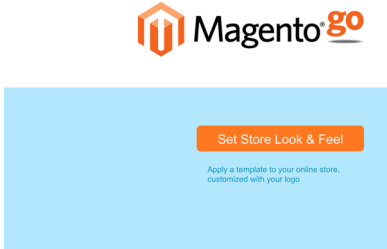
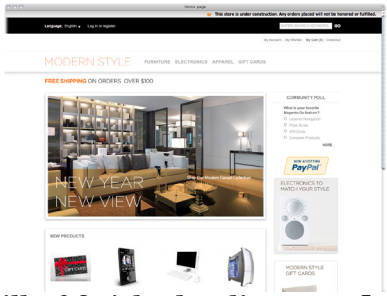
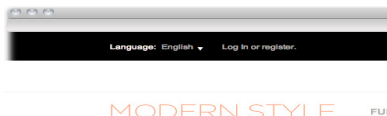

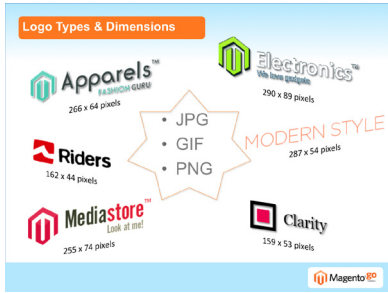
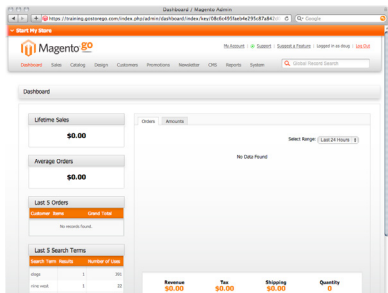
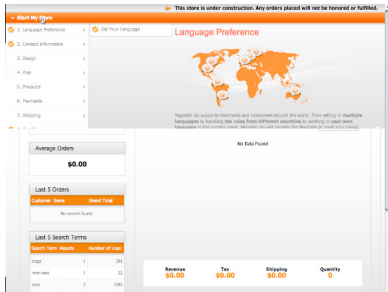




03-Store Look and Feel Script/Storyboard


- ❑ Learning objective: to be able to apply a theme template to the online store, customized with a logo.
- ❑ User needed info/assets: logo file

#	Action on Screen	Audio
1	 <p>[Still; 4 sec, incl transition]</p>	<p>Hello, my name is Lisette. In this video tutorial I will show you how to set some basic elements of your online store's look and feel by selecting a theme and adding your logo.</p>
2	 <p>[Still of finished online store]</p>	<p>Remember, our goal in this series of video tutorials is to get a fully functioning online store up and running as quickly as possible.</p>
3		<p>Before you can complete the steps in this video tutorial, you'll need to gather a logo file.</p>
4	 <p>[Zoom in to store logo]</p>	<p>Your store logo is displayed in the upper-left of the header area of your online store. It serves as branding for your store as well as a link back to your online store's home page.</p>

#	Action on Screen	Audio
5		The logo file must be a jpeg, gif, or png...
6		and the size depends on the theme template you choose.
7		For the current themes, the sizes range from 162 by 44 pixels to 290 by 89 pixels.
8		So, once you have your logo file...
9	<p>[Still of logo file types & dimensions]</p>  <p>[Still of Admin panel]</p>	From the Magento Go Admin panel, click Start My Store in the upper left, to open the Startup Wizard.
10	 <p>[Video]</p>	Choose Design, then Select & Customize Your Design.
11		Read the tip, then click Continue.
12		You'll see the Theme Editor window.
13		On the left, you'll see the current theme, on the right, you'll see the available themes.
14		Which theme you choose depends entirely on your personal taste.
15		All of the themes include all the functionality you need to sell products through your online store.
16		Preview each theme.
17	Once you find a theme you like, take a look at the other pages as well.	

#	Action on Screen	Audio
18		Once you find a theme you want to try, click Customize under the theme's thumbnail.
19		You'll see a note in the upper left that the theme is read-only.
20		Under Theme Information, type a theme name. This is just for your reference.
21		Type a theme description.
22		You can leave the theme thumbnail as is.
23		Click Save.
24		You'll see a green circle with a check mark in the upper left with a note that the theme has been created, and you'll see some new theme customization options along the left side.
25		Choose Design Settings Editor from the list on the left.
26		As you can see, Magento Go lets you customize just about everything.
27		However, to get your online store up and running as quickly as possible, the only thing you should customize at this point is the store logo.
28		Click Header Settings in the center left.
29		Under Logo, click Choose File.
30		Navigate to your online store logo file. Click Choose.
31		Click Save and Continue Edit.

#	Action on Screen	Audio
32		You'll see a green circle and a check mark in the upper left noting that your theme has been saved.
33		Now, let's preview what we've done so far.
34		Click Preview in the upper right.
35		You'll see that the new logo is in place.
36		Click Quit Preview.
37		So far, you've copied a template theme and customized it with your store logo.
38		You can see the theme you've been working on in the panel on the left of the Theme Editor window, under My Customizations.
39		But so far, a theme hasn't been applied to the online store visible to your customers.
40		To do that, find the theme you want to apply among the customized themes on the left, and click Apply.
41		The theme moves to the upper left of the window, under Current Theme...
42		And you'll see a green circle with a check mark in the upper left stating the theme has been applied.
43		Now let's look at how the online store will look to customers.
44		Open a new browser window, and type the URL of your store.

#	Action on Screen	Audio
45		You may need to refresh the page.
46		Here too you see the logo you just chose, as well as all the features that come with the theme.
47		Close the browser window and return to the theme editing window.
48		You'll see that under the design step, you now have a check mark next to the Select & Customize Your Design.
49		Click Start My Store again, to hide the Startup Wizard.
50		You'll see a green circle with a check mark in the upper left with a message stating your store information has been saved.
51	 <p>[Still w/ support URL]</p>	And that's it!
52		Thank you for watching.
53		Be sure and view the other helpful video tutorials and articles on the Magento Go support site.