RICH I developed a suite of custom WordPress plugins, along with PLASTOW 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

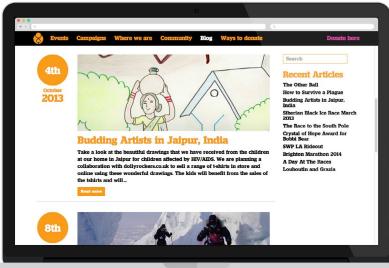
SKILLS WEB DEVELOPMENT UX DESIGN SEO ANALYTICS ACCESSIBILITY RESPONSIVE LAYOUT

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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