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## Skin Definitions

### Overview

“Skins” in Pixelsilk are customizable templates that are invoked by the system when rendering data for output (whether that output is to a user in front of a monitor, or something like an RSS feed for another website). By convention Skins usually contain HTML code to be rendered on a web browser, but in reality there is no practical limit to what format they can represent, as long as it’s some sort of text-based format: HTML, XML, JavaScript, RSS, plain text, or anything else a browser can render.

Skins can contain [[Tokens]] that are dynamic references to objects in the Pixelsilk system: data fields in a List Section, Controls, or System Tokens. When Pixelsilk encounters a Token while rendering the Skin, the system replaces the Token with the appropriate content represented by the Token.

### Skins

**Content Skin** (*Exhibit 1.1*): This skin represents the default view for a given collection of items or data (from a List Section or Control). The Content Skin can work as a standalone chunk of output without any dynamic properties (text for a copyright notice, for example)—a “collection” of one item—or when in the context of a collection of many items (like in a List Section), it works in conjunction with the item skins defined below. In this scenario, the Content Skin is the “container” for the collection of items.

For example, let’s examine a List Section representing Articles. For this List Section there will be defined an Article data type: each article is a record in the database that contains a title, an author, optional images, the full text of the article, and a short one- or two-line description.

To display the Articles, Pixelsilk needs to be told how to display the collection in a meaningful way. That’s the purpose of these skins: the Content Skin is the overall “container” for the list of articles, and inside this container the various item skins define how each individual item in the collection will display.

**Item Skin** (*Exhibit 1.1*): The Item Skin represents a single record from the list, and defines how to display that record (via HTML or any other template-friendly format). In practice, this can be considered a “summary” list of items—like a table of contents for the Articles, which displays the title of the article, a one- or two-line description, and link to the full article page.

**Alt Item Skin** (*Exhibit 1.2*): This is functionally the same as the Item Skin except this represents an alternating record in the collection—every other record in the list in other words. For example, in our

article table of contents, if we want every other row (i.e., every even-numbered row) to display with a gray background (while the odd-numbered rows are white), then the Alt Item Skin would define this—it would contain exactly the same HTML code as the Item Skin except for the background color attribute.

**First Item Skin** (*Exhibit 1.2*): This is functionally the same as the Item Skin except that it specifically represents the first item in the collection. If the first item in the list needs to stand out in some way, that can be defined here.

**Last Item Skin** (*Exhibit 1.2*): This is functionally the same as the Item Skin except that it specifically represents the last item in the collection. If the last item in the list needs to stand out in some way, that can be defined here.

**Separator Skin** (*Exhibit 1.1*): This is a template that allows you to specify a separator (visual or otherwise) between each item in the collection. In a table of contents, a horizontal rule might be used to separate each line, which would be represented in this skin.

**Active Item Skin**: This is functionally the same as the Item Skin except that it specifically represents the currently active (or highlighted, or selected) item in the list. This best applies in a menu-type context and thus applies primarily when defining skins for Controls (rather than List Sections). In a menu example, the “active” item is the one you have clicked on, and would be represented in some visual highlight style—a different color, larger (or bolder) text, or similar.

**Edit Item Skin** (*Exhibit 1.3*): This is the other special-case skin and is used primarily in a List Section context—a collection of data—and represents the actual form used to add or edit items in the collection. In practice it is always an HTML form defining the form layout, and it is essential to define this Skin in order to be able to manage your data. Within this Skin the fieldname tokens take on a special context: they are automatically rendered as form fields represented by the data type of the field (e.g. Text, Multiline Text, CheckBox, Drop Down, etc.).

**Item Page Skin** (*Exhibit 1.4*): This is a special-case skin representing the “detail” view of one particular item in the collection. In the Articles example, this would be the detailed article page (the result of clicking on the article link from the table of contents or summary view) containing the title, the byline, any images, and the full text of the article.

## Exhibit 1.1

The screenshot shows the Pixelsilk website header with a navigation menu: home, cms features, seo friendly cms, marketing agencies, developers, partners, support. The main content area is titled "Upcoming News for Pixelsilk – Pixelsilk Launch, SMX West" and contains five news items:

- Pixelsilk to Sponsor SEMpdx's SearchFest 2009**: We are a proud sponsor of SearchFest 2009, brought to you by the fine folks at SEMpdx.
- Pixelsilk And The New Canonical Link Element**: During the SMX West 2009 keynote, Google released information on the new 'canonical link element'.
- Pixelsilk to Launch Revolutionary Content Management System at SMX West 2009**: The official press release of our national launch of Pixelsilk.
- SMX West 'Meet and Greet' Stage for Pixelsilk Launch**: Join us at SMX West Pre-show marketing event, February 9th, 2009 at the Santa Clara Convention Center for the Pixelsilk Launch.
- Pixelsilk.com Website Redesign**: Welcome to the new pixelsilk.com—the landing space where you can learn more about the Pixelsilk CMS to achieve your online marketing goals.

Callouts on the right side of the page:

- Content Skin**: Points to the top of the news list.
- Item Skin**: Points to the individual news items.
- Separator Item Skin**: Points to the vertical lines separating the news items.

Other elements include a "Give us a call :)" button, a "Stay Connected" section with social media links (LinkedIn, Facebook, Newsletter, Twitter), and a quote: "Pixelsilk is a compelling argument for a reassessment of every CMS." - Bruce Clay.

## Exhibit 1.2

The screenshot shows the same Pixelsilk website header and news list as Exhibit 1.1. Callouts on the right side of the page:

- First Item Skin**: Points to the top of the first news item.
- Alt Item Skin**: Points to the second news item.
- Last Item Skin**: Points to the bottom of the last news item.

Other elements include a "Give us a call :)" button, a "Stay Connected" section with social media links (LinkedIn, Facebook, Newsletter, Twitter, Flickr), and the same quote as in Exhibit 1.1.

## Exhibit 1.3

**pixelsilk**  
feed your seo

home cms features seo friendly cms marketing agencies developers partners support

**Edit Item Skin**

**Title:**  
Pixelsilk to Sponsor SE

**Brief Description:**  
We are a proud sponsor of SearchFest 2009,

**Full Description:**  
Edit Full Description some of the best speakers in the SEM industry and learning more about Pixelsilk? Join us for SearchFest 2009 as Pixelsilk is the proud sponsor of the keynote by **Danny Sullivan**, editor-in-chief of **Search Engine Land**. This one-day conference includes learning tracks, workshops and a hot seat panel of site reviews to provide direct information to the most up-to-date search strategies. Whether you're a beginner or at the advanced level, SearchFest promises to deliver techniques to enhance your customer's websites. Interested in coming to SearchFest? Use the discount promo code: **SPONSOR-SEMPDXSF0920** for 10% off the regular registration rate.

**SEM pdx SEARCHFEST 2009 SPONSOR**

We'll have a booth next to the registration desk, so please stop by and introduce yourself to our team!

**Details: Full Agenda and Speakers**  
**When:** Tuesday, March 10th 2009  
**Where:** Portland Oregon Zoo, Cascade Crest Banquet Center  
**Time:** 8 am (registration check-in at 7:30 am) to 5 pm; reception from 5 pm to 6 pm.

[More Information on SearchFest 2009](#)

**Give us a call :)**  
1-877-749-7455  
(PIX-SILK)

**Stay Connected**

- Pixelsilk on LinkedIn »
- Pixelsilk on Facebook »
- Pixelsilk Newsletter »
- Pixelsilk on Twitter »
- Pixelsilk on Flickr »

“ Pixelsilk is a compelling argument for a reassessment of every CMS. ”  
- Bruce Clay

## Exhibit 1.4

**pixelsilk**  
feed your seo

home cms features seo friendly cms marketing agencies developers partners support

**Item Page Skin**

**Pixelsilk to Sponsor SEMpdx's SearchFest 2009**

Interested in seeing some of the best speakers in the SEM industry and learning more about Pixelsilk? Join us for SearchFest 2009 as Pixelsilk is the proud sponsor of the keynote by **Danny Sullivan**, editor-in-chief of **Search Engine Land**. This one-day conference includes learning tracks, workshops and a hot seat panel of site reviews to provide direct information to the most up-to-date search strategies. Whether you're a beginner or at the advanced level, SearchFest promises to deliver techniques to enhance your customer's websites. Interested in coming to SearchFest? Use the discount promo code: **SPONSOR-SEMPDXSF0920** for 10% off the regular registration rate.

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- Pixelsilk on Flickr »

“ Pixelsilk is the CMS I've been looking for and one I'll be recommending to clients. ”  
- Adam Audette