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| Autore | Silver Tessa Blakeley |
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| Nota di contenuto | Cover; Copyright; Credits; About the Authors; About the Reviewers; www.PacktPub.com; Table of Contents; Preface; Chapter 1: Getting Started as a WordPress Theme Designer; Overview of WordPress perks; Does a WordPress site have to be a blog; Pick a theme or design of your own; Drawbacks to using an off-the-shelf theme; What about premium themes and frameworks; What exactly is a premium theme; What is a framework theme; Core technology you should understand; WordPress; CSS; HTML; PHP; Other helpful technologies; Tools of the trade; HTML editor; Graphics editor; Web browser Basics of a WordPress themeThe template hierarchy; The Loop; Template tags and API hooks; Our development strategies; Fonts and typefaces; A CSS strategy -font sizing with ems; A CSS strategy - working with a CSS framework; 960; Blueprint; Layoutcore; Setting up your WordPress sandbox; Using WAMP; Using MAMP; Choosing a hosting provider; Rolling out WordPress; Summary; Chapter 2: Preparing a Design for Our WordPress Theme; Getting ready to design; |

Designing in the browser; Starting our design; Planning and sketching our design; Time for action - planning our design
Creating your design - from the sketch to the screenTime for action - creating our static HTML file; The semantic body; Time for action - adding in basic HTML structure; Time for action - adding in the semantic structure; Attaching our CSS stylesheet; Time for action - creating and including a style.css shell into your index.php page; Prepping for responsiveness - viewport and apple-mobile metatags; Time for action - adding in the viewport and apple-mobile metatags; Adding in content; Starting with the text; Time for action - adding sample text to our semantic sections; Styling our fonts
Styling font familiesTime for Action - assigning your font families; Styling font sizes; Time for action - sizing your fonts; Time for action - handling search engine bots/screen reader text; Setting up our layout with CSS; Time for action - referencing our layout core to set up our positions; Time for Action: Adding our media queries; Setting up the desktop view; Time for action - standard settings; Time for action - checking in on larger desktops; Time for action - making sure smaller screens are handled; Setting up the tablet view
Time for action - adjusting the standard layout for tabletsSetting up the small screen view; Time for action - setting up our small screen layout; Adding design treatments; Time for action - setting up our graphic treatments in the stylesheet; Adding graphics and background images; Setting up our background images in our stylesheet; Time for action - adding background images to our design; Time for action - adding background image styling to the media queries; Don't forget the favicon and touch icon; Adding a favicon; Time for action - adding the favicon you just created; Touch icons
Time for action - adding a touch icon

Sommario/riassunto

A Beginner's Guide packed with clear step-by-step instructions to create powerful and professional themes for your WordPress website
This book targets WordPress users and visual designers who are used to working with the common industry-standard tools like PhotoShop and Dreamweaver or other popular graphic, HTML, and text editors. No server-side scripting or programming experience is required.
