



# Themes

## aka Making It Click

Themes translate design concepts, user experience architecture, and features into flexible templates that comprise the fully functioning end product.

### OWNER:



FRONT-END DEVELOPER

### CONTRIBUTORS:



PRODUCTION  
LEAD



BACK-END  
DEVELOPER



USER EXPERIENCE  
ARCHITECT

### DESCRIPTION:

Themes are templates that create the fully-developed end product. They're consistent and flexible iterations of the design concept and they dictate how users interact with features and what everything actually looks like.

Themes are the intersection of content, design, user experience, and functionality, and they create a predictable interface for the user. They make the end product look good and work well with content of varying types and lengths, provide structure and layouts for all screens within the product, and enable easy use and management of content regardless of technical features.

As the foundation of the end product, they must be produced with solid code that stands the test of time.

### SPECIAL CONSIDERATIONS:

- All expertise areas review the themes because they affect all elements: features, content, and design.
- Consider all browsers, devices, search engines, printers, social media sharing, operating systems, connection/rendering speeds, and any other delivery methods when producing themes.

### LOCATION IN THE PROCESS:

