

ShapeShifter for WordPress

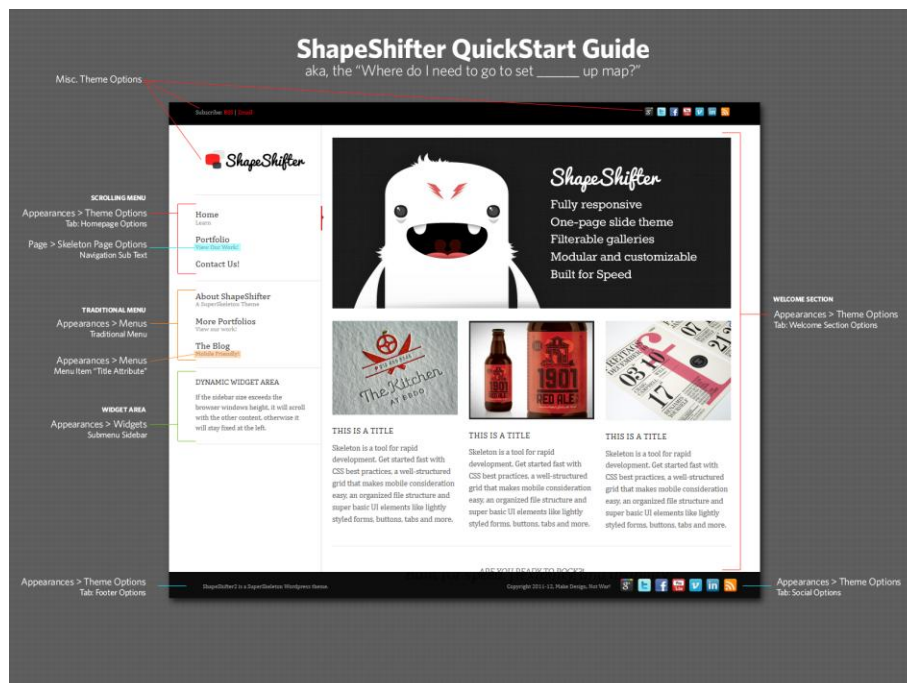
By Brandon R Jones - www.makedesignnotwar.com

The official documentation for how to install and use your new theme!

I'm Brandon Jones, and this is the theme documentation! Within this document you'll find detailed instructions on how to install, setup, and use the new WordPress theme that you've downloaded.

Before we dive in, take a look at this quick-start graphic as it'll likely help out.

(click for a bigger image)



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1. Getting Started

Installation

Theme Setup & Basics

2. Theme Features

Setting Up the Menus

Theme Options

Sidebars and Widgets

Featured Image Basics

Adding Video

Skeleton Post/Page Options

Custom Page Templates

Image Galleries

Optional Plugin Recommendations

Shortcodes

3. Theme Files

Cascading Style Sheets

JavaScript Files

Photoshop Files

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1. Getting Started

To install this theme you must have a working version of WordPress already installed. For information in regard to installing the WordPress platform, please see the WordPress Codex - http://codex.wordpress.org/Installing_WordPress

Installation & OptionTree

It all starts here! When you are ready to install your theme, you must first upload the theme files and then activate the theme itself. The theme files can be uploaded in two ways:

- **FTP Upload:** Using your FTP program, upload the non-zipped theme folder into the [/wp-content/themes/](#) folder on your server.
- **WordPress Upload:** Navigate to [Appearance > Add New Themes > Upload](#). Go to browse, and select the zipped theme folder. Hit "Install Now" and the theme will be uploaded and installed.

Once the theme is uploaded, you need to activate it. Go to [Appearance > Themes](#) and activate your chosen theme.

Finally, you'll need to install the FREE, open source OptionTree plugin, found here: <http://wordpress.org/extend/plugins/option-tree/>

You can also find it from the [Plugins > Add New](#) library.

Once you've done this, your theme will be turned on, but you'll likely need to add quite a bit of your own custom content (logo, posts, pages, menus, etc.) before it's ready to go. You can do this from the [Appearance > Theme Options](#) page, or read on for details.

ShapeShifter for WordPress

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Theme Setup & Basics

This theme offers a basic starting place for lots of magic to happen... whether you're someone just looking for a simple theme or a developer looking to extend this quite a bit farther than the demo shows off. The key here is that this theme is RESPONSIVE! What's that? It means that the theme will adapt its layout to match whatever screen its shown on, from a normal monitor down to a tablet or even a mobile phone!

The first thing you'll need to do is start filling out the **Theme Options** settings. Once you've done that, it's time to start adding your content... This theme handles content in a standard WordPress way, but you might want to know about the custom blog loops for the [Portfolio](#) and [Blog](#) page templates.

2. Theme Features

Setting Up the Menus

As we mentioned in the [Quick Start Map](#), there are two menus that you'll likely want to setup for this theme:

1. The Scrolling Menu
2. The Traditional Menu

To setup the **Scrolling Menu**, you need to select the pages that you want to appear from the **Theme Options** panel. You can add the "Sub-title" for each navigation element on each individual page under the Skeleton Page Options. Note that page template (discussed later) are will not function inside the scrolling section.

To setup the **Traditional Menu**, navigate to [Appearance > Menus](#). There are two "menus" that you can set in this theme: 1) The Primary Menu and 2) The "Responsive" Dropdown menu (this one gets used when the screen size is small enough).

Add a new menu, give it a name and build it up using the available widgets.

Top level menu items can receive a "Title" subtext. To add this, open the "Screen Options" at the top right of the menus panel, and check the Description checkbox.

ShapeShifter for WordPress

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Once you've done this, each menu item will allow you to add a few words into the new Description field.

You can add a variety of items including pages, categories, custom links. *To extend the available widgets, click the screen options tab at the very top of the screen and configure your options.*

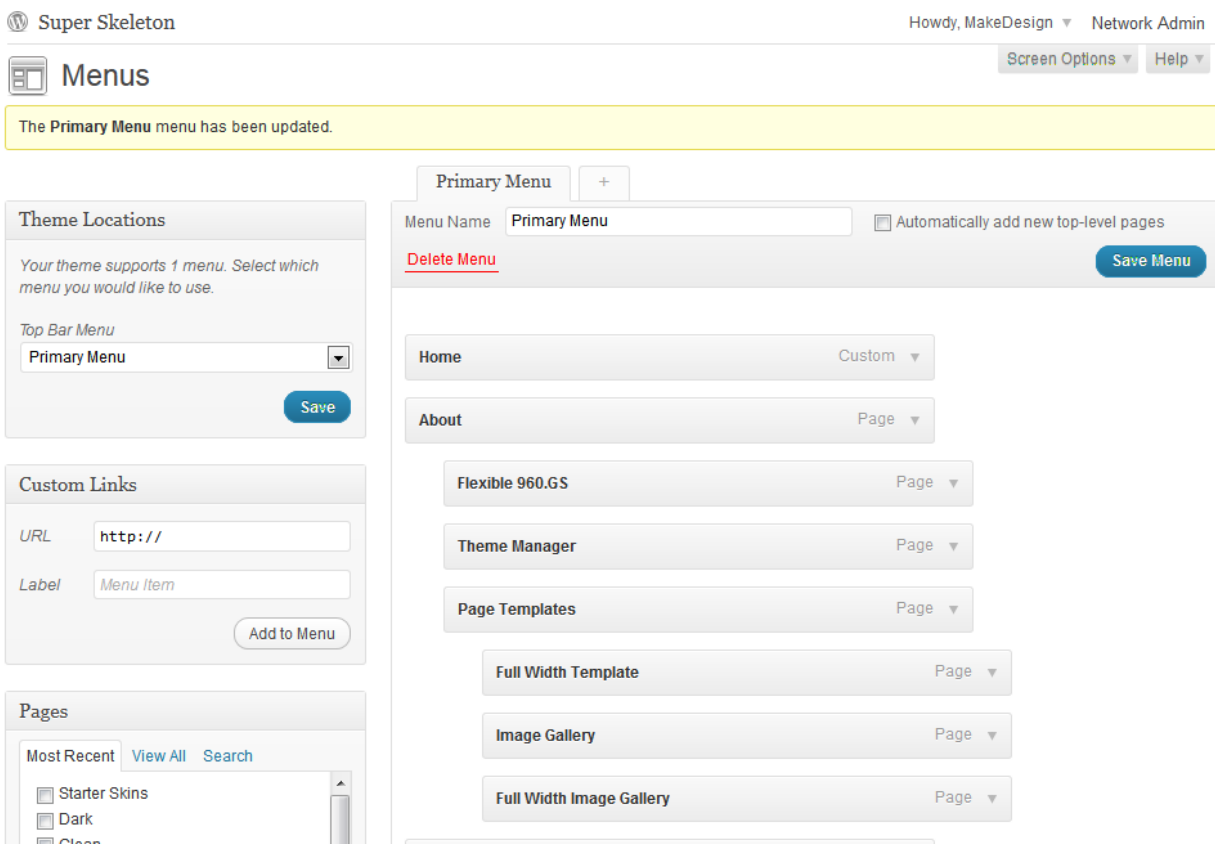


Figure 1: The Menus Manager (Appearance > Menus)

Theme Options

This theme comes with a wide range of custom options, all accessible through the "OptionTree" or "Appearance > Theme Options" links found on the left side of your admin panel. From here, you can change just about everything on the theme, from the Logo, to the link colors, font faces, and lots more.

ShapeShifter for WordPress

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The full list of options is quite long and heavily notated, so you're encouraged to visit the page and read through the full list of possibilities. We'll review just one here though:

Getting Your Logo Just Right

Adding your logo is easy. Just upload an image from the options page and select "[Insert Into Post](#)" when it's done uploading. You can also add your own URL by typing it in. Either way works, but getting the spacing perfect can be tricky.

Ideally, you'll want to use an image editing program (like Photoshop) to resize your logo to about [50px - 100px](#) tall. This theme will automatically resize the width to fit inside the sidebar space (maximum of [200px](#)). You can even use the provided logo template PSD found in the resources folder of your download. Add your own custom BG color, texture, or nothing at all (if you want to save it as a PNG).

Make sure that you include any desired space around your logo as there is no padding by default. Additionally, advanced users can add your own custom CSS for the "[#logo](#)" class if you'd like to add your own custom positioning.

Sidebars and Widgets

This theme is fully widgetized and includes 4 custom widget spaces (also called "sidebars"). You can access these via the [Appearance > Widgets](#) page. The sidebars includes are:

Sub-Menu Sidebar: This is the default widget area that will be used under your navigation section. If the sidebar size exceeds the browser windows height, it will scroll with the other content, otherwise it will stay fixed at the left.

Footer Column 1-3: These are the widget columns that will be used in the "[footer widget](#)" area. Ideally, these will hold just one widget per space, but the theme will fit in whatever you place inside these.

ShapeShifter for WordPress

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Add your own widgets into each sidebar space by dragging them from the "Available Widgets" space to the sidebar of your choosing.

Featured Image Basics

This theme uses **post-thumbnails** (or **Featured Images** as WP calls them) in lots of ways. For instance, this theme offers a unique portfolio experience that features a "dynamic grid" display on selected portfolio page templates. The post thumbnails are also used on Blog posts all over the theme... so learning how to set them up is important.

This section will discuss how to setup and use the thumbnails. You can create filtered portfolio pages using the provided page templates (discussed later) and selecting the category filters under the post options box.

Adding Portfolio Items

To add a new item to your portfolio page templates, simply add a new post ([Posts > Add New](#)). Portfolio items are simply blog posts. Each individual blog post represents a single grid module. To get the best use out of each portfolio module, it's a good idea to add an image to each post and set the [Featured Image](#).

Adding Images

Adding images is easy. Simply select the "[Add Image](#)" button next to the "Upload/Insert" section of the post editor.

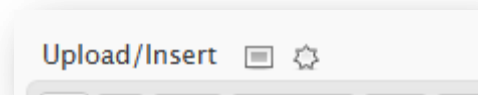


Figure 2: The Upload / Insert panel above the Post Editor

You'll be taken to the default WordPress image uploader where you can add as many images as you want (and insert them into your post as well).

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Setting the Thumbnail (Featured Image)

To make an image the thumbnail for a grid module, simply upload an image and then select "Use as featured image" under the image details (next to Insert Image).



Figure 3: Selecting "Use as featured image" will activate the thumbnail

Each image should ideally be larger than 640px wide if it's intended to be used inside of the normal post template; Larger than 740px wide if it's intended to be used in the Full Width template; and practically, no larger than 1600px wide if it's intended to be loaded in via the lightbox.

Design Note: This theme is built to handle all shapes and sizes of images, but in the interest of keeping things uniform, it's usually best that all of the images that you upload to be used as the thumbnails are all roughly the same size.

Read more about setting Featured images here:

<http://en.support.wordpress.com/featured-images/>

Adding Video

Every page and post in this theme is able to handle video! You can add it one of three ways:

Embed: Upload your video through a service like YouTube or Vimeo, then simply add their "embed script" to your particular post or page.

Self-Hosted: Upload your video directly to your server through the Media > Add Media panel. Then use the embed script provided by WP inside your post. You'll need to include both .m4v and .ogv files in order for this method to work in all browsers.

Lightbox Link: You can enter any Vimeo, YouTube, or .MOV URL into this Skeleton Post Options field and when you click the thumbnail, it will load into a lightbox. We'll explain more below...

ShapeShifter for WordPress

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Skeleton Post/Page Options

[Skeleton Post Options](#) are a special type of "meta-data" used for posts and pages. First, make sure that you have the Skeleton Page Options turned on via the "[Screen Options](#)" panel at the top-right of the post editor.

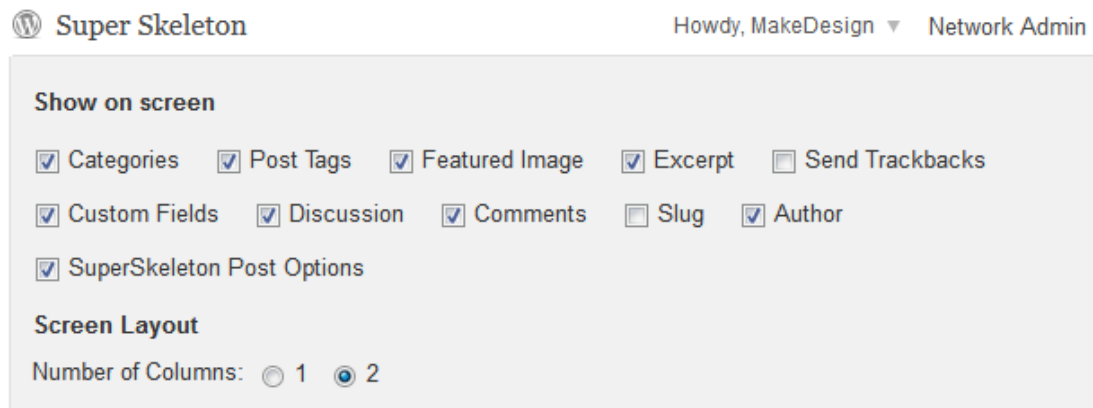


Figure 4: The Screen Options panel (note that SuperSkeleton Post Options) are turned on

With our post options turned on, you'll see a new panel underneath your post editor (labeled Skeleton Page/Post Options, as you might imagine!). From here, you can add a wide variety of custom information to your posts and pages, such as lightbox-links, custom backgrounds, and more.

ShapeShifter for WordPress

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SuperSkeleton Post Options

Custom Background Image URL

Upload an image, then place the URL here. ie: http://yoursite.com/images/custom_bg_image.jpg

Lightbox Link

Insert a URL for an image or video (Vimeo, YouTube, or .MOV) to be launched inside a lightbox from the post thumbnail. See the [lightbox documentation](#) for acceptable media.

Flip Columns?

☐ Yes ☐ No

Do you want to swap the sides for the Main Column and Sidebar Column?

Figure 5: The Skeleton Post Options panel (note, there may be more options as the theme evolves).

SuperSkeleton Page Options

Custom Background Image URL

Upload an image, then place the URL here. ie: http://yoursite.com/images/custom_bg_image.jpg

Category Filter

☐ Graphic-Design

☐ Illustration

☐ Portfolio

☐ Uncategorized

☐ Web Design

☐ Written Articles

Select which categories you would like included (if this page template uses blog posts)

Flip Columns?

☐ Yes ☐ No

Do you want to swap the sides for the Main Column and Sidebar Column?

Figure 6: The Page Options panel. Note the category filters for Blog and Portfolio page templates. (note, there may be more options as the theme evolves)

ShapeShifter for WordPress

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Custom Page Templates

The theme comes with a number of in built custom page templates. These templates can be used on individual pages to alter the display or functionality.

Standard Page

This is the default page used when you add a new page. It includes a sidebar and a space for your content. You can also add a custom background image via the "custom_background" field.

2.6.3 Portfolio Blog (2, 3, and 4 columns)

This template essentially grabs blog posts and lists them in a smart portfolio template. You can filter for a single category (like Photography, Web Design, or Illustration) by using the **Category Filter** under the **Skeleton Page Options**.

2.6.5 Traditional Blog

This template is for people who want a more traditional blog option by displaying your blog posts in a traditional vertical format. It also allows you to filter by category, so you can add a custom category (such as "blog") and filter for that single category on this page.

Image Galleries

This theme allows you to use the default image gallery shortcodes inside WordPress. To use this, simply add more than one image to your page or post, and then select "[Insert Gallery](#)" (this is also found on the Media Upload popup at the bottom of the Gallery tab). Read more about this at the [WordPress codex](#). Here's the shortcode used in the demo though: `[gallery link="file" /]`

ShapeShifter for WordPress

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Optional Plugin Recommendations

In addition to the default WordPress features, I'm going to recommend a few extra plugins (most of these are free) that are pre-tested and ready to use with this theme. To install these plugins, either add them via the "[Plugins > Add New](#)" page, or upload them directly to your "[wp-content/plugins](#)" folder on your server. Remember that each one needs to be activated.

The following list is completely optional, and I can't offer any warranties for these plugins as they are all created by outside parties.

Contact Form 7

[Contact Form 7](#) is the plugin used in the demo that creates the contact form page. I haven't included it in the theme simply because there are lots of different plugins that you might prefer to use (like GravityForms), but this is the one that I happen to like best. [Get it here.](#)

Dynamic to Top

[Simple Image Widget](#) is just that: a plugin that allows you to add an image to your sidebar spaces without any extra coding (like titles or captions). [Get it here.](#)

Shortcodes

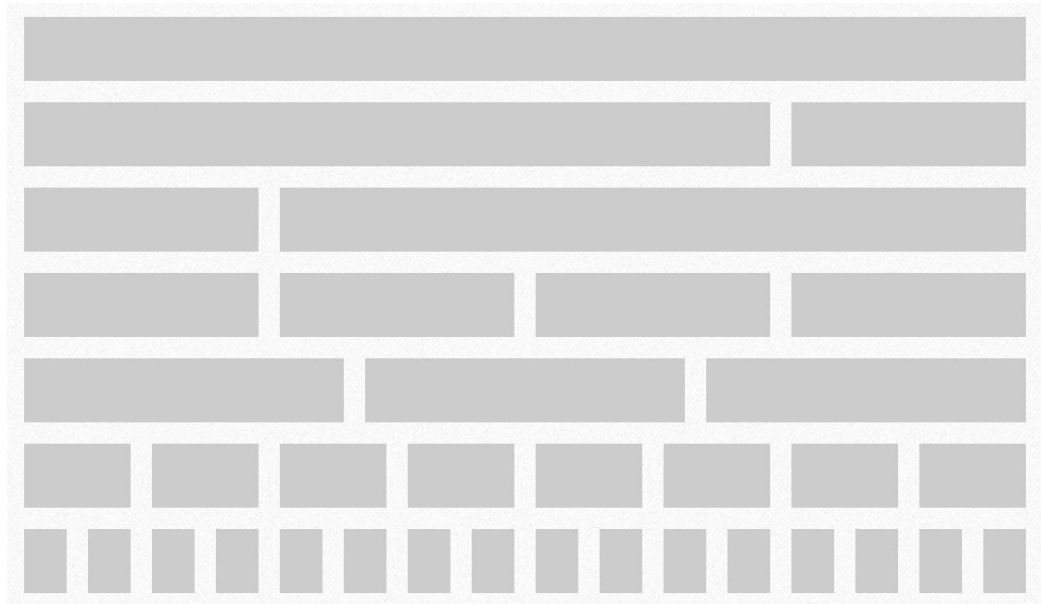
The theme comes pre-packed with a number of shortcodes allowing you to add styled content and other custom features to your site with little effort.

Shortcodes are a cool feature in WordPress that essentially allows you to do some pretty incredible things by just inserting a "shortcode" into a page or post. Using Shortcodes is a breeze, just insert one where you want the relevant content to show up and, whallah!, it works like magic. Here's a list of just a few of the shortcodes included in this theme. Edit the information in [functions/shortcodes.php](#).

For the full list of plugins and updated information on how to use them, [visit here.](#)

ShapeShifter for WordPress

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Column Shortcodes :

This theme is built on the original Skeleton framework, and it uses the same markup to create custom layouts. You can read about the original markup [here](#), or you can use the column shortcodes below. Note that the full width layout is 16 columns wide. On normal posts and pages, the content area is 11 columns wide.

`[one_column] Text [/one_column]`

`[two_columns] Text [/two_columns]`

`[three_columns] Text [/three_columns]`

`[four_columns] Text [/four_columns]`

`[five_columns] Text [/five_columns]`

`[six_columns] Text [/six_columns]`

`[seven_columns] Text [/seven_columns]`

`[eight_columns] Text [/eight_columns]`

`[nine_columns] Text [/nine_columns]`

`[ten_columns] Text [/ten_columns]`

`[eleven_columns] Text [/eleven_columns]`

ShapeShifter for WordPress

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```
[twelve_columns] Text [/twelve_columns]
[thirteen_columns] Text [/thirteen_columns]
[fourteen_columns] Text [/fourteen_columns]
[fifteen_columns] Text [/fifteen_columns]
[sixteen_columns] Text [/sixteen_columns]
```

```
[onethird_columns] Text [/onethird_columns]
[twothirds_columns] Text [/twothirds_columns]
```

Note that if you exceed the width of any area (ie: 10+7 = 17 columns), you'll risk breaking the integrity of the layout.



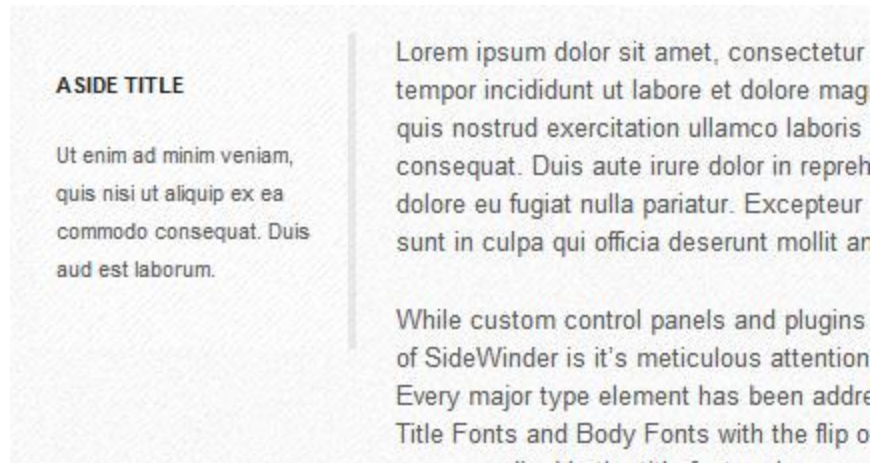
Button Shortcodes

You can use these button shortcodes to create quick, colored buttons inside any post or page.

```
[button href="#" ] Button Text [/button]
[blue_button href="#" ] Button Text [/blue_button]
[green_button href="#" ] Button Text [/green_button]
[red_button href="#" ] Button Text [/red_button]
[yellow_button href="#" ] Button Text [/yellow_button]
[purple_button href="#" ] Button Text [/purple_button]
[black_button href="#" ] Button Text [/black_button]
```

ShapeShifter for WordPress

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Aside Shortcodes

You can use this aside shortcode to add a small piece of text to the side of any post or page:

`[aside title="#""] Aside Text [/aside]`



Feature Bar Shortcodes

You can use this feature shortcode to add your own custom feature bar:

`[feature href="#" buttontext="#""] Feature Text [/feature]`

Additional Shortcodes

ShapeShifter for WordPress

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These other shortcodes are more straight forward to use, but can add a lot of character to a post layout:

`[supertagline] Tagline Text [/supertagline]`

`[superquote] Tagline Text [/superquote]`

`[clearfix] Tagline Text [/clearfix]`

3. Theme Files

This section discloses the sources of various files used within the theme and describes their function. Use this section to gain an understanding on how the theme functions behind the scenes if considering any type of modification.

Cascading Style Sheets

[style.css](#) - this file essentially gives your theme it's name and meta information (author, date, version, etc.). Additionally, it loads the [core.css](#) file.

The following files are all found inside [/assets/stylesheets](#) :

[styles.css](#) - this file loads ALL of the default styling for the theme. It's organized at the top, allowing you to search for the exact section that you're looking for.

[reset.css](#) - this file is a common browser-reset stylesheet that removes all default styling.

[skeleton.css](#) - this file loads the main column structures for the framework.

[buttons.css](#) - this file stores all of the button CSS for each colored button.

[typography-sans.css](#) / [typography-serif.css](#) - this file loads the custom typography font stacks. All font sizing, spacing, etc. are controlled here.

[skin-dark.css](#) / [skin-clean.css](#) - this file stores all of the CSS for each starter skin.

ShapeShifter for WordPress

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JavaScript Files

jQuery Library - jQuery is a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid web development. More information can be found at <http://jquery.com/>

prettyPhoto Lightbox - prettyPhoto is a jQuery lightbox clone. Not only does it support images, it also support for videos, flash, YouTube, iframes and ajax. It's a full blown media lightbox. More information can be found at <http://www.no-margin-for-errors.com/projects/prettyphoto-jquery-lightbox-clone/>

Google Fonts API - The Google Font API helps you add web fonts to any web page. More information can be found at <http://code.google.com>.

Skeleton-key.js - skeleton-key.js is the primary jquery activation script for the theme. Most scripts listed above are "activated" inside this file.

Photoshop Files

This theme lacks a full layout PSD as it's highly dynamic, but I've included a few extra PSD files to help expedite your own customization process. Find them in the Resources folder.

Enjoy!