

# WordPress Themes



¿Qué diseño necesito  
para mi web?

# Tendencias 2018

columna única  
sin sidebars (mobile)  
bloques desencajados  
menús hamburguesa  
mobile first  
fuera sliders

[Case Studies](#)

News

[Services](#)

Documentation

[Capabilities](#)

Contact

[Partners](#)

Careers

# Capabilities

WordPress in the enterprise takes many forms. It can serve as the entire backbone or a key component of your digital content management infrastructure.

Paired with the performance and flexibility of our managed platform, the foresight of our expert guidance, and the strength of our agency partnerships and technical integrations, it's an unbeatable combination.

Explore some of the most common enterprise use cases below.

## A complete digital publishing solution

Contact us



# Product and corporate marketing platform of record



facebook

How do you empower dozens of individual marketing teams and agencies to ship their own new sites and projects on their own schedule, with the confidence that all of those sites will

Follow



**PROYECTO**

## MEDIOS INDÍGENAS

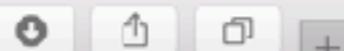
"Medios indígenas" es un proyecto dedicado a estudiar la actual relación entre los pueblos indígenas de América Latina y los medios de comunicación. Esto incluye los usos indígenas de medios como la radiodifusión, la fotografía y el video, o las redes sociales de internet. Su propósito es conocer y divulgar la situación de estos y otros medios y el modo en que las poblaciones indígenas se expresan a través de ellos. Nuestro portal web "Medios indígenas" está diseñado tanto como herramienta del proyecto de investigación, como observatorio y lugar de intercambio entre personas y organizaciones interesadas en este tema.

[VER PROYECTO](#)

¿Y cómo se hace en  
**WordPress?**

# los temas

temas gratuitos



Registrarse Acceder

# WORDPRESS.ORG Español

[Temas](#) [Plugins](#) [Soporte](#) [Colabora](#) [Equipo](#) [Meetups](#) [Acerca de](#) [Blog](#)[Descarga WordPress](#)

## Directorio de temas

[Temas comerciales](#) [Sube tu tema](#)

3.155

[Destacados](#)[Populares](#)[Últimos](#)[Filtro de características](#)

Twenty Seventeen

**Twenty Sixteen**

Come Sail Away with Me

Individually, we can dream big. Together, we can do amazing.

**Twenty Sixteen**

The Twenty Sixteen theme is a clean, modern theme for your blog or website. It features a large header image, a one-column content area, and a footer with social links and a copyright notice. The theme is designed to look great on all devices, from desktops to mobile phones. It includes support for WooCommerce, making it easy to sell products online.

Twenty Sixteen

**Twenty Fifteen**

The WordPress Default Theme

**Twenty Fifteen**

The Twenty Fifteen theme is a minimalist theme for your blog or website. It features a large header image, a one-column content area, and a footer with social links and a copyright notice. The theme is designed to look great on all devices, from desktops to mobile phones. It includes support for WooCommerce, making it easy to sell products online.

Twenty Fifteen

**OceanWP**

Create Beautiful Websites

Latest Addons

OceanWP

**Hestia**

Slick Material Design

What we stand for

Hestia

**Astra**

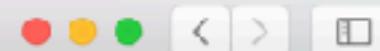
EASILY CUSTOMIZABLE WORDPRESS THEME

Astra

**Sydney**

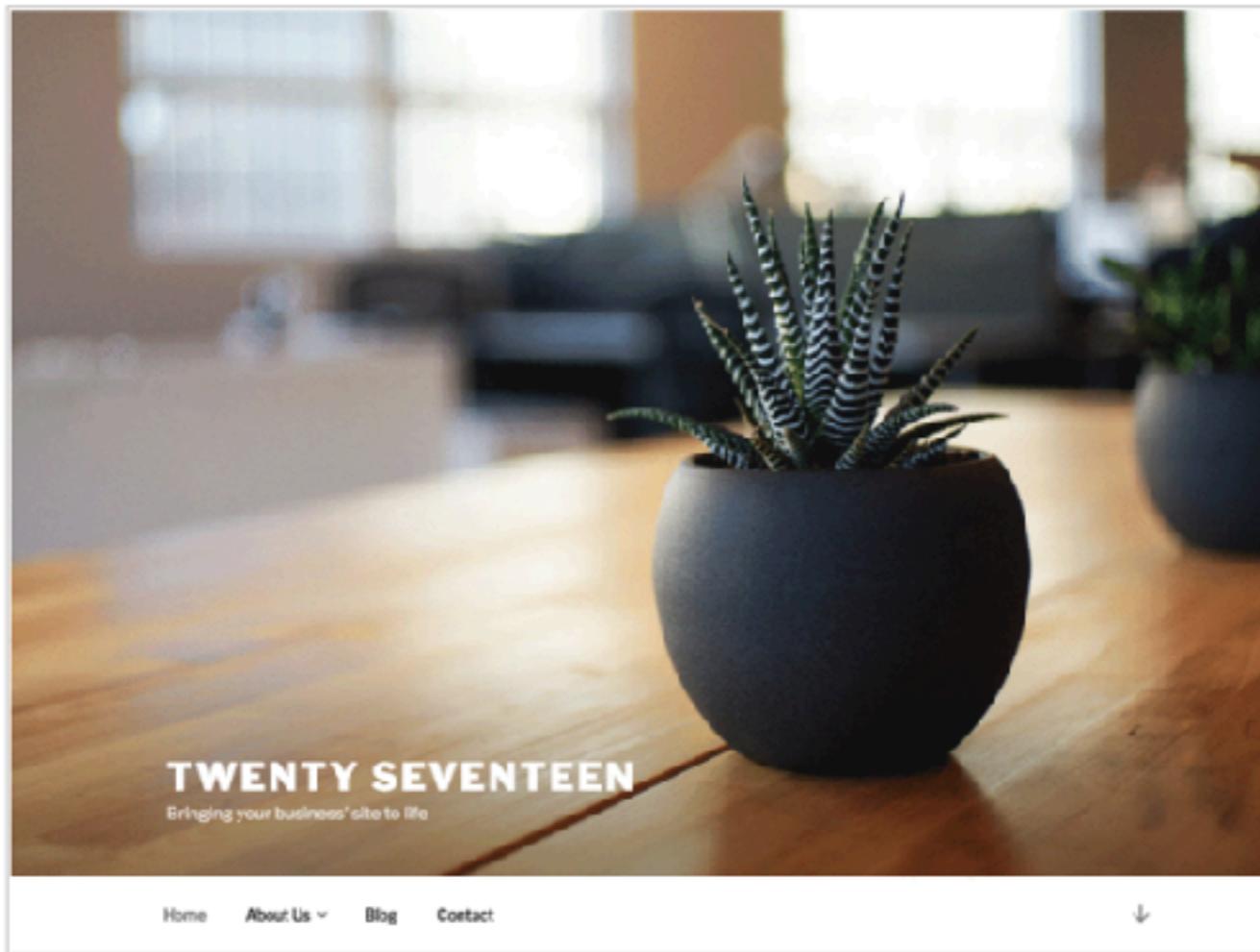
THE ULTIMATE WORDPRESS THEME

**BULK**



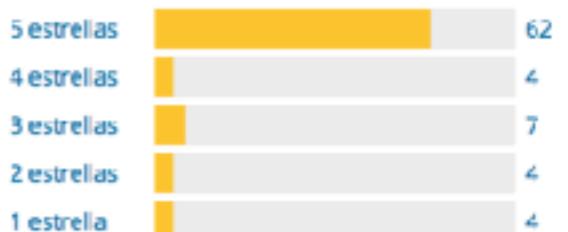
# Twenty Seventeen

Por [WordPress.org](#)

[Vista previa](#)[Descargar](#)**Versión: 1.6****Última actualización: 17 de mayo de 2018****Instalaciones activas: +1 millón**[Página de inicio del tema →](#)

## Valoraciones

4.5 de 5 estrellas.

[Añadir mi reseña](#)

## Soporte

¿Tienes algo que decir? ¿Necesitas ayuda?

[Ver foro de soporte](#)

Twenty Seventeen da vida a tu sitio con vídeos en la cabecera e imágenes destacadas envolventes. Enfocado a sitios de negocios, muestra muchas secciones en la página de inicio además de widgets, menús sociales y de navegación, un logo, ... y muchas cosas más. Personaliza su cuadrícula asimétrica con paletas de color personalizadas y muestra tu contenido multimedia con formatos de entrada. Nuestro tema por defecto para 2017 va muy bien para muchos idiomas, funciones y en cualquier dispositivo.

**Etiquetas:**

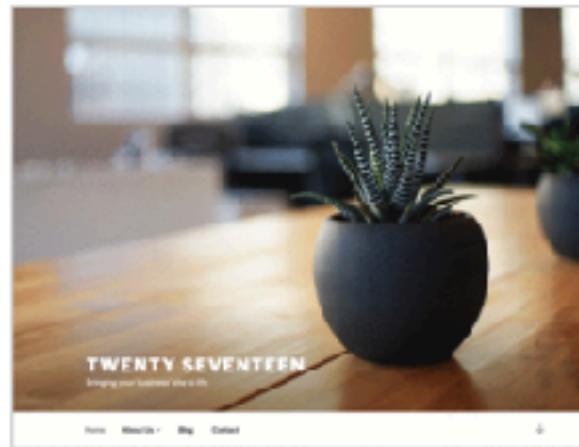


X



Descargar

Twenty Seventeen  
Por WordPress.org



Versión: 1.6

Twenty Seventeen da vida a tu sitio con vídeos en la cabecera e imágenes destacadas envolventes. Enfocado a sitios de negocios, muestra muchas secciones en la página de inicio además de widgets, menús sociales y de navegación, un logo, ... y muchas cosas más. Personaliza su cuadrícula asimétrica con paletas de color personalizadas y muestra tu contenido.

Cerrar

# THEME PREVIEW

Previewing Another WordPress Blog

[Parent Page](#) [Sub-page](#) [About](#)

## POSTS

OCTOBER 17, 2008

### Worth A Thousand Words



Boat

Boat.

Search ...



## RECENT POSTS

[Worth A Thousand Words](#)

[Elements](#)

[More Tags](#)

[HTML](#)

[Links](#)

## RECENT COMMENTS

[Joseph Scott on Hello world!](#)

# temas 'premium'

# Consejos para una buena compra

*ThemeForest*  
*Elegant Themes*  
*ThemeIsle*  
*TemplateMonster*



Unlimited WordPress themes, plugins & video downloads!

Get 34% Off



Forums

Start Selling

Our Products



Sign In

Web Themes & Templates

Websites

Code

Video

Audio

Graphics

Photos

3D Files



All Items WordPress WordPress Sale NEW Hosted Websites HTML Marketing CMS eCommerce Music UI Design Plugins More

# 42,002 WordPress Themes & Website Templates From \$2

WordPress themes, web templates and more. Brought to you by the largest global community of creatives.

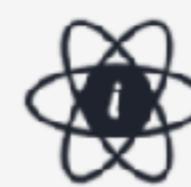
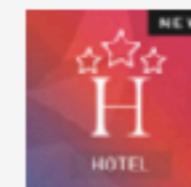
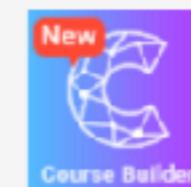
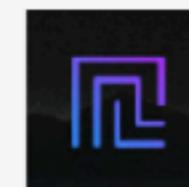
e.g. responsive wordpress



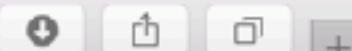
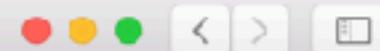
## Discover our Featured templates of the week

Every week we hand-pick some of the best new website themes from our collection.

These beautiful templates are making our heads turn!



[View More Featured Items](#)



Divi 3.0 &amp; The All New Visual Builder Has Arrived!

[LEARN MORE](#)[Themes](#) [Plugins](#) [Blog](#) [Contact](#) [Login](#)[JOIN TO DOWNLOAD](#)

# WordPress Themes That Empower 500,591 Customers

Get The Ultimate WordPress Toolkit For Web Design Professionals And Business Owners



Our Visual Drag & Drop WordPress Themes Are Changing The Game

Download 87 beautiful **WordPress Themes** for the price of one, including Divi, the ultimate theme and visual page builder. Take Divi for a free test drive today.

Build And Promote Your Websites With Our Suite Of Premium WordPress Plugins

Harness the power of the Elegant Themes plugin suite, including Bloom and Monarch, the best tools for gathering leads and building your social following online.

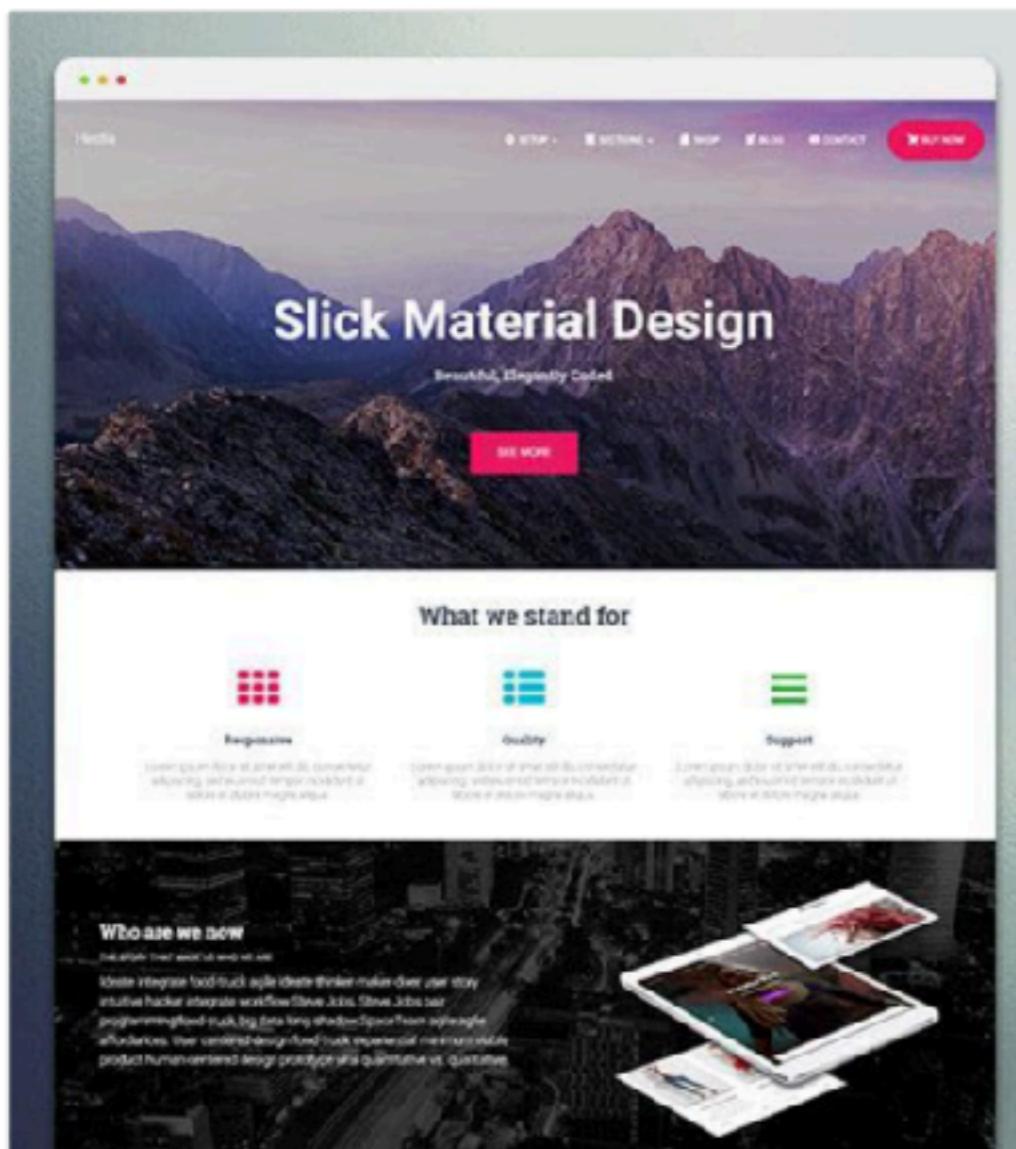


[WordPress Themes](#) Plugins Pricing About Us Blog Support Login

# WordPress Themes

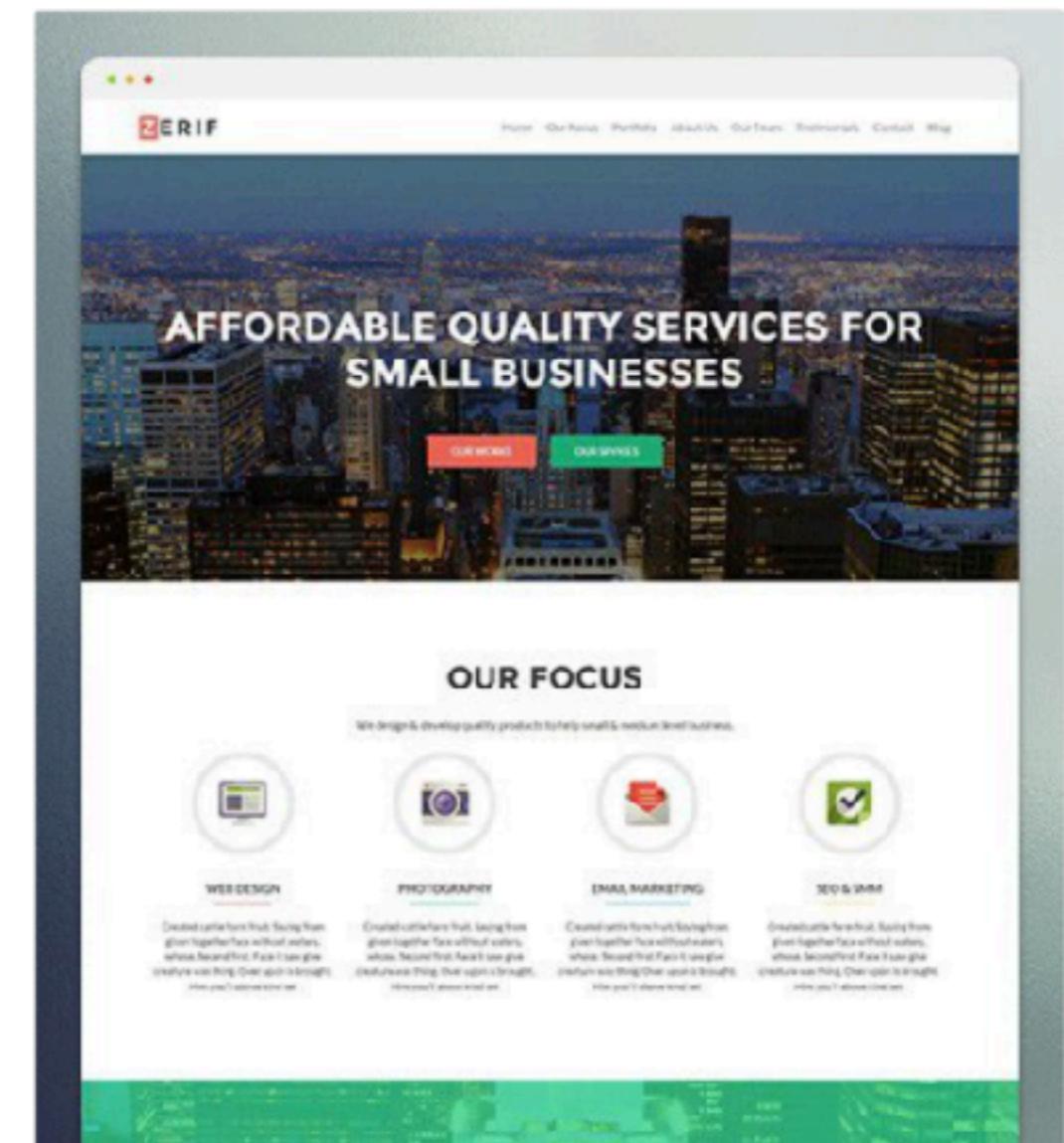
Browse Our Top WP Themes & Templates

Free Responsive Restaurant Blog Business Ecommerce Magazine Photography All Search

**Hestia PRO**

One Page Material Design Theme

€89

**Zerif PRO**

One Page Theme

€89

Need Help?



What do you want to find

US

Help



Account



Cart

WEBSITES

CMS TEMPLATES

WEB TEMPLATES

E-COMMERCE TEMPLATES

CATEGORIES

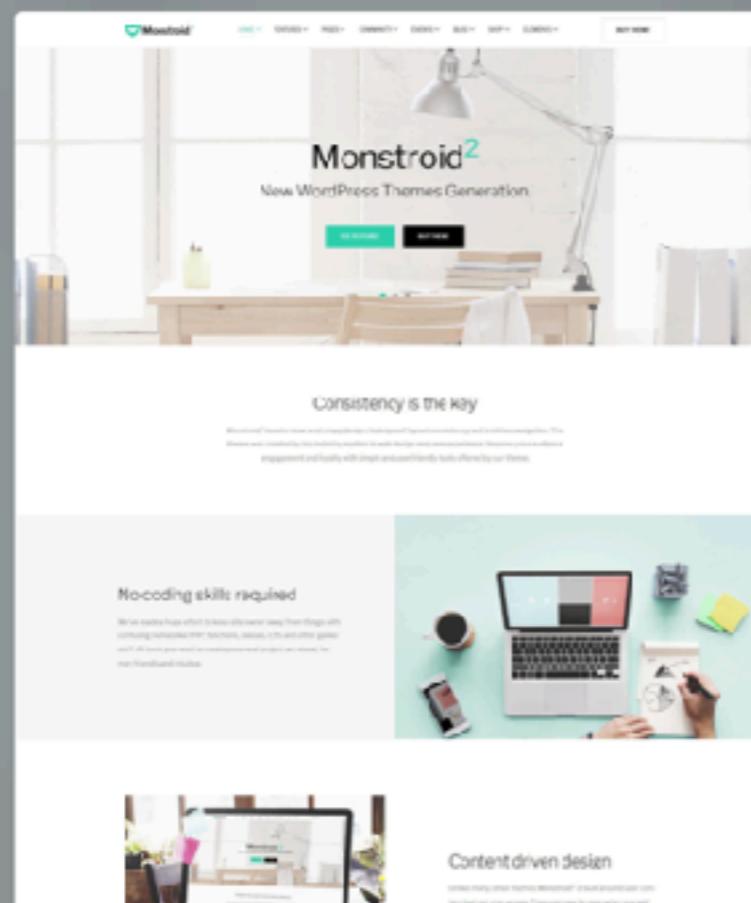
PLUGINS &amp; ASSETS

SERVICES

WordPress  
ThemesWebsite  
TemplatesShopify  
TemplatesWooCommerce  
ThemesPrestaShop  
ThemesMagento  
ThemesJoomla  
Templates

## WORDPRESS THEMES

2018's Best Premium WordPress Themes from TemplateMonster



### MONSTROID2 - MULTIPURPOSE WORDPRESS THEME

\$ 53

View Details

Live Demo



# pros y contras

✓ implementación rápida

✓ bonito look&feel

✓ funcionalidades extras

✗ efecto lock-in

✗ rendimiento WPO

✗ mucho HTML

✗ SEO

pasemos a  
la parte técnica



# estructura de ficheros

*/mi-theme*

*style.css*

*functions.php*

*index.php*

*single.php*

*page.php*

*category.php*

*jerarquía*



<https://developer.wordpress.org/themes/basics/template-hierarchy/>

```
1  /*
2   Theme Name: Twenty Sixteen
3   Theme URI: https://wordpress.org/themes/twentysixteen/
4   Author: the WordPress team
5   Author URI: https://wordpress.org/
6   Description: Twenty Sixteen is a modernized take on an eve
7   Version: 1.4
8   License: GNU General Public License v2 or later
9   License URI: http://www.gnu.org/licenses/gpl-2.0.html
10  Tags: one-column, two-columns, right-sidebar, accessibility, clean,小姑娘, elegant, fresh, grid, modern, responsive, semantic, simple, traditional, typography, web-fonts, wide
11  Text Domain: twentysixteen
12
13  This theme, like WordPress, is licensed under the GPL.
14  Use it to make something cool, have fun, and share what yo
15  */
16
17
18 /**
19  * Table of Contents
20  *
21  * 1.0 - Normalize
22  * 2.0 - Genericons
23  * 3.0 - Colors
24  * 4.0 - Grid
25  * 5.0 - Typography
26  * 6.0 - Layout
27  * 7.0 - Components
28  * 8.0 - Posts and Pages
29  * 9.0 - Widgets
30  * 10.0 - Plugins
31  * 11.0 - Accessibility
32  * 12.0 - Performance
33  * 13.0 - Customization
34  * 14.0 - Advanced
35  * 15.0 - About
```

veámoslo a fondo



es mucho trabajo  
desarrollar  
un **tema a medida**

# *frameworks*

(cajas de herramientas)

\_s

underscores.me



```
<article id="post-<?php the_ID(); ?>" <?php post_class(); ?>
  <header class="entry-header">
    <h1 class="entry-title"><a href="<?php the_permalink(); ?>" title="<?php echo esc_attr( sprintf( __( 'Permalink to %s', '_s' ), the_title_attribute( 'post_name' ) ) ); ?>" rel="bookmark"><?php the_title(); ?></a></h1>

    <?php if ( 'post' == get_post_type() ) : ?>
      <div class="entry-meta">
        <?php _s_posted_on(); ?>
      </div><!-- .entry-meta -->
    <?php endif; ?>
  </header><!-- .entry-header -->

  <?php if ( is_search() ) : // Only display Excerpts for search results
    <div class="entry-summary">
      <?php the_excerpt(); ?>
    </div><!-- .entry-summary -->
  <?php else : ?>
    <div class="entry-content">
      <?php the_content( __( 'Continue reading <span class="next-link"><a href="<?php the_permalink(); ?>">' . the_title_attribute( 'post_name' ) . '
```



A STARTER THEME FOR WORDPRESS

## CREATE YOUR UNDERSCORES BASED THEME

Hi. I'm a starter theme called `_s`, or *underscores*, if you like. I'm a theme meant for hacking so don't use me as a Parent Theme. Instead try turning me into the next, most awesome, WordPress theme out there. That's what I'm here for.

My ultra-minimal CSS might make me look like theme tartare but that means less stuff to get in your way when you're

Theme Name

GENERATE

Advanced Options

Based on `_s` from GitHub

A just right amount of lean, well-commented, modern, HTML5 templates.

A helpful 404 template.

An optional sample custom header implementation in `inc/custom-header.php`.

Custom template tags in `inc/template-tags.php` that keep your templates clean and neat and prevent code duplication.

Some small tweaks in `inc/template-functions.php` that can improve your theming experience.



```
<article id="post-<?php the_ID(); ?>" <?php post_class(); ?>
  <header class="entry-header">
    <h1 class="entry-title"><a href="<?php the_permalink(); ?>" title="<?php echo esc_attr( sprintf( __( 'Permalink to %s', '_s' ), the_title_attribute( 'url' ) ) ); ?>" rel="bookmark"><?php the_title(); ?></a></h1>

    <?php if ( 'post' == get_post_type() ) : ?>
    <div class="entry-meta">
      <?php _s_posted_on(); ?>
    </div><!-- .entry-meta -->
    <?php endif; ?>
  </header><!-- .entry-header -->

  <?php if ( is_search() ) : // Only display Excerpts for search results
  <div class="entry-summary">
    <?php the_excerpt(); ?>
  </div><!-- .entry-summary -->
  <?php else : ?>
  <div class="entry-content">
    <?php the_content( __( 'Continue reading <span class="meta-nav"><a href="'.get_permalink().'">' . _s_continue_reading_text() . '</a>', '_s' ) ); ?>
    <?php wp_link_pages( array( 'before' => '<div class="page-link">' . __( 'Pages:', '_s' ), 'after' => '</div>' ) ); ?>
  </div><!-- .entry-content -->
  <?php endif; ?>

  <footer class="entry-meta">
    <?php if ( 'post' == get_post_type() ) : // Hide category and tag text for pages on Search ?>
```



## CREATE YOUR UNDERSCORES BASED THEME

Theme Name**GENERATE**Theme Slug

Based on \_s from GitHub

AuthorAuthor URIDescription WooCommerce boilerplate \_sassify!

Simple Options

## Project

mi-tema
inc
js
languages
layouts
template-parts
404.php
archive.php
comments.php
footer.php
functions.php
header.php
index.php
LICENSE
page.php
phpcs.xml.dist
README.md
readme.txt
rtl.css
screenshot.png
search.php
sidebar.php
single.php
style.css

## style.css

```
1  /*
2   * Theme Name: mi tema
3   * Theme URI: http://underscores.me/
4   * Author: Underscores.me
5   * Author URI: http://underscores.me/
6   * Description: Description
7   * Version: 1.0.0
8   * License: GNU General Public License v2 or later
9   * License URI: LICENSE
10  * Text Domain: mi-tema
11  * Tags: custom-background, custom-logo, custom-menu, featured-images
12
13  This theme, like WordPress, is licensed under the GPL.
14  Use it to make something cool, have fun, and share what you've
15
16  mi tema is based on Underscores https://underscores.me/, (C) 2012
17  Underscores is distributed under the terms of the GNU GPL v2 or later.
18
19  Normalizing styles have been helped along thanks to the fine work
20  Nicolas Gallagher and Jonathan Neal https://necolas.github.io/.
21  */
22 /**
23  >>> TABLE OF CONTENTS:
24  -----
25  # Normalize
26  # Typography
27  # Elements
28  # Forms
29  # Navigation
30    ## Links
31    ## Menus
32  # Accessibility
```

veámoslo a fondo



subimos el nivel:

**Sage** ([roots.io](https://roots.io))



# Sage

Docs Discourse GitHub

★ 9371 · Version 9.0.1  
Last updated June 11, 2018

# WordPress starter theme with a modern development workflow

## Advanced front-end workflow

Write stylesheets with Sass, automatically check your JavaScript for errors, optimize images, enable synchronized browser testing, and more with our [Webpack](#) based setup.

## Bootstrap 4, Foundation, and more

Sage comes with the latest version of [Bootstrap](#). Replace Bootstrap with Bulma, Foundation, Tachyons, or a blank slate upon installation.

## DRY templates with Blade

Sage uses [Laravel's Blade](#) templating engine:

```
@extends('layouts.base')

@section('content')
    @while(have_posts())
        {!! the_post() !!}
        @include('partials/content-single')
    @endwhile
@endsection
```

¿Se puede  
modificar un tema?

*ino!*



**CSS/JS:** *plugin /*  
*opciones tema*

**PHP:** *plugin*

*Child Themes*

0

**Temas Hijo**

1. Creamos carpeta
2. Creamos style.css

```
/*
Theme Name: Twenty Fourteen Child
Theme URI: http://example.com/twenty-fourteen-child/
Description: Twenty Fourteen Child Theme
Author: John Doe
Author URI: http://example.com
Template: twentyfourteen
Version: 1.0.0
License: GNU General Public License v2 or later
License URI: http://www.gnu.org/licenses/gpl-2.0.html
Tags: light, dark, two-columns, right-sidebar, responsive-layout, ar
Text Domain: twenty-fourteen-child
*/
/* =Aquí empieza la personalización de tu tema
-----
```

sistema de override  
en todos los ficheros  
menos  
*functions.php* y  
*style.css*

# WooCommerce

sistema parecido a los  
Temas Hijos



WordCamp Barcelona  
5-6 octubre 2018  
[barcelona.wordcamp.org](http://barcelona.wordcamp.org)

[https://www.flickr.com/photos/101ecv\\_raptor/25173744765/](https://www.flickr.com/photos/101ecv_raptor/25173744765/)



@WPBarcelona

esto es todo...  
¿preguntas?



artesans.eu



WordPress **Radio**

@Joan\_Artes  
joanartes.com