Learning Magento Theme Development

Richard Carter

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Create visually stunning and responsive themes to customize the appearance of your Magento store

About This Book

- Create a custom theme from scratch for your Magento store
- Change the basics of your Magento theme from the logo of your store to the color scheme of your theme
- Easy-to-follow step-by-step guide on how to get up and running with Magento themes

Who This Book Is For

This book is for web designers and developers with existing knowledge of CSS, HTML, and XML, who wish to learn more about Magento-specific theming techniques. Some knowledge of PHP may be useful, but is not necessary.

What You Will Learn

- Discover Magento theme terminology and get to grips with the Magento platform
- Change the fundamentals of your Magento theme, from the logo to product image placeholders
- Implement your own custom Magento theme using Magento templates, layout files, and CSS
- Find techniques to improve your store for visitors on mobile and tablet devices
- Customize your Magento store's transactional e-mails

In Detail

Magento is an open source e-commerce solution. It comes with a variety of tools necessary for building a successful online shop. Magento offers many built-in capabilities, such as promotion pricing and coupon codes, detailed statistics, and SEO options. By using Magento's powerful theming engine, you can control the look, content, and functionality, and easily launch a flexible e-commerce website.

This book will help you build your own store and help you broaden your customer reach. The book is a step-by-step guide to theming Magento 1.8, aimed at readers with little technical expertise. Starting with simple changes you can make to customize your store, from changing the logo and favicon to other simple configurable items, the book moves on to cover more in-depth theming techniques to help you build a fully custom Magento theme you can be proud of.

By the end of this book, you will be able to create a new, custom, responsive, and advanced Magento theme of your own.

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