
HOW A JOOMLA TEMPLATE
CAN BE **BETTER?**





**1. SMARTER CODE + FASTER
SPEED**

HOW?

**2. FEATURES ENHANCEMENT
(Themes, modules positions,
extra extensions)**





CSS/HTML

1.1 ~~PHP/JAVASCRIPT~~ CODE OPTIMIZATION

GZIP/COMPRESS





Less image,
more text

1.2 GRAPHIC OPTIMIZATION

Smarter image
usage





**EXTRA MODULE
POSTIONS**

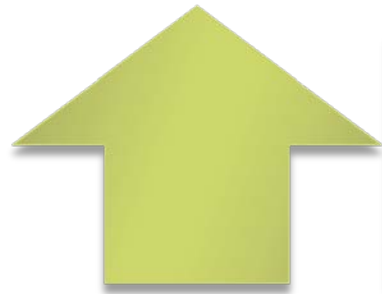
**THEME / COLOR
VARIATIONS**

**3rd EXTENSIONS
INTERGRATION**



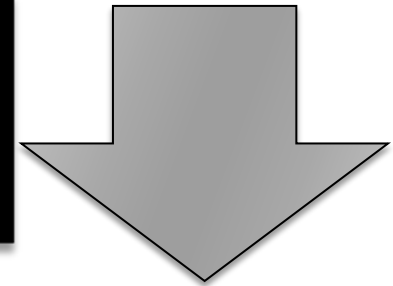
BUT THERE IS ONE
PROBLEM





SMARTER CODE + FASTER
SPEED
PROBLEM?

MORE FEATURES (Themes,
modules positions, extra
extensions)



HOW THIS CAN BE
SOLVED?



BALANCE (Features vs Speed)

SMARTER CODE + FASTER
SPEED

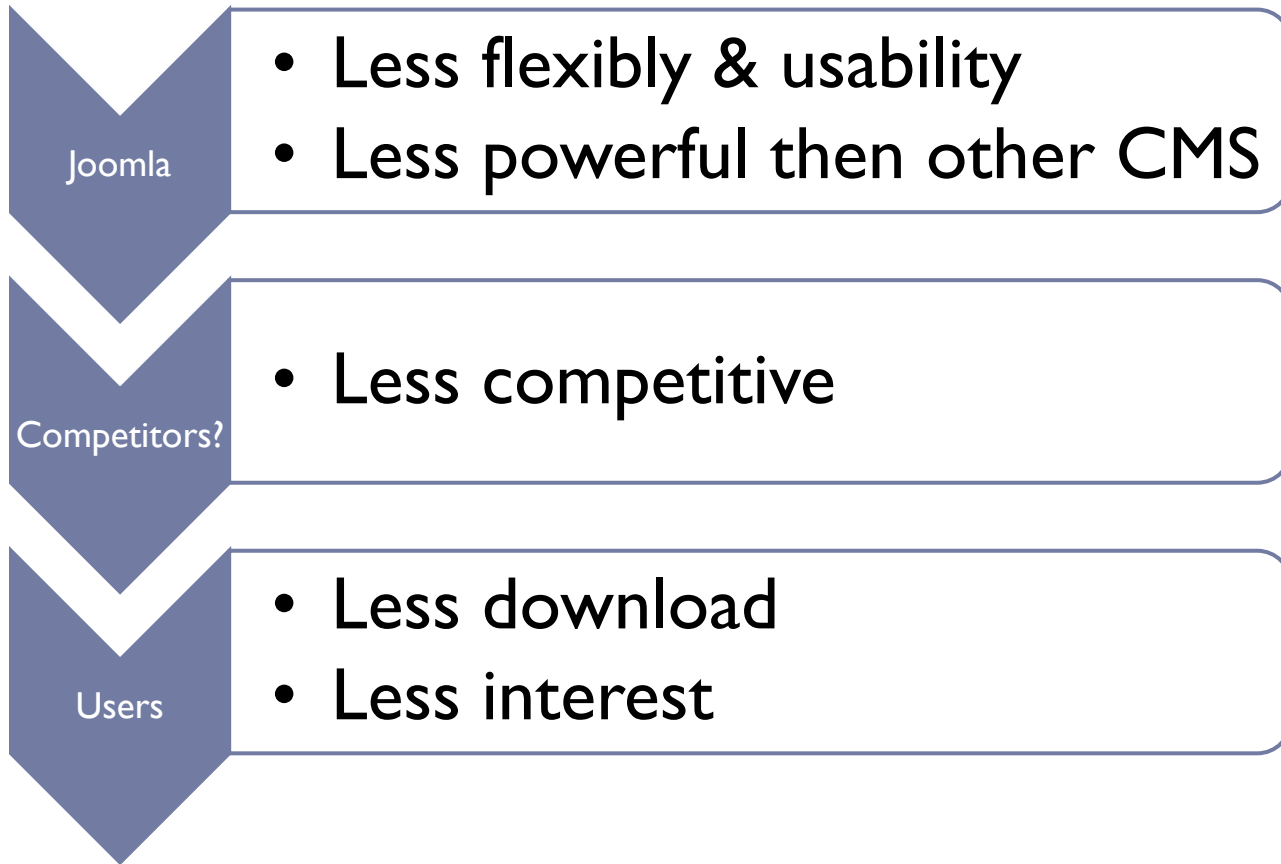


MORE FEATURES (Themes,
modules positions, extra
extensions)

OK. but limited...



LESS FEATURES?



MORE FEATURES?

Template

- Face the limitation of standard CSS/HTML/Graphic optimization

Support

- Bugs, Conflicts with 3rd Extensions

SPEED

- Heavy weight
 - Forever loading....
-
- 

ANY OTHER
SOLUTIONS?



YES

How?



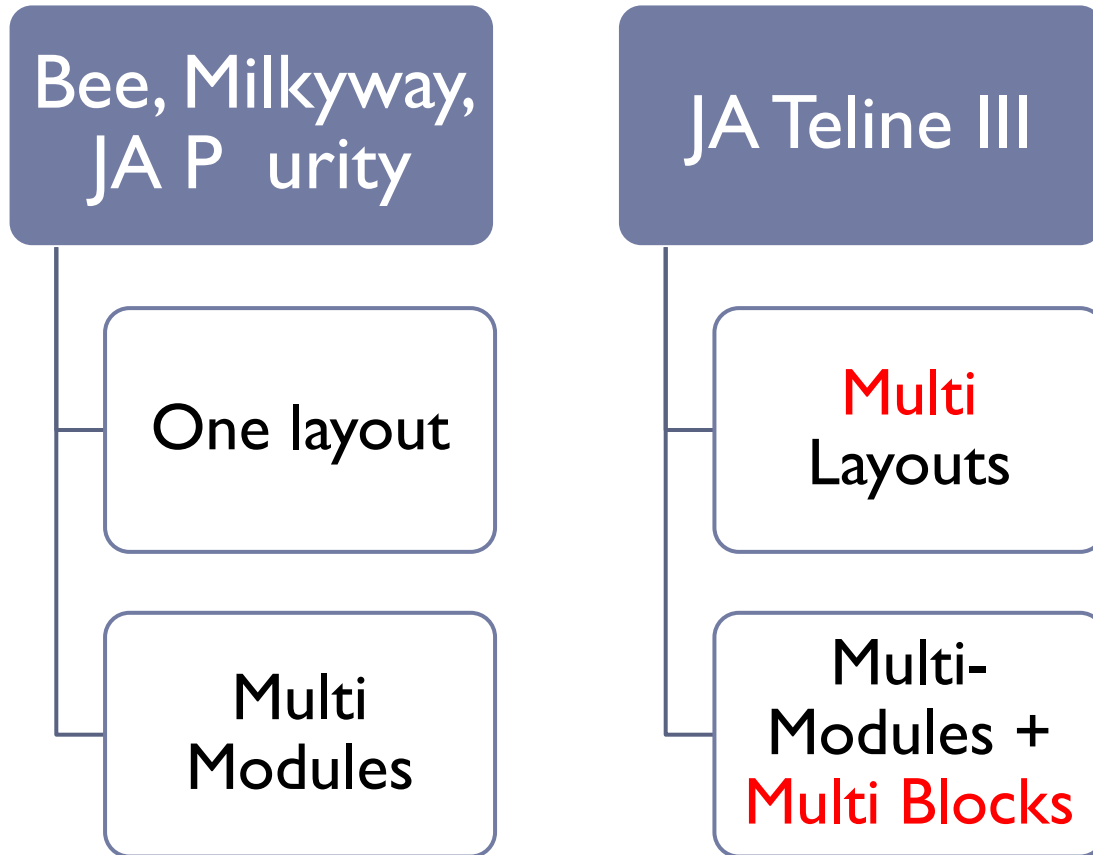
JoomlaArt decides to adopt new

FRAMEWORK

for Joomla Template



STANDARD vs NEW JA FRAMEWORK



Bee, Milkyway, Puriy vs. JA TELINE III

Before

Still some
<table>

All layouts are
controlled by
`index.php`

Now

Tableless, all are
<div>,

load only the
`layout.php`
you want



The <weblink> component

In many standard Joomla! templates

```
<table width="100%" cellpadding="4" cellspacing="0" border="0" align="center">
<tr>
  <td colspan="2" class="contentdescription">
    <?php echo $this->escape($this->params->get('pageclass_sfx')); ?>">
  </td>
  <td colspan="2" class="contentdescription">
    <?php
      if ( isset($this->image) ) : echo $this->image; endif;
      echo $this->params->get('comp_description');
    ?>
  </td>
</tr>
</table>
```



The <weblink> component

In JA TELINE III

```
<div class="weblinks"<?php echo $this->escape($this->params->get('pageclass_sfx')); ?>">
  <?php if ( $this->category->image || $this->category->description) : ?>
    <div class="contentdescription"<?php echo $this->escape($this->params->get('pageclass_sfx')); ?>">

      <?php if ($this->category->image) :
        echo $this->category->image;
      endif; ?>

      <?php echo $this->category->description; ?>

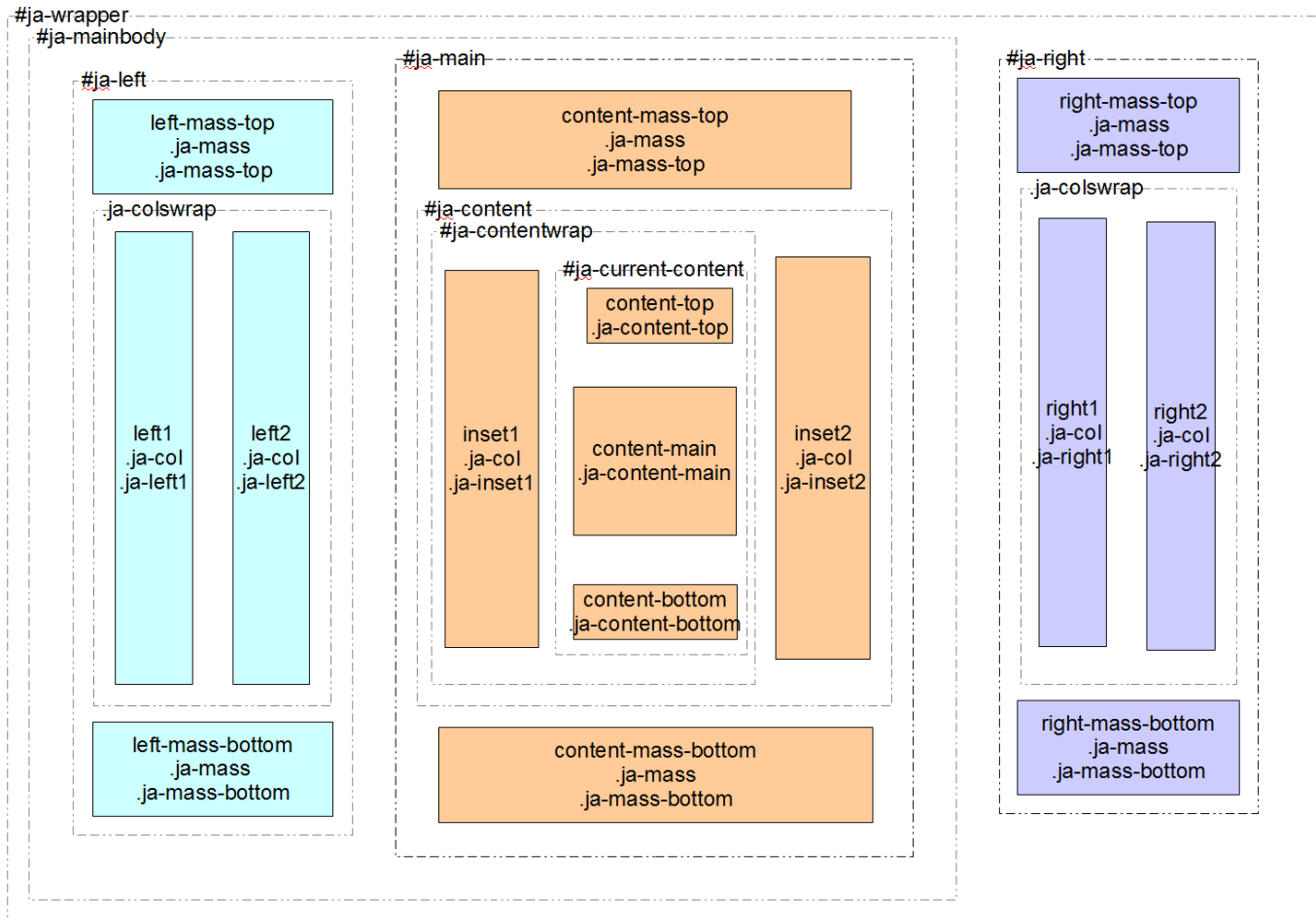
      <?php if ($this->category->image) : ?>
        <div class="wrap_image">&nbsp;</div>
      <?php endif; ?>

    </div>
  <?php endif; ?>

  <?php echo $this->loadTemplate('items'); ?>
</div>
```



JA TELINE III – FRAMEWORK OVERVIEW



So what is

GOOD

using the new JA Template
framework?





- Flexible template development

- Less coding work

- Reusable developed blocks

FOR DEVELOPMENT & CUSTOMIZATION

- Less bugs

- Be more in control





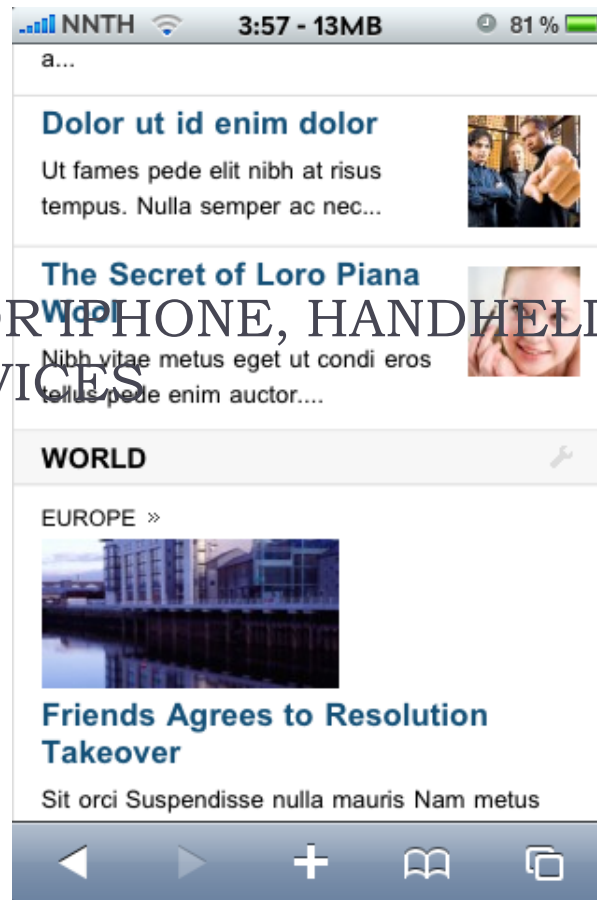
-
- Easier to get template optimized for SEO: Content 1st
 - Content blocks are separated, html mark-ups are spitted & arranged in smarter way.

- Full control of module arrangement

FOR SPEED, SEO, MODULES MANAGEMENT

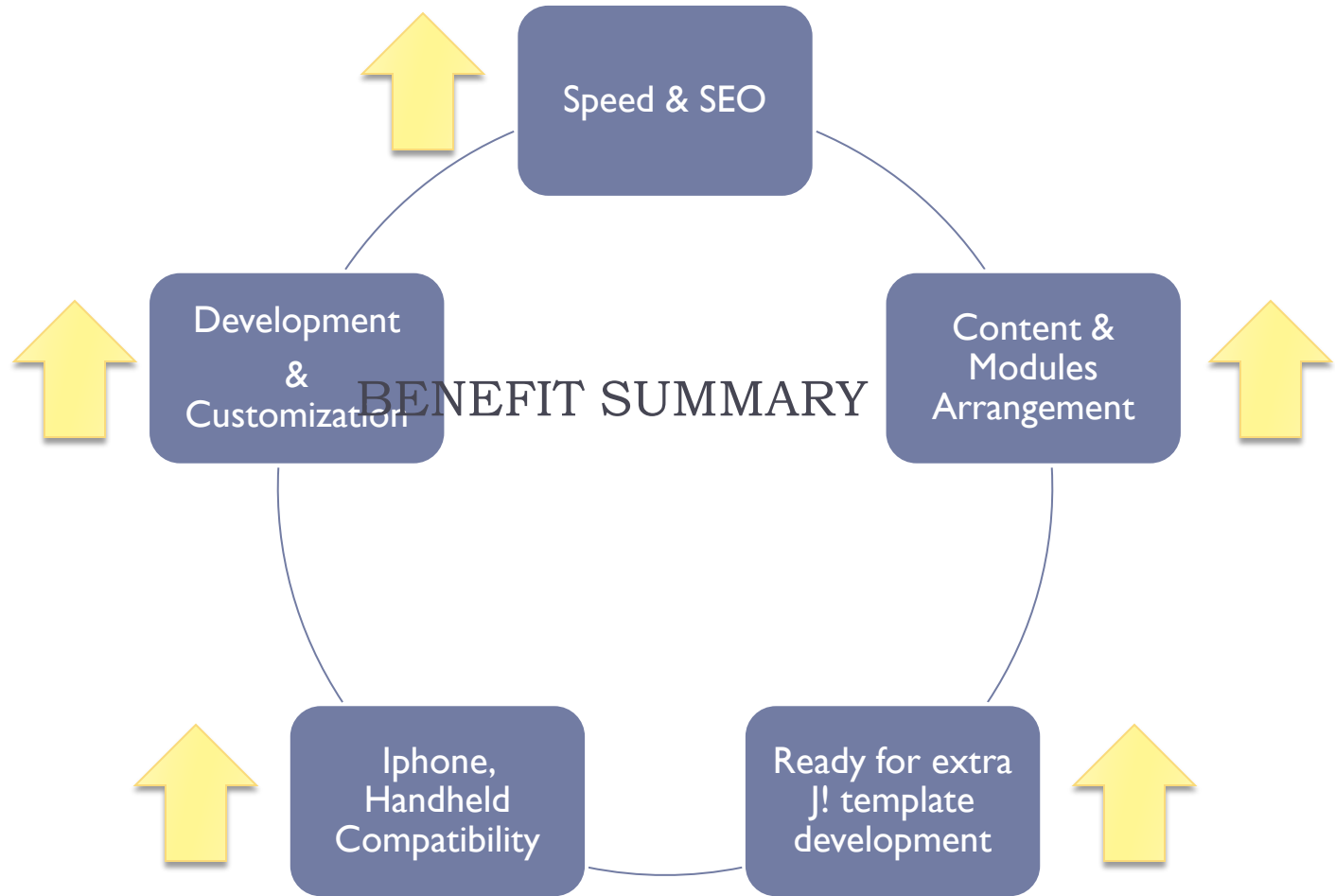
- As many modules as you want
- Can take any content block from a template to another (if they both use this framework)





BETTER SUPPORT FOR IPHONE, HANDHELD DEVICES





Is it...**FREE?**

YES



JA Template Framework
available for **free download** at
JoomlaArt.com on **15/Sep/2009**

THANK YOU FOR YOUR ATTENTION

