

Designs and Themes

Buyers make purchases based on many things apart from the item itself.

Customers want to understand the purpose of the retailer and have confidence that the seller is legitimate, safe, and honest.

Corporations have spent billions over the years creating this understanding among their active and potential customers, through logos, design, copy, and service.

Creating this understanding is called branding.

Designs and Themes

For an online store, branding is very important. However, unlike the offline shopper who drives to a store, parks, and enters the store to spend several minutes shopping;

an online shopper may click to your online store, spend a few seconds to determine if they wish to remain, and leave to visit another website.

Designs and Themes

Magento gives you, or your client, the functional tools and systems to provide a powerfully rich shopping experience for your customers.

It cannot, however, provide the branding aspects relating to design.

You have to craft the outward appearance that will communicate to the potential buyer feelings of convenience, product selection, and security.

Designs and Themes

In this chapter, we will teach you:

- The Magento theme structure
- How to install third-party themes
- Creative translations.
- Using theme variants.
- How to customize themes to create your own unique look and feel.
- Building theme packages.

What is a theme for a website?

A theme dictates the look and style of your website. Your theme is made up of a range of things, such as font types and sizes, your colour scheme and other areas that affect the aesthetics of your site. Your theme helps to reflect your identity through your site, and helps to improve your customer's experience.

Bad Design themes of websites



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Antique Auction
Bottles & More
Older Than 50 Years



Stoneware
Bottle Gallery

Hutchinson
Bottle Gallery

personal antique bottle collection gallery to see the new larger size images we are going with going forward. I still get a few more pictures taken and a few more up but you can see generally what my collection really is now. I started the big dog in adding auction items. Check out the Wisconsin stoneware beer bottle gallery to see the Taylor and Br made such a ruckus.

01/18/2011 The Lauber auction was a once in a lifetime treat. Will there ever be such a huge auction of Wisconsin bottles covering such a state wide variety? It seems unlikely there will ever be so many examples of the same bottle forward at once. Most collectors want one of a variety not every example they can find. Maybe it was the desire to c market, maybe it was a compulsive need to hoard or maybe it was a desire to understand the differences in different of the same bottle. I can't say for sure because John did not want to be interviewed for an article about his collecting. For collectors who just want to see the bottles John Lauber once owned I did get 750 images. You will see them going the next few months. Everybody got something. I bought a bunch selling cheap for resale and a few keepers

12/30/2010 BOTTLES IN OUR BOTTLES HEEYA... BEAUTIFUL, RARE COLORED BOTTLES HEEYA... A MAJ Bottles. January 15th Auction Co Kewaskum. Click text to read the rest of the story. Check back for u



10/02/201009 At the end of every summer the final tally of come in. People clean out attics, basements and garages way to collectors. Divers, diggers, construction workers a working to figure out what they have found at the end of s received an email from one such gentleman who found a b from the Wisconsin state capitol. Jim was on the site of a house that had to be demolished first. While raising the b unearthed. The thing was full of old Wisconsin bottles. O collector who was paying \$5 for any green or blue tinted b bottom of the hole had to be leveled Jim was scraping the one last bottle. He threw it in the back of his truck where i Jim's coworkers told the collector about that last unusual

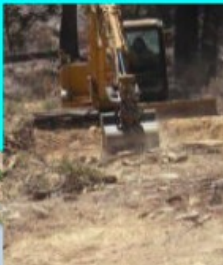
collector offered a bad bonus for a d construction work

- WATER ON WHEELS YOU TUBE LINK
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MWA**
Maritime
Web
Award



Click ship logo to enter

[illegible]

The Magento theme structure

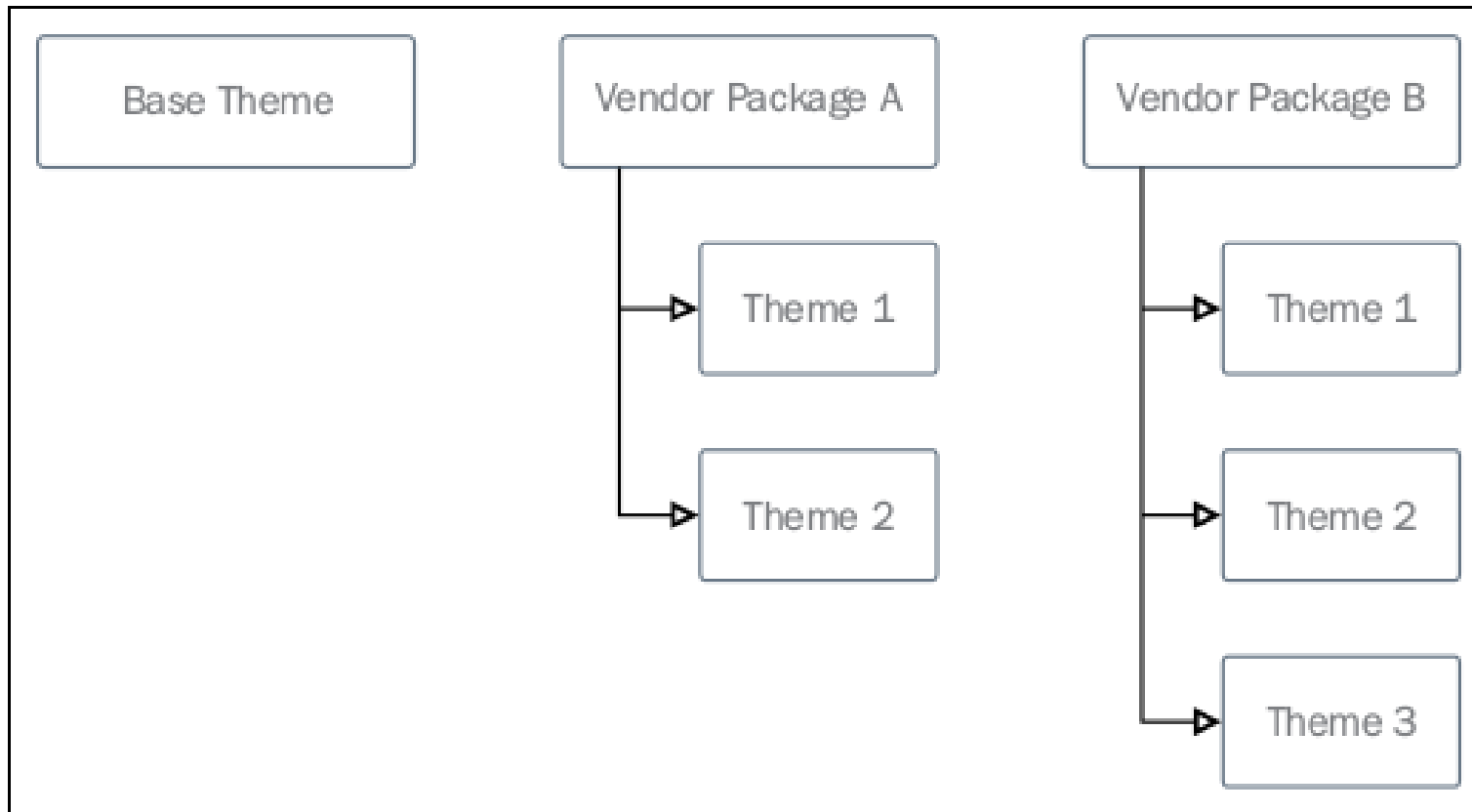
- Magento allows you to customize many store aspects at some, or all, of the GWS levels.
- The same holds true for themes. You can specify the look and feel of your stores at the Global, Website, or Store View levels (themes can be applied for individual Store.
- Views relating to a store) by assigning a specific theme.

The Magento theme structure

- In Magento, a group of related themes is referred to as a design package. Design packages contain files that control various functional elements common among the themes within the package.
- By default, Magento Community installs one design package with two themes.

Themes within a design package contain the various elements that determine the look and feel of the site: layout files, templates, CSS, images, and JavaScript.

Each design package must have at least one theme, but can contain other theme variants. You can include any number of theme variants within a design package and use them, for example, for seasonal purposes (such as holidays or back-to-school).



- A design package and theme can be specified at the Global, Website, or Store levels.
- A design package and theme can also be specified based on a per browser basis at the global and website level, by providing a User-Agent Exception. In the following example, the string for the Firefox browser is provided:

Design Theme

Design Theme: [STORE VIEW]

If no value is specified, the system default will be used. To third party extensions.

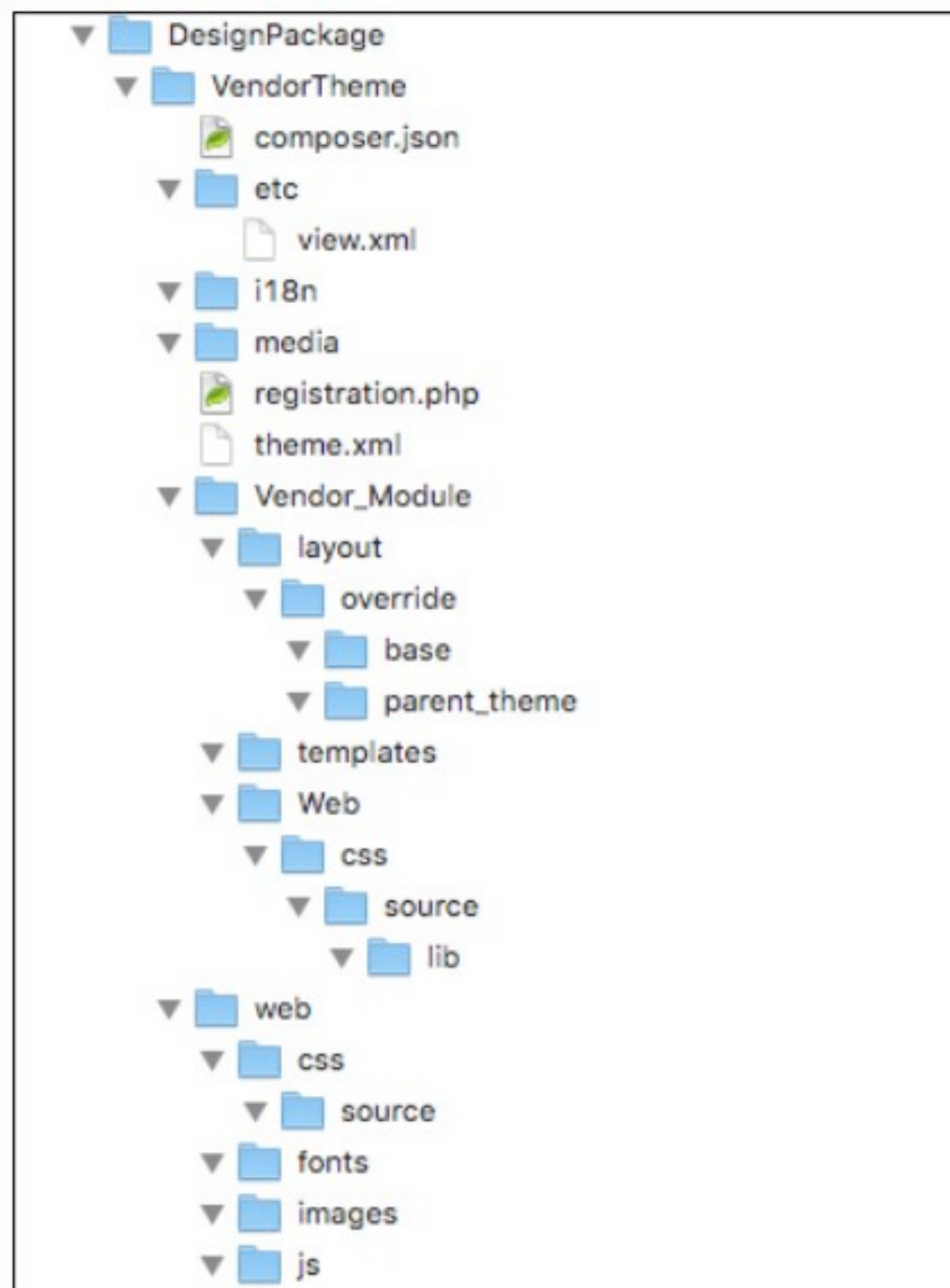
User-Agent Exceptions

Search String	Design Theme	Action
<input type="text" value="/^mozilla/"/>	<input type="text" value="Magento Luma"/>	

Search strings are either normal strings or regular exceptions (PCRE). They are matched in the same order as entered. Examples:
Firefox
/^mozilla/i

Find a string in client user-agent header and switch to specific design theme for that browser.

- Magento 2 is a departure from Magento 1.x in that the skin directory used in Magento 1.x is absent, and the structure has been simplified. All files have been consolidated into one location, stored under the /app directory.
- Additionally, the layout and template directories from Magento 1.x have moved. Now, every module has its own layout and template directories in which you can access all template, layout, JS, and CSS/Less files.



The theme directory

How to apply a theme

- <http://devdocs.magento.com/guides/v2.0/frontend-dev-guide/themes/theme-apply.html>
- <http://devdocs.magento.com/guides/v2.0/frontend-dev-guide/themes/theme-create.html>

Theme files and directories

- In the new theme structure for Magento 2, all of the files related to design are in the preceding layout, under the Vendor Theme directory. To clarify this new layout, a brief description of the role of each of the files and directories here:
- `/composer.json` : This file is not a required file, but you'll use it to describe the dependencies your theme has and metadata for your theme. This file is essentially for use if you intend your theme to be a composer package.
- `/etc/view.xml` : This file is required for a theme, but only if it doesn't already exist in a parent theme. It includes information about product images and thumbnails.
- `/i18n` : This directory includes CSV translation files.

Theme files and directories

- `/media` :The `/media` directory contains a theme thumbnail, typically a screenshot of the theme that serves as a preview of the theme when it's being installed in the admin. This directory is required.
- `/registration.php` : This file is required; it registers your theme
- `/theme.xml` : Also mandatory, the `theme.xml` file declares the theme as a system component. It contains information about the theme like the theme name, the parent theme name, and so on.

Theme files and directories

/Vendor_Module : This directory is the parent for module specific styles, and the naming convention is important. Magento will use it to determine which module it needs to apply the styles, layouts and templates to. If the module being overridden was the Catalog module, the directory would be Magento_Catalog. It is only required for modules that are being overridden.

/Vendor_Module/layout : This directory contains files that extend or establish module layouts. Layout files are XML that determines the position of blocks and containers on any given Magento page.

Theme files and directories

/Vendor_Module/layout/override/base : Files in this directory specifically override the default layouts for the module in Question.

/Vendor_Module/layout/override/parent_theme : Layout files in this directory specifically override the parent theme layouts for the module specified.

/Vendor_Module/templates : This directory contains template files that override either default or parent templates in place for this module. If there are custom templates for this module, they're stored in this directory as well. We'll review template files in greater detail in the customizing themes section.

Theme files and directories

/web : This directory contains static files that can be loaded directly from the frontend. For example, if you wanted to reference a specific image, you could include it here, and you would be able to refer to it in a template file.

/web/css/source :

/web/css/source/lib :

/web/fonts :

/web/images :

/web/js

:

Design & Theme

Your store's theme is like a window dressing that can be changed for a season or promotion. In this section, you will learn about page layouts, how to make simple HTML changes, and apply a new theme to your store.

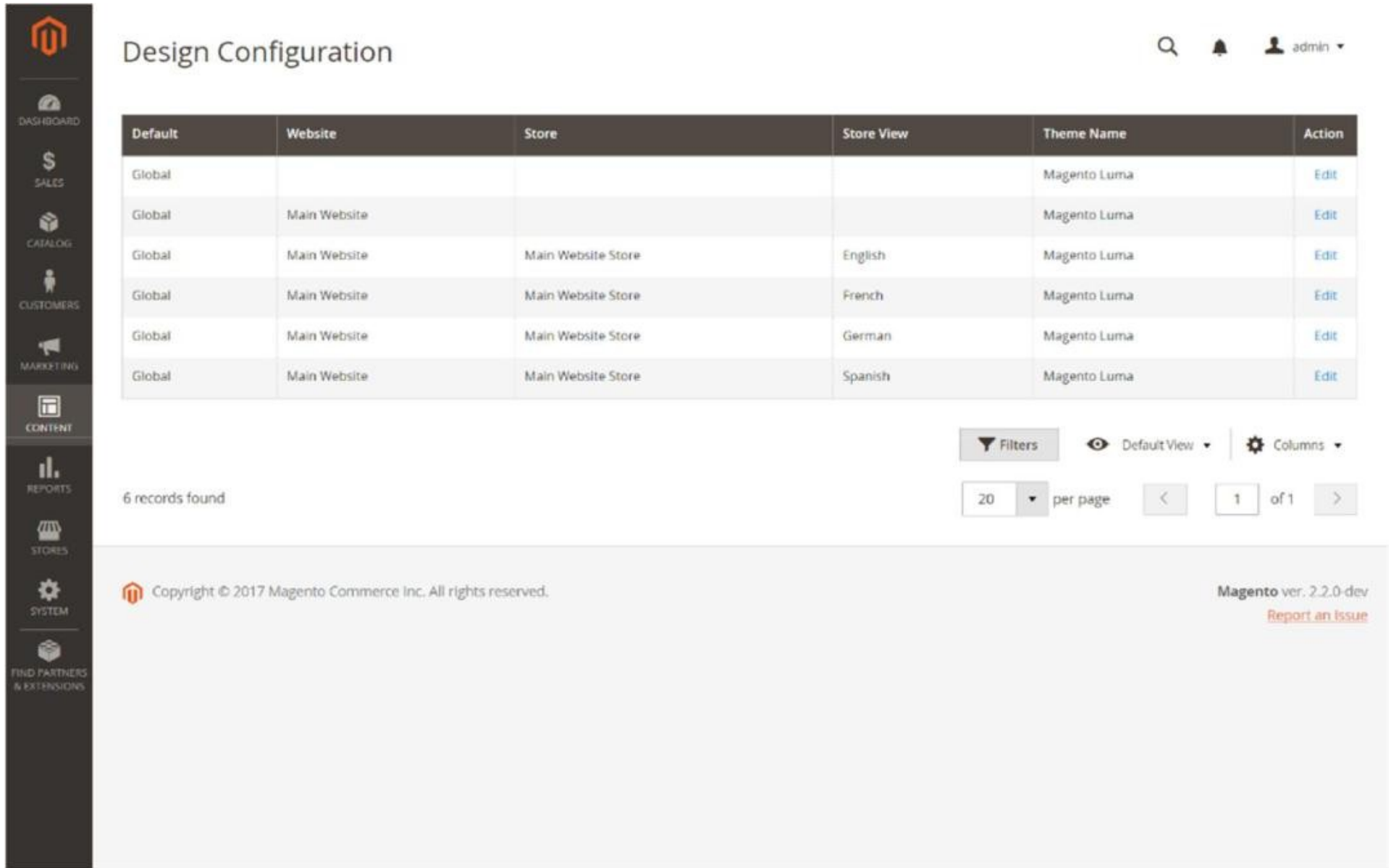
Design Menu

Magento provides a variety of easy-to-use design options that you can use to make simple changes to your store. Like the window dressing of your store, you can change the theme for the season or for a promotion.

More advanced users appreciate the flexibility of working with an object-oriented environment that assembles pages from separate components.

To display the Design menu:

On the **Admin sidebar**, tap **Content** . The Design options are part of the Content menu.



Design Configuration

Default	Website	Store	Store View	Theme Name	Action
Global				Magento Luma	Edit
Global	Main Website			Magento Luma	Edit
Global	Main Website	Main Website Store	English	Magento Luma	Edit
Global	Main Website	Main Website Store	French	Magento Luma	Edit
Global	Main Website	Main Website Store	German	Magento Luma	Edit
Global	Main Website	Main Website Store	Spanish	Magento Luma	Edit

6 records found

Filters Default View Columns

20 per page 1 of 1

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Magento ver. 2.2.0-dev

1.1 Design Configuration

The Design Configuration makes it easy to edit design-related rules and configuration settings by displaying the settings on a single page.

To edit the design configuration:

On the **Admin menu**, tap **Content**. Then under **Design**, choose **Configuration**.

Find the **store view** that you want to **configure**. Then in the **Action** column, click **Edit**. The page displays the current design settings for the **store view**.

To change the Default Theme, **set Applied Theme** to the theme that you want to apply to the view.

If no theme is specified, the system default theme is used. Some third-party extensions modify the system default theme.

If the theme is to be used for only a specific device, do the following:

Under **Design Rule** section under **User Agent Rules**, tap **Add New User Agent Rule**.

In the **Search String** column, enter the browser ID for the specific device.

A search string can be either a normal expression or Perl Compatible Regular Expression (PCRE). To learn more, see: **User Agent**. The following search string identifies Firefox:

`/^mozilla/i`

In the **Theme Name** column, choose the theme that is to be used for the specified device

User Agent Rules

User agent exceptions override product and CMS pages rules.

[Use Default Value](#)

[Add New User Agent Rule](#)

< 1 of 1 >

Search String	Theme Name	Actions
<input type="text"/>	-- No Theme -- 	Remove



Search strings are either normal strings or regular exceptions (PCRE). They are matched in the same order as entered.
Examples: Firefox: /^mozilla/i


e. Repeat the process to enter additional devices. Search strings are matched in the order they are entered.

Under Other Settings, expand each section. Then, follow the instructions in the linked topics to edit the settings as needed.

Other Settings

Pagination 

HTML Head 

Header 

Footer 

Search Engine Robots 

Product Image Watermarks 

Transactional Emails 

Then complete, tap **Save Configuration**

Page Setup

The main sections of the page are controlled, in part, by a set of standard [HTML](#) tags. Some of these tags can be used determine the selection of fonts, color, size, background colors, and images that are used in each section of the page.

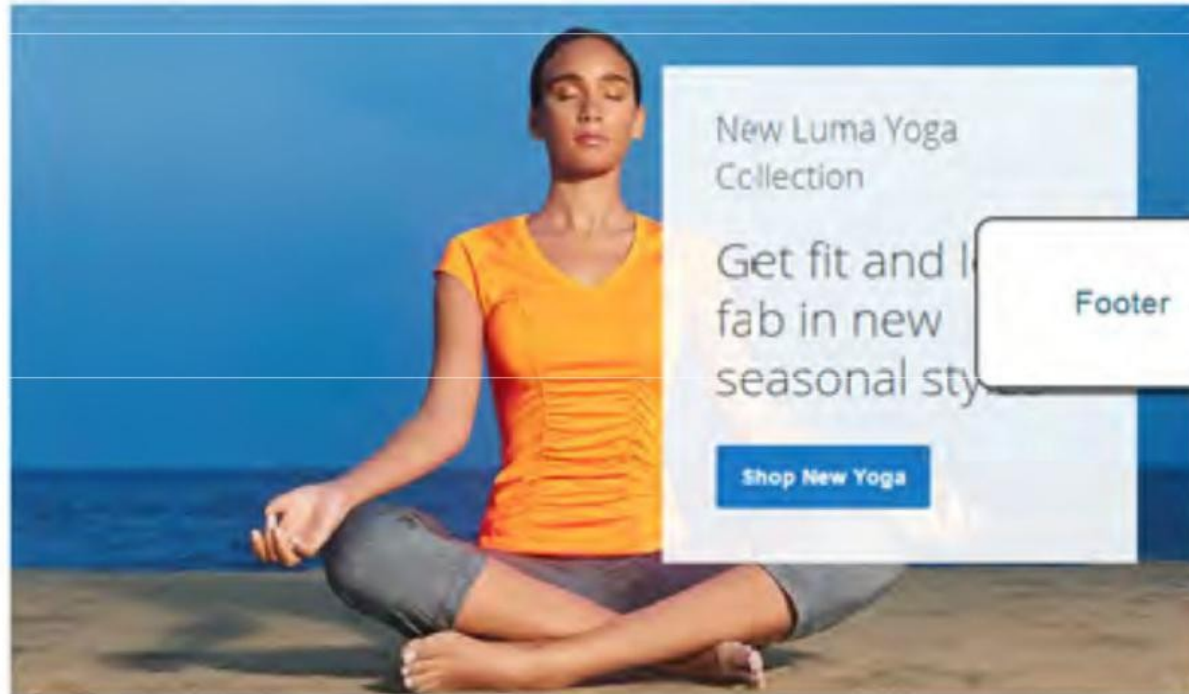
Other settings control page elements such as the logo in the header, and the copyright notice in the footer. The Page Setup sections correspond to the underlying structure of the HTML page, and many of the basic properties can be set from the [Admin](#)

Default welcome msg! Sign In or Cr



Search content

What's New Women Men Gear Training Sale



HTML Head

Header

Footer

```
Elements Console Sources Network Timeline X
<!DOCTYPE html>
<html lang="en-US">
  <head>...</head>
  <body data-container="body" class="cms-home cms-index-index page-
  layout-1column aria-busy="false">
    <script type="text/javascript">...</script>
    <script>...</script>
    <noscript>...</noscript>
    <div class="page-wrapper">
      <div class="page-header">
        <div class="panel wrapper">
          <div class="panel header">
            <div>
              <div>
                <a class="action skip content">...</a>
                <div class="switcher language switcher-language" data-ul-id=
                "language-switcher" id="switcher-language">...</div>
                <ul class="header links">...</ul>
              </div>
            </div>
          </div>
        </div>
      <div class="header content">...</div>
    </div>
    <div class="sections nav-sections">...</div>
    <main id="maincontent" class="page-main">...</main>
    <div class="page-footer">
      <div class="footer content">
        <div class="block newsletter">...</div>
        <div class="links">...</div>
        <ul class="footer links">...</ul>
      </div>
    </div>
    <small class="copyright">...</small>
  </div>
  <div id="window-resizer-tooltip" style="display: none;">...</div>
  <div class="modal-wrapper">...</div>
</body>
</html>
```

1.3 HTML Head

The settings in the HTML Head section correspond to the <head> tag of an HTML page, and can be configured for each store view.

In addition to meta data for the page title, description, and keywords, the section includes a link to the favicon, and miscellaneous scripts. Instructions for search engine robots and the display of the store demo notice are also configured in this section.

To configure the HTML Head:

On the Admin sidebar, tap Content. Then under Design, choose Configuration.

Find the store view that you want to configure. Then in the Action column, click Edit.

Under Other Settings, expand the HTML Head section.

Update the fields as needed. (See the following Field Descriptions for more information about each item.)

When complete, tap Save Config.

HTML Head



Favicon Icon

Upload

Allowed file types: ico, png, gif, jpg, jpeg, apng, svg. Not all browsers support all these formats!

Default Title

Magento Enterprise Edition

Title Prefix

Title Suffix

Default Description

Default Description

Default Keywords

Magento, Varien, E-commerce

Scripts and Style Sheets

<link rel="stylesheet" type="text/css" media="all" href="{{MEDIA_URL}}styles.css" />

This will be included before head closing tag in page HTML.

Display Demo Store Notice

No



1.4 Header

The Header section identifies the path to your store logo, and specifies the logo alt text and welcome message.

Header



Logo Image

Upload

Allowed file types: png, gif, jpg, jpeg.

Logo Attribute Width

Logo Attribute Height

Welcome Text

Default welcome msg!

Logo Image Alt

To configure the header:

On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**.

Find the store view that you want to configure. Then in the **Action** column, click **Edit**.

Under **Other Settings**, expand the **Header** section.

Make any changes necessary to the logo and welcome message settings.

5. When complete, tap Save Config.

1.5 Footer

The Footer configuration section is where you can update the copyright notice that appears at the bottom of the page, and enter miscellaneous scripts that must be positioned before the closing `<body>` tag.

Footer

Miscellaneous HTML

This will be displayed just before the body closing tag.

Copyright

Copyright © 2016 Magento. All rights reserved.

To configure the footer:

On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**.

Find the store view that you want to configure. Then in the **Action** column, click **Edit**.

Under **Other Settings**, expand the **Footer** section.

Make any changes necessary to the **Copyright** and **Miscellaneous HTML** settings.

When complete, tap Save Config.

Page Layout

The layout of each page in your store consists of distinct sections, or containers, that define the header, footer, and content areas of the page. Depending on the layout, each page might have one, two, three columns, or more. You can think of the layout as the “floor plan” of the page.

Content blocks float to fill the available space, according to the section of the page layout where they are assigned to appear. You will discover that if you change the layout from a three-column to a two-column layout, the content of the main area expands to fill the available space, and any blocks that are associated with the unused side bar seem to disappear.



Search entire store here...



[What's New](#) [Women](#) [Men](#) [Gear](#) [Training](#) [Sale](#)

[Home](#) > [Training](#)

Training

[Compare Products](#)

You have no items to compare.

[My Wish List](#)

You have no items in your wish list.



Motivate yourself.
Reach goals.
Boost ambition.
Max fitness.
Upgrade lifestyle.

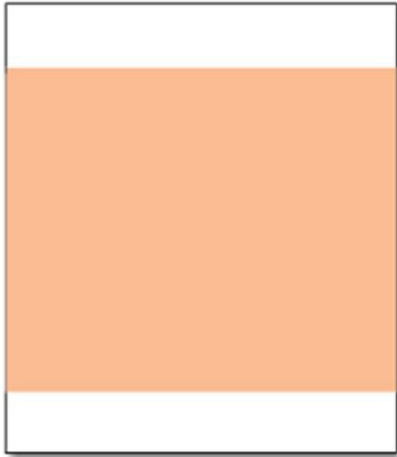


Before creating Luma, pro trainer Erin Renny helped world-class athletes reach peak fitness

Hand-selected by Erin, our training downloads reflect a commitment to yoga, health and wellness.

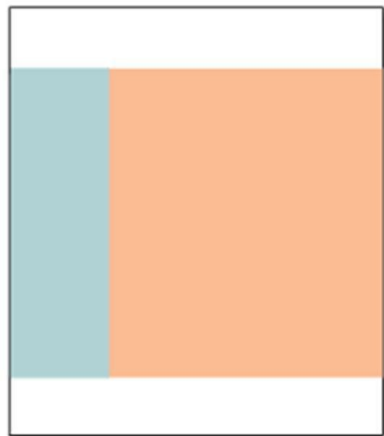
Standard Page Layouts

1 Column

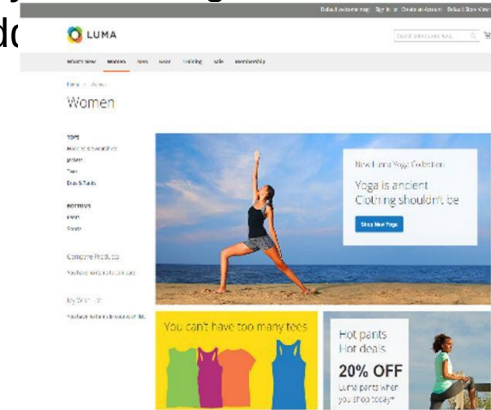
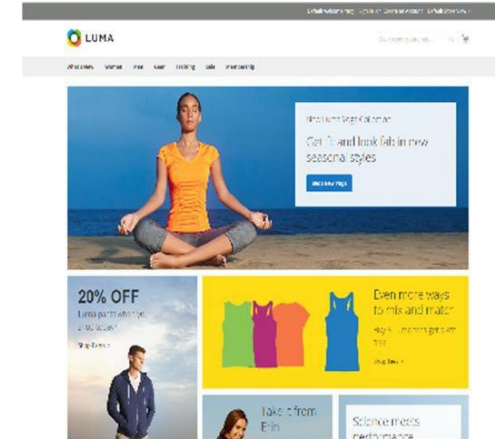


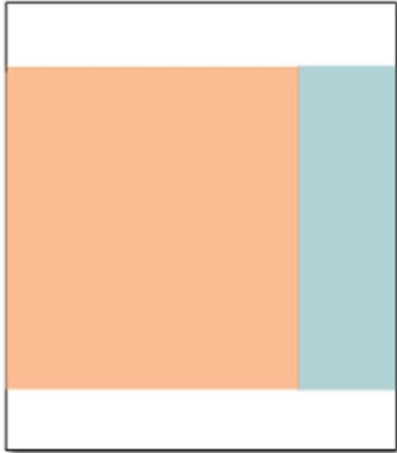
The “1 Column” layout can be used to create a dramatic home page with a large image or focal point. It’s also a good choice for a landing page, or any other page that has a combination of text, images, and video.

2 Columns with Left Bar



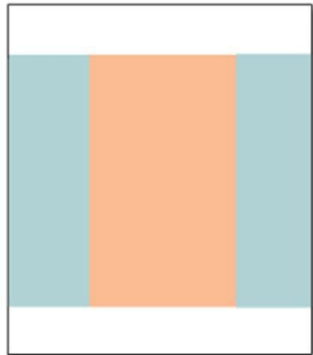
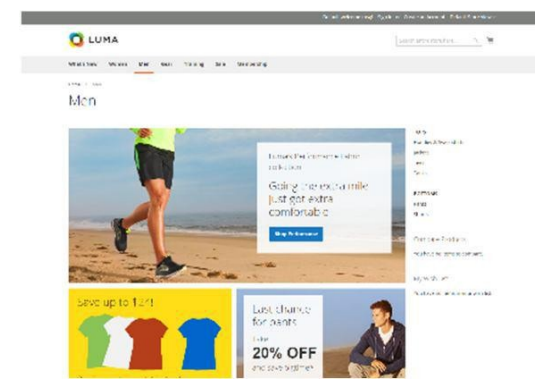
The “2 Columns with Left Bar” layout is often used for pages with navigation on the left, such as a catalog or search results pages with layered navigation. It is also an excellent choice for home pages that need additional blocks of supporting content on the left.





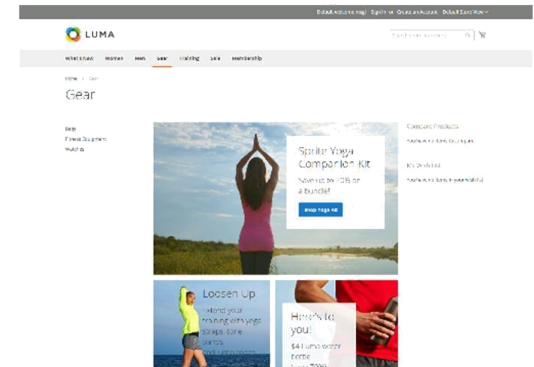
2 Columns with Right Bar

With a “2 Columns with Right Bar” layout, the main content area is large enough for an eye-catching image or banner. This layout is also often used for Product pages with blocks of supporting content on the right.



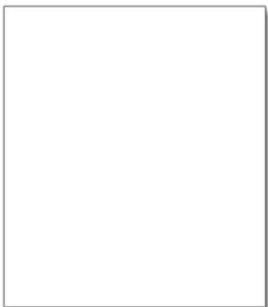
3 Columns

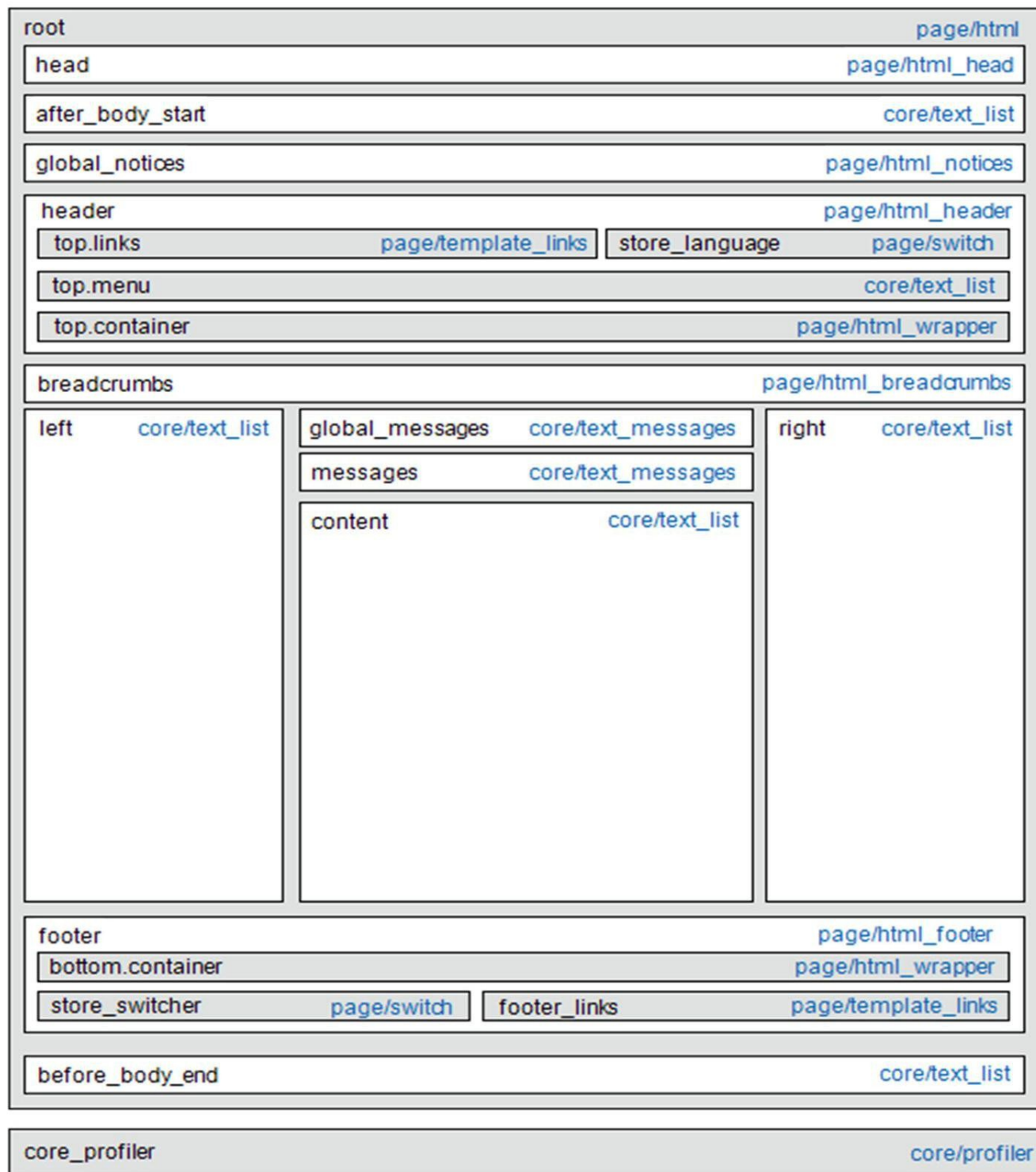
The “3 Column” layout has a center column that is wide enough for the main text of the page, with room on each side for additional navigation and blocks of supporting content.



Empty

The “Empty” layout can be used to define custom page layouts.





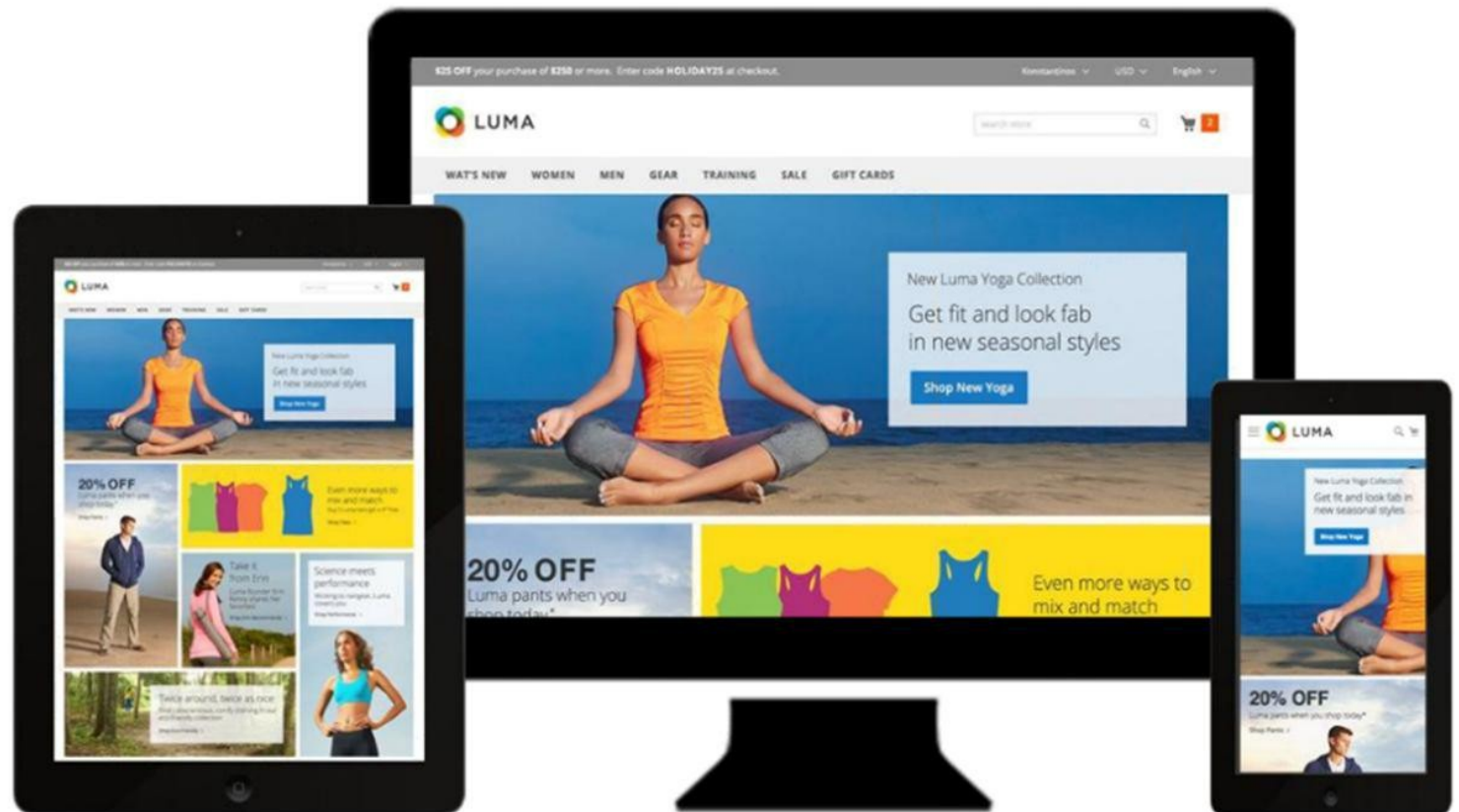
Standard Block Layout

Themes

A theme is a collection of files that determines the visual presentation of your store. When you first install Magento Open Source, the design elements of the store are based on the “Default” Theme. In addition to the initial default theme that comes with your Magento installation, there is a wide variety of themes that are available “off the shelf” on Magento Connect.

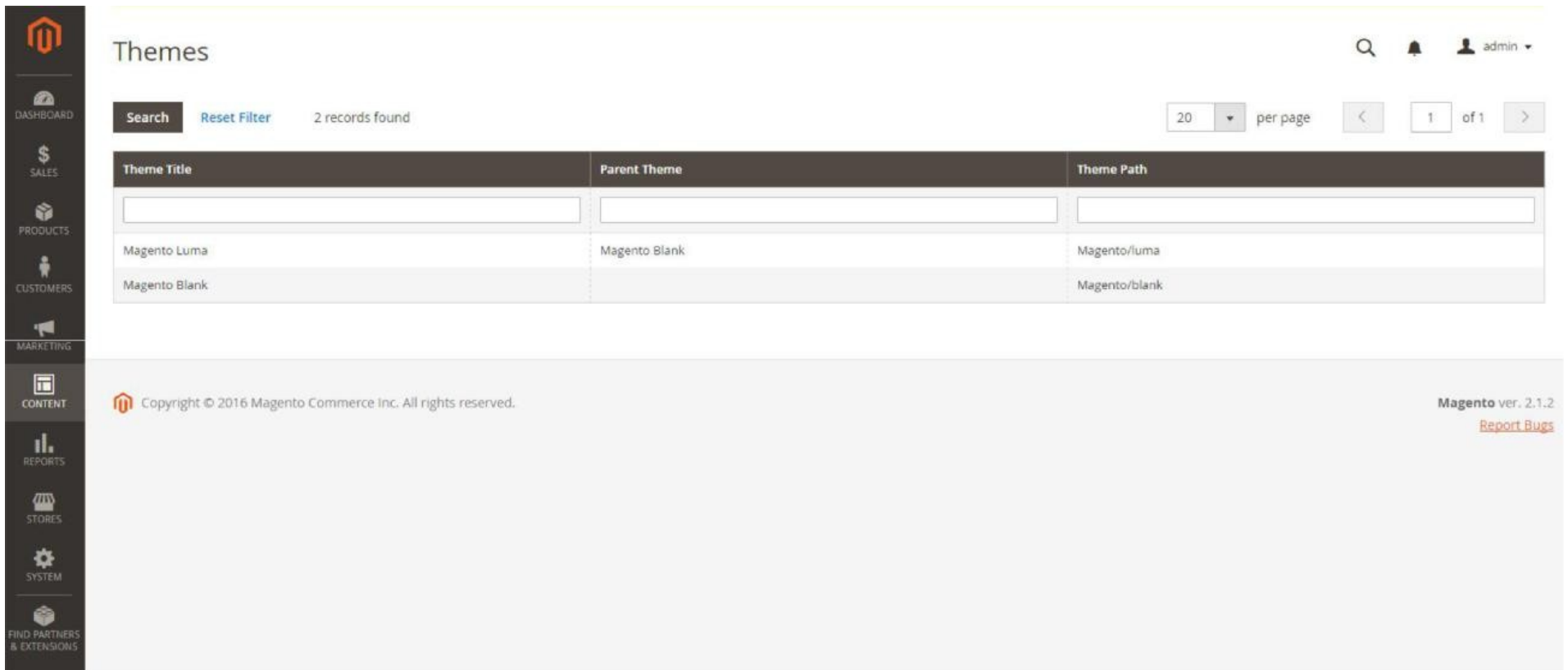
A responsive theme adjusts the page layout to fit the view port of the device. Magento’s sample “Luma” theme has a flexible, responsive layout that can be viewed from the desktop, tablet, or mobile device.

Magento themes include layout files, template files, translation files, and skins. A skin is a collection of supporting CSS, images, and JavaScript files that together, create the visual presentation and interactions that your customers experience when they visit your store.



3.1 Using the Default Theme

Magento's default responsive theme renders the display of your storefront for different devices, and incorporates best practices for desktop, table, and mobile devices. Some themes are designed to be used only with specific devices. When Magento detects a specific browser ID, or user agent, it uses the theme that is configured to be used for the specific browser. The search string can also include Perl-Compatible Regular Expressions (PCRE).



The screenshot shows the 'Themes' management page in the Magento Admin interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area has a header with the title 'Themes', a search icon, a notification bell, and a user profile dropdown for 'admin'. Below the header, there's a search bar with a 'Search' button, a 'Reset Filter' link, and a status '2 records found'. To the right of the search bar are pagination controls showing '20' items per page, '1' of 1 page, and navigation arrows. The main part of the page is a table with three columns: 'Theme Title', 'Parent Theme', and 'Theme Path'. The table contains two rows: 'Magento Luma' with parent 'Magento Blank' and path 'Magento/luma', and 'Magento Blank' with an empty parent field and path 'Magento/blank'. At the bottom of the page, there is a footer with the Magento logo, copyright notice 'Copyright © 2016 Magento Commerce Inc. All rights reserved.', and version information 'Magento ver. 2.1.2' with a link to 'Report Bugs'.

Theme Title	Parent Theme	Theme Path
Magento Luma	Magento Blank	Magento/luma
Magento Blank		Magento/blank

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To view the current theme settings:

On the Admin sidebar, tap **Content**. Then under **Design**, choose **Themes**.

2. In the list of installed themes, find the theme that you want to examine, and click the row to display the settings.

To view a sample page, tap the **Theme Preview Image**.

The screenshot shows the Magento Admin interface. On the left is a vertical sidebar with icons and labels for various sections: Dashboard, Sales, Products, Customers, Marketing, Content (highlighted), Reports, Stores, System, and Find Partners & Extensions. The main content area is titled 'Theme: Magento Luma'. Below the title is a 'Back' button. The 'THEME' section on the left has 'General' selected. The 'Theme Settings' table displays the following information:

Theme Settings	
Parent Theme	Magento Blank
Theme Path	Magento/luma
Theme Title	Magento Luma
Theme Preview Image	

At the bottom of the page, the footer contains the Magento logo, copyright information 'Copyright © 2016 Magento Commerce Inc. All rights reserved.', the version 'Magento ver. 2.1.2', and a link to 'Report Bugs'.

To apply a theme:

On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**.

Find the store view that you want to configure. Then in the **Action** column, click **Edit**.

Under **Default Theme**, set **Applied Theme** to the one that you want to use for the current view.

Default Theme

Applied Theme	<div><div>Magento Luma ▲</div><div>-- No Theme --</div><div>Magento Blank</div><div>Magento Luma</div></div>	system default is used. The system default may be modified by third party extensions.
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To add a user agent rule:


Under **Design Rule**, tap Add New User Agent Rule. Then, do the following:

User Agent Rules

User agent exceptions override product and CMS pages rules.

Add New User Agent Rule

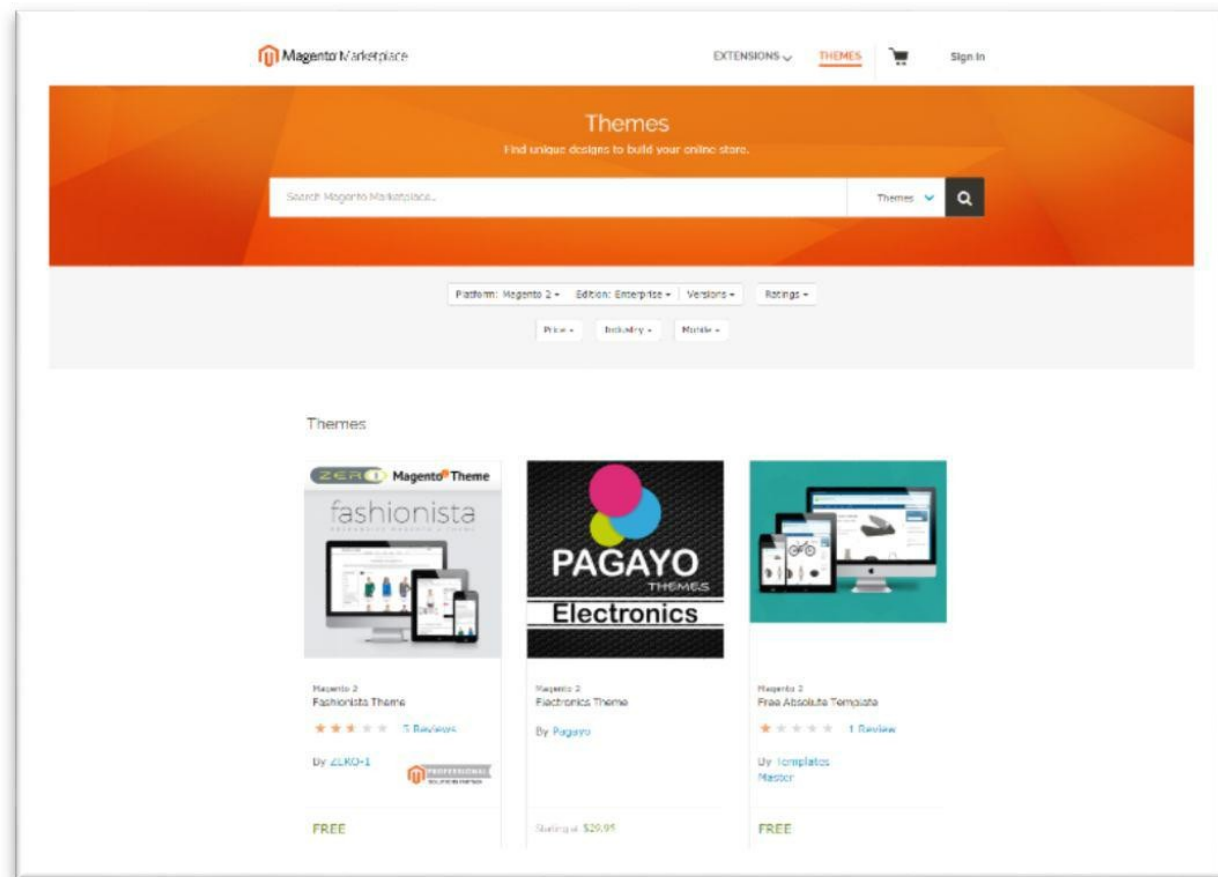
Search String	Theme Name	Actions
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 Search strings are either normal strings or regular exceptions (PCRE). They are matched in the same order as entered.
Examples: Firefox: `/^mozilla/i`

- a. In the **Search String** field, enter the browser ID for the specific device. For example:
Search strings are matched in the order they are entered. For example, for Firefox enter: `/^mozilla/i`
Repeat the process to enter additional devices.
When complete, tap Save Config.

3.2 Installing a New Theme

When you first install Magento, the design elements of the store are based on the “Default” theme. The Luma theme is also available if you installed the sample data. You can modify a theme, add themes created by others, or create new ones. **Magento Marketplace** contains a growing selection of themes that you can install to change the appearance of your store. To learn how to create or modify a theme, see the **Frontend Developer Guide**.



To install a new theme:

Before you begin, make sure that you have a valid set of Magento 2 Access Keys.

Follow the steps outlined in the Marketplace Quick Tour, to: Find a Theme

Evaluate the Product Make a Purchase

Download the Software Install the Theme

To apply the theme to your store, see: Using the Default Theme,

3.3 Theme Assets

The term static files refers to the collection of assets, such as CSS, fonts, images, and JavaScript, that is used by a theme. The location of static files is specified in the Base URL configuration.

A digital signature can be added to the URL of each static file to make it possible for browsers to detect when a newer version is available. The newer version of the file is used if the signature differs from what is stored in the browser's cache.

For a standard installation, the assets associated with a theme are organized in the web folder at the following location below the Magento root.

[magento_root]/app/design/frontend/Magento/
[theme_name]/web

