

DESARROLLO

CONSTRUYE GUTENBERG BLOCKS A LA MEDIDA SIN REACT

[Nelson Amaya](#)



#SomosWCCO



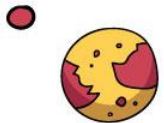
Ingeniero en Multimedia de profesión, apasionado por el diseño y desarrollo de soluciones digitales e interfaces de usuario creativas. WordPress fan desde hace más de 7 años y actualmente WordPress Lead Engineer en una agencia digital.

#SomosWCCO



Agenda

- 1. ¿Qué hay de nuevo en Gutenberg?**
- 2. ¿Qué debo tener en cuenta antes de pensar en construir un bloque a la medida?**
 - 2.1. Block Style Variations.**
 - 2.2. Block Variations API.**
- 3. Construir bloques a la medida con ACF.**



1. ¿Qué hay de nuevo en Gutenberg?



Haz más con menos plugins.



Crea fácilmente diseños modernos y repletos de medios.



Trabaja en todos los tamaños de pantalla y dispositivos.



La confianza de que tu editor se parece a tu web.

<https://es.wordpress.org/gutenberg/>



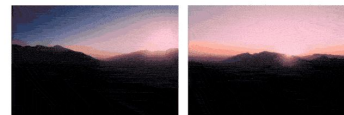
Crea tus propios contenidos con bloques



Mountains



Mountains



[In mountaineering, if] we look for private experience rather than public history, even getting to the top becomes an optional narrative rather than the main point, and those who only wander in high places become part of the story

—Rebecca Solnit



#SomosWCCO

Bloques y más bloques

TEXT



Paragraph



Heading



List



Quote



Code



Classic



Preformatted



Pullquote



Table



Verse

MEDIA



Image



Gallery



Audio



Cover



File



Media & Text



Video

DESIGN



Buttons



Columns



Group



More



Page Break



Separator



Spacer



Navigation
(horizontal)



Navigation
(vertical)



Bloques y más bloques

WIDGETS



Archives



Calendar



Categories

HTML

Custom HTML



Latest Comments



Latest Posts



RSS



Social Icons



Tag Cloud



Search

EMBEDS



Embed



Twitter



YouTube



Facebook



Instagram



WordPress



SoundCloud



Spotify



Flickr



Vimeo



Animoto



Cloudup



Crowdsignal



Dailymotion



Imgur



Issuu



Kickstarter



Meetup.com



Mixcloud



Reddit



ReverbNation



Screencast



Scribd



Slideshare



SmugMug



Speaker Deck



TikTok

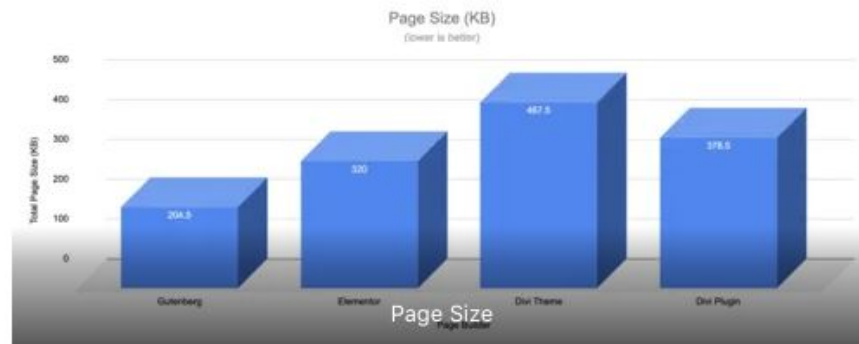


Rendimiento

Tiempo total de carga

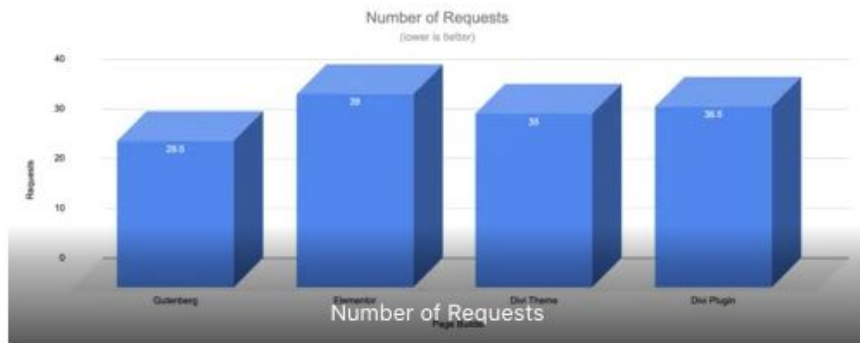


Tamaño de la página

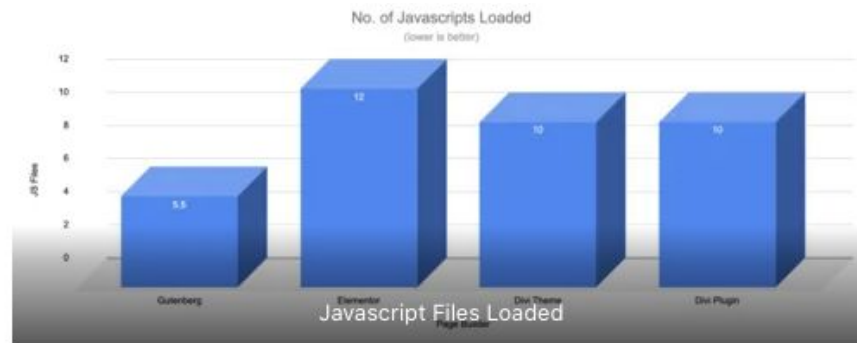


Rendimiento

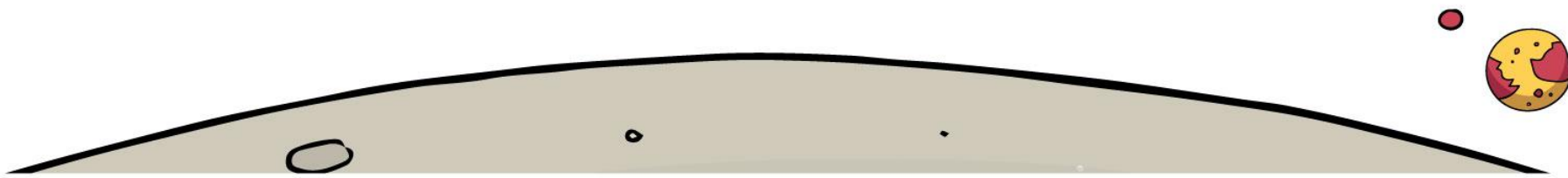
No. de peticiones



No. de Javascripts cargados



#SomosWCCO

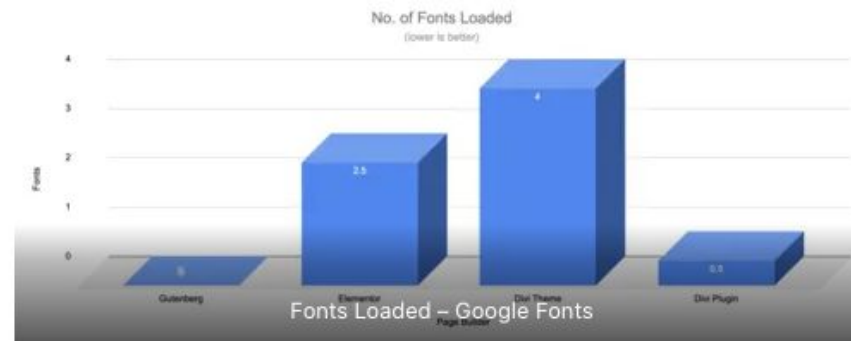


Rendimiento

No. de CSS cargados



No. de fuentes cargadas



<https://gutenberghub.com/gutenberg-vs-page-builders-performance-test/>



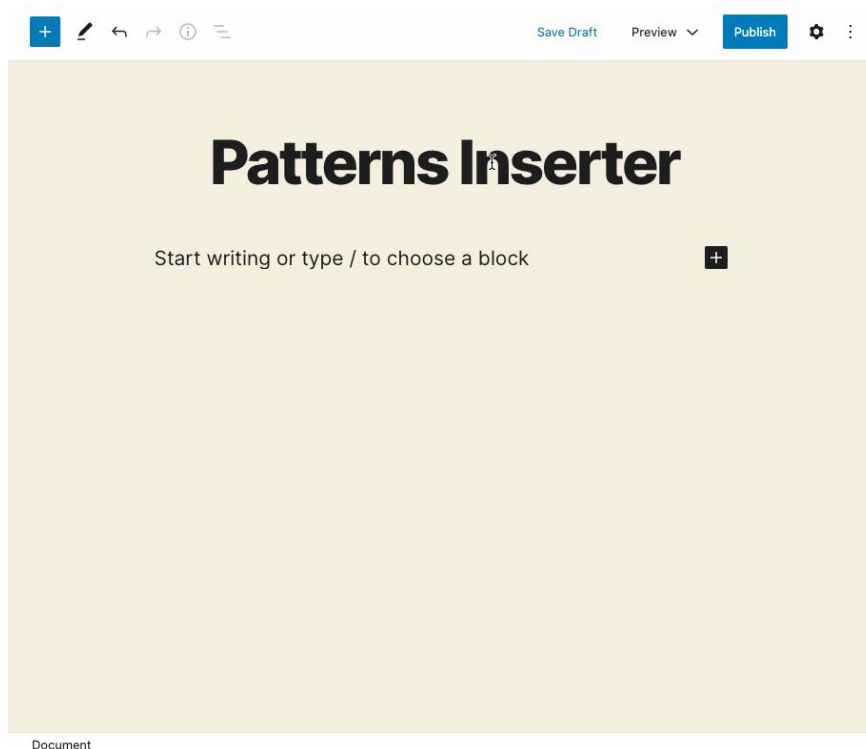
Formato en línea

A screenshot of a document editor interface. The top bar contains a blue plus icon, a pencil icon, left and right arrow icons, an information icon, and a menu icon. On the right side of the top bar, there are buttons for "Save Draft", "Preview" with a dropdown arrow, "Publish", a gear icon, and a vertical ellipsis icon. The main content area has a light beige background. It features a large, bold, black title "Formatting Options" with a vertical cursor at the end. Below the title is a paragraph of text: "The chemical formula of water is H₂O." The text is rendered in a serif font with subscripting for the '2' in H₂O.

#SomosWCCO



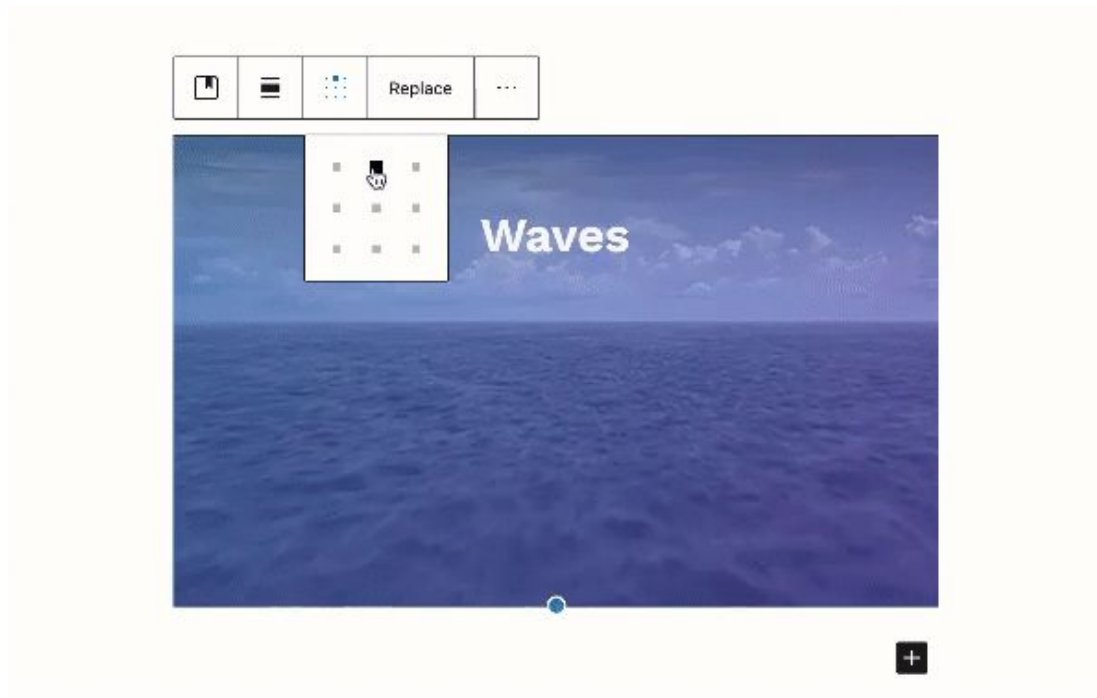
Insertar patrones de bloques



#SomosWCCO



Alineación de contenido en Cover Block



Personalizar colores de los links



WordPress toolbar:

Save Draft Preview Publish

Typography

Color settings

Text Color

[Custom color](#)

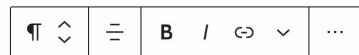
Background Color

[Custom color](#)

Link Color

[Custom color](#)

Text settings



Customize [link](#) colors.

#SomosWCCO



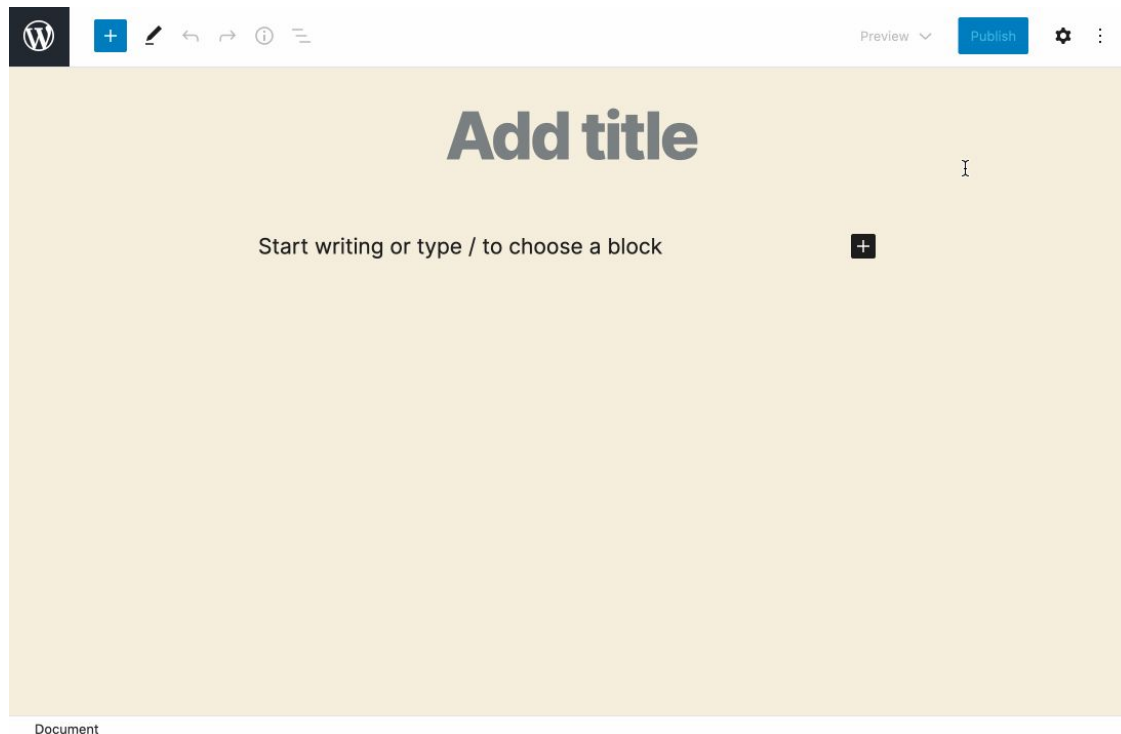
Mejores herramientas de diseño



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Block Directory



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Controles Multi Block



Document

Save Draft Preview **Publish** ⚙️ ⋮

Document Block ×

Status & visibility ^

Visibility [Public](#)

Publish [Immediately](#)

Stick to the top of the blog

Pending review

[Move to Trash](#)

Permalink ▾

Categories ▾

Tags ▾

Featured image ▾

Excerpt ▾

Discussion ▾

Post Attributes ▾

Document


#SomosWCCO



Edición de imágenes

WordPress toolbar: +, edit, undo, redo, info, menu

Save Draft Preview ▾ Publish ⚙️ ⋮

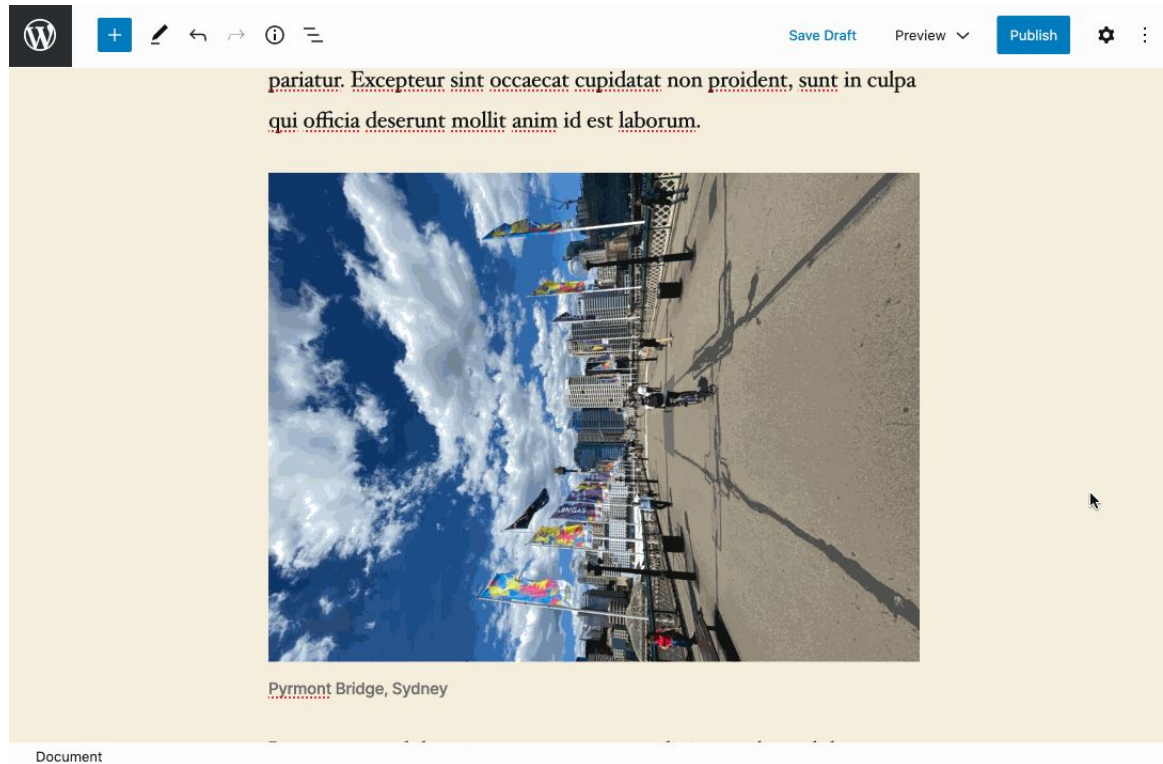


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
 eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim

Document



Edición de imágenes

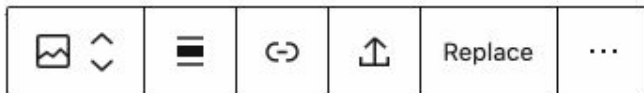


The screenshot shows the WordPress editor interface. At the top, there is a toolbar with icons for adding content, editing, undo, redo, help, and a menu. On the right side of the toolbar, there are buttons for 'Save Draft', 'Preview', 'Publish', a settings gear, and a vertical ellipsis. Below the toolbar, there is a text block containing the placeholder text: "pariatu. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." Below the text is a large image of the Pyrmont Bridge in Sydney, Australia, featuring a long walkway with a railing and several colorful flags. Below the image, there is a caption: "Pyrmont Bridge, Sydney". At the bottom left of the editor, the word "Document" is visible.



Subida de imágenes externas

Handling images and media with the utmost care is a primary focus of the new editor. Hopefully, you'll find aspects of adding captions or going full-width with your pictures much easier and robust than



ocument → Image



Controles de posición para Cover Video Block



The image shows a video player interface. On the left is a large video frame showing a white bunny in a field of purple flowers. The word "Bunny" is overlaid in white text on the bunny. A blue circle is at the bottom center of the video frame. On the right is a "Media settings" panel. It has a "Focal point picker" section with a smaller video frame showing the same bunny. A blue circle is around the bunny's head in this frame, and a mouse cursor is pointing at it. Below the picker are two input fields for "Position": "Left" with a value of "51 %" and "Top" with a value of "71 %". A "Clear Media" button is at the bottom right of the settings panel.

Media settings

Focal point picker

Position

Left	51 %	Top	71 %
------	------	-----	------

Clear Media



2. ¿Qué debo tener en cuenta antes de pensar en construir un bloque a la medida?



Block Style Variations

vs.

Block Variations API

vs.

Custom Blocks

#SomosWCCO



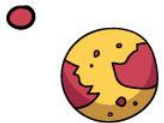
2.1. Block Style Variations



my-plugin.php

```
function myguten_enqueue() {  
    wp_enqueue_script(  
        'myguten-script',  
        plugins_url( 'myguten.js', __FILE__ )  
    );  
}  
add_action( 'enqueue_block_editor_assets', 'myguten_enqueue' );
```

#SomosWCCO



2.1. Block Style Variations



functions.php

```
function myguten_enqueue() {  
    wp_enqueue_script(  
        'myguten-script',  
        get_template_directory_uri() . '/myguten.js'  
    );  
}  
add_action( 'enqueue_block_editor_assets', 'myguten_enqueue' );
```

El hook `enqueue_block_editor_assets` es llamado cuando el Block Editor es cargado y agrega el archivo JavaScript `myguten.js`.

#SomosWCCO



2.1. Block Style Variations



myguten.js

```
wp.blocks.registerBlockStyle(  
  'core/quote',  
  {  
    name: 'fancy-quote',  
    label: 'Fancy Quote'  
  },  
);
```

Esto agregará una clase `.is-style-fancy-quote` al bloque.

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Switch to draft Preview Update

Quote Example

This page showcases the core block styles for the REI Visual Merchandise platform. This includes paragraph, inline styles for links, Headings, Images,

Can you make the logo a bit larger?

Client

Lorem ipsum dolor sit amet, quod facete praesent no quo, vim ex iusto feugait, eam velit **putant noluisse** an. *Eam mutat illum* et, quo dolor dissentias reprehendunt te. Vide everti ne mei. Id [putant placerat](#) periculis.

Document → Quote

Document Block

Quote
Give quoted text visual emphasis.
"In quoting others, we cite ourselves." — Julio Cortázar

Styles

Default Large

Fancy Quote

Default Style
Not set

Advanced

Additional CSS class(es)
is-style-fancy-quote
Separate multiple classes with spaces.



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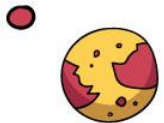
2.2. Block Variations API



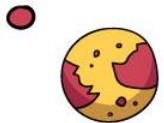
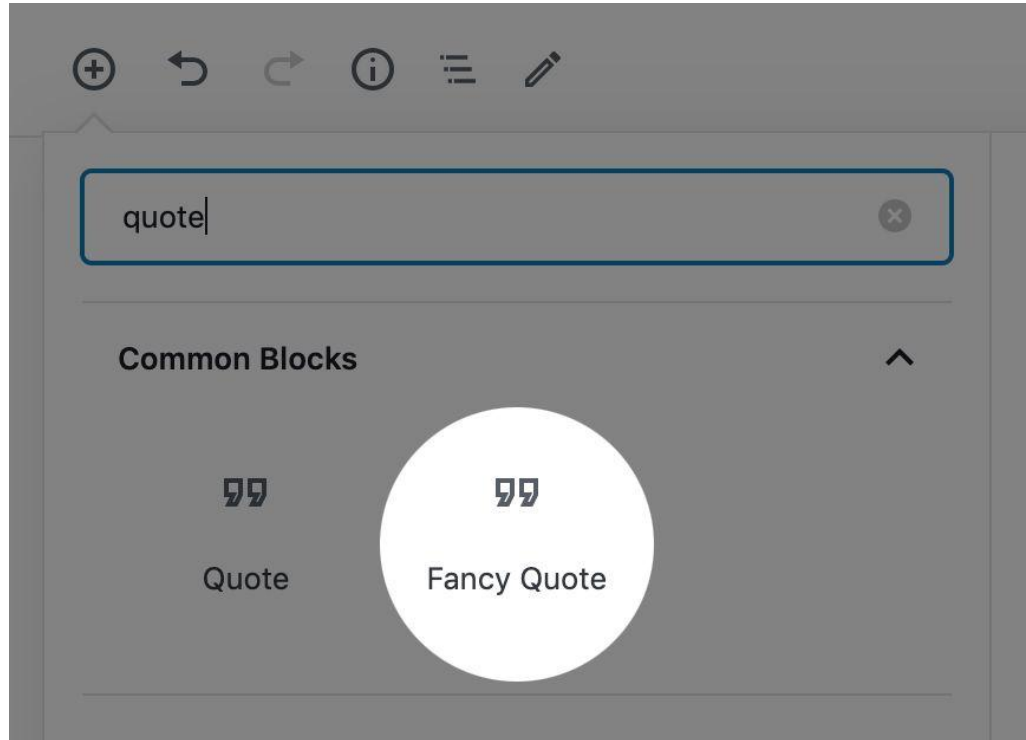
myguten.js

```
wp.blocks.registerBlockVariation(  
  'core/quote',  
  {  
    name: 'fancy-quote',  
    title: 'Fancy Quote',  
  },  
);
```

#SomosWCCO



2.2. Block Variations API



2.2. Block Variations API

Campos del objeto que describe la variación:

- name
- title
- description (Optional)
- icon (Optional)
- isDefault (False) (Optional)
- attributes
- innerBlocks (Optional)
- example (Optional)
- scope (block o inserter)



2.2. Block Variations API

Caso de uso: Column Layouts repetidos

React

Pros

- Aenean sit amet mauris mattis, faucibus tortor sit amet.
- Morbi sit amet ultricies sem, luctus semper mi.
- Pellentesque a est convallis, sagittis dui ut, iaculis lacus.

Contras

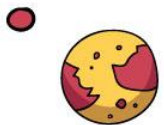
- Sed cursus tellus et tellus eleifend, a iaculis libero fringilla.
- Phasellus porttitor lobortis eleifend.
- Mauris id lorem vel enim ullamcorper gravida non eget libero.



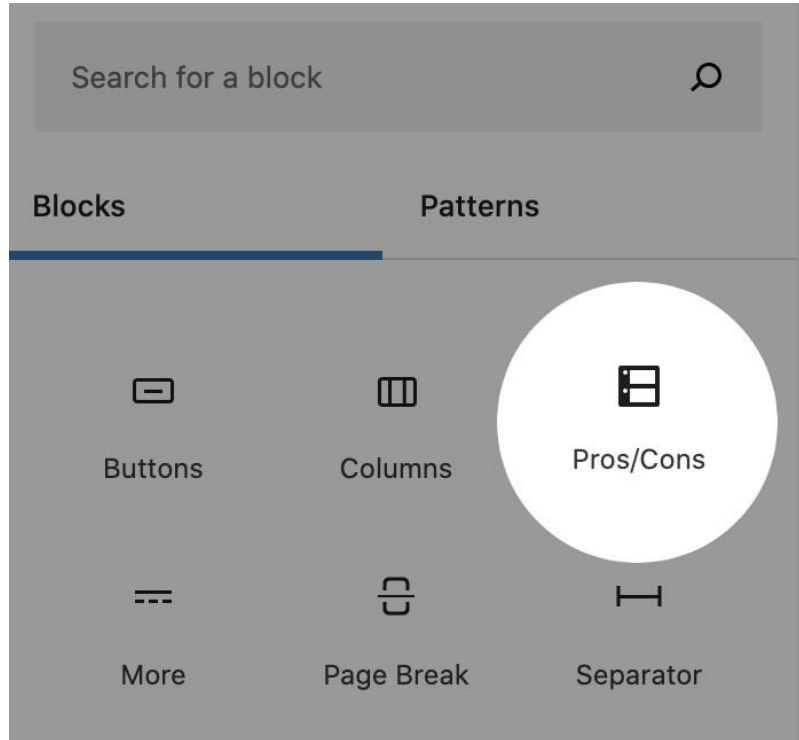


```
1 wp.blocks.registerBlockVariation (
2   'core/columns', {
3     name: 'pros-cons',
4     title: 'Pros/Cons',
5     icon: 'excerpt-view',
6     scope: ['inserter'],
7     innerBlocks: [
8       ['core/column', {}, [
9         ['core/heading', { level: 2, placeholder: 'Título' }],
10      ]],
11      ['core/column', {}, [
12        ['core/heading', { level: 3, content: 'Pros' }],
13        ['core/paragraph', { placeholder: 'Ingrese el listado de pros' }],
14      ]],
15      ['core/column', {}, [
16        ['core/heading', { level: 3, content: 'Contras' }],
17        ['core/paragraph', { placeholder: 'Ingrese el listado de contras' }],
18      ]],
19    ],
20  }
21 );
```

#SomosWCCO



2.2. Block Variations API



#SomosWCCO





Comparación de Frameworks JS

Start writing or type / to choose a block

#SomosWCCO



```
scope: ['block'],
```



Columns

Select a variation to start with.



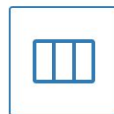
50 / 50



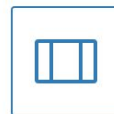
30 / 70



70 / 30



33 / 33 / 33



25 / 50 / 25



Pros/Cons

[Skip](#)

#SomosWCCO





Columns

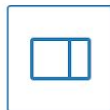
Select a variation to start with.



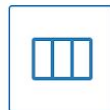
50 / 50



30 / 70



70 / 30



33 / 33 / 33



25 / 50 / 25



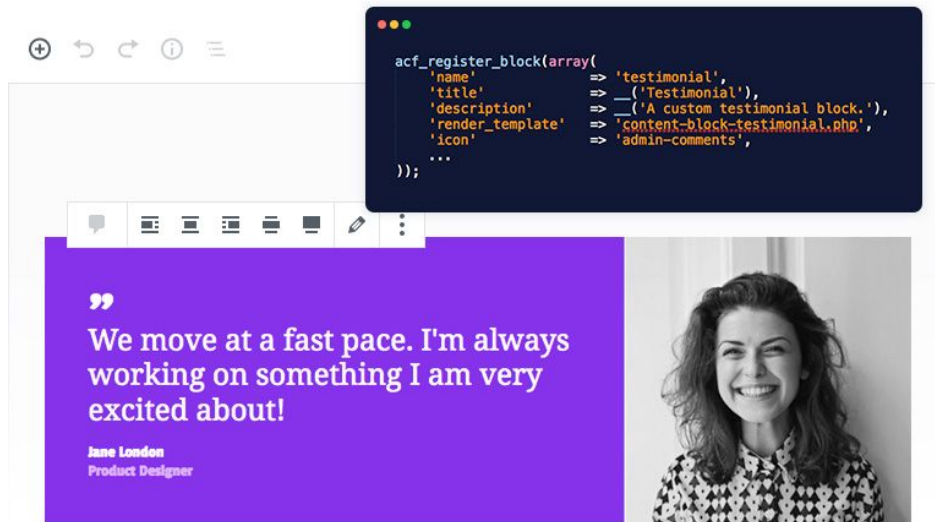
25 / 25 / 25 / 25

[Skip](#)

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3. Construir bloques a la medida con ACF



ACF Blocks
ACF PRO versión 5.8.0+

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<https://www.advancedcustomfields.com/resources/blocks/>



1. Registrar el bloque



```
3 add_action('acf/init', 'my_acf_init_block_types');
4 function my_acf_init_block_types() {
5
6     // Check function exists.
7     if( function_exists('acf_register_block_type') ) {
8
9         // register a testimonial block.
10        acf_register_block_type(array(
11            'name'           => 'testimonial',
12            'title'          => __('Testimonial'),
13            'description'     => __('A custom testimonial block.'),
14            'render_template' => 'template-parts/blocks/testimonial/testimonial.php',
15            'category'        => 'formatting',
16            'icon'            => 'admin-comments',
17            'keywords'        => array( 'testimonial', 'quote' ),
18        ));
19    }
20 }
```

#SomosWCCO



2. Crear un Field Group



Edit Field Group [Add New](#)

Block: Testimonial

Order	Label	Name	Type
1	Testimonial	testimonial	Text Area
2	Author	author	Text
3	Role	role	Text
4	Image	image	Image
5	Color Settings		Accordion
6	Background Color	background_color	Color Picker
7	Text Color	text_color	Color Picker

[+ Add Field](#)

Location

Rules
Create a set of rules to determine which edit screens will use these advanced custom fields

Show this field group if

Block is equal to and

or

[Add rule group](#)

#SomosWCCO



3. Renderizar el bloque



```
<div id="<?php echo esc_attr($id); ?>" class="<?php echo esc_attr($className); ?>">
  <div class="testimonial-image">
    <?php echo wp_get_attachment_image( $image, 'full' ); ?>
  </div>

  <blockquote class="testimonial-blockquote">
    <p class="testimonial-text"><?php echo $text; ?></p>
    <p class="testimonial-author"><?php echo $author; ?></p>
    <p class="testimonial-role"><?php echo $role; ?></p>
  </blockquote>

  <style type="text/css">
    #<?php echo $id; ?> {
      background: <?php echo $background_color; ?>;
      color: <?php echo $text_color; ?>;
    }
  </style>
</div>
```



**Con Gutenberg Blocks
las opciones son ilimitadas.**

**Ahora construir sitios web en WordPress
es más divertido que nunca, y nuestros
clientes amarán tener el control de sus
contenidos y lo fácil que es construir
nuevas secciones, como jugar con fichas
de Lego**



¡GRACIAS!

Gutenberg ❤️ Desarrolladores

