

BRANDING SHAREPOINT



Cathy Dew – CTS, Inc.

Who Am I?

- Cathy Dew
 - ▣ Graphic Designer and Consultant, CTS
 - ▣ MCTS Certified
 - ▣ Based out of Birmingham, Alabama
 - ▣ 3 years of SharePoint branding experience
 - ▣ President and Founder of the Birmingham SharePoint Users Group
 - ▣ Trainer in SharePoint Designer for New Horizons Learning Center
 - ▣ catpaint1 on Twitter

CTS, Inc. Company Overview

- ❑ Technology based Professional Services Firm established in 1993
- ❑ Offices in Birmingham, AL, Atlanta, GA & Mobile, AL
- ❑ 130+ employees
- ❑ 210+ clients
- ❑ 5+ years of SharePoint® experience
- ❑ 45 SharePoint® Projects
- ❑ 14 MOSS Certified Consultants



What is Branding?

Why does it matter to me? Why should it matter to me?

What is Branding?

- Branding:
 - ▣ The act of building a specific image or identity that people recognize in relation to your company
- Website Branding:
 - ▣ The colors, fonts, logos, and supporting graphics that make up the general look and feel of a corporate website.
- Branding for SharePoint
 - ▣ Master Pages, Page Layouts, CSS, Web Parts, XSLT, images, etc.

Why Branding?

- Delivers your message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Cements user loyalty

Getting to Know SharePoint Designer

Becoming familiar with your tools is important.

What Can I do with SharePoint Designer?

- Create and Modify SharePoint Sites
- Create SharePoint Lists and Libraries
- Build Custom Workflows and Data View Web Parts
- Apply and Manage Styles (CSS)
- Create and Edit Master Pages and Page Layouts
- Create Tables, Layers and Format Content
- Manage Web Parts, Lists and Navigation
- Control User Access to SPD Commands
- Reports
- Track Customizations

Other SPD Features to Know About

- Check In/Out and File Publish
 - ▣ You can check files in and out and optionally publish files through the Folder list task pane.
- Import/Export
 - ▣ Files can be imported or exported to/from SPD. This is especially useful for moving around files that need to be copied to other SharePoint Sites.
- View for Multiple Screen Resolutions

The 5 Regions of the Environment

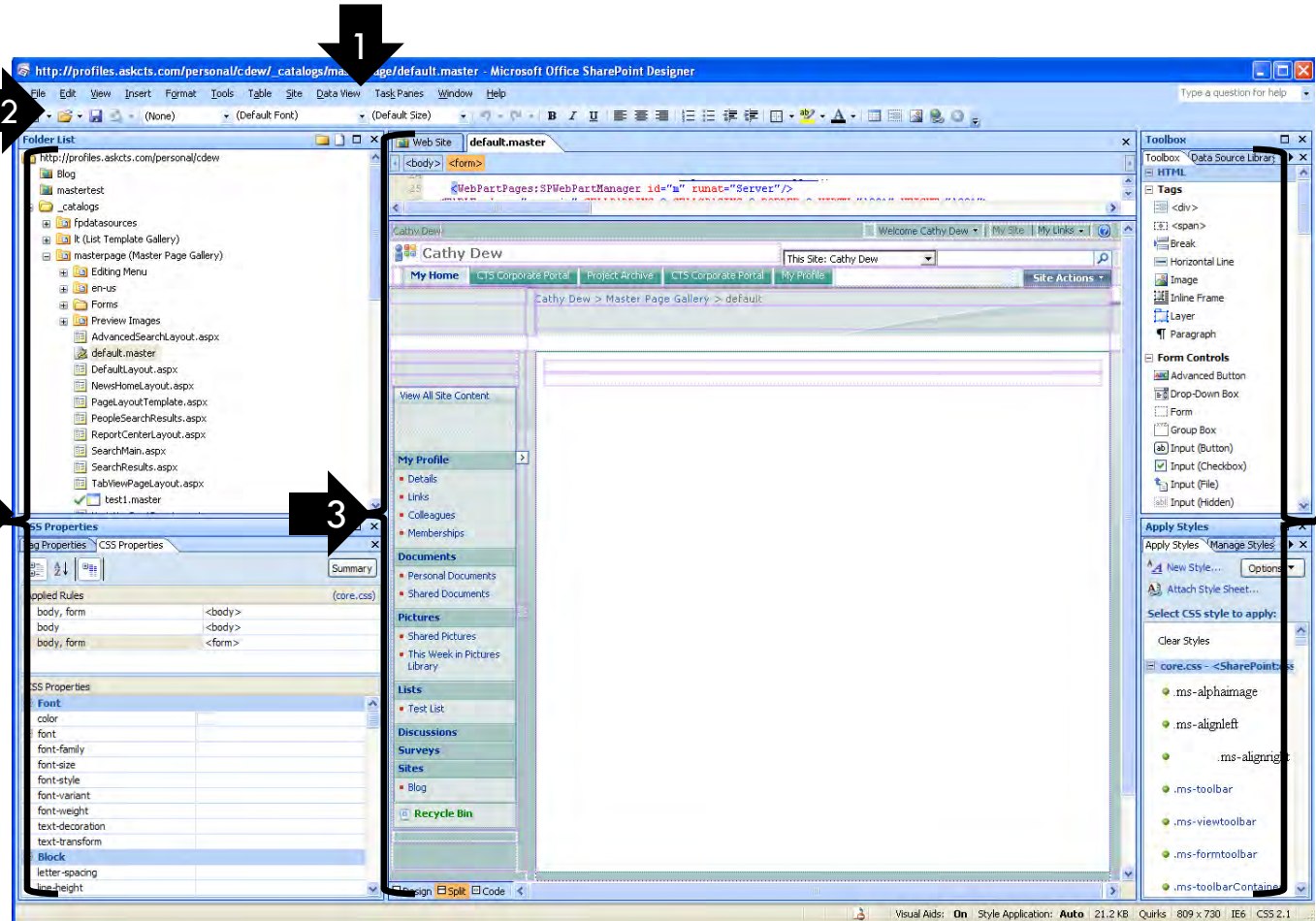
1. Menu Bar:

2. Toolbar:

3. Editing Window:

4. Task Pane:

5. Status Bar:



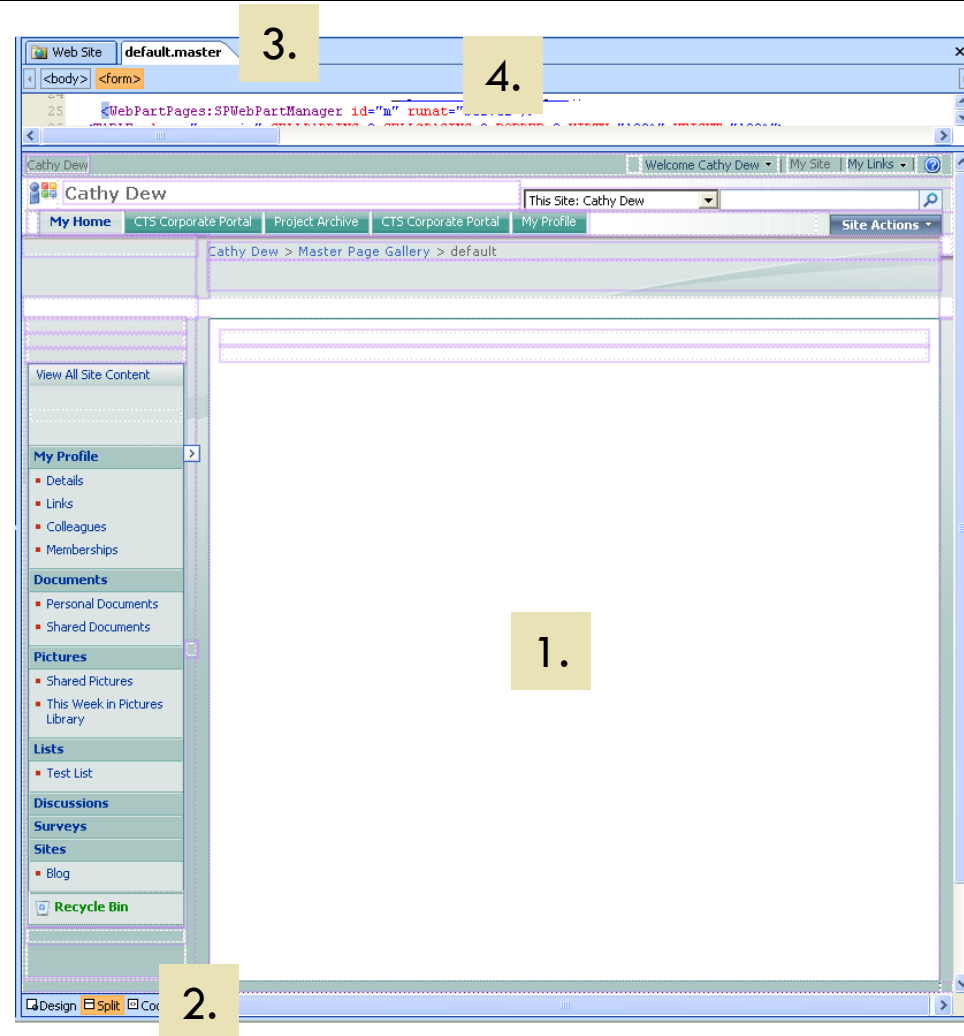
5

The Toolbar

- ❑ Consists of frequently used buttons, which allow you to perform specific tasks in SharePoint Designer
- ❑ Can be customized to work best for you easily.
- ❑ Types of Toolbars Out of the Box (OOTB)
 - ❑ Standard
 - ❑ Formatting
 - ❑ Code View
 - ❑ Common
 - ❑ Dynamic Web Template
 - ❑ Master Page
 - ❑ Pictures
 - ❑ Positioning
 - ❑ Style
 - ❑ Style Application
 - ❑ Tables

The Editing Window

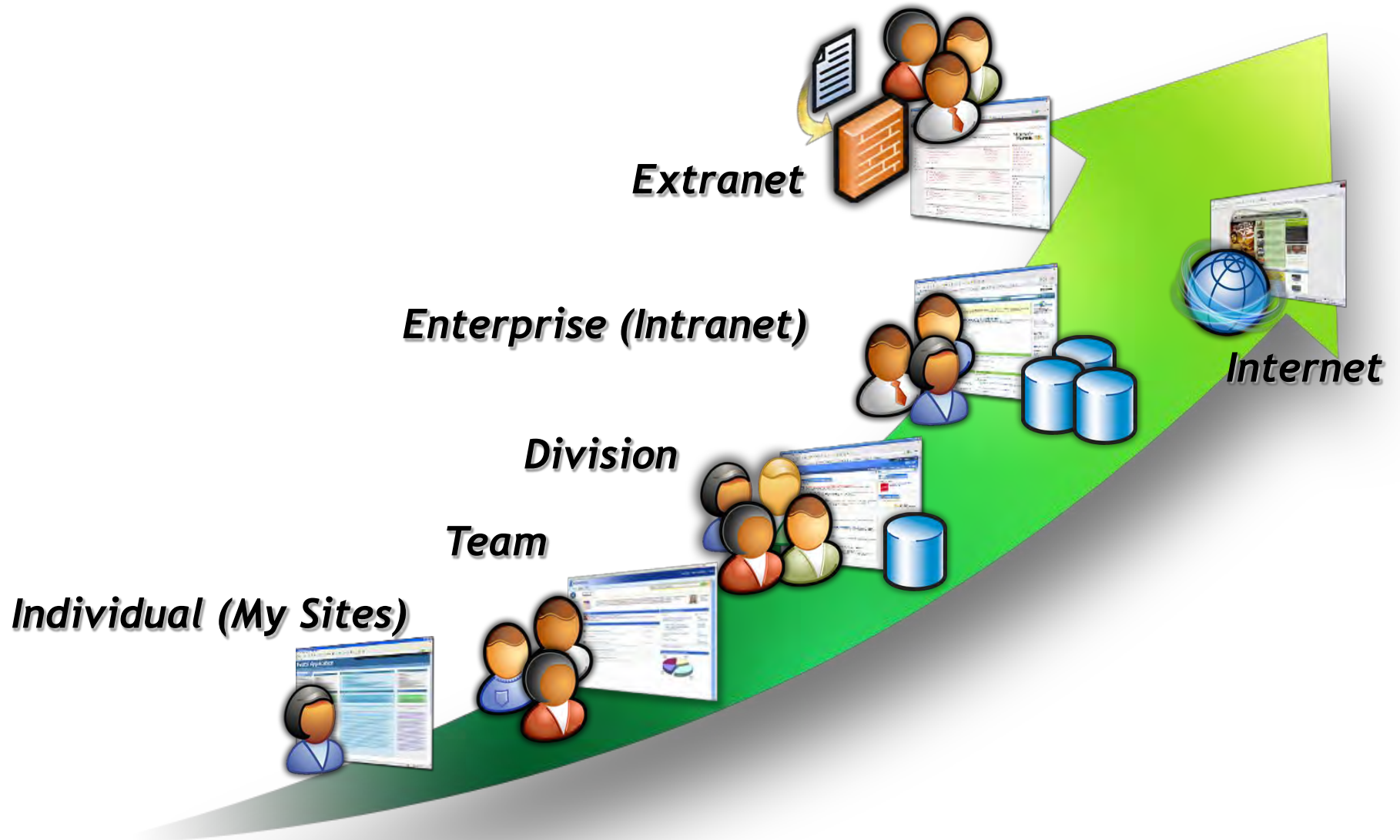
- 1. Work Area
- 2. Page View Options
- 3. Tabbed File Chooser
- 4. Quick Tag Selector



Before Branding

What do you need to know before you start the actual Branding?

Types of SharePoint Sites



Where do I start?

- SharePoint branding can affect and incorporate several areas within SharePoint. It is helpful to have a general understanding of all the components before taking a deep dive into any one element.

Content – The beginning

- What is a Content Type?
 - ▣ A way to organize and categorize content so it is easy for you to duplicate the organization and categorization for your entire site. (Think Types of Content instead)
- Why do I need Content Types?
 - ▣ You specify all the common information in a single location and then use it repeatedly across the site. (i.e. All Press Releases need to include a date, location, text and a title)
 - ▣ Data fields can be shared across multiple content types (i.e. you can create a list of corporate office locations for all location data)

Content Types and Site Columns

- Content Types are made up of a series of Site Columns.
- Site Columns are sharable data fields.
- They work together to streamline content and reduce duplication of data.

Lists and Libraries

- Lists and Libraries are simply containers for your content
- Content Types organize and categorize content, but Lists and Libraries display the content in associated groups on the page.

Web Parts

- Web parts are a powerful tool for displaying content.
- These should be considered moveable content.

SharePoint Pages

- Pages are another option that allows you more flexibility in the design and display of your content.

Taxonomy

Taxonomy: the science or technique of classification; the division into ordered groups or categories

Taxonomy and SharePoint

- Taxonomy Structure:
 - ▣ Built on a hierarchy – relationships between concepts and a multi-level structure
 - ▣ Used to categorize information
 - ▣ Essential part of the content management system
- Taxonomy View: (used more in branding)
 - ▣ Less about structure and more about usability
 - ▣ An interface to access content in the taxonomy structure
 - ▣ Multiple access points for the same content within the structure based on usage patterns of end users

Taxonomy and SharePoint

- While Branding SharePoint sites, you will likely interface with taxonomy structure, but focus on the taxonomy view.

How to Build SharePoint Taxonomy

- Step 1: Evaluate and Plan
 - ▣ What content needs to be on the site
 - ▣ Can you organize the content by logic, or does it need to be organized by company structure
 - ▣ Who accesses the content and how often?
 - ▣ What is the lifespan of the content?

- At this stage you should not worry about SharePoint but simply about the content and how the end user will interact with the content.

How to Build SharePoint Taxonomy

- Step 2: Identify Content Types
 - ▣ How do you classify the data?
 - ▣ What needs to appear uniform?

- Step 3: Identify Page Layouts
 - ▣ These are the templates for your content.
 - ▣ Page Layouts link to a content type

How to Build SharePoint Taxonomy

- Step 4: Identify Site Structure
 - ▣ Sites can be nested and seamlessly connected via the navigation to create a solid user experience
 - ▣ Major areas of a site can easily be subsites
 - ▣ Creating sub sites for content areas allows more flexibility with permissions and navigation
 - ▣ How many pages is your site?
 - 10 or so pages and you probably don't need sub sites
 - 50+ pages sub sites will help with content organization
 - ▣ It is simpler to apply design changes to sites vs. individual pages
 - ▣ Each sub site will have its own Pages library

How to Build SharePoint Taxonomy

□ Step 5: Map out navigation

▣ Questions to ask:

- Will the site use both the top navigation and the left navigation?
- What major sections of the site will be represented in each navigation bar?
- Will the site need drop-down navigation? How many levels?
- Will the tree view navigation be utilized anywhere?
- What external links should be in the site?

How to Build SharePoint Taxonomy

- **Step 6: Think of the Future**
 - ▣ **Don't box in your site design. Plan for it to grow and expand.**

Taxonomy and Branding

- Taxonomy directly affects overall site design.
- Each of the following pieces can be a branded part of the user interface:
 - ▣ Page Layouts
 - ▣ Site and Sub Site Design
 - ▣ Navigation
 - ▣ WSS Sites
 - ▣ Blogs
 - ▣ Wikis
 - ▣ Extranets

What about branding will I know from this plan?

- Content owners are driving the SharePoint features you will use most predominantly.
 - ▣ Great! Now you know what to brand inside of SharePoint.
- Content owner requirements will also help identify any needed custom functionality.
 - ▣ Custom web parts and Features need UI too.
- Content Types created for common content need an interface.
 - ▣ Here is where page layouts & content pages come in.
- Audience needs drive page content.
 - ▣ Now we know what to design in the content areas of key pages.



Designing for SharePoint Sites

SharePoint is a Web Application

- This is an important fact to remember. At the end of the day, SharePoint is a web application.
- The design needs for SharePoint can seem never-ending so a plan will help you deal with these issues.

Site Requirements that Affect Design

- Internet or Intranet?
 - ▣ Public, external facing internet sites have different needs from Intranets
- Page layout and Content Design
 - ▣ Will your site have a splash page? A different homepage? Will your subpages look the same or different?
- Navigation
 - ▣ OOTB navigation or custom navigation or a combination of the 2?

Site Requirements that Affect Design

- Web Parts, Features and User Controls
 - ▣ Each of these things have different branding requirements

SharePoint Design Gotchas

- Fluid vs. Fixed Width
 - ▣ Not a huge problem for Internet sites, a problem with Intranet sites using lists and libraries
- Locked Down User Controls
 - ▣ User Control Source Code is not available for modification, so a designer can't alter the look and feel of the control other than established CSS properties.
- Rounded Corners and different backgrounds for Web Parts
 - ▣ There are workarounds for each of these, but they involve more time in making them work and cross browser compatible

SharePoint Design Gotchas

- Text in dynamic navigation
 - ▣ No images of buttons in navigation if using OOTB navigation
- Font Faces used across the site
 - ▣ The fonts are all over the place in the 20,000+ lines of CSS code that controls SharePoint. If you want to change the font, allocate extra time to make this happen
- The EM font size
 - ▣ SharePoint doesn't like this, so best practice is to not use it.

Branding 101

Okay, I think I am ready to start branding a SharePoint Site. What is involved?

Where Does MOSS Store Items?

- Things are stored in one of 2 locations
 - ▣ The content database
 - ▣ The web server – 12 Hive
- Why does this matter?
 - ▣ Knowing where images and different things are stored will allow you to work more efficiently in MOSS

How does MOSS Work - Layers

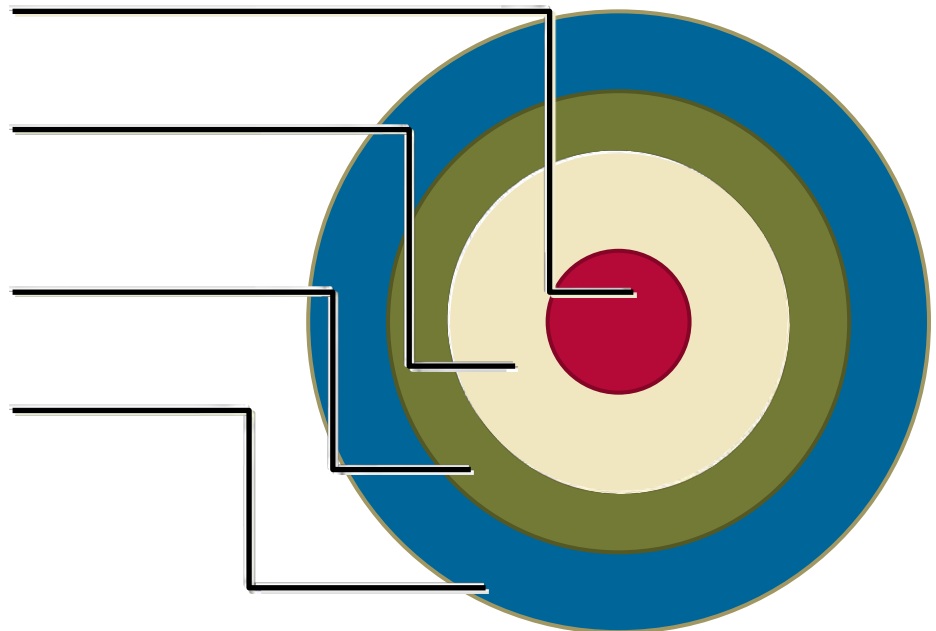
- SharePoint is like an onion and has many layers.
- Each layer is self-containing, accessible and editable.

Content (stored in the content database)

Functionality (web parts, Features)

Content Design Layer

Site Design Layer: site map, planning, and architecture of site.



What tools does SharePoint provide for branding?

- Central storage of your site design.
 - ▣ One file that controls the layout and design for numerous sites and web pages.

MASTER PAGES and THEMES

- Templates that control content design.
 - ▣ Users select a template when creating new content (publishing sites only).
 - ▣ The template controls placement of site data.

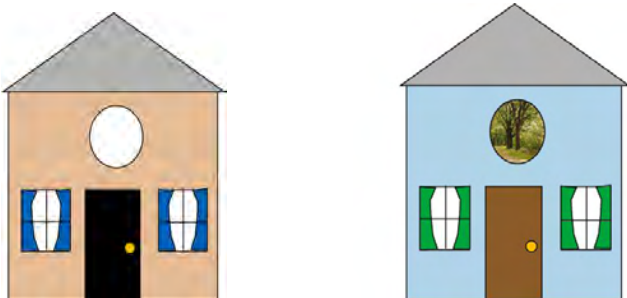
PAGE LAYOUTS and CONTENT PAGES

Theme vs. Master Page

□ Theme

- ▣ Change the CSS properties for the site
- ▣ Swap out the images for the site
- ▣ Packages up the CSS and Images and is used for deployment
- ▣ Stored on the web server

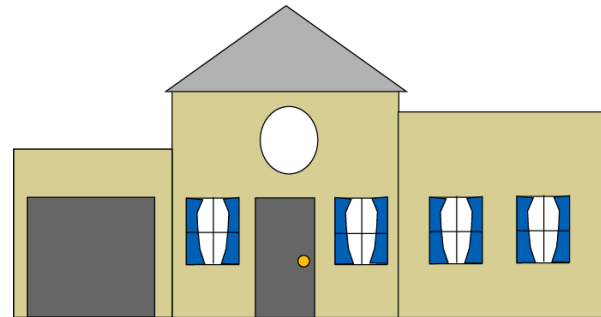
Akin to painting a house new colors and changing the pictures on the walls



□ Master Page

- ▣ Complete control over the site design – move, hide or add elements
- ▣ Link to a CSS file to add and change CSS properties
- ▣ Can reference new images
- ▣ Stored on the web server or content database
- ▣ Works with content pages to create the rendered site.

Akin to remodeling the whole house



Changing a Theme

The screenshot displays a SharePoint site interface. At the top, there is a navigation bar with "Home" on the left and "Welcome Bob McFarlane" on the right. Below this is a banner for "LANSTON COLLEGE" with a search bar and "Advanced Search" button. A secondary navigation bar contains "Home", "Departments", "Admin & Services", "Chancellor", "Resources", and "Site Actions".

The main content area is titled "Home > Departments" and contains two paragraphs of placeholder text:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec semper, urna sed viverra lacinia, magna nibh placerat justo, sed condimentum id nulla. Maecenas pulvinar facilisis elit. Aenean pulvinar ante sit amet nulla. Duis nunc. Proin orci sem, ultricies id, bibendum vitae, dictum a, mi. Sed condimentum, diam eget pharetra euismod, nunc purus egestas orci, sed consequat justo justo vel diam. Donec pharetra orci eget arcu. Phasellus Donec semper leo id tortor. Aliquam eleifend viverra nunc.

Nullam a est laoreet nulla semper porta. Nam pretium aliquet urna. Aenean sit amet urna id turpis posuere dapibus. Ut vel lorem. Integer neque hendrerit non, faucibus vitae, lobortis a, dolor, Maecenas sed mauris. Sed consequat vestibulum eros. Vivamus nisl purus, cursus eget, aliquam id, tortor. Integer quis erat. Aliquam erat volutpat.

Below the text are two sidebars:

- Documents**: A table listing documents with columns for Type, Name, and Modified By.
- Links for You**: A list of links including "Sample Summary Link", "Demo Site", "Content Link", and "Another Sample".

On the left side of the content area, there is a "Recycle Bin" icon and a "View All Site Content" link. A vertical navigation menu on the far left includes "View All Site Content", "Nav Header", and three "Nav Item" entries.

| Type | Name | Modified By |
|--------|----------------|-------------------------------|
| Folder | Content | SOLOMON-WIN2003\Administrator |
| Folder | Sample Folder | SOLOMON-WIN2003\Administrator |
| Folder | Library Folder | SOLOMON-WIN2003\Administrator |

Changing a Master Page

The screenshot displays the Lanston College website interface. On the left is a vertical navigation menu with categories like 'Apply & Enroll', 'Academic Programs', and 'Lanston Online'. The top navigation bar includes links for 'Our Directory', 'A - Z Index', 'Contact Us', and 'Login'. The main banner features a beach scene with the text 'learn grow experience'. Below the banner are three content sections: 'This Week at Lanston College' with two featured articles, 'Upcoming Events' with three listed events, 'Class Schedules & Links' with a search bar and a list of links, and 'Quick Links' with a list of utility links. A testimonial from Mary Dithe is also present in the left sidebar.

LANSTON COLLEGE

Apply & Enroll
Academic Programs
For Students
Lanston Online
Campus Resources
About Lanston College
Alumni & Partners

“There’s never an end to your education, and Lanston is a great place to find new focus. It’s all put right there in front of you.”
Mary Dithe
[Learn more about Mary](#)

Our Directory | A - Z Index | Contact Us | Login

learn grow experience

This Week at Lanston College

6/18 **Lanston Review: Celebrating 20 Years**
Join Bob McFarlane, editor of Lanston’s widely praised literary journal Lanston Review, for the 20th anniversary celebration, featuring readings by founder Judy Medlin...
[Keep Reading](#)

6/20 **Raising Readers: A Children’s Literacy Festival**
Preschoolers and youngsters in grades K-3 are invited to explore the joys of reading and communication at an exciting festival filled with sing-alongs, interactive storytelling...
[Keep Reading](#)

Upcoming Events

6/26 **Club Row**
Lanston’s student clubs join together to celebrate community service and make new friends...
[Keep Reading](#)

7/2 **Seventh Annual Emily Young Lecture**
Don’t miss this annual lecture established in honor of former Lanston Vice President and current HT Community College District...
[Keep Reading](#)

7/24 **Asian/Pacific Islander Celebration**
Back by popular demand! Come celebrate Asian/Pacific Islander Month at our eighth annual Asian/Pacific Islander Celebration...
[Keep Reading](#)

Search:

Class Schedules & Links

- » Summer 2008 Schedule of Classes
- » Fall 2008 Schedule of Classes
- » Current Class Listings
- » Online Classes
- » Dates and Deadlines
- » **ENROLL NOW**

Quick Links

- » Campus Map
- » Parking/Shuttle/Transit Info
- » Request to Extend Shuttle Use
- » Faculty

For New Students

- » New Student Application
- » Enrollment Services
- » Lanston Welcome Center

What is a Content Page/Page Layout?

WSS Welcome LitwareInc Administrator | My Site | My Links |

WSS This Site: WSS Site Actions

Home

View All Site Content

Documents

- Shared Documents

Lists

- Calendar
- Tasks

Discussions

- Team Discussion

Sites

People and Groups

Recycle Bin

Announcements

There are currently no active announcements. To add a new announcement, click "Add new announcement" below.

Add new announcement

Calendar

There are currently no upcoming events. To add a new event, click "Add new event" below.

Add new event

Microsoft Windows SharePoint Services

Links

There are currently no favorite links to display. To add a new link, click "Add new link" below.

Add new link

Master Page

Header, Nav, Footer, other common elements

Content Page/Page Layout

Web Part

Web Part

Web Part

What Elements Belong in Each?

- **Master Page/Theme**
 - ▣ Common page elements
 - Header
 - Navigation
 - Footer
 - ▣ Unique items for your site
 - Contact information
 - Ad space
 - Helpdesk link
 - Supporting site links
 - ▣ Site Wrapper HTML, CSS and JavaScript
 - ▣ Content Placeholders
- **Content Page/Page Layout**
 - ▣ Content Controls/Page content
 - ▣ Web Part Zones/Web Parts
 - ▣ Field Controls
 - ▣ Template specific information
 - Disclaimers
 - Rollup image
 - ▣ Template specific CSS styles and JavaScript

Content Page vs. Page Layout

- Content Page
 - ▣ Available for MOSS and WSS sites
 - ▣ Add Web Part Zones and Web Parts
 - ▣ Can be created anywhere in the site file structure
 - ▣ Plain vanilla compliment to Master Pages
- Page Layout
 - ▣ Available for MOSS sites only
 - ▣ Add Web Part Zones, Web Parts AND Field Controls
 - ▣ Linked to a Content Type
 - ▣ Stored in the Master Page Gallery of top-level site
 - ▣ Used in web content management to provide consistent templates

How are SharePoint Pages Assembled?

Site Design

*Design wrapper –
Design elements you
want on every page*
Master Pages, Themes, CSS

Content
Placeholder
ID=MainContent

Content
Placeholder
ID=Right Column

Content Design

Provides and formats the content on the page
Page Layouts, Content Pages

Functionality

Displays the content
Web Parts, Field Controls

Content

Stored in the Content
Database

Content Control
ID=MainContent

Content Control
ID=RightColumn

=

Rendered Page

| | | |
|--------|-----------------|-----------------|
| Header | | |
| Nav | Main Content | Right Column |
| | Footer | |

Design Requirements

- What needs to be created?
 - ▣ Do you have a home page design and a sub page design? Or just one design for all pages?
 - ▣ Do you have color schemes for various content areas?
 - ▣ Will you use rollups on your key entry pages to provide the latest info? How will that get formatted?
- Map out the development needed.
 - ▣ Master pages, themes
 - ▣ Page layouts
 - ▣ Custom XSL for CQWP or custom DVWP

Evaluate SharePoint Components

- Start by looking at default.master (used in the Collaboration template and WSS sites).
 - ▣ Shows all of the SharePoint components.
 - ▣ Decide what you want to use in your design.

The screenshot displays the SharePoint 2007 interface for a site named 'MOSS1'. Several components are highlighted with red boxes:

- MOSS1** (top left header)
- Welcome SCIMOSSVM\Administrator** (top right header)
- My Site** and **My Links** (top right header)
- All Sites** (dropdown menu)
- Advanced Search** (search button)
- MOSS1** (left sidebar header)
- Document Center**, **News**, **Reports**, and **Search** (top navigation bar)
- View All Site Content** (left sidebar link)
- Document Center** (left sidebar section)
- Lists** (left sidebar section)
- News** (left sidebar section)
- Reports** (left sidebar section)
- Search** (left sidebar section)
- Sites** (left sidebar section)

The main content area features a welcome message: "Welcome to Microsoft® Office SharePoint® Server 2007". Below this, there are sections for "Site and Content Management" and "Business Solutions (requires Enterprise License)".

Site and Content Management

- Create new pages, sites, and lists
- Add users to "Members" group to edit pages
- Create a personal site by clicking "My Site"
- Search over sites,

Business Solutions (requires Enterprise License)

- Create key performance indicators and reports
- View an Excel workbook through the Excel Web Access Web Part
- Deploy an InfoPath form to a Document Library

On the right side, there are sections for "I need to...", "Employee Lookup", and "Top Sites".

Evaluate your design

- SharePoint works largely off generated content. Each instance of content uses the same code for the user interface. Does your design cater to this?

The screenshot displays a SharePoint interface with a 'Current News' section at the top, containing the text 'Lorem ipsum dolor sit amet'. Below this is a 'Documents' library with a table of items. To the right, a 'Summary Link Web Part' is visible, listing items like 'Sample Summary Link', 'Demo Site', 'Content Link', and 'Another Sample'. Below the documents table is a text block with the text 'Quisque sit amet odio. Suspendisse potenti. Nunc fringilla nisl a erat. Vestibulum adipiscing nonummy quam. Suspendisse consectetur. [more]'. Several arrows point to these elements, illustrating the shared code structure.

| Type | Name | Modified By |
|--------|----------------|-------------------------------|
| Folder | Content | SOLOMON-WIN2003\Administrator |
| Folder | Sample Folder | SOLOMON-WIN2003\Administrator |
| Folder | Library Folder | SOLOMON-WIN2003\Administrator |

Quisque sit amet odio. Suspendisse potenti. Nunc fringilla nisl a erat. Vestibulum adipiscing nonummy quam. Suspendisse consectetur. [\[more\]](#)

Skills for Development

- Building branding for SharePoint is similar to building branding for any .NET web application or like building a web site.
 - ▣ HTML
 - ▣ CSS
 - ▣ User controls
- Slice n' dice your design and create code for design elements.
 - ▣ Incorporate the SharePoint Content Placeholders
 - ▣ Incorporate the SharePoint user controls

Split your design

- Determine what will go in the master page or theme, and what will be controlled in a page layout or content page.

Master Page



The screenshot displays the Microsoft Office SharePoint Server 2007 interface. On the left is a navigation sidebar with links such as 'View My Site Content', 'Deployment Center', and 'My Site'. The main content area is titled 'MOSS1' and features a large image of two people looking at a laptop. Below the image is the heading 'Welcome to Microsoft® Office SharePoint® Server 2007' and a sub-heading 'Get started with the new version of Microsoft Office SharePoint Server 2007:'. Two columns of bullet points provide guidance: 'Site and Content Management' (e.g., 'Create new pages, sites, and lists') and 'Business Solutions (requires Enterprise License)' (e.g., 'Create key performance indicators and reports'). On the right, a sidebar contains sections: 'I need to...' with a 'Choose task' dropdown, 'Employee Lookup' with a search box, and 'Top Sites'.



Site Templates and Site Definitions

What are They?

- Site Templates:
 - ▣ Think of it as a cookie cutter for SharePoint
 - ▣ A Site Template takes a snapshot of an existing SharePoint site, including customizations and optionally the content, and allows you to use that snapshot as template to create new SharePoint sites
- Site Definitions
 - ▣ All SharePoint sites are based on a site definition
 - ▣ Site Definitions define what is in the SharePoint Site

Why Do You Use Site Templates?

- Site Templates are used to create new SharePoint sites
- Templates allow you to define the structure of a site based on company, client or project needs
- You can set up a template to include only or more features that you need in the site
- Templates remember theme and master page settings and each new site created using that template will reflect your settings

Why Create Custom Site Definitions?

- Custom Site Definitions are usually created by a developer
- They are stored on the Web Server in: `:\Program Files\Common Files\Microsoft Shared\web server extensions\12\TEMPLATE\SiteTemplates`
- Site Definitions are farm wide
- Site Definitions dictate with Features are activated for the site
- Site Definitions link to master pages so branding comes into play there.

Are there any Common Site Templates?

- Yes there are 4 common site templates in SharePoint
 - ▣ Blogs
 - ▣ Wikis
 - ▣ Meeting Workspace
 - ▣ Document Workspace
- Each of these use additional styles not used elsewhere in SharePoint so if you plan to use these templates you need to remember to test your branding using them as well
- Meeting Workspace uses a unique master page as well that is stored on the Web Server (there is special code in there that is needed to run the workspace)

CSS for SharePoint

How do I deal with over 20,000 lines of CSS?

Cascading Style Sheets

- A language used to describe how elements on web pages should be formatted
- Styles can control several properties of an element in a page
- Styles can be referenced in the head tag, imported from another web site, or even inline

Components of CSS

- CSS Statements are also referred to as rules



- Sample CSS Statements

```
p {  
    color: red;  
}
```

p is the tag selector and color: red is the declaration

```
td.MyStyle {  
    width: 100%;  
}
```

td is the tag selector, MyStyle is the class, and width: 100% is the declaration

CSS Concepts

- Grouping is combining several CSS rules into a single statement. This can be applied to both selectors and declarations
- Inheritance means that elements will inherit display properties of parent tags
- Contextual Selectors allow you to selectively apply CSS formatting rules based on the context the elements appear on the page

CSS and SharePoint

- Now that you know the basic concepts, how does SharePoint work with CSS?
- Heavy utilization of CSS in SharePoint to format many common elements like:
 - Web Part Title Bars
 - Toolbars and Menus
 - Fonts, Forms and Borders
 - Calendar Controls
 - Navigation
 - Consoles

Where is CSS Stored in SharePoint?

- The 26 OOTB style sheets are stored either on the web server or in the content database.
 - ▣ Web Server location:
 - `\12\TEMPLATE\LAYOUTS\1033\STYLES`
 - ▣ Content Database location:
 - `http://site.com/Style Library/en-us/Core Styles`

Where do I store my CSS sheets?

- You can store your sheets in either location as well.
- Best Practices dictates that you store your custom CSS sheets in new directories under the default location

How does SharePoint reference styles?

- Due to inheritance, it is important to know how the styles are referenced in the page.
- How does SharePoint call styles?
 - ▣ Default styles are always called first
 - ▣ Alternate CSS styles in the site settings are called second
 - ▣ Styles included in the page layout are also called second
 - ▣ Any styles referenced correctly in the master page code are referenced last
- Best Practice note: reference your custom style sheets in the master page to make sure they are called last.

Best Practices for creating your own CSS sheets in SharePoint

- **YOU SHOULD NEVER EDIT THE CORE.CSS FILE!!!!**
 - ▣ You don't do this for several reasons primarily:
 - Patches and Upgrades might overwrite the changes you have made to the OOTB files (they won't affect your custom files)
 - Organization and Sanity: For easier maintenance if you keep your files separate you will be able to edit and modify easier.
- **Store your styles in a single file**
 - ▣ If you note out your styles it will be easier to maintain your custom CSS if you have put all of your customizations in one file.

Things to Remember

- Selectors and Classes are case sensitive
- It is usually easier to group your styles
- You can specify multiple styles for an element
- Declarations will bleed through.
 - If you are changing one of the default styles anything that you don't change will bleed through from the original css file.



SharePoint Themes

Things to know about Themes

- ❑ Themes are custom designs that can be saved and applied to a SharePoint Site.
- ❑ Site Layout stays the same, a theme doesn't affect this.
- ❑ Applying themes affects only the current site and any new pages for that site.
- ❑ Themes are stored on the web server

Why to Use Themes

- Themes do not create design, but they do package up images and CSS and deploy design
- Themes apply not only to the content and to the list/library pages of a site, but also the pages in the `_layouts` directory
- Can be used in conjunction with Master pages, site definitions and site templates
- If your custom design doesn't change the normal SharePoint look other than colors and images a theme is the way to go.

Drawbacks to Themes

- ❑ Themes are stored on the Web Server
- ❑ Editing a theme involves making changes and copying them to the Web Server
- ❑ Editing a theme also involves reapplying the theme to each site that uses it.
- ❑ Controlling the themes available involves editing the SPTHEMES.XML file on the Web Server.



Master Pages

What is a Master Page?

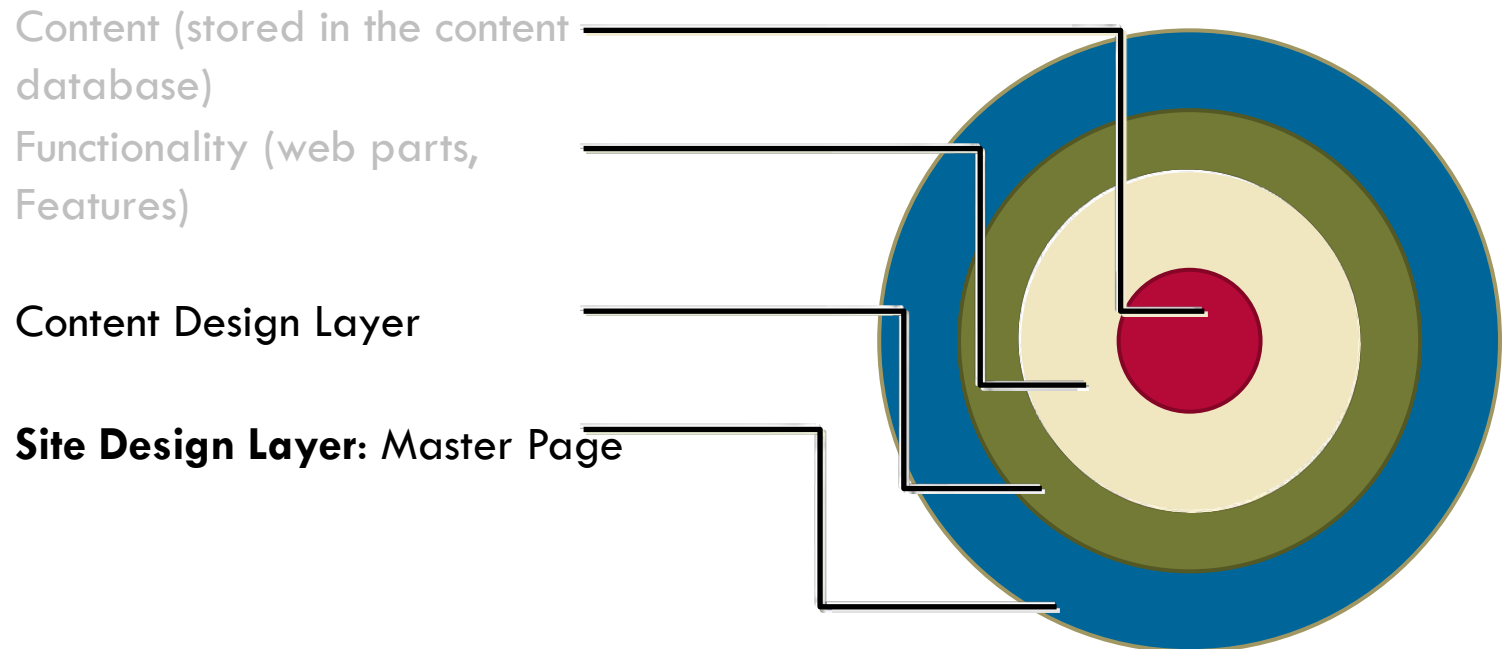
- Master Pages in SharePoint are simply ASP.NET 2.0 master pages.
- Master Pages store the code for layout and design of a web site in a single file.
- You can use a single master page or multiple master pages in a site
- Used everywhere in SharePoint including: Pages (includes lists and libraries), Application maintenance screens, WSS sites, Blogs, Wikis, Central Administration, Site Definitions

What makes them Wonderful?

- Reduces your design code overhead
- Master Pages eliminate editing multiple files to make simple design updates or changes
- Easy to change which site uses a master page
- More consistent, streamlined end user experience

How do Master Pages Work?

- Master Pages are part of the site design layer from our earlier chart. They work in conjunction with the content design layer to display design and content.



What Should be in a Master Page?

- Master Pages contain common page elements
 - ▣ Headers: including logo and tag lines
 - ▣ Footer: including copyright, links and closing design elements
 - ▣ Navigation: including top navigation, side navigation and bread crumb navigation
 - ▣ Code for the design: page background formatting, wrapping DIVS, tables
 - ▣ Site scripts and styles: JavaScript, Flash, CSS

How are they applied?

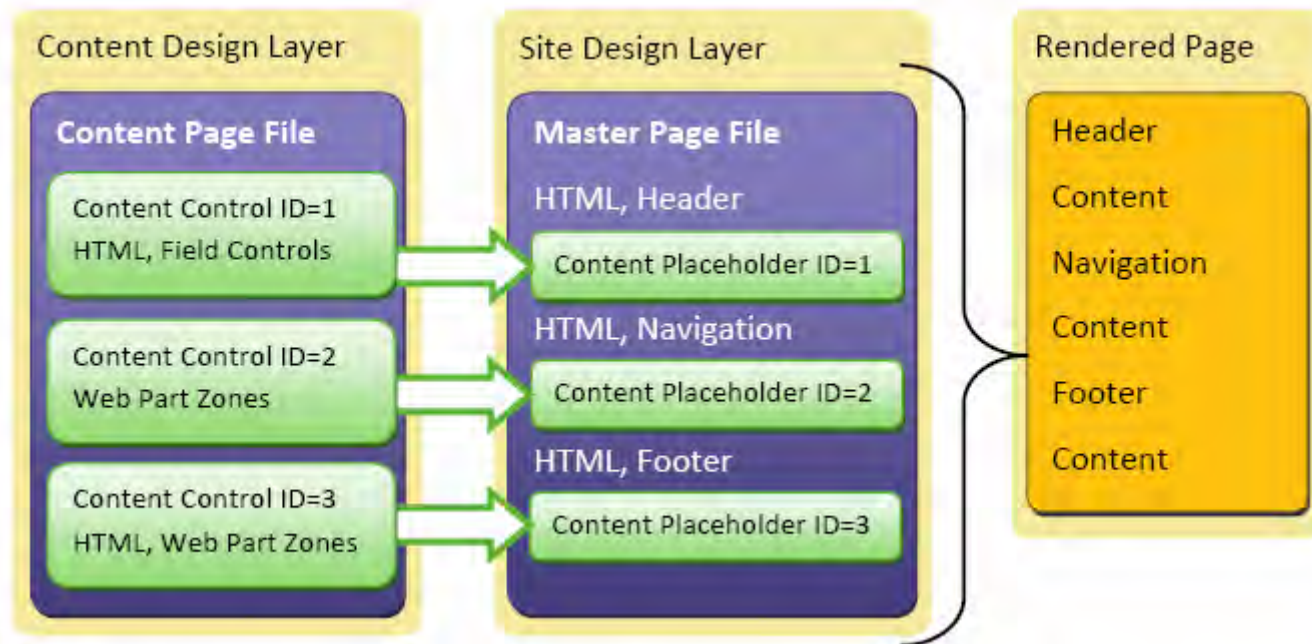
- Master Pages can be assigned to a site
 - ▣ This allows sub sites to inherit the master page from the parent
 - ▣ This applies that master page to all pages in a site
- Master Pages can also be assigned to a content template or page.
 - ▣ This allows only specific pages created using that page type or content template to use a master page designated ahead of time.

Master Pages and Content

- ❑ Master Pages do not contain actual content or content design.
- ❑ Master Pages do however contain the Content Placeholders that flags and tells the content design layer where to place the content.
- ❑ Content Placeholders are a simple ASP.NET tag with a Unique ID
- ❑ The ID also then appears in the content design layer in an ASP.NET tag called a Content Control.
- ❑ SharePoint Matches up the content placeholder with the content control using the matching IDs.

What does this look like?

- A quick diagram showing how the two work together to render a page in SharePoint



Master Page Diagrams

Sample master page layout



Master Page Diagrams

Master page components



What else should I know about Master pages?

- ❑ Master pages can be stored on the Web Server or in the Content Database
- ❑ If stored on the Web Server they become accessible by any site within the SharePoint Farm
- ❑ If stored in the Content Database, they are only available to that particular SharePoint Site Collection
- ❑ Master pages should have the .master file extension
- ❑ SharePoint does not support nested master pages
- ❑ Master pages have to be published and approved to be visible to all site visitors



OOTB Navigation

Top Navigation Bar

- The top nav bar as most refer to it or the top link bar
- This bar is used by all OOTB SharePoint master pages
- Can be shared between sites
- Orientation, drop-down levels and branding of the top link bar can be customized

Quick Launch Bar

- Also known as the left vertical navigation or left link bar
- Used by many of the OOTB master pages and provides navigation access to content in the site
 - ▣ Lists, libraries, and custom added links
- Thought of as the secondary navigation to the content for the current site
- Orientation, drop-down levels and the branding can be customized

Breadcrumbs

- Global breadcrumbs are used to show the user exactly where they are located in the site
- Breadcrumb trails are not as easy to customize but you can control the text appearance and the background of the breadcrumbs as well as their location to some extent.

Security Trimmed Navigation

- Technically all navigation is security trimmed
- This applies mainly to the global links and the Site Actions menu
 - ▣ Global links : Welcome drop down menu, My Links, My Site and the Help Icon
 - More easy to customize than the breadcrumbs
 - ▣ Site Actions: run by a control like the top link bar and the Quick Launch
 - More easily customizable and you can even add your own menu items to the Site Actions Menu

A Look at the Code of Navigation

- *Orientation*
 - Shows the menu vertically or horizontally.
- *StaticDisplayLevels*
 - Controls the static tabs that appear in the first level of the navigation. The default is “2”, which displays the root and the 1st level of child sites. If you change this number to “1”, then only the root site will appear in the top link bar. Likewise, if you change the number to “3”, the root site, the 1st level children and the 2nd level children will show in the top link bar.
- *MaximumDynamicDisplayLevels*
 - This controls the drop downs under the tabs. A setting of “0” will not display any drop downs. Change it to “1”, and one level of drop down will appear. Set it at “2” and there will be one drop down, and a fly out menu to the right.
- *DynamicHorizontalOffset*
 - Value is in pixels. Shifts the location of the drop down menu.
- *SkipLinkText*
 - Text displayed to screen readers and text only browsers. Essential for accessibility.

A Look at the Code of Navigation

- *StaticSubMenuIndent*
 - Value in pixels. Shifts the text location of the second level of sites under the parent.
- *CssClass*
 - CSS class name assigned to the <TABLE> tag that displays the navigation.
- *StaticMenuItemStyle*
 - Properties for the static, off state of the top link bar.
- *StaticSelectedStyle*
 - Properties for the static, on state of the top link bar.
- *StaticHoverStyle*
 - Properties for the static, hover state of the top link bar.
- *DynamicMenuStyle*
 - Properties for the dynamic drop down containing box.
- *DynamicMenuItemStyle*
 - Properties for the off state of the drop down.
- *DynamicHoverStyle*
 - Properties for the hover state of the drop down.
- *DynamicSelectedStyle*
 - Properties for the on state of the drop down.

Questions

