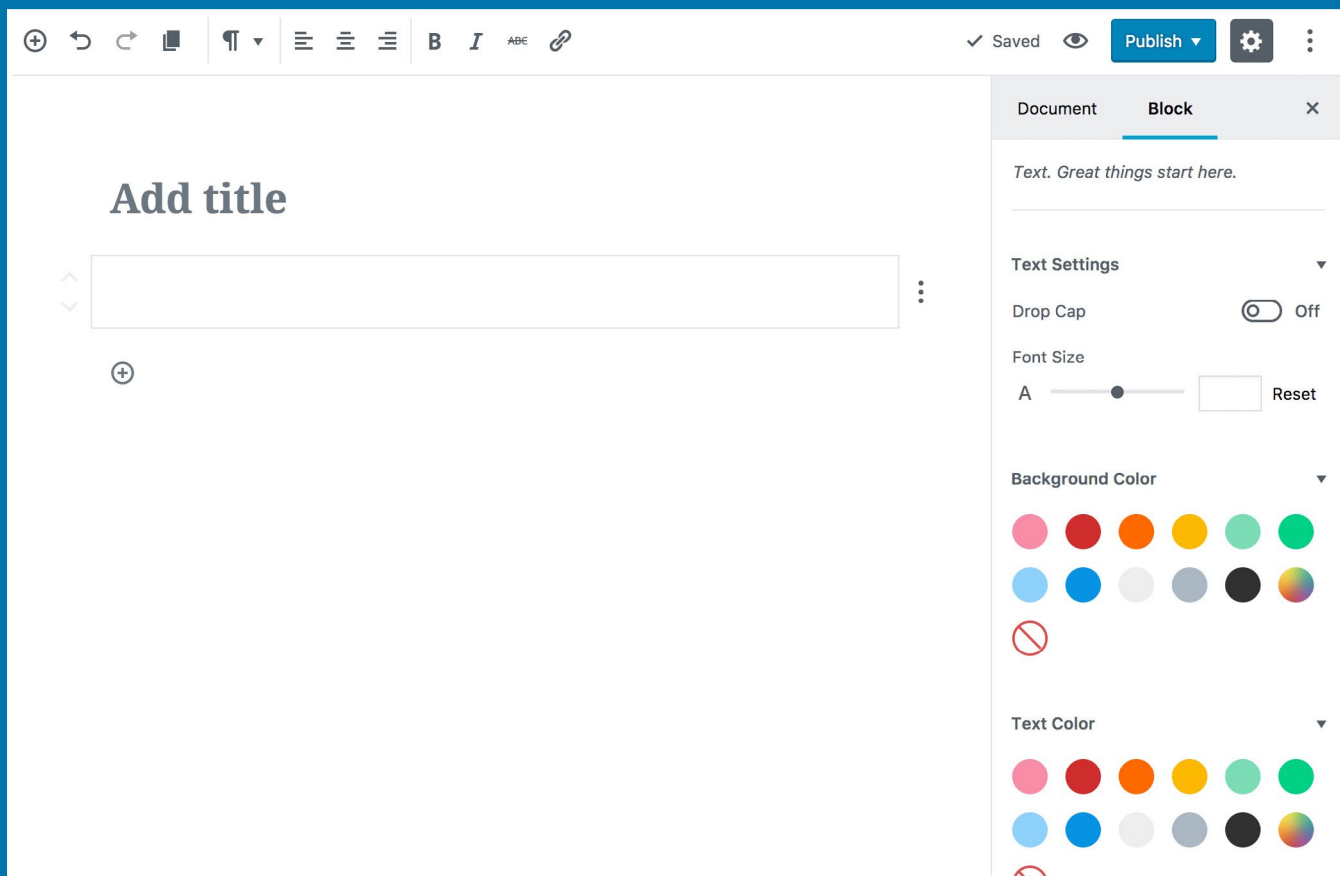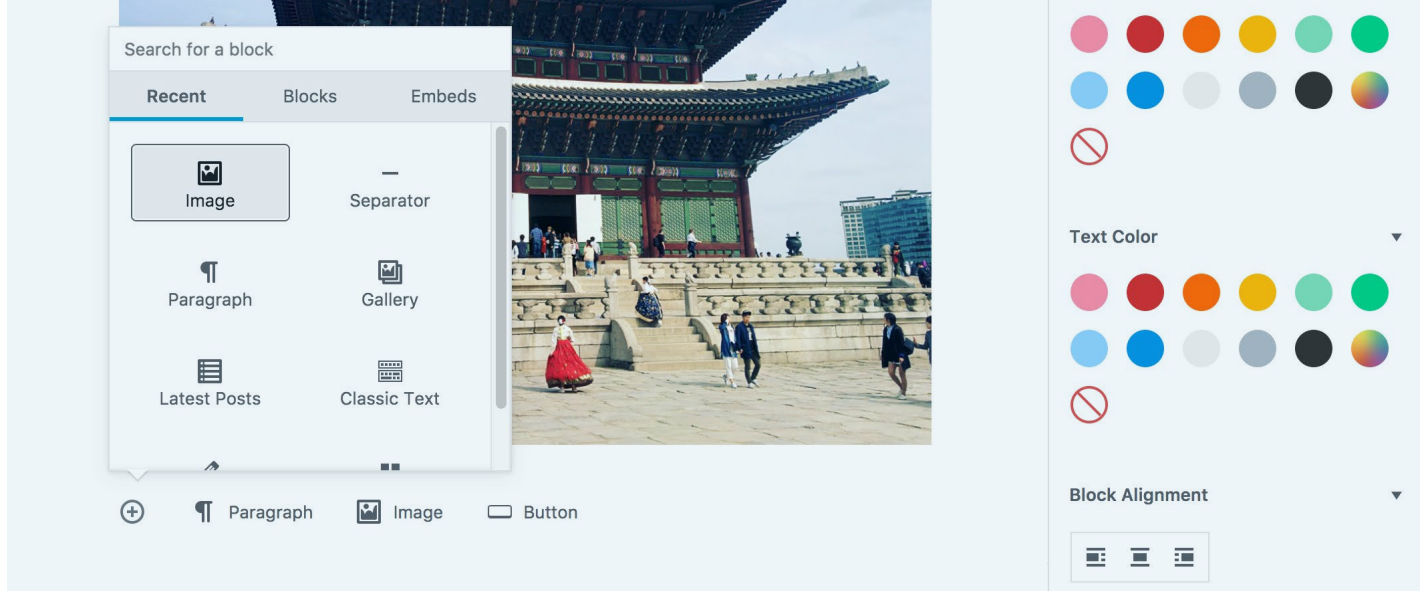
A divisive focus for WordPress 5.0

Gutenberg has been a focal point for WordPress in 2017 and has marked a distinct opportunity in WordPress' growth. It is a revolutionary modification to the platform ushering in a wave of changes to the way we do things; from authoring content and editing posts to building and customising web pages. Gutenberg unveils a new editor experience with a blocks based approach to content generation and a seamless tool optimised to create rich media posts with elegantly organised and displayed layouts.

Gutenberg's reception has been dramatically divisive within the WordPress community and raised numerous questions and opinions about the future of WordPress. WordPress' evolution from an original blogging platform to a more focused and unique approach to building rich web pages, has confounded critics. As a publishing tool WordPress has dominated in the sheer volume of their user base, and is the most widely used CMS, and most popular publishing platform in the world - so why the change?

To others, Gutenberg and the future of customisation with blocks presents unique opportunities in WordPress' direction even with its remaining challenges and obstacles. Gutenberg has been in development since February 2017, and was launched as a plugin a few months later in July. As the next step to make its way into WordPress' core software approaches, the conversation around the future of Gutenberg and WordPress continues to evolve. Gutenberg is a risky move away from traditional editors, but

it also provides a more intuitive experience for creating posts and pages, and will lead to an explosion of possibilities for publishers.

Reimagining a web page as independent blocks that can be pulled together, reorganised, and experimented with to be made more easily usable is a big step for WordPress. And it is poised to accompany **a dramatic move towards a web with richer, more consumable, and better tailored experiences** — not just content.

Gutenberg is an exciting experiment for everyone involved with web publishing, and it demonstrates a huge capacity for modernisation and change within WordPress.

- Modernise the way content creation happens on WordPress, on a distraction-free editorial workspace with a new experience and interface

- Create elegant and consistent post layouts defined by pre, auto or manually filled blocks

- Enable developers, designers and content creators to use better tools to do their jobs more effectively

- Provide a faster and frictionless editing experience to make it more efficient to manipulate content

- Intuitively create content on pages and posts with drag and drop boxes, with new features and newly exposed support for embeds across 34 different sites

Next: Customisation

Today Gutenberg begins as an editing tool; in the future, it will become the foundation for customising and building websites across the whole platform. Since the project started, Gutenberg has been presented as a bold and ambitious plan to modernise WordPress' editorial experience, and revolutionise the way we create and publish on WordPress.

Starting with the editor experience, WordPress will move away from shortcodes to a more structured and less ambiguous approach to building and customising web pages. This will extend across the whole application and transform WordPress' impact well beyond the editorial level. It may eventually be possible to create templates on themes and plugins that can be entirely modified with blocks; and made either rigid with preset or automatically defined blocks, or flexibly built from a variety of block options. Gutenberg can change the way we interact with websites as a whole, and offers an explosion of possibilities to propel WordPress forward. With the application of other modern technologies like CSS Grid and the REST API, WordPress has an incredible capacity to continue developing in an exciting direction.

```
[hm-cta text="Download now" link="https://hmn.
md/remote-work-whitepaper/" class="standard"]
```

Left: Adding a custom Call to Action (CTA) is made much simpler on Gutenberg, with no need for custom shortcodes.
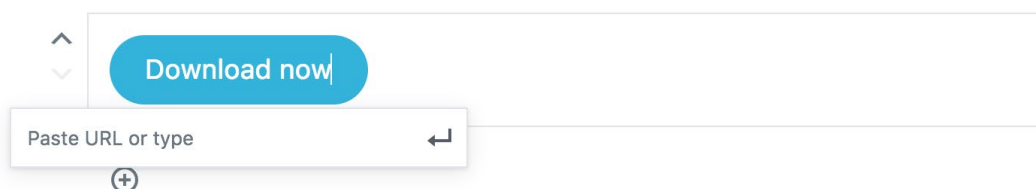
Editing the Editor: A legacy with TinyMCE

For years, WordPress users created content in TinyMCE, a powerful text editor written in JavaScript. The WYSIWYG[1] HTML editor tool enabled users to convert HTML elements to the editorial instances they'd resemble on a displayed screen, making it easy to add and format content on a site. During this time, page builders such as SiteOrigin, Visual Composer and Beaver Builder acted as intermediaries for building responsive grid-based page content.

Recently, TinyMCE — and by extension WordPress — has been challenged by the rise of page building tools like Squarespace and Wix, and by the advanced and seamless editing experiences on platforms such as Medium and Ghost. As a reaction to these new writing experiences and an acknowledgement that the software had outgrown TinyMCE as its editor, WordPress directed its next focus towards creating an intuitive, editing workflow that provided better experiences for everyone.

If you consider WordPress as a tool to facilitate online publishing, building with blocks seems a natural next step. And it's not the first time WordPress has tried to do this. Prior attempts, however, did not meet expectation and were not powerful enough to replace the TinyMCE editor; but the desire to evolve the editor remained. Gutenberg's introduction of blocks aims to solve the problem of easily creating media rich long form content and layouts and treats content as individual blocks, enabling post layouts to be defined directly in the editor.

[1] *('what you see is what you get') acronym for an interface which as closely as possible resembles the displayed text on the screen.*

*Below: TinyMCE in action and **WordPress as we know it**.*
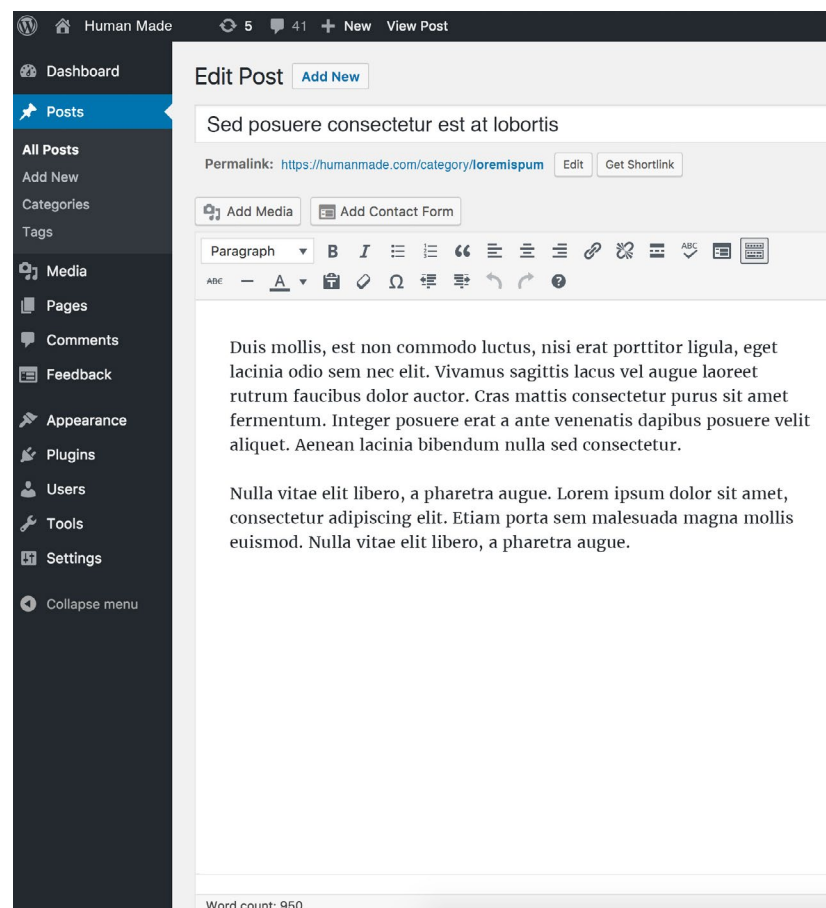
Building with Blocks

Gutenberg treats blocks as sections of content and a variety of different types of content can be identified as content 'types', including paragraphs, headings, galleries, lists, buttons, embeds and images. These are the smaller units that make up the contents of posts or pages.

Every block has its own unique semantic value and all blocks have the flexibility to be moved around relative to each other. Blocks can be arranged in any number and type on a page, each with its own distinct behaviour and function. They can also be easily moved using the up and down arrows, and can be edited either visually or using HTML. This keeps legacy content accessible in HTML format, which is a key aim for the Gutenberg project: ensuring no content is lost during the transition from the old editor.
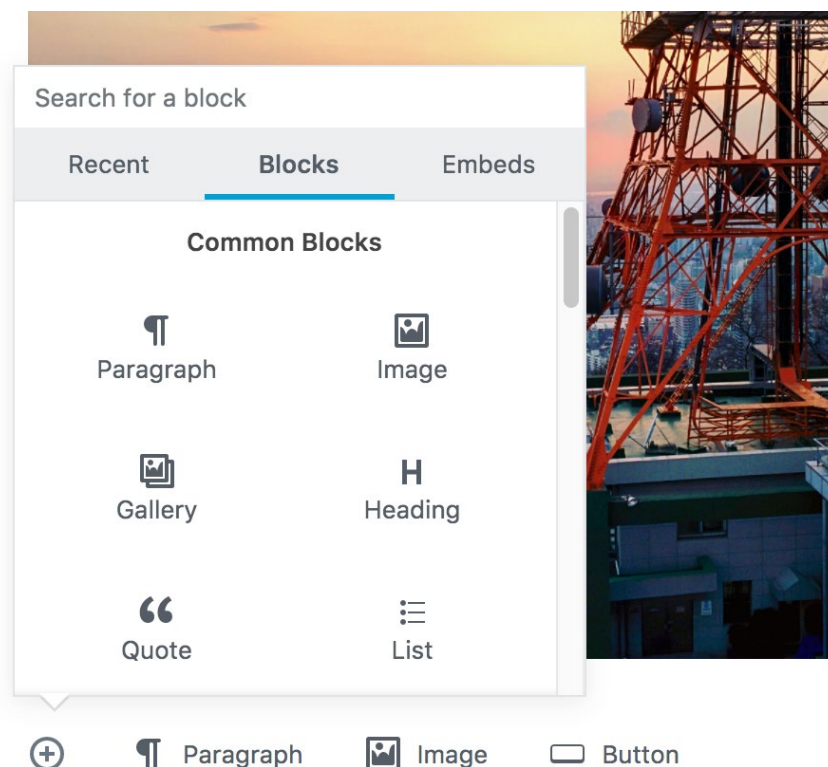
*Left:
From this menu you can insert several types of **blocks** into the page.*

The Gutenberg interface integrates these units into its editing menu in a fluid way, with three simple categories:

- **Recent** — a tailored drop down menu with the 8 most recently used blocks and embeds.

- **Blocks** — the foundational layers of posts; split into a further four categories:

  › **Common Blocks** — paragraph, heading, image, etc.
  › **Formatting** — quote, table, code, etc.
  › **Layout** — separators, buttons, text columns etc.
  › **Widgets** — latest posts, categories, shortcodes etc.

- **Embeds** — this feature exposes many of the embeds already available on WordPress and adds a few more. Content can be embedded directly from popular social media sites such as YouTube, Instagram, Twitter as well as popular media and video streaming platform TED. Also includes a generic embed button.

This philosophy — of using blocks to build entire web pages, and by extension, websites — introduces possibilities for experimentation across every individual role in web publishing: developers, content creators, users, authors, designers, editors, and publishers. At the same time, Gutenberg introduces a unique set of questions about the future of WordPress and where this new project and core focus takes us.

02 A FASTER, MORE INTUITIVE EDITOR EXPERIENCE

Gutenberg introduces a faster, more usable experience of building web pages and posts for everyone, from editors to developers.
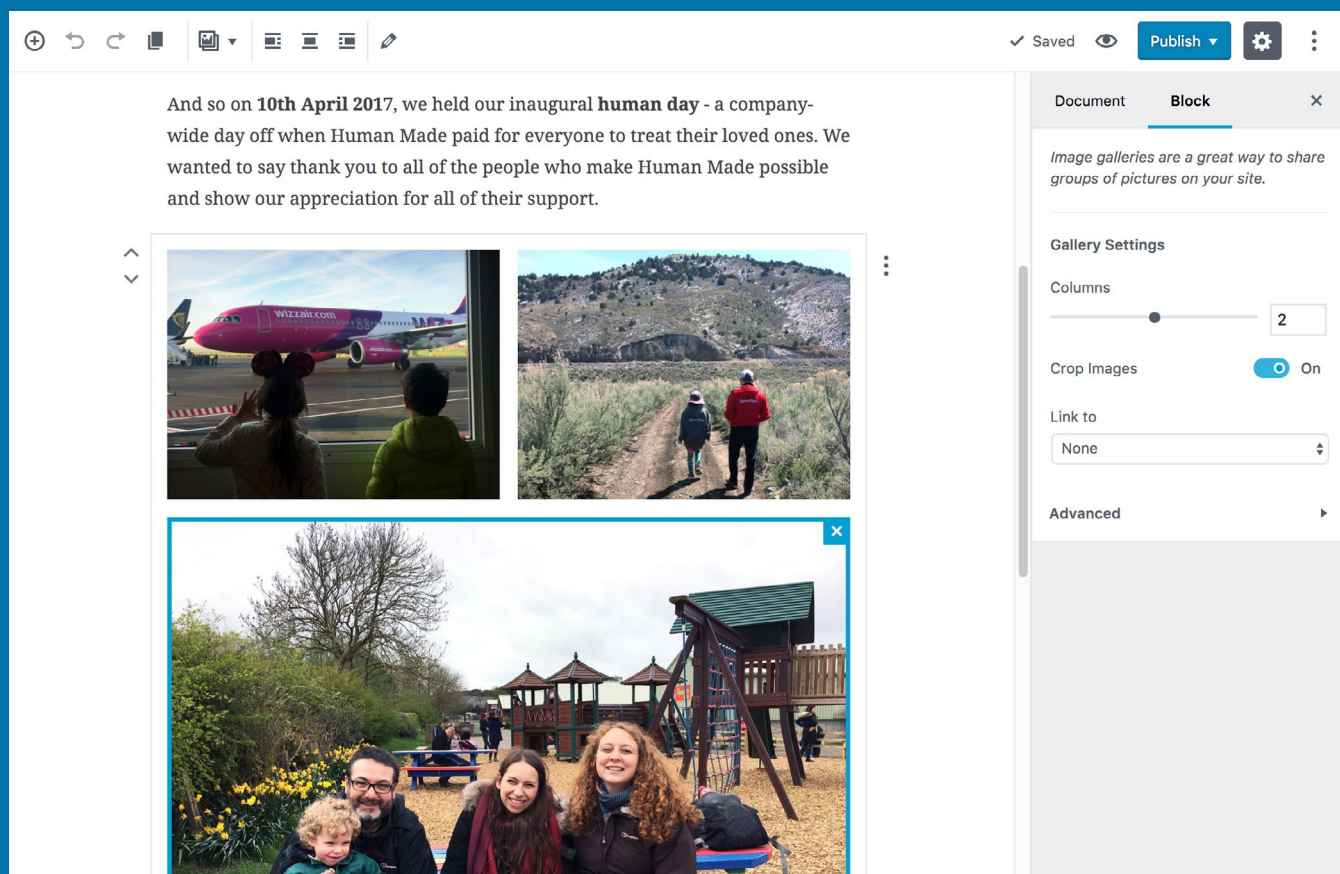
The Practicalities

In order to facilitate the practical and logistical side of the day we thought we'd apply some clear guidelines and processes.

Who are blocks for?

Moving towards blocks and away from shortcodes is beneficial for WordPress and for those building on it. Gutenberg's interface gives you the benefit of shortcodes with an additional user interface for adding and editing more complex content and layouts, making it much easier to manipulate content. And most importantly, the block-based approach replaces ambiguity with implicit structure.

Gutenberg has been heavily criticised; but by taking a step back, it's clear a lot of work has gone into defining precisely how to facilitate all the different roles involved with web publishing. The editor experience is just the tip of the iceberg for the future of Gutenberg, and already it is able to change the user experience for those building and publishing web pages in a variety of ways.

Editors & content creators: will easily be able to work on mobile, and not have to suffer shortcodes and HTML. Formatting will also be much easier between text editors, particularly Word; so content can be copied and pasted from Word to Gutenberg and text will be automatically converted into blocks. Embedding external content will also be made easier with options for YouTube, Reddit, Twitter and Spotify links already integrated.

Core developers[2]: will be able to use a common set of code and concepts to simplify how menus, widgets, and the editor work.

Plugin developers: can integrate into every part of WordPress without having to hack TinyMCE.

Above: It's possible to transform a paragraph block into headings, quotes, lists, preformatted text, verses and vice versa.

[2] Core developers refers to developers involved in building and maintaining the core WordPress.org software, known as 'WordPress Core'.

Plugins will also have an improved UI and be much easier to build.

Theme developers: won't need to use different plugins or create their own page builders. There will be a standard portable way to create rich layouts, seamlessly and intuitively.

Blocks and their attributes

By looking at the current state of the Gutenberg plugin, you can start to see a clear approach and philosophy, as well as a better understanding of where this shift takes us. For now, one of the most exciting aspects of the Gutenberg project are the sheer number of new opportunities and tools in the editor, including additional options for existing WordPress features.

Anchors: HTML Anchor tags enable you to link to specific sections in a document, using headings to attach links to specific places in the post. When a heading block is selected, a HTML anchor block appears with a text box below it. Typing the name of the link brings up a copy link button you can use to paste it into any hyperlink box.

| Document | **Block** | ✕ |

Search engines use the headings to index the structure and content of your web pages.

Heading Settings

Size

H1 H2 H3 H4 H5 H6

Text Alignment

HTML Anchor

*Anchors lets you link directly to a section on a page.*

Additional CSS Styles: Gutenberg enables you to assign classes as they're defined in your `stylesheet.css` file, with an option to add additional CSS style to blocks. Using this enables you to override any default styling in blocks, such as button colours.

Buttons: Gutenberg enables you to quickly add beautiful buttons and define the alignment and background colour with the use of the Buttons block. There is also an 'additional CSS class' field, so you can change text colour by adding a simple CSS style too.

Custom HTML: The custom HTML box is a marked acknowledgement to WordPress' long use of HTML to build web pages and rich long-from posts. Gutenberg offers this directly in the editor, which means the code is contained within a block and can be moved around just as easily as the other blocks. The preview tab on the custom HTML blocks also enables you to quickly preview specific sections of your content without having to leave the editor screen.

Classic Text: Reverting back to the classic editor enables you to use the TinyMCE toolbar instead of Gutenberg's options. This block is incredibly helpful in transitioning between the old and new editor; and for any text or content that can't be assigned a block when pasted from a different text editor.
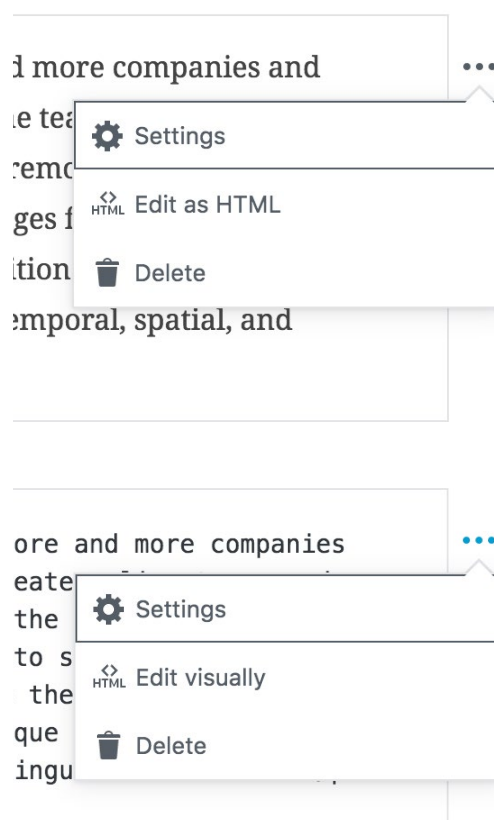
Left:
Editing text in HTML *is easy with a simple button click.*

Cover Image: Gutenberg enables cover images to be added with a text box fixed either horizontally or vertically, and the option of fixing the image too, so it doesn't move with users as they scroll. The cover image can also be dimmed so the text is made more visible.

Document	**Block**	✕

Cover Image is a bold image block with an optional title.

Cover Image Settings

Fixed Background   ◯ Off

Background Dimness

50

Advanced ▼

Additional CSS Class

Gallery: Adding a responsive gallery and placing them around the blocks is now a seamless experience in WordPress. And adding the Gallery block gives you links to add images from the WordPress Media Library or upload them directly. It also enables images to be displayed in a sequence of columns, and images automatically resize as you adjust the column count.

Document	**Block**	✕

Image galleries are a great way to share groups of pictures on your site.

Gallery Settings

Columns

2

Crop Images   ◯ On

Link to

None ⇕

Advanced ▼

Additional CSS Class

Pull Quotes & Block Quotes:
Pull quotes are regularly used to highlight passages of text from an article, or spoken quotes. They're common in newspaper and magazine articles, and help to draw attention to a specific point in a clear way. Previously, WordPress didn't format block quotes very well, but Gutenberg provides extra options for style and text alignment.

Table of Contents: Headings are identified as individual blocks, so Gutenberg can read all the headings on your page (<h1>, <h2>, <h3> etc) and create a table of contents directly in your post. This is hugely beneficial for editing on mobile, and also prevents excessive scrolling on longer posts and pages. An additional benefit is that because every block (and therefore every heading) has a unique semantic value, Gutenberg can flag incorrect use of headings, leading to more accessible content.

> *Either write something worth reading or do something worth writing.*
>
> Benjamin Franklin

> *Either write something worth reading or do something worth writing.*
>
> Benjamin Franklin

Document Outline ▼

- **H2** A human approach to contributing
- **H2** What we do
- **H2** Why we do it
- **H3** Contributing to learn, develop and improve skills
- **H3** Contributing to develop expertise in the software
- **H3** Contributing as a social responsibility
- **H3** Maintaining the health of open source
- **H3** People first

*Above: Gutenberg's two different layout options for **block quotes**.*

*Left: Example of a **document outline**. The table of contents is visible at the bottom of the Document tab (the settings panel is on the left) by clicking on Document Outline.*
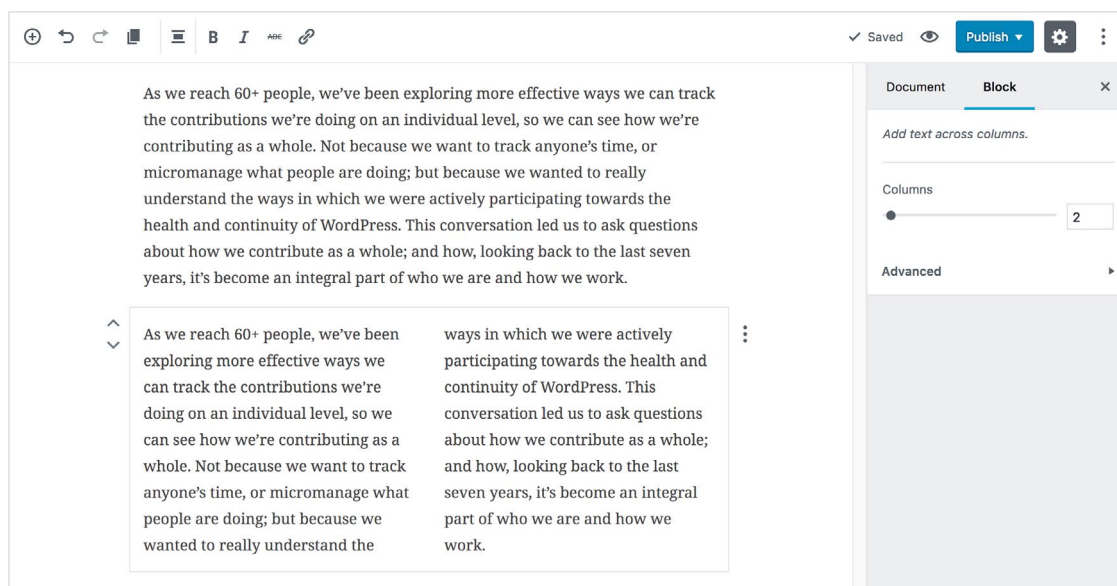
Text Columns: Text columns, which would previously have been added with HTML or CSS, can now be added with inline text blocks, and you have the option of adding as many columns as you need (although the slider only goes up to four).

Verse: The verse block is used for poems or literary passages, and primarily defines line breaks and character spacing. The text editing options are limited to strikethrough, bold and italic.

Widgets: Used to be WordPress' backbone, and three of these are still available in Gutenberg:

- **Latest posts:** Provides a number of options to further customise the list of posts displayed, including standard and grid layout.

- **Custom shortcodes:** particularly useful for plugins that require additional shortcode.

- **Categories:** displayed either as a drop down or as a list and with supported alignment so you can centre it or justify it to the right or left.

Document	**Block**	✕

Shows a list of your site's most recent posts.

Latest Posts Settings

Display post date   ◯ Off

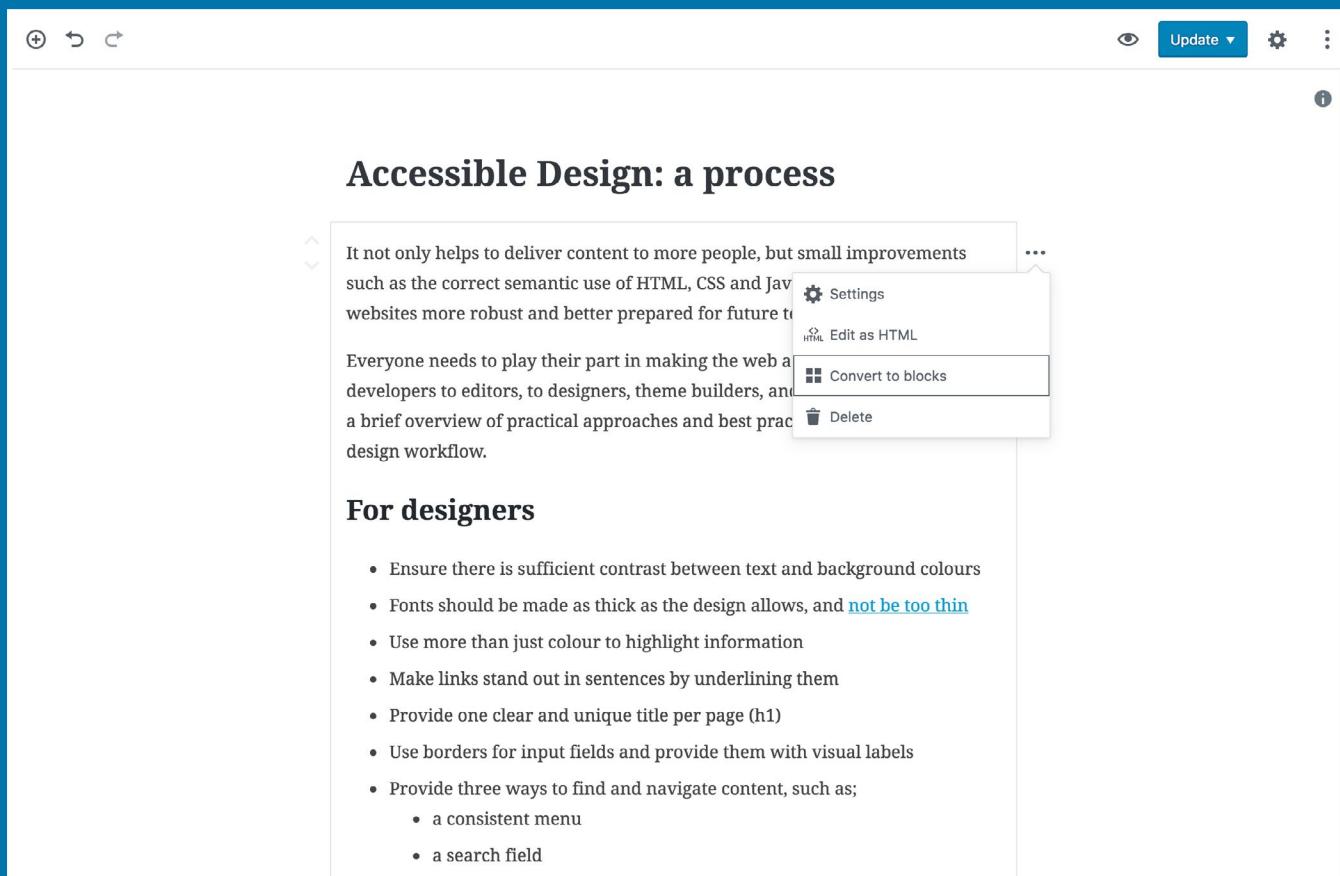Number of posts to show

5

Advanced ▼

Additional CSS Class

*Left: **Settings** to enable you to add the Latest Posts widget.*

03 WHAT CHALLENGES DO WE EXPECT WITH GUTENBERG?

WordPress is changing: and changes are challenging. Here we look at some of the biggest obstacles Gutenberg needs to overcome.

> *Gutenberg will challenge users as it is based on a different interaction paradigm. How people react to these changes will have very little to do with the Gutenberg editor itself, and more to do with how they react to change at a general human level.*
>
> **Anna Harrison**,
> UX Designer at Ephox

As Gutenberg speeds ahead, the WordPress community and those using WordPress for their business are confronted with new challenges. But WordPress has been here before and managed to embrace huge changes, and there is every expectation that it will be able to do so again with Gutenberg.

Backwards Compatibility

Backwards compatibility describes software or hardware that is built to work with previous versions, and continues to support features and functionality native to that of its predecessors. Backwards compatibility is a key WordPress feature and has been a huge focus, as well as a powerful differentiator, between WordPress and other competing CMSs.

Currently, Gutenberg isn't backwards compatible which many see as an issue. Once Gutenberg has been merged into core it'll

force a hard shift over to the new editor, so moving content over will lock you into Gutenberg and you won't be able to revert to previous versions of your site, or be naturally able to use previously developed custom workflows.

Fortunately, Gutenberg has been released as a plugin for the time being and posts can still be opened in the classic TinyMCE editor. This ensures all posts will be both viewable and editable in HTML and the new editor.

☐ **Contributing to open source: strategy or effect?**

Edit | Classic Editor | Quick Edit | Trash | View

⊕ ↶ ↷

Contributing to open source: str or effect?

```
<p>Contributing to open source occurs in a range of ways; mo
traditionally it may involve <a
href="https://opensource.com/business/13/2/why-company-contr
open-source">forums, patches, documentation, translations an
reports</a>. But it also includes;</p>
<ul>
<li>Organising events</li>
<li>Donating financially</li>
<li>Speaking and volunteering at conferences</li>
<li>Writing about adopting open source and about contributin
<li>QA and testing</li>
<li>Moderating discussions on conversation channels</li>
<li>Writing tutorials</li>
<li>Managing projects to move them along and clarify issues<
<li>Designing layouts and interfaces to improve usability</l
</ul>
<h2>A human approach to contributing</h2>
<p>As we reach 60+ people, we've been exploring more effecti
we can track the contributions we're doing on an individual
we can see how we're contributing as a whole. Not because we
track anyone's time, or micromanage what people are doing; b
because we wanted to really understand the ways in which we
actively participating towards the health and continuity of
WordPress. This conversation led us to ask questions about h
contribute as a whole; and how, looking back to the last sev
it's become an integral part of who we are and how we work.<
[caption id="attachment_9118" align="aligncenter" width="800
class="wp-image-9118" src="https://hmn.md/uploads/2017/10/hu
2014.png" alt="Human Made team photo, 2014." width="800"
height="600"> Human Made team photo, 2014.[/caption]
<p>We haven't always had the same capacity to contribute, bu
been doing so – unsystematically – since we were four people
small office in Matlock. And when we explored the reasons fo
it boiled down to the fact that contributing had never been
```

Transitioning legacy code

For those already using WordPress, Gutenberg's lack of backward compatibility impacts the ease at which custom workflows can be integrated into the new editor. This has caused some anxiety within the community, especially as the Gutenberg revolution is propelled forward with plans to merge it into core in early 2018. For those who have built a substantial amount of custom work into their WordPress editor, it may be that some of the functionality is no longer necessary as it is directly offered by Gutenberg. For the functionality that isn't baked into the new editor, some work will be required to ensure specific features transition smoothly and work seamlessly in the new editor.

This can be viewed through two lenses; as an opportunity for enterprises to experiment with the new features available in Gutenberg, and eventually, natively in WordPress; and as a potential challenge for enterprises currently on WordPress to migrate their custom work. The solution for enterprises already on WordPress would be to start looking deeply into Gutenberg now and understand how the functionality they've built into their systems will be impacted by Gutenberg.

On the other hand, those migrating their networks over to WordPress from a different CMS will find there are a huge selection of additional features that used to require a lot of custom work, which are now provided by Gutenberg for free. This provides a wealth of opportunities both for those migrating over to WordPress and those already using it.

Gutenberg is not feature complete

Gutenberg has been in development since February 2017, and since the start of the project it has been presented as a long-term plan for improvement across the editor, and at a later stage, will become WordPress' customisation tool too. This means we cannot treat Gutenberg as a 'feature complete' project as it currently stands; which makes it slightly more difficult for the untrained eye to filter out where the challenges end and and opportunities begin.

The confusion around Gutenberg as it works right now, and the Gutenberg that represents the long-term vision for editing and customisation, is evident in the average reviews Gutenberg currently has on WordPress' plugin directory. The anxiety around this isn't entirely unfounded, but it may be slightly misplaced if Gutenberg is being interpreted as a 'finished' product. If we go back to the beginning, the first goal of Gutenberg was to improve the editor experience, which meant certain features and functionality were not immediately prioritised, including supporting meta boxes. This raised issues for owners and users — particularly of larger sites — which would generally utilise meta boxes (i.e., form fields) to display custom information on a post or page. At the time of writing, support for meta boxes and other native WordPress features has been addressed, and the expectation is that these will be supported by the time Gutenberg is ready to be merged into core.

WordPress and React
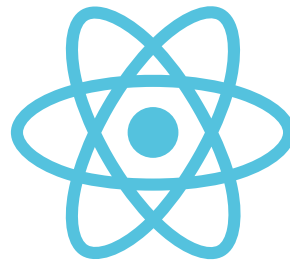
WordPress licensing is covered by the GPLv2 (or more recent versions) from the Free Software Foundation. The GPL (General Public License) is a software license giving users the freedom to run, modify, use and share the source code of a programme. This is enforced across any derivative using any part of WordPress' source code, which is applied across plugins and themes too. This means any product using WordPress' derivative code automatically inherits the GPL licence.

Since the REST API was merged in core, WordPress took a huge leap forward in enabling developers to combine the power of JavaScript tools such as React.js (owned and authored by Facebook), with WordPress. React.js had been used across other WordPress projects such as Calypso (which used React.js to build a new frontend) and because of its successful adoption it was chosen

as a pattern library for Gutenberg. This raised several issues related to the nature of React's patent licence, and particularly the fact that the source code — although open and freely available — is also patented; so rights to the patents have to be granted to the people who use the code.

The license managed to do this, but also included a clause stating that should the person or organisation using the source code ever sue Facebook for any kind of patent infringement, the license would be revoked — opening the person or organisation to a counter-lawsuit.

The issue then reached boiling point when Apache Software Foundation declared React incompatible with their widely-trusted Apache license. And in light of this, WordPress announced they would also be taking a step back from React.

Soon after, Facebook announced it would drop the patent clause and move React and several of its other open-source apps to the more permissive MIT license; allowing unrestricted duplication, modification, and distribution of the software, as long as derivatives inherit the same license.

Technically, Gutenberg blocks don't implement React elements: they implement WordPress elements. Element is an abstraction layer on top of React which is useful should a need to change an implementation arise; protected by this 'layer' the code is shielded from damage, so long as the interface stays the same. Currently, the WordPress element library is a thin layer around React and could be transitioned to an entirely different library; which should give those unsure about how this license will impact WordPress the confidence to understand there are clear solutions should we need to use them.

04 BLOCKS OF OPPORTUNITY: WHAT'S NEXT?

Despite the challenges, Gutenberg has immense potential for those involved in web publishing. Let's take a look at the future with Gutenberg.
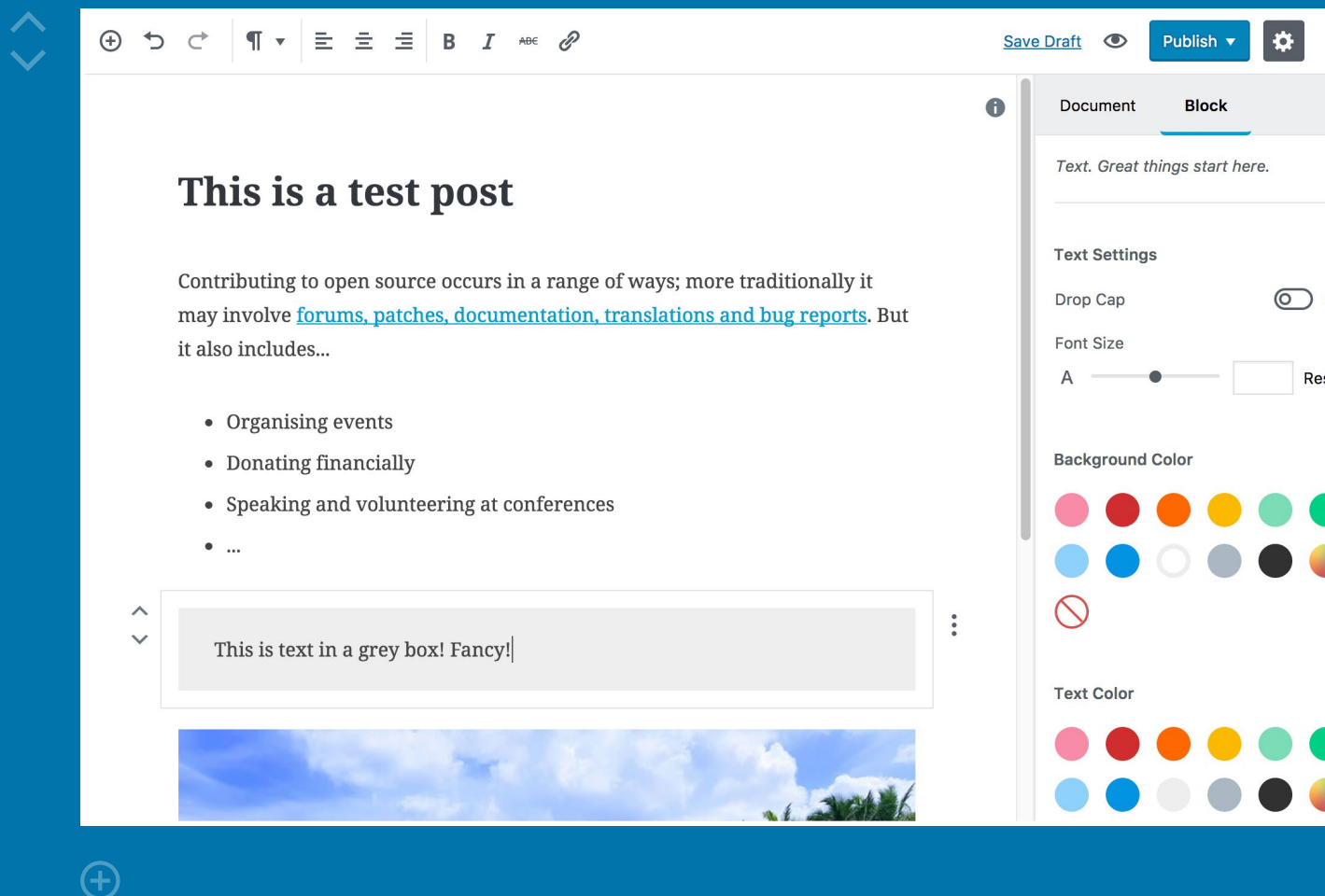
> *Gutenberg's rapid development speed shows the power of the REST API, and how it is already changing the way developers build with WordPress. The rich, block-based data that Gutenberg provides will continue to push the developer experience of WordPress forward, while also providing a fantastic new experience for users.*
>
> **Ryan McCue**,
> REST API co-lead

Using modern technologies to power advanced applications: the REST API

Gutenberg is the first project in WordPress Core using the recently merged REST API, and it is changing the way developers build on WordPress.
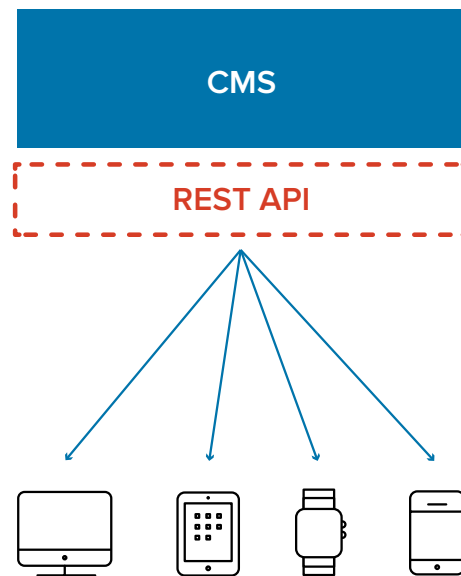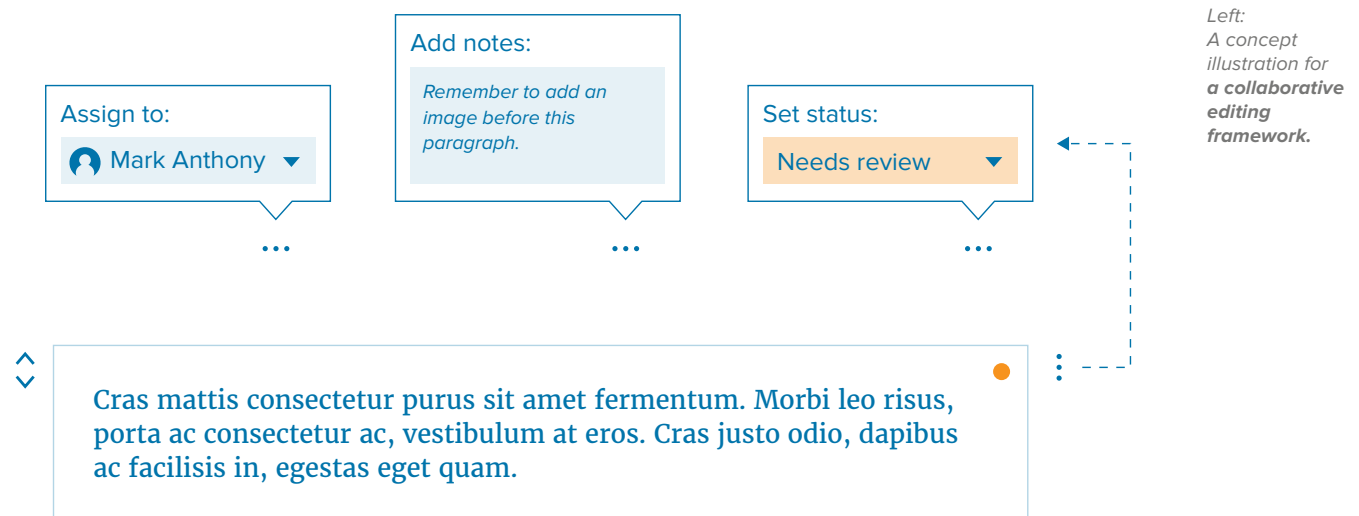
A powerful design and development tool

Gutenberg aims to give editors the power to change information intuitively, but in doing so, it's also focused on giving developers a way to protect their structural markup. So what used to require a complex set of abstractions using shortcodes, widgets and meta boxes, can now be done directly in a block. As well as user-facing blocks, Gutenberg makes the tools used to create them available for developers to build their own.

Collaborative editing framework

The individuality of each block means they're broken down into their own semantic unit; this is what makes features such as highlighting the incorrect semantic use of headings available. As well as this, the blocks individual identities make the possibility of collaborative editing real, providing editors with more granular control over specific parts of a post.

Assign to:

Mark Anthony ▾

Add notes:

Remember to add an image before this paragraph.

Set status:

Needs review ▾

...   .

*Left:
A concept illustration for **a collaborative editing framework.***

Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

05 MOVING AHEAD WITH GUTENBERG

Gutenberg is the first part of a larger plan to modify how web pages and posts are built and edited; eventually, blocks will become the foundation for customisation.

Plugins   My Favorites   Beta Testing   Developers   Search plugins

Gutenberg
By WordPress Team

Download

Details   Reviews   Support   Development

Description

The goal of the block editor is to make adding rich content to WordPress simple and enjoyable.

This is beta software.

The new post and page building experience will make writing rich posts effortless, making it easy to do what today might take shortcodes, custom HTML, or "mystery meat" embed discovery.

Version:	1.7.0
Last updated:	2 days ago
Active installations:	3,000+
Requires WordPress Version:	4.8
Tested up to:	4.8.3
Languages:	See all 17

Advanced View

Gutenberg
By WordPress Team

Final thoughts

Gutenberg is currently available in beta (as a plugin on the WordPress plugin directory) and as a focus[1] for 2018, a plan will soon be announced to merge it into core. For now it will retain the ability to revert to the old TinyMCE editor, and will continue to produce fully rendered HTML documents, ensuring content won't be lost in the transition.

One of the fundamentally positive elements of Gutenberg and the use of a block-based approach to build rich content, is the escalation of complexity now made possible. Many of the things Gutenberg does natively would have previously required navigating HTML, so what's been left are the bare essentials and everything surplus has been stripped away. This creates a much more seamless and faster experience for web publishers; from those building the sites to those populating them with content.

Gutenberg has polarised the WordPress community because it stands to propel WordPress forward into a world that — to some — seems very new. Innovation is exciting but the change causes anxiety. Gutenberg's dramatic shift away from what many have considered WordPress' main ambition — to democratise publishing — has frightened some. And the evolution from a blogging platform to Gutenberg, which offers a range of possibilities for complex, large-scale web sites and networks feels strange.

Gutenberg is reimagining content generation to move away from shortcodes and HTML; recognising that pages and posts are much more than rich text documents; they are collections of independent objects.

[1] *Every year WordPress. org announces their main focuses for the following 12 months. In 2018, the core focuses are Gutenberg and the editor, Customisation, and the REST API.*

RESOURCES

Gutenberg Project & Documentation

Official website and documentation about Gutenberg
WordPress.org Roadmap for Gutenberg & Customisation
WordPress core discussions about Gutenberg
Gutenberg Handbook
Gutenberg, or the ship of Theseus: by Mattias Ventura, Gutenberg editor lead

WordPress

WordPress release history
WordPress development
WordPress developer resources
Development updates

Articles

Gutenberg: What is it good for? Anna Harrison, Ephox
How Gutenberg will shape the future of WordPress? Morten Rand-Henriksen
How Gutenberg is changing WordPress development? Riad Benguella
Outraged programmers forced a rare concession from Facebook on its open-source software

This is just a draft.

We'd love your feedback and contribution on this version of the Gutenberg white paper.

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