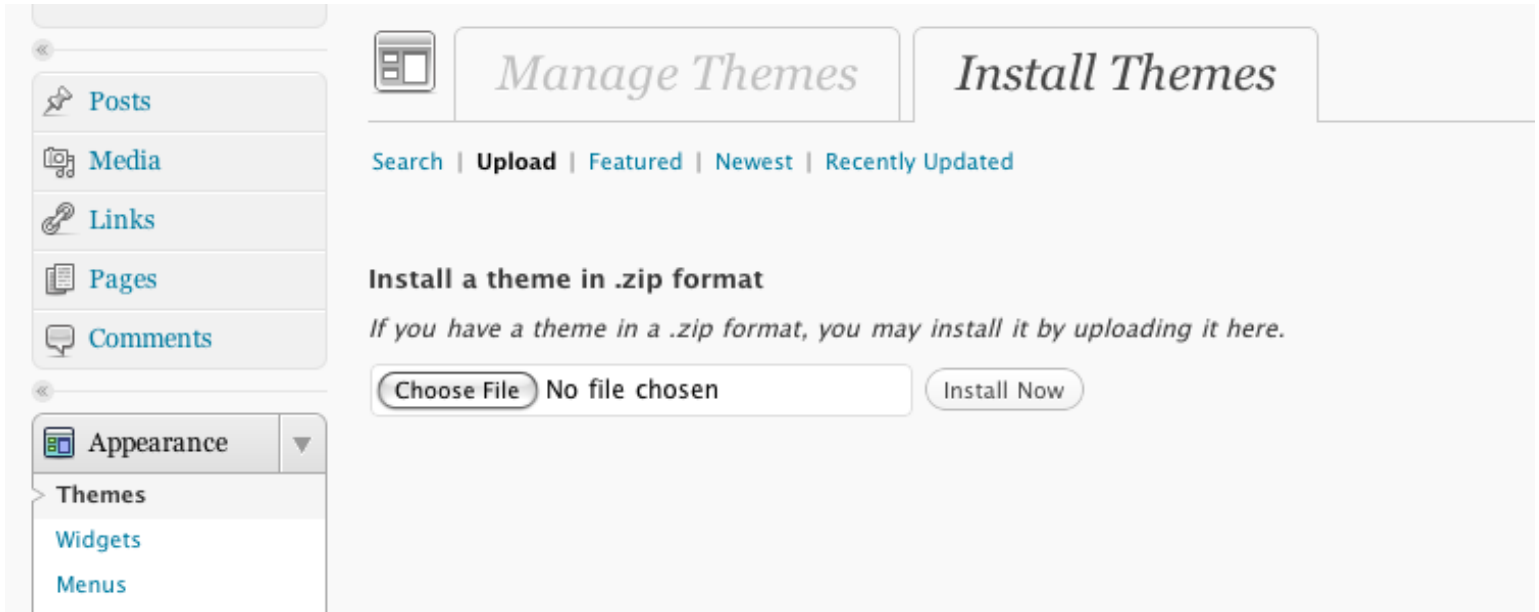


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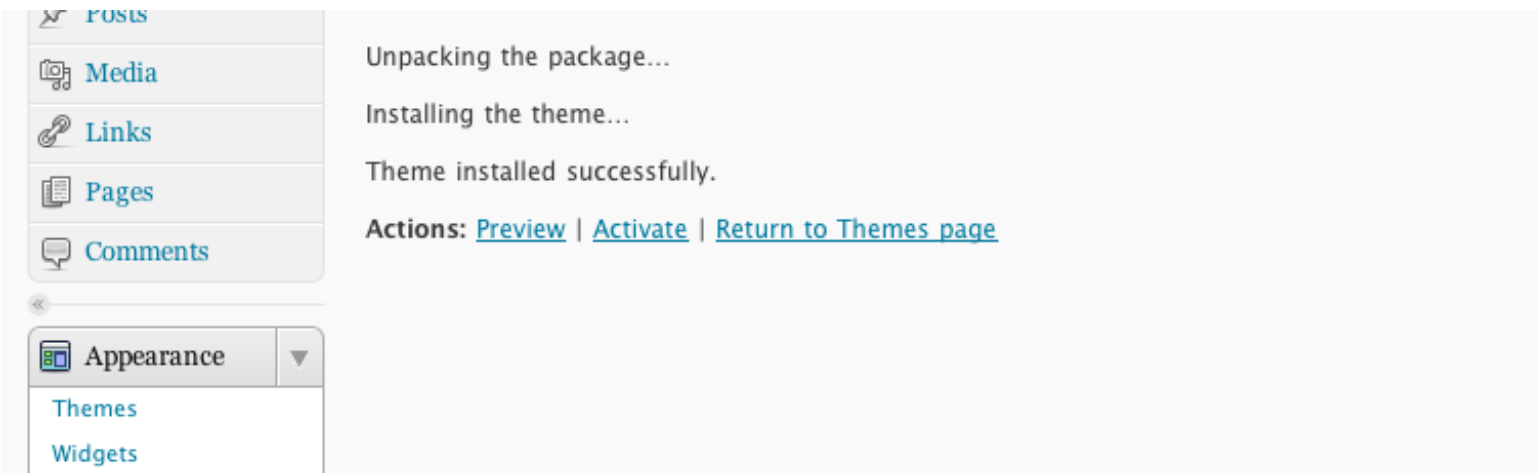
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Installing and Activating the Theme

In your WordPress admin under the “Appearance” tab, select “Themes”. Then click on the “Install Themes” tab at the top of the page. Next, select the “Upload” option. Browse to and select your Clarity theme .zip file and press the “Install Now” button.

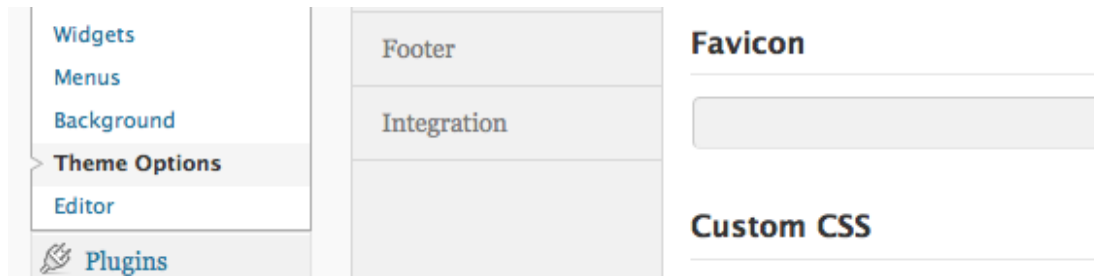


After the theme .zip file has finished uploading, you should be presented with three options. Select the “Activate” option.



Theme Options

In your WordPress admin, click on the “Theme Options” under the “Appearance” tab located in the left menu. Here you can configure a number of options to tailor the theme to fit your needs.



General

Logo: Upload your own personal logo. If no logo is uploaded, your website’s name will be displayed in plain text.

Favicon: Upload a custom favicon.

Custom CSS: Add your own custom styles.

Appearance

Colors: Here you can control the colors of various elements in the theme.

Fonts: Specify fonts from Google’s Web Font Directory for headings and body text.

Home Page

Here you can control various elements of the home page.

Project Formatting

Project Thumbnail Layout: Choose how project thumbnails are displayed - in a masonry or grid layout.

Post Formatting

Control what information is shown with posts and the size of the post’s featured image.

Footer

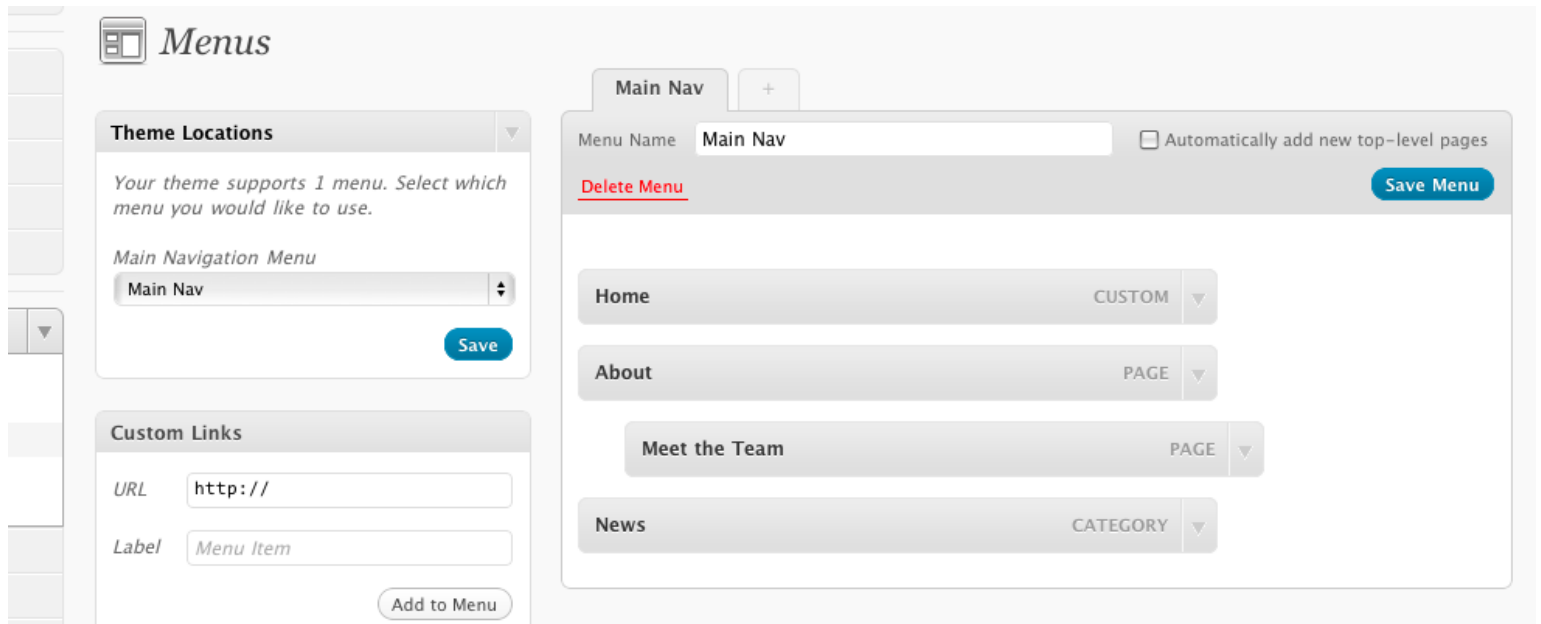
Enter text that will be displayed in the footer.

Integration

Control what social links are shown in the header, and enter your analytics code.

Creating the Main Menu

In your WordPress admin, click on “Menus”, which is located under the “Appearance” tab on the left. Start by creating a new menu in the panel on the right. Once the new menu is created you can add pages, categories, and custom links from the panels on the left. You can then re-order and create submenus by dragging the menu items. When you’re finished, click the “Save Menu” button.



Adding Portfolios to the Main Menu

You can use the custom menu editor to add portfolios to the main menu. If the “Portfolio” box is not visible on the menu editor screen, click on the “Screen Options” tab in the upper right and then select “Portfolio”.

Adding Widgets

This theme has areas in which you can place widgets. To add widgets, click on “Widgets” under the “Appearance” tab in your WordPress admin. Click and drag a widget to one of the boxes on the right. Then set your options for that widget.

Custom Widgets

Clarity Recent Posts: Display a list of recent posts from a certain category or all categories, with the option to display an excerpt from the most recent post.

Clarity Twitter: Display your most recent tweets.

Clarity Flickr: Show thumbnails for a Flickr account.

Clarity Mini Feature: Display a linked title along with an icon and block of text.

Setting Up a Blog

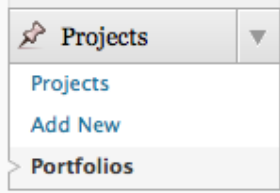
To set up your blog, select "Categories" under "Posts" in the left menu. Create a category for your "Blog" or whatever you decide to name it. If you plan on having subcategories, create those and assign "Blog" as the parent for each. Now go to your menu editor under Appearance in the left menu, and add the "Blog" category to your menu. Save the menu.

Now when you create posts, just assign them to the appropriate subcategory.

Building Your Portfolio

This theme uses a custom post type called “Projects” and a custom taxonomy called “Portfolios”. Together they make it easy for you to display your work.

Create Portfolios



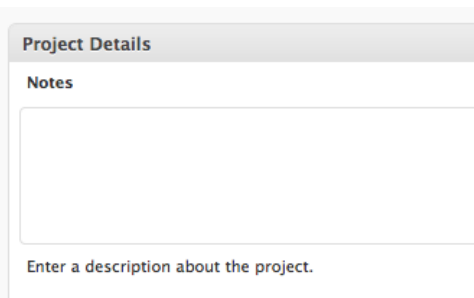
The first thing you should do is create a top level portfolio. Do this by selecting “Portfolios” under “Projects” in the left menu. For example, you would call this portfolio “Work”. Then decide if you would like to have sub-portfolios. If so you would create more, and assign “Work” as each ones parent. For example, “Branding”, “Photography”, and “Web” could be children of “Work”.

Adding Projects

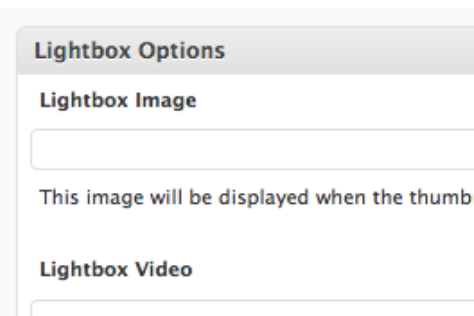
Once you have your portfolio structure created, it’s time to create some projects. Use the same project menu as above to add a new project. Use the main content editor to enter images or embed videos. The suggested width for images here are **700px**.



Add a thumbnail by using the “Featured Image” box found at the bottom of the right column. Use the popup window to upload an image, and then click “Use as featured image”.



The Project Details box allows you to add notes about your projects, a URL, and a URL label. You can use the URL to link out to an external site. For example, if your project is a web design, you can use the URL to let the visitor look at the live website. You can also mark a project as featured to be displayed on the homepage.



The Lightbox Options box gives you the ability to set an image or video to be opened in a lightbox when the project thumbnail is clicked.

In the Lightbox Video field you can enter the url of a video on Vimeo or YouTube. For example: <http://vimeo.com/7993383>

Home Feature Options

Include in Home Page Slideshow

Display this in the home page slideshow.

Home Slideshow Image

Enter the full URL of an image to be displayed in 300px (Recommended dimensions with text: 7:

The Home Feature Options let you display a project in the home page slideshow. If you don't specify an image here, the projects "Featured Image" will be used.

To include text in the slide, use the Home Slideshow Text field.

Portfolios

All Portfolios Most Used

- Work
- Branding
- Illustration
- Photography
- Print
- Web

Assign your project to a portfolio.

Once you've entered your project content, use the "Portfolio" box in the right column to assign it to a portfolio. If you only have a top level portfolio, select it. But if you have sub-portfolios, only assign it to those.

You can use the custom menu editor to add portfolios to the main menu. If the "Portfolio" box is not visible on the menu editor screen, click on the "Screen Options" tab in the upper right and then select "Portfolio".

Using Button Shortcodes

You can add buttons to the content of any page, post, or widget using the following shortcode:

```
[button url="http://domain" target="_blank" label="Learn More" ptag=true]
```

The button shortcode takes 4 parameters: url, target, label, and ptag. If ptag is set to true, then the button will be wrapped in <p> tags.

Lightbox

This theme comes packaged with built-in lightbox functionality. WordPress gallery thumbnails will automatically open in the lightbox, but you can also make any <a> tag open in a lightbox by adding rel="prettyPhoto".

```
<a href="http://domain/imageurl" rel="prettyPhoto">link</a>
```