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**.

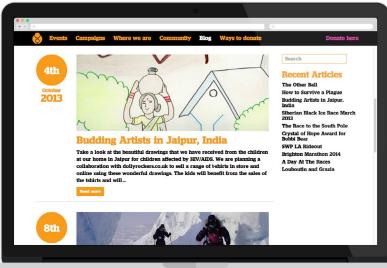|	
CASE STUDY	Broo
CLIENT	Arms Around The Child
DATE	November 2013
SKILLS	WEB DEVELOPMENT · UX DESIGN · SEO · ANALYTICS · ACCESSIBILITY · RESPONSIVE LAYOUT · SERVER ADMIN · WORDPRESS · BOOTSTRAP · JQUERY · PHP · JAVASCRIPT · HTML · CSS

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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