

RICH PLASTOW

I developed a suite of **custom WordPress plugins**, along with a **custom WordPress theme** based on **Bootstrap**, to create this lightweight, easy-to-update, **responsive website**.

CASE STUDY **Broo**

CLIENT **Arms Around The Child**

LAUNCHED **November 2013**

SKILLS **WEB DEVELOPMENT** **UX DESIGN** **SEO** **ANALYTICS** **ACCESSIBILITY** **RESPONSIVE LAYOUT**
SERVER ADMIN **WORDPRESS** **BOOTSTRAP** **JQUERY** **PHP** **JAVASCRIPT** **HTML** **CSS**

Arms Around The Child raises funds for projects in India and Africa to help lift children out of poverty. **Analytics** indicated that donations at **armsaroundthechild.org** were increasingly being made using tablets and mobile devices, so we chose to rebuild the site from the ground up, using **responsive techniques**.

The Creative Director at **Kandi Media** designed the new site, providing visuals in PDF format. I reworked the visuals for three screen widths: desktop, tablet, and mobile. From these I built 'broo-aatc', a **WordPress** child theme which extends 'broo-base', a general purpose parent theme I had developed in early 2013.



Developed during this project

- BROOLANG** Language and locale tools, for maintaining US and UK versions of the site
- BROOSHARE** Dynamic **social media buttons**, including Facebook Like and Twitter Tweet
- BROOSLIDE** An **image slider** based on Bootstrap's carousel component
- BROOMAX** A modified Bootstrap carousel which dynamically fills all available window space
- BROOPOP** A variable-column gallery with popup Bootstrap **modal dialogs**

Best practice

- FUTURE PROOF** Extensive use of **plugin hooks** for hassle-free WordPress upgrades
- CLEAN CODE** HTML, CSS and JavaScript source files are properly **indented** and well **commented**
- COMPATIBILITY** Tested on all modern **browsers and devices**
- ACCESSIBILITY** Includes CSS for **screen readers** and **visually impaired** users

Find out more...

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