

# Working With A WordPress Theme Designer & Developer

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# Agenda

- The problems of custom theme design & development
- The Four Phases
- Research
- Design
- Development
- Implementation
- Working with me & my team
- Estimated time 30-40 minutes



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# The Problem

- Never done it before
- Have no idea of the various processes involved
- No understanding of the phases
- Custom theme design is a complex project it is part design and part computer development project.
- This webinar will show you what you need to know and have prepared to embark upon a custom theme development project
- Check out the designers portfolio if you like their style move forward



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# The Four Stages

- Research - your responsibility
- Design - designer and you
- Development - developer and you
- Implementation - developer and you
- People
  - You the commissioner
  - Designer - creates a look and feel for your site
  - Developer - codes up the design to an actual theme



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# Research

- This is where you do your homework
- Functionality
  - email signup, social media share buttons, sales page for your products or services, video, images
- Design Elements
  - colours, fonts,
  - <http://www.colorschemer.com/online.html>



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# Research (cont)

- Other sites you like
  - gather a scrap book, and what you like
- Existing graphics
- The more info, the easier it is for the designer
- Pull this together in a document for the designer
- A design brief will be created from your research



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# Design (Concept)

- This stage takes a little trust
- Hand over your brief. the designer will create a concept
- Concept
  - rough design
  - colours, imagery
  - position of functionality
- Wire frame or PDF output
- Once you accept this it is turned into a final design
- Example of my site



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# Design (final design)

- From concept we move to final design
- Final graphics
- Design layout size and colours for developer
- Once approved, no going back (or more money involved)
- Need to be happy, design changes at the development stage are costly.



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# Development

- Developer works with designer to turn paper design into actual website
- Should be done on a development area
- Should take copies of your existing content



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# Development (build)

- Header
- Footer
- Content area
- Sidebar
- Homepage layout
- Blog page layout
- any other custom pages
- selection of plugins and theme design



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# Testing (Unit Testing)

- Developer tests all of their work
- Test functionality
- Should be cross browser tested
- Should be WC3 compliant
- Should get designer approval
- Demo validator



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# Testing (User testing)

- Development theme passed to you for testing
- What you need to do
  - user a number of browser
  - Change screen size
  - test functionality
- Output - snagging list
- Fix and repeat process
- Approval - implementation



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# Implementation

- What you should expect
  - developer moves the new theme live
  - installs and configs any plugins
  - tests again in live
- What you should not expect
  - a zip file and an invoice



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# Implementation (training)

- Expect training or detailed documentation
- New theme may work in a different way, you should expect training or documentation



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# Implementation (post implementation support)

- Should expect your developer to fix little nagging issue you find after implementation
- Expect to pay more for additional features not requested



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# Working With Us

- I have a fixed price custom theme design package
- Jonathan Woodward designer
- Me as project manager and developer



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# Working With Us (design)

- Concepts- home page and another page of your choice e.g. blog page - 1 concept plus tweaks
- Custom header - text based or adaption of current logo - 1 concept plus tweaks
- Up to four graphics to match your design (products services etc)



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# Working With Us (design)

- Concepts to client within 7 days
- Design tweaks and approval
- Final design to client & developer 2 days



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# Working With Us (development)

- Create a development site dev.  
[wpdude.com/yourproject](http://wpdude.com/yourproject)
- Export existing plugins and content
- Develop Theme
- Can secure, stop SE crawling



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# Working With Us (development)

- Development 5-10 days
- Unit testing 1-2 days
- User testing 1-2 days
- Development fixes
- Final development approval



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# Working With Us (Implementation)

- Move theme to your site (expect downtime)
- Live testing
- Handover coaching session
- Post implementation support where required



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# Cost

- Fixed price package \$2,100
- Three payments
  - \$700 at start of project
  - \$700 at start of development
  - \$700 upon implementation
- Special for webinar attendees
  - \$1,500
  - Three installments of \$500



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# Q & A

- Recap
  - Four stages
  - Research
  - Design
  - Development
  - Implementatation
- Q & A



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