Module 02
Design

Module 02: Design

❏ Introduction

Design is the most visual aspect of your storefront and the first impression you will make with potential customers.

Creating the right design for your business can influence how a visitor sees and navigates your store — maximizing your opportunity to convert them into paying customers. Every BigCommerce theme is crafted with great care and applies best practices to help you rank better in search engines, fully express the power of your brand, and convert shoppers.

In this module you will select, explore, and customize a theme as well as some additional design settings like the store's favicon and logo.

❏ Learning Objectives

After completing this module, you should be able to:

- Locate Theme Marketplace
- Identify the Developer of a Theme
- Apply a Theme to a Store
- Download a Theme
- Locate the Theme Editor
- Apply a new theme style
- Change colors and fonts with Theme Editor
- Adjust carousel size with Theme Editor
- Revert changes using History
- Copy a theme
- Locate Edit Theme Files
- Add a favicon
- Add a logo
- Upload and delete carousel images
- Add text to the carousel
- Link a carousel image to a page
- Add social media links
- Locate Script Manager

❏ Lessons

This module includes the following lessons:

Lessons
Lesson 1: Theme Marketplace
Lesson 2: Theme Editor
Lesson 3: Edit Theme Files
Lesson 4: Carousel & Design Options

Design Lesson 01:
Theme Marketplace

❏ Introduction

The BigCommerce theme marketplace offers both free and premium themes that are modern and professionally designed. You can browse, preview, add, and apply Stencil-based themes to your store.

All themes available in the current Theme Marketplace are mobile-friendly. A website that displays well on mobile devices allows you to meet shoppers where they are no matter what device they are using. It also boosts SEO, which makes it more likely your store will be found in organic search results. BigCommerce themes also feature microdata, which can improve click-through-rates on organic search results and improve search rankings.

Learn more about advanced customization using the Stencil CLI here:
https://stencil.bigcommerce.com/docs

In this lesson you will explore the theme marketplace, select, apply, and download a theme.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Locate Theme Marketplace
- Identify the Developer of a Theme
- Apply a Theme to a Store
- Download a Theme

❏ Content

This lesson includes the following content:

Lessons
Video: Choosing a Stencil Theme
Lab Activity: BigCommerce Theme Marketplace

❏ Reference

This lesson may reference the following content

Reference
KB Article: The BigCommerce Theme Marketplace   https://support.bigcommerce.com/articles/Public/The-Bigcommerce-Themes-Marketplace/
KB Article: Stencil Themes > Downloading a Theme   https://support.bigcommerce.com/articles/Public/Stencil-Themes/#download

Video: Choosing a Stencil Theme

❏ Video

Watch the *Choosing a Stencil Theme* video on YouTube:
https://youtu.be/yF9ZWkfkG3E

❏ Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Theme Marketplace

Duration: 10 minutes

In this lab you will...
- Locate a free theme
- Identify the developer of the theme
- Locate the theme's support information
- Add a free theme without applying it
- Apply the theme
- Download the free theme

Complete These Steps

1. **Locate** a free theme

   a. **Navigate** to *Storefront > Theme Marketplace*
   b. **Click** *Free* in the *All/Free/Paid* filter

All	**Free**	Paid

   c. **Choose** a theme you would like to use

   What is the name of the theme you selected?

   _____

2. **Identify** the developer of the theme

   a. **Click** the thumbnail preview image for your selected theme
   b. **Locate** the name of the theme developer in the *"Developed and supported by…"* statement under the theme's name.

   Who developed the theme you selected?

   _____

3. **Locate** the theme's support information

    a.   **Scroll** to the bottom of the theme's listing
    b.   **Locate** the *Support and Documentation* section on the right side of the footer
    c.   **Locate** the contact address after *"If there are any issues with this theme, please contact:"*

What is the contact address listed in the Support and Documentation section of the footer?

    _____

---

    d.   **Locate** the theme's manual by clicking the link after *"Documentation and Release notes can be found here:"*

4. **Add** a free theme

    a.   **Scroll** to the top of the theme's listing
    b.   **Click** the *Add Theme* button

              [Add Theme]

    c.   **Click** *"Apply Later"*

5. **Apply** the theme

    a.   **Navigate** to *Storefront > My Themes*
    b.   **Click** the thumbnail image for the theme you have added
    c.   **Click** the *Apply* button

> ⓘ   If an update is available for a Marketplace theme, the theme must be updated before it is applied.

6. **Download** the free theme

    a.   **Navigate** to *Storefront > My Themes*
    b.   **Click** the thumbnail image for the theme you have applied
    c.   **Click** the *Theme Options* button to expand the menu
    d.   **Click** *Download theme file*
    e.   **Check** the *"I understand that editing this theme outside of BigCommerce Theme Editor may affect future release updates."* checkbox
    f.   **Click** the *Continue* button

Theme Options ▼	Cu
Make a Copy	
Edit Theme Files	
View Demo	
Download current theme	
Download theme file	

> ⓘ   At this point, your browser should begin downloading a .zip file that contains the theme files. To edit these theme files on your computer, you must install Stencil on your computer. More information on installing Stencil and editing themes locally can be found at https://stencil.bigcommerce.com/docs
>
> Later in this course, you will learn how to edit theme files using the Theme Editor feature in the control panel

Design Lesson 02:
Theme Editor

❏ Introduction

The BigCommerce Theme Editor allows you to change your site's look and feel with no coding required. Its point-and-click interface lets you to choose from multiple pre-designed styles as well as pick your own colors, fonts and more.

The controls available in the Theme Editor will vary from theme to theme and are determined by the developer of the the theme.

In this lesson you will explore Theme Editor, theme styles/variations, and adjust settings like fonts and colors.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Locate the Theme Editor
- Apply a new theme style
- Change colors and fonts with Theme Editor
- Adjust carousel size with Theme Editor
- Revert changes using History

❏ Content

This lesson includes the following content:

Lessons
Lab Activity: Theme Editor

❏ Reference

This lesson may reference the following content

Reference
KB Article: Stencil Themes > Using the Stencil Theme Editor https://support.bigcommerce.com/articles/Public/Stencil-Themes/#enabling

Build-A-Store: Theme Editor

Duration: 15 minutes

In this lab you will...
- Access the Theme Editor
- Save a customized theme
- Undo changes by previewing a previous version of the theme
- Customize the footer and carousel
- Preview and Save the customized theme

Prerequisites
1. *Build-A-Store: Theme Marketplace*

Complete These Steps

1. **Access** the Theme Editor:
    a. If your sandbox store has never added the Fortune theme in the past, **add** it now
    b. **Navigate** to *Storefront Design > My Themes*
    c. **Click** the thumbnail for the Fortune theme
    d. **Click** the *Customize* button

    Customize

2. **Save** a customized theme:
    a. **Click** *Styles* in the left-side navigation to **expand** the Styles menu
    b. **Click** on a new style like Bright, Contrast, or Highlight to preview it
    c. **Click** *General Colors* in the left-side navigation to **expand** the General Colors menu
    d. **Change** the hex code for Primary Dark Color to #34313F
    e. **Save** the theme by clicking the *Save Changes* button

    Styles   +

    General Colors   +

> *By saving the customized theme, has the public storefront visible to shoppers been changed?*

3. **Undo** changes by previewing a previous version of the theme
    a. **Click** *History* in the left-side navigation to expose the version history
    Choose an older version of the theme in the History menu to preview that version

    History   >

> *How could the previous version of the theme saved in step 2.e be applied to the storefront?*

4. **Customize** the footer and carousel

Theme Editor can add, remove, and manipulate elements on the storefront without the user needing to edit code directly. Some common changes like adding and removing logos are documented in the BigCommerce KB. You will use the KB to complete the following steps.

Some changes require you to refresh the preview by clicking the Refresh button on the preview to see the update

- a. **Add** the Paypal payments logo
    - i. **Complete** steps 2 and 3 of the <u>Adding Payment Logos to Stencil Themes</u> KB article (<u>https://support.bigcommerce.com/articles/Public/Adding-Payment-Logos-to-Stencil-Themes</u>) to add the Paypal logo to the footer
- b. **Remove** "Fortune theme by Pixel Union, powered by BigCommerce." from the footer
    - i. **Complete** steps 2 and 3 of the <u>Removing 'Powered by BigCommerce' from Stencil Themes</u> KB article (<u>https://support.bigcommerce.com/articles/Public/Removing-Powered-by-Bigcommerce-from-Stencil-Themes</u>) to remove theme credits from the footer.
- c. **Modify** the height of the homepage carousel
    - i. **Click** *Homepage Carousel* in the left-side navigation to **expand** the Homepage Carousel menu

    - ii. **Set** *Carousel Height (Desktop)* to 400px
    - iii. **Set** *Carousel Height (Mobile)* to 200px

Why might a setting like Carousel Height not be available for another theme?

_____

_____

---

5. **Preview** and **Save** the customized theme

- a. **Preview** the theme at three different screen sizes
    - i. **Preview** the theme as it would appear on a mobile device by clicking the Mobile Browsersync button under the theme preview

    - ii. **Preview** the theme as it would appear on a tablet device by clicking the Tablet Browsersync button under the theme preview

    - iii. **Preview** the theme as it would appear on a desktop device by clicking the Desktop Browsersync button under the theme preview

- b. **Save** a new version of the theme by clicking the *Save Changes* button

Design Lesson 03:
Edit Theme Files

❏ Introduction

The Stencil framework allows developers to build conditional logic using Handlebars to deliver customized and dynamic shopping experiences. Theme Editor provides the option of using your browser to access the code that makes up your theme without having to install Stencil or use the CLI (command-line interface). This is ideal for making minor adjustments that Theme Editor can't accomplish otherwise, or for adding scripts to integrate apps.

Learn about advanced customization using the Stencil CLI here:
https://stencil.bigcommerce.com/docs

In this lesson you will copy a theme and edit its theme files.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Copy a theme
- Locate Edit Theme Files
- Add custom content

❏ Content

This lesson includes the following content:

Lessons
Lab Activity: Edit Theme Files

❏ Reference

This lesson may reference the following content

Reference
KB Article: Stencil Themes > Accessing Edit Theme Files https://support.bigcommerce.com/articles/Public/Stencil-Themes/#limits

Build-A-Store: Edit Theme Files

Duration: 15 minutes

In this lab you will...
- Copy and Delete a theme
- Locate Edit Theme Files
- Add custom content

Prerequisites
1. *Build-A-Store: Theme Marketplace*
2. *Build-A-Store: Theme Editor*

Background
Merchants and developers can add HTML, CSS/SCSS, Javascript, Handlebars, YAML, or other custom content to themes using Edit Theme Files. Before starting the lab, there are some key points to be aware of:
- Marketplace themes cannot be customized. Instead, the theme must be copied. This way, merchants can always switch back to the original marketplace theme.
- While many settings, like the number of New or Featured products to display, can be configured on each theme independently, settings configured outside of the Theme Editor, like Show Quantity Box for Products in *Store Setup > Store Settings > Display*, are applied to all themes.

Complete These Steps

1. **Copy** and **Delete** a theme
    a. If your sandbox store has never applied the Fortune theme in the past, **apply** it now.
        i. **Navigate** to *Storefront > My Themes*
        ii. **Click** the thumbnail for the Fortune theme
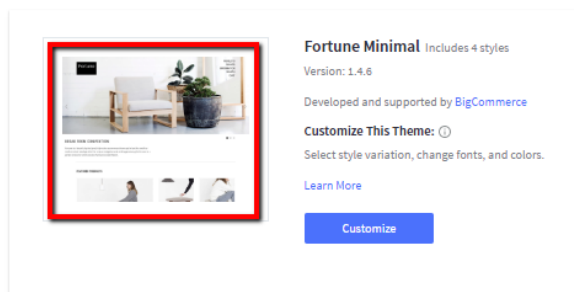
    a. **Click** the Theme Options button

    b. **Click** *Make a Copy*
    c. **Type** in a name for the new copy of the theme
    d. **Click** Save.
    e. From *Storefront > My Themes*, **click** the thumbnail of the new copy of Fortune.
    f. **Click** the Theme Options button
    g. **Click** *Delete*
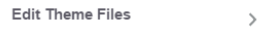   h. **Click** the *Delete Theme* button
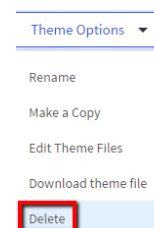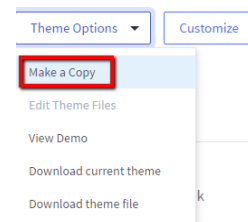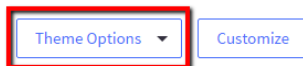
2. **Locate** Edit Theme Files

    a. **Repeat** steps 1.a-1.e using the Cornerstone theme instead of Fortune

    a. **Click** the Customize button
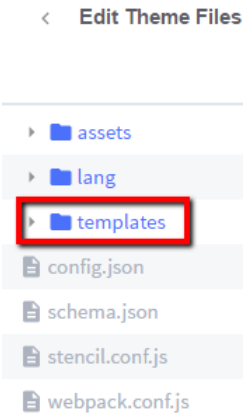

        i. **Click** *Edit Theme Files* at the bottom of the left-side navigation to **access** the Edit Theme Files feature
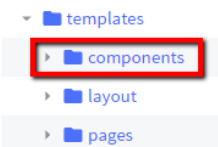

3. **Add** some content to the footer
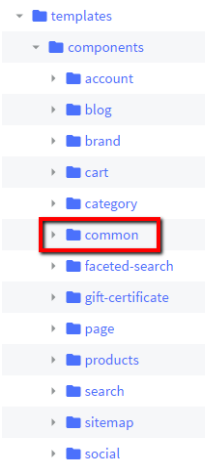
    a. **Click** *templates* to expand the templates folder
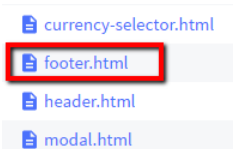

    b. **Click** *components* to **expand** the components folder

    c. **Click** *common* to **expand** the common folder

    d. **Click** *footer.html* to **display** the content of footer.html

e. **Add** some content somewhere in footer.html
f. **Click** the Save File button

Save File

i. **Click** the Save Changes button

Confirm Save ✕

Please note: BigCommerce can't offer support for any design customizations made outside of our Theme Editor, including modifying theme files or uploading custom themes. Learn more

Cancel   Save Changes

ii. **Preview** the theme

Preview

iii. When finished previewing, **click** the Close Preview button

Refresh   Close Preview

Imagine a week passes, then you find that a customization made using Edit Theme Files is causing problems. How could you undo these changes?

_____

Design Lesson 04:
Carousel & Design Options

❏ Introduction

There's more to a store's design than just choosing a theme. Using your own logo, favicon, and hero images are steps you can complete easily to fully express your brand on your BigCommerce store.

In this lesson you will add elements like a logo and favicon and explore the carousel builder.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Add a favicon
- Add a logo
- Upload and delete carousel images
- Add text to the carousel
- Link a carousel image to a page
- Add social media links
- Add an App or User Generated Script to Script Manager

❏ Content

This lesson includes the following content:

Lessons
Video: Carousel & Design Options
Lab Activity: Carousel & Design Options

❏ Reference

This lesson may reference the following content

Reference
KB Article: Uploading a Custom Favicon https://support.bigcommerce.com/articles/Public/Uploading-a-Custom-Favicon/
KB Article: Store Logo https://support.bigcommerce.com/articles/Public/Store-Logo/
KB Article: Carousel https://support.bigcommerce.com/articles/Public/Carousel
KB Article: Carousel > Image Distortion, Finding Carousel Dimensions, Image Dimensions for Stencil Themes https://support.bigcommerce.com/articles/Public/Carousel#distortion
KB Article: Social Media Links https://support.bigcommerce.com/articles/Public/Social-Media-Links/
KB Article: Using Script Manager https://support.bigcommerce.com/articles/Public/Using-Script-Manager

Video: Carousel & Design Option

❏ Video

Watch the *Carousel & Design Option* video on YouTube:
https://youtu.be/i8njHiaH264

❏ Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Carousel & Design Options

Duration: 35 minutes

In this lab you will...
- Add a favicon
- Add a custom logo
- Add two carousel images
- Add text to the carousel images
- Link a carousel image to a page
- Add at least two social media links
- Review options for user and App generated scripts

Prerequisites
1. *Build-A-Store: Theme Marketplace*

Complete These Steps

1. **Add** a favicon

> A **favicon** /ˈfæv.ɪ.kɒn/ (short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page.
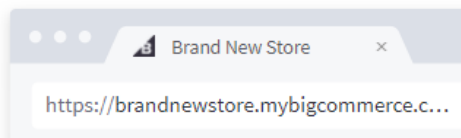>
> Source:
> Favicon - Wikipedia
> https://en.wikipedia.org/wiki/Favicon

   a. **Create** a favicon
      i. If you do not already have a 16 x 16 pixel image ICO, JPG, GIF or PNG file, create or download one from http://www.favicon-generator.org/, another site of your choice, or using image editing software of your choice.
   b. **Navigate** to *Storefront > Logo*
   c. **Click** the *Replace Image* link

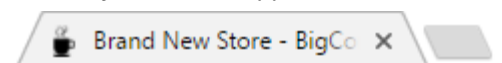
   d. **Upload** the favicon of your choice from your computer
   e. **Click** the *Save* button
   f. **Click** the View Store link in the upper-left corner of the control panel

   g. **Confirm** your favicon appears in the title bar of your browser

2. **Add** a custom logo
    a. **Navigate** to *Storefront > Logo*
    b. **Select** *Upload a custom image to use as your logo*
    c. **Upload** an image
    d. **Click** the View Store link in the upper-left corner of the control panel

    ![BIGCOMMERCE View Store logo]

    e. **Confirm** your logo appears on your storefront

3. **Add** two carousel images
    a. **Locate** the recommended carousel slide image dimensions for your theme in the theme's documentation and release notes (see *Build-A-Store: Theme Marketplace*)
    b. **Locate**, **crop, or create** an image to fit the recommended slide dimensions.

> *It is not recommended to enlarge an image to make it fit the recommended carousel dimensions. Why?*
>
> _____

    c. **Navigate** to *Storefront > Homepage Carousel*
    d. If the default carousel images are still present, **delete** them and **click** the *Save* button
    e. **Drag & Drop** or **Select** a carousel image to upload it
    f. **Click** *Alt Text* in the slide thumbnail
    g. **Type** text that describes the image
    h. **Click** *Save*
    i. **Click** *Slide 2* in the slide thumbnail strip

    j. **Repeat** steps 3.f - 3.j to add a second image. If you would like to add more than two images, repeat steps 3.f-3.j as desired.
    k. **Set** the *Swap Every ___ Seconds* setting above the slide thumbnail to your desired value
    l. **Click** the *Save* button
    m. **Click** the View Store link in the upper-left corner of the control panel

    ![BIGCOMMERCE View Store logo]

    n. **Confirm** your images appear and alternate as expected

ⓘ Some themes do not swap images while the mouse cursor is over the carousel

4. **Add** text to the carousel images
   a. **Navigate** to *Storefront > Homepage Carousel*
    b. **Type** a short *Heading* for your first carousel slide
    c. **Type** a slightly longer description in the *Text* field
    d. **Type** a short call to action in the *Button Text* field (examples: "Shop Now", "Browse", Check it out!")
    e. **Repeat** steps 4.c - 4.3 for other slides as desired
    f. **Click** the *Save* button

5. **Link** a carousel image to a page
   a. **Copy** the URL of a page on your store, such as a category or product page
   b. **Navigate** to *Storefront > Homepage Carousel*
   c. **Paste** the URL in the *Link* field for slide 1
   d. **Repeat** steps 5.a-5.d for each slide as desired
   e. **Click** the *Save* button

6. **Add** at least two social media links
   a. **Navigate** to *Storefront > Social Media Links*
   b. **Click and drag** at least two rows from the *Available Networks* list above into the *Live on Your Storefront* list
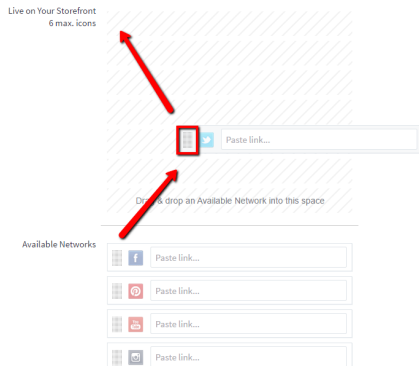
   c. **Copy** the URL of the social media page that should be linked to the first icon
      i. *Note: While these icons are meant to link to pages on networks like Twitter, Facebook, Pinterest, YouTube, and others, the icons can link to almost any page. If you do not have two social media pages for this store, you can use any URL such as* https://www.google.com/
   d. **Paste** the URL of the social media pages that should be linked to the icons in the *Paste link…* field
   e. **Click** the *Save* button
   f. **Click** the View Store link in the upper-left corner of the control panel

   g. **Confirm** the carousel image text, carousel links, and social media icons on the homepage function as expected

7. **Review** options for user and app generated scripts

   a. **Navigate** to *Storefront > Script Manager*
   b. **Click** *Create a Script*
      i. *Note: Here we see the Script Manager tool. A user can create a script and use this tool to insert the script into the head or footer of their site. Typically a merchant will install an app, and a script will either be generated for them for them to paste into these fields or be created for them in the appropriate Script Manager option. For examples, review* [KB Article: Using Script Manager](#)
   c. **Enter** any name for the script in the *Name of Script* field
   d. **Enter** a description (*optional*)
   e. **Click** *Head* for *Location on Page*
   f. Under *Select Pages where script will be added*, **click** *All Pages*
   g. Under *Script type*, **click** *Script*
   h. **Enter** *<script>alert("Hello, World!");</script>,* in the *Script Contents* field

There is a Legacy option for adding scripts to a Stencil theme's footer, what is this option called?

_____