shared on weidea.net

FRANKLIN Documentation

Thank you for purchasing Franklin! We sincerely hope you enjoy using it on your website.

Tip: While you are putting together your website, you may find it useful to compare your work in progress against the demo site. The direct link to the demo is:

http://themes.164a.com/franklin/

Bonus tip: When have finished setting it up for your website, we would love you to let us know. Send us a quick email with your website's URL – we regularly mention sites that use our themes on our Twitter profile (@studio164a).

The ZIP file you downloaded from ThemeForest contains the theme (in zipped and unzipped form), the child theme (in zipped and unzipped form), the license, the PSDs and a folder with all the plugins that Franklin supports out of the box.

The following plugins are included:

› Easy Digital Downloads (https://easydigitaldownloads.com/) by Pippin Williamson

› Crowdfunding by Astoundify (http://wordpress. org/plugins/appthemer-crowdfunding/)

› Ninja Forms (http://wordpress.org/plugins/ninja-forms/) by Kevin Stover and James Laws

Note: Since plugins are often updated by their developers, you may find that the theme is bundling an older version of one of the plugins. In this case, please feel free to download the latest version. If you notice any compatibility issues between the latest version of the plugin and the theme, let us know.

Installation

To install this theme you must have a working version of WordPress already installed. For information about installing the WordPress platform, please see the WordPress Codex – http://codex.wordpress.org/Installing_WordPress

INSTALLING THE THEME

When you are ready to install the Franklin theme, you must first upload the theme files and then activate the theme itself. You can upload the theme files in two ways:

› **FTP Upload:** Using your FTP program, upload the un-zipped theme folder into the /wp-content/themes/ folder on your server.

› **WordPress Upload:** From the Wordpress Admin Dashboard, navigate to Appearance > Add New Themes > Upload. Go to browse, and select the zipped theme folder. Click "Install Now" and the theme will be uploaded and installed.

We strongly recommend that you upload both the Franklin and Franklin child themes, following the steps above for both themes.

Once you have uploaded the themes, go to Appearance > Themes and activate the Franklin child theme.

We recommend using the child theme from the start because switching from the parent theme to the child theme can result in some of your settings being lost. Save yourself the time down the track: **use the child theme from the start**.

INSTALLING THE PLUGINS

Once the Franklin theme is installed, you are ready to add the plugins.

From the Wordpress Admin Dashboard, navigate to Plugins > Add New. Go to Upload, click Choose File, then select the zipped plugin located under the plugins folder in the unzipped folder you downloaded from ThemeForest when you purchased Franklin.

Click "Install Now" and the plugin will be uploaded and installed.

Once the plugin is uploaded, you need to activate it.

Please note that some features of the theme as you see it on the demo site will not work unless the four plugins included in the plugins folder are installed and activated.

Getting Started

CREATE YOUR SITE MENU

By default, the horizontal navigation at the top of your site will include links to all the pages you create. Often, this won't be quite what you're after. Thankfully, customising the menu is very easy in Wordpress.

1. Go to Appearance > Menus.

2. Enter a name for the menu and click the Create Menu button.

3. You can now add menu items by adding custom links or including pages or categories. Once you're finished, click Save Menu.

4. The final step is to assign the menu you just created to the correct theme location. At the top left of the page, under the Primary Navigation field, select the menu you just created. Click Save.

The Wordpress Codex has more information about creating and managing menus: http://codex.wordpress.org/Appearance_Menus_Screen

CUSTOMISE YOUR THEME

Since version 3.4, Wordpress has come bundled with a powerful theme customisation tool. Franklin makes great use of this to allow you to easily make various changes to your site.

To get to the customiser, log into your dashboard and go to Appearance / Customize.

Upload a logo

1. Open up the Site Title & Tagline tab.

2. Under the Logo field, upload your logo.

3. Optional: upload a retina version of your logo. This should be exactly twice the size of the original logo. So if your logo is 50 x 50, the retina version should be 100 x 100.

Please note that logos should not be more than 60 - 70px high. If you have a logo that is more than 80px high, you will need to make some additional CSS changes to account for this.

Change colours

Franklin has a range of colours you can set to quickly make changes. It also has a set of preconfigured colour palettes which you can use straight out of the box, or as a starting point.

As you change colours, the preview will automatically update to reflect your modifications. Note that due to the way this works, some elements in the preview are not automatically updated, such as hover effects.

Change the background textures

Franklin comes with a set of background textures which you can use for the body background, the campaign feature section and the blog banner.

Additionally, you can upload your own patterns, textures or photos to give your website a completely unique feel. If you're looking for interesting textures, one great resource is Subtle Patterns: http://subtlepatterns.com/

Select navigation

1. Open the Navigation tab.

2. Select the menu you would like to use for your primary navigation.

Note that you will first need to create your menu. Follow the instructions in the *Create your site menu* section on the previous page.

Add social links

1. Open the Social tab.

2. For each social network, you can enter the link to your profile. If you leave one blank, it will not show in your social links.

Create a static front page and blog

1. Open the Static Front Page tab.

2. You can select to have your front page show your latest posts, or a static front page. The Franklin demo uses a static front page.

3. If you select static front page, you will be presented with options to set which page should be your home page, and which page should be your posts page (i.e. blog). For our demo, we created an empty page and called it Blog, which we then selected as our Posts page.

Advanced Theme Customisation

If you want to make more substantial changes to the way the theme looks, the best approach is to use a child theme. This allows you to create changes without modifying the core theme files, which means that when the theme is updated, you can update to the latest version without worrying about overriding the changes you have made.

Please note that basic familiarity with HTML and CSS is expected. For some customisations you will also benefit from being familiar with PHP and Wordpress' core functions as well.

For convenience, we have bundled a child theme skeleton with the downloaded theme. To start using it, upload it to your themes folder (just as you did with the main Franklin theme), navigate to Appearance > Themes in your Wordpress dashboard and click Activate for the theme.

For detailed information about child themes, see the Wordpress Codex article: http://codex.wordpress.org/Child_Themes

CSS CHANGES

CSS changes should be added to the custom.css file included in the child theme directory. This loads after all the parent theme stylesheets, so any rules you apply here will override the rules in the parent stylesheet.

If you find that your changes are not working as expected, try clearing your browser cache. If the problem persists, it may be that your CSS rule is being overridden by one of the parent stylesheets because of the order of specificity. For more information about that, see this useful introduction on Nettuts: http://net.tutsplus.com/tutorials/html-css-techniques/quick-tip-understanding-css-specificity/

To assist with debugging problems like this, get a web developer toolbar for your browser (like Firebug in Firefox), if it doesn't have one already, and try to identify which CSS rule is overriding yours.

TEMPLATE CHANGES

You may want to make changes to the basic layout of specific parts of the page. With child themes, this is relatively easy.

First of all, identify which template file in the parent theme you need to change. Once you have done so, create a copy of this template file in the child theme directory. Be sure to give it the exact same name.

Next, open up the copy you created in your child theme and edit it as you wish. You should see the change reflected immediately.

Creating a campaign <u>inside the dashboard</u>

To create a campaign, you first need to have Easy Digital Downloads and Crowdfunding by Astoundify installed. The plugins are included in your download folder, but you can also check their repositories on Wordpress.org (linked to at the start of this document) to see if a more recent version is available.

Once the plugins are installed, you will see a new sidebar tab in your Wordpress dashboard titled **Campaigns**. Under **Campaigns**, select **Add New**. Create your campaign:

1. Set your campaign's title and write content about your campaign using the standard Wordpress fields.

2. Post campaign updates in the **Campaign Updates** box. These can be displayed in your template using a widget.

3. Post an oEmbed link in the **Campaign Video** box. Examples of websites that are supported include YouTube and Vimeo.

4. **Create an Excerpt**. This is particularly important, as it is what is displayed at the very top of the campaign feature page.

5. Configure your campaign in the **Campaign Configuration** box. Here you can specify your campaign goal, end date and pledge levels (under the Reward Options heading), amongst other things. You also mark campaigns as featured here, which is used if you are running a community crowdfunding website.

Once you have created your campaign, there are some additional general settings you should be aware of. Go to **Campaigns > Settings**. This section allows you to configure your Easy Digital Downloads setup, including payment gateways, emails, taxes and more. Covering all these options is beyond the scope of this documentation, but you can find excellent documentation at https://easydigitaldownloads.com/

Additionally, if you are have questions related specifically to the campaigns feature, you can ask on the Crowdfunding by Astoundify support forum: http://wordpress.org/support/plugin/appthemer-crowdfunding

Creating a campaign <u>from the frontend</u>

If you want your website users to be able to create campaigns, the first step is to create a page where they can do so.

1. Under **Pages**, click **Add new**.

2. In the content area, paste this: `[appthemer_crowdfunding_submit]`

3. Go to **Campaigns > Settings** and select the page you just created for the **Submit Page** field.

4. At the bottom of this page, you can also set whether users have to be logged in to create a campaign.

5. Once you're done, click **Save Changes**.

Once you have created this page, a link to the page will be displayed above the header of your website. Clicking this will take you to a page where you can create a new campaign.

When users create a campaign using this form, it is not immediately published; you or another website administrator first has to approve it.

Creating your homepage

Your homepage is just a page like any other. However, there are two templates that have been designed to be specifically suitable to be used as a homepage, depending on the type of crowdfunding website you are creating.

COMMUNITY CAMPAIGNS

If you are creating a crowdfunding website featuring many crowdfunding campaigns, the recommended page template to use for your homepage is the Campaigns homepage template.

1. Under **Pages**, click **Add new**.

2. Under **Templates**, select **Campaigns homepage**.

3. Optional. Enter your page content. This is displayed below your featured campaign and above the grid of recent campaigns.

4. Click **Save as Draft**. This is required to make the additional options visible.

5. Below the content box, you will see a box titled **Page Options**. This has several settings which you can play with to change which featured campaign will show on the page in the feature section at the top of the page.

6. Click **Publish**.

Finally, to make this your homepage, go to **Settings > Reading**, tick the Static Page option and for the Front Page setting, select the page you just created.

SINGLE CAMPAIGN

If you are creating a crowdfunding website for one specific campaign, the first step is to create a campaign, following the instructions above under the *Creating a campaign inside the dashboard* section. Once that is done, follow these steps:

1. Under **Pages**, click **Add new**.

2. Under **Templates**, select **Single Campaign**.

3. Click **Save as Draft**. This is required to make the additional options visible.

4. Below the content box, you will see a box titled **Campaign**. Here you can select the campaign you want to display.

5. Click **Publish**.

Finally, to make this your homepage, go to **Settings > Reading**, tick the Static Page option and for the Front Page setting, select the page you just created.

Create a page with featured campaigns

If you actively feature campaigns, you may want to create a page where all featured campaigns are displayed. Doing this is very easy:

1. Under **Pages**, click **Add new**.

2. Under **Templates**, select **Featured Campaigns**.

3. Optionally, enter your page content. This will be displayed above the grid of campaigns.

4. Click **Publish**.

Write blog posts

Image post

1. Go to Posts / Add new.
2. Under Format, select Image.
3. Set the Featured Image to the photo you wish to use.
4. Click Publish.

Gallery post

1. Go to Posts / Add new
2. Click the Add Media button, select the photos you want to add and insert them into the post.
3. Once you have inserted the gallery, you should see the Gallery icon fill the editor, indicating that the Wordpress [gallery] shortcode has been added.
4. Under Format, select Gallery.
5. Click Publish.

Quote post

1. * Go to Posts / Add new.
2. The title of the quote should be the name of the person who said it (i.e. Mary Poppins). The content of the quote is the actual quote text.
3. Under Format, select Quote.
4. Click Publish.

Video post

You can create a video post with videos from any of the standard sites that Wordpress supports by default. For a list of sites, see http://codex.wordpress.org/Embeds#Okay.2C_So_What_Sites_Can_I_ Embed_From.3F

1. Go to Posts / Add new.
2. On the first line of your post, post the link to the video. For example: http://www.youtube.com/ watch?v=Dcqn13gVh1I (just replace the YouTube link with the link to the video you want to use).
3. Under Format, select Video.
4. Click Publish.

Audio post

You can create a video post with videos from any of the standard sites that Wordpress supports by default. For a list of sites, see http://codex.wordpress.org/Embeds#Okay.2C_So_What_Sites_Can_I_ Embed_From.3F

1. Go to Posts / Add new.
2. On the first line of your post, post the link or embed code for the audio. For example: `[soundcloud url="http://api.soundcloud.com/tracks/79784563" params="" width=" 100%" height="166" iframe="true" /]`
3. Under Format, select Audio.
4. Click Publish.

Aside post

1. Go to Posts / Add new.
2. Enter the post content as per usual.
3. Under Format, select Aside.
4. Click Publish.

Link post

1. Go to Posts / Add new.
2. On the first line of your post, add the link.
3. Under Format, select Link.
4. Click Publish.

Status post

1. Go to Posts / Add new.
2. Enter the post content as per usual.
3. Under Format, select Status.
4. Click Publish.

Chat post

1. Go to Posts / Add new.
2. Enter the post content. Every paragraph should be one line of text (or one person speaking).
3. Under Format, select Chat.
4. Click Publish.

Creating a contact page

To build your contact page, first make sure you have installed Ninja Forms. If it is installed, you will see a new tab in the Wordpress dashboard sidebar, titled Forms. Here you can create and edit forms, see form entries, import/export forms, etc.

To help you get started quickly, we have included a contact form that you can import into your site. To import it, go to Forms > Import/Export and click Upload. The form is inside the content folder in the downloaded package from ThemeForest:

* Contact Form.nff

Once you have imported the contact form, go to Pages > Add New.

1. The content you fill in will be displayed to the right of the contact form (on regular screens).
2. Under **Template**, select Contact Page Template.
3. You should see a metabox titled **Append a Ninja Form**. If you don't, click the **Screen Options** button at the top right of the page and tick "Append a Ninja Form".
4. Under **Append a Ninja Form**, select the contact form you just imported.
5. Click Publish.

For full documentation on how to use Ninja Forms, see their website: http://wpninjas.com/ninja-forms/

Credits

› Easy Digital Downloads – https://easydigitaldownloads.com/

› Crowdfunding by Astoundify – http://wordpress.org/plugins/appthemer-crowdfunding/

› reveal.js – http://foundation.zurb.com/

› jQuery Countdown – http://keith-wood.name/countdown.html

› prettyPhoto – www.no-margin-for-errors.com/projects/prettyphoto-jquery-lightbox-clone/

› fitvids – http://fitvidsjs.com/

› flexNav – https://github.com/indyplanets/flexnav

› Selectivizr – http://selectivizr.com/

› CSS3PIE – http://css3pie.com/

› FontAwesome – http://fortawesome.github.com/Font-Awesome/

› Ninja Forms – http://wordpress.org/plugins/ninja-forms/

› Subtle Patterns – http://subtlepatterns.com/

MORE HELP

We are more than happy to assist with any theme-related bugs or issues that we've overlooked. If you have a basic Wordpress, HTML, CSS or Javascript question, please Google it first to see if you can find the answer yourself. While we strive to respond to all questions quickly, theme issues will get priority.

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