Zazzle Advanced Gallery Customization Guide

Version 1.0 ***beta***

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ntroduction

Welcome to Zazzle Advanced Gallery Customization (ZAGC), the feature that allows you to create the appearance and choose the functional building blocks you want to appear in your Zazzle gallery.

Zazzle galleries already include powerful tools that let you change the content and appearance of your gallery. By clicking boxes you can upload images, change colors, select designer themes, or add and remove the building blocks that make up your gallery. When you use ZAGC, these great features are just your starting point. You can write part or all of your Zazzle gallery page from scratch.

You can achieve a consistent, branded experience for your customers across gallery pages and between your Zazzle gallery and your external site. You can add navigation or product browsing features to your gallery. You can use your creativity to stamp your gallery with your aesthetic. You can do things with your gallery no one has thought of before.

Is ZAGC for me?

Advanced gallery customization isn't for everyone. If you don't do anything described in this manual you can still have a successful Zazzle gallery. The information in this manual is for the technically inclined gallery owner with very specific ideas about how his or her gallery should appear.

Before you embark on coding your gallery directly, consider the **Gallery Appearance** controls. These easy to use controls, found under the **Appearance** and **Edit Content** links in your gallery's **Gallery Settings** page, allow you to take control of many aspects of your gallery with just a few mouse clicks. You might be able to do everything you want to do with these controls, and fast. However, if you understand HTML and CSS, and you're game to learn a bit about what makes Zazzle galleries shine, you can take the next step with Advanced Customization.

Warning

Just like any web page coding project, there is no guarantee what you write will work. A small error in your HTML or CSS code could cause elusive problems, create unexpected visual elements, or render your gallery non-functional. Although the ZAGC interface includes some safeguards and you can take other precautions yourself, if you are not accomplished with HTML or CSS you may lose part or even all of your gallery functionality when you use this tool. ZAGC is only as good as your code.

Using ZAGC

Zazzle Advanced Gallery Customization lets you write code directly on the Zazzle.com site. There are three gallery code windows for your gallery, separating your XML, XHTML, and CSS code. You can find these windows on the Advanced tabs in the Gallery **Appearance** and **Edit content** pages of your gallery (`http://www.zazzle.com/my/gallery/appearance` and `http://www.zazzle.com/my/gallery/content`).

- The **Layout** window accepts XHTML. You can create the layout information for your gallery, including column layout, mantle, and other familiar gallery building blocks.
- The **Style** window accepts CSS. The appearance of your gallery is limited only by your CSS skills.
- The **Content Definition** window accepts XML. Customize the modules, controls, and pages that make up your gallery.

Using the ZAGC, you have access to the internal modules and proprietary HTML tags used to create Zazzle galleries.

- ZML, the Zazzle Markup Language, provides the elements that describe the architecture and content of galleries and manage gallery resources efficiently across the Zazzle servers.
- ZModules, are the building blocks of Zazzle galleries, such as the Comment Wall or Fan Club.

For more information on ZML, see the ZML: Zazzle Markup Language Reference. For more information on Zazzle modules, see the Zazzle Content Modules Reference.

This is a Beta Release

The Zazzle Advanced Gallery Customization feature and all related documentation are not final products. You may encounter problems with the software and you may not find certain information in the documentation. This software and documentation are subject to change at any time. You are encouraged to discuss ZAGC on the Zazzle Forum.

Customizing your Gallery

You can define your gallery four different ways:

1. The **Gallery Settings** and **Choose a theme** graphical interfaces.

   These are the **Appearance** and **Edit contents** gallery settings choices long available to Zazzle gallery owners. You can use these to set colors, header image, and some style options. You can also make simple choices about the pages you would like to include in your gallery, some of the features of your gallery, and some of the functionality. All of the selections you make using this interface are also available to you in the code you can now edit, using ZML elements in your gallery's template.

2. HTML templates and CSS templates.

   These templates set the overall appearance of your gallery, controlling the page-level XHTML and CSS used across all gallery pages. You can edit the existing templates or create new templates in the windows on the **Advanced** tab, under the **Appearance** and **Edit content** pages.

3. Pages.

   Choose the set of pages you want to include in your gallery on the **Advanced** tab of the **Edit content** page. You can choose which pages will appear in your navigation modules on the **Settings** tab of the **Edit content** page. On the **Advanced** tab you can create and configure entirely new pages for your gallery.

4. Modules.

   Modules are the functional blocks within a page. There are two types of modules, Navigational and Content. Navigational modules are typically located in the "sidebar" or "navigation" part of your gallery pages. You can choose their colors from the set of "pod" colors on the **Create a custom look, Settings** tab. Content modules typically live in the main content of a page. You can choose the Content modules you want on particular pages of your gallery in your code in the **Advanced** tab of the **Edit content** page.

Now that you can apply your HTML and CSS skills to the pages, modules, and templates that define your gallery, no guide could describe all the things you can do. This guide provides the information you need to find and use the tools and resources that make up the ZAGC.

Gallery Appearance and Content

The **Gallery Settings** section of the **My Zazzle** tab labeled **Gallery** contains a number of easy-to-use interfaces you can use to choose what is in your gallery and how it will be presented. Before you begin to write HTML or CSS code for your gallery, you can set up many aspects of your gallery by clicking the graphical interface. You might be able to do everything you need using these menus.

The Gallery tab offers easy to use gallery customization interfaces. When you are logged in to your gallery, you can use these URLs:

- Appearance

`http://www.zazzle.com/my/gallery/appearance`

- Edit Content

`http://www.zazzle.com/my/gallery/content`

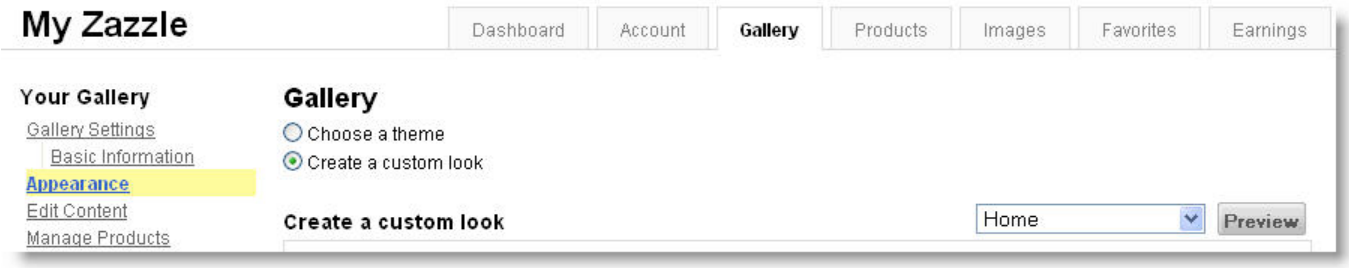
You can find the same pages using the links on **My Zazzle.** Once you have logged in:

1. Click on the **MyZazzle** link on the Zazzle.com home page.
2. In the **Galleries** column, click on **Manage my gallery**.
3. Under **Your Gallery** are links to **Appearance** and **Edit Content**.

Edit Content lets you choose the functional pieces you want in your gallery and the order or location in which you want those pieces displayed. The **Appearance** link contains controls for the graphical elements of your gallery.

Appearance

The **Appearance** link appears under **Your Gallery**, on the left side of the **Gallery** tab.

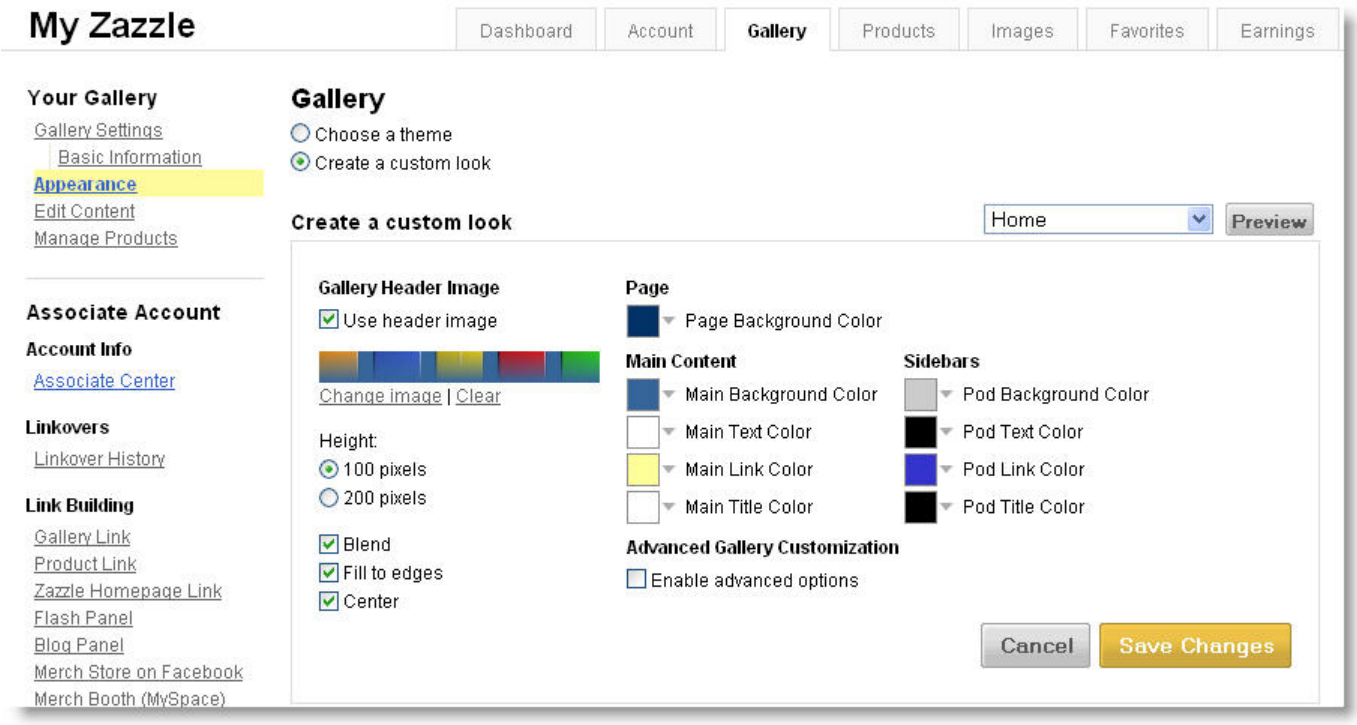


The Zazzle Gallery tab **Appearance** page contains two sets of simple gallery appearance controls:

- **Create a custom look**
- **Choose a theme**

Create a custom look

The **Create a custom look** menu lets you choose specific color combinations and add a header graphic to the top of your gallery.



Header Images

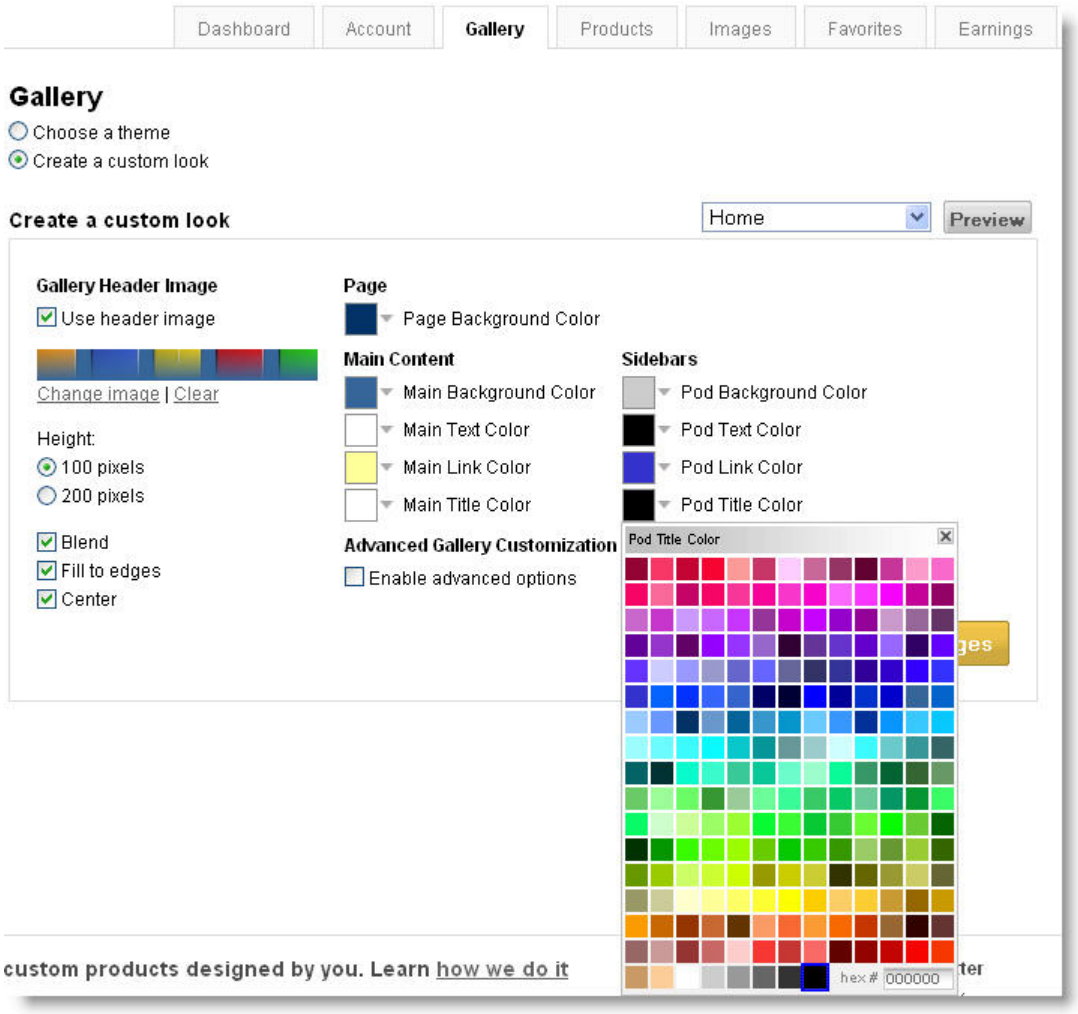
To add a header image, click on the box by **Use header image**, under **Gallery Header Image**. The header expects an image 900 pixels wide and either 100 or 200 pixels high. You can choose the height. If your image is larger than this, a portion of the image is used. Accepted image formats include: JPG, PDF, TIFF, GIF, and PNG

Header options:

Blend	Blends the color of your image to the color of the adjacent edge.
Fill to edges	Stretches your image to fit.
Center	Displays your image in the center of the header space.

Colors

You can choose from the colors in the color menu. The hex value for each color is displayed. You can choose one background color and colors for specific pieces in the **Main Content** and **Sidebars** of your gallery. Choose your color combinations carefully. Some color combinations can be challenging to your customers. Others can frame your products nicely.



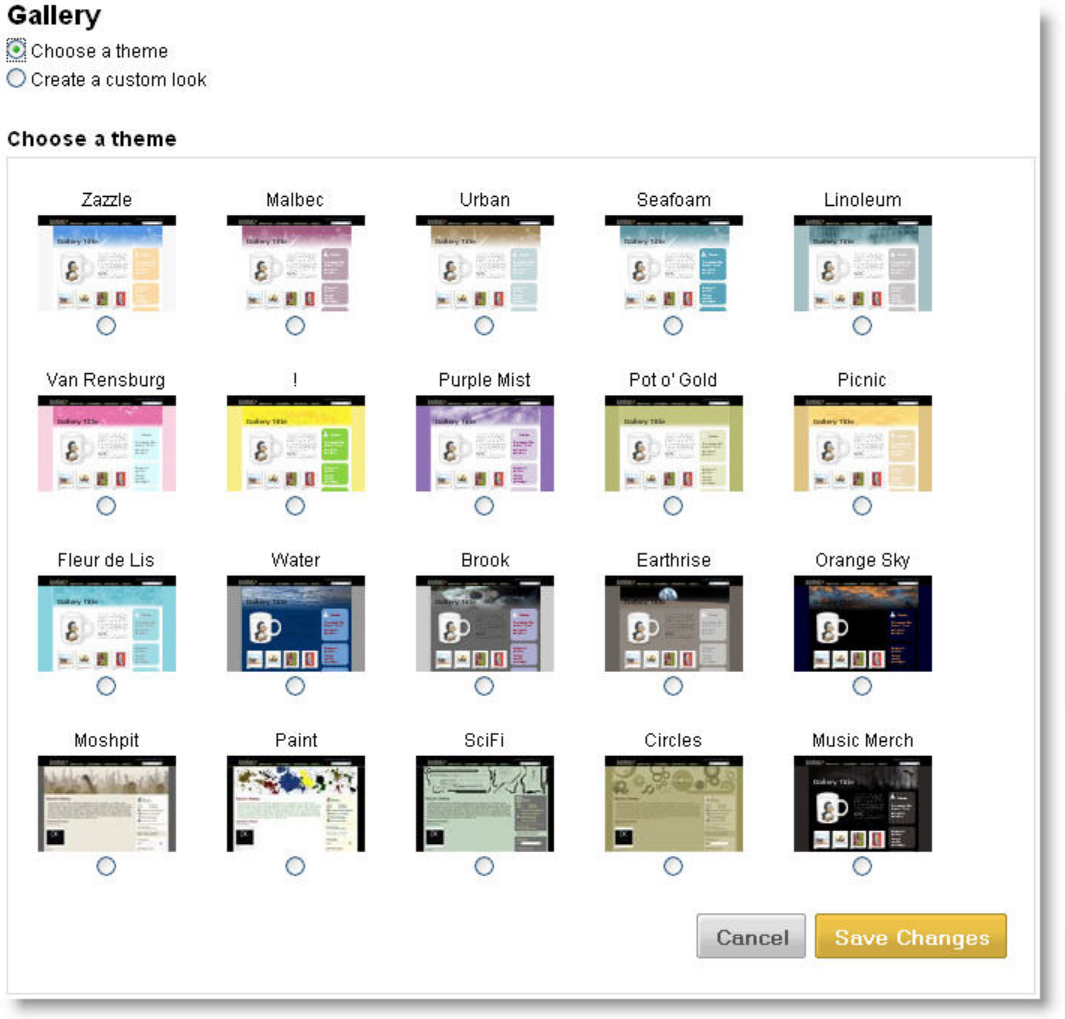
Click on the **Use header image** box to display the header menu. Click on any color swatch to display the color picker.

In case you're wondering what all those pods and pieces are in your gallery, here's a guide. The following figure shows where the colors you pick in the **Create a custom look, Settings** tab will appear in your gallery.

Gallery Header Image
Page Background Color
Main Title Color
Main Text Color
Pod Background Color
Your Gallery Title
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Pod Link Color
Popular Products
View all products
B.Y.O.B.
Main Background Color
Pod Link Color
Pod Title Color
Bring Your Own Ball
Main Link Color
Pod Text Color
Pod Link Color
Pod Link Color
Gallery Name
Home
Products
About
Favorites
Fan Club
Favorite Galleries
Promote This Gallery
Buy Gift Certificate
Send to a Friend
Join Fan Club!
Gallery stats
0 visits today
139 visits all time
Products (View all)
Go
Product Lines
New Products
Product Types
All Products
T-Shirts
Tags
ball beach bvob

Choose a theme

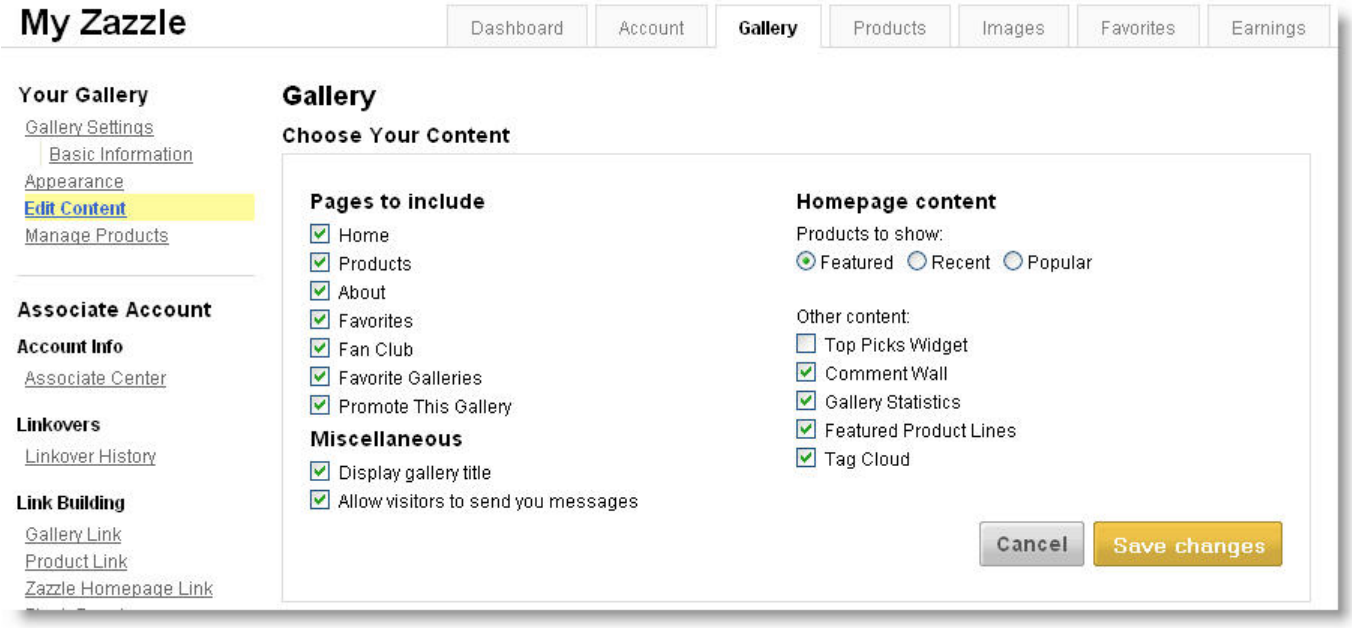
Zazzle designers have created some effective design combinations for your convenience. Review the designs in the **Choose a theme** menu. If one appeals, try it out in your gallery. Remember you can still use the **Create a custom look** menu to make changes to these themes.



The Preview button is not available from the **Choose a theme** menu. However, once you pick a theme, you can go to the **Create a custom look** menu and click on **Preview** to see your gallery's new look.

Edit Content

The **Edit Content** link appears under **Your Gallery**, on the left side of the **Gallery** tab.



The **Gallery** tab **Edit Content** page contains a single menu, allowing you to select the pages and pieces you want to remove from, or include in, your gallery.

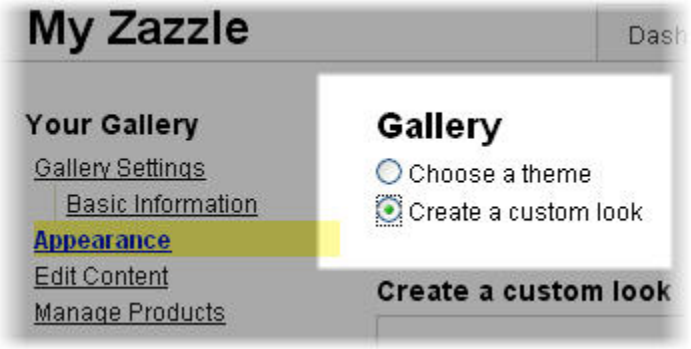
Advance Gallery Customization

The tab containing the ZAGC interface is displayed when you enable the Advanced options. Once you have enabled this feature, you will have access to your gallery code and the interface you can use to customize it.

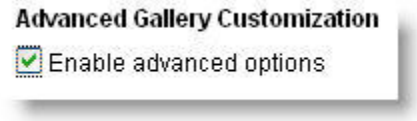
Enabling the Advanced Interface

Enable the Zazzle Advanced Gallery Customization interface on the **Gallery Appearance** page. To start using ZAGC:

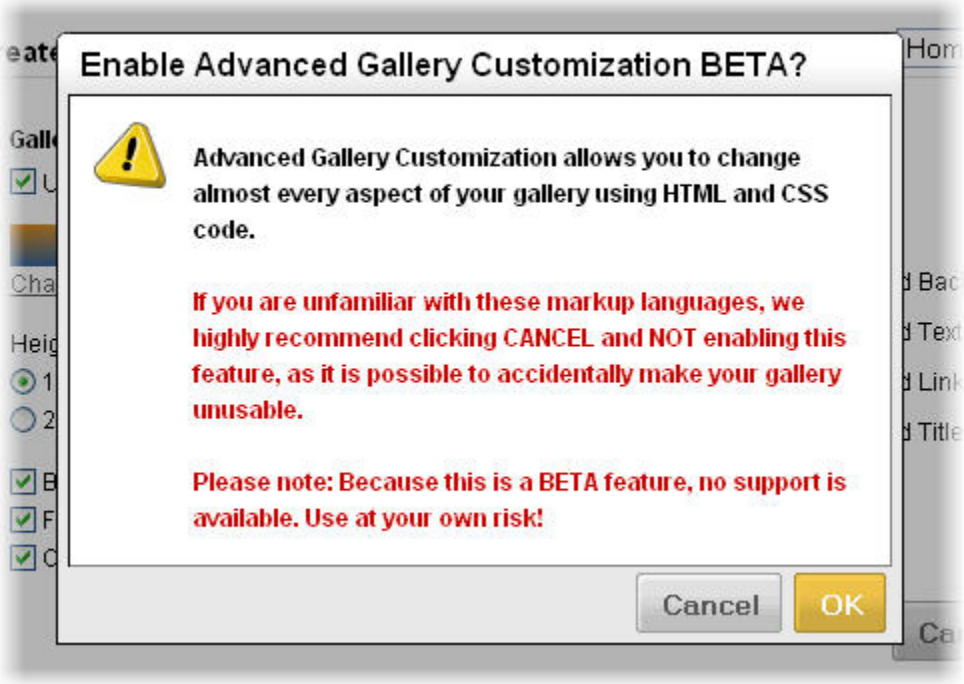
1. Display the Create a custom look menu.



2. Click the button labeled, **Enable advanced options**, under **Advanced Gallery Customization**.



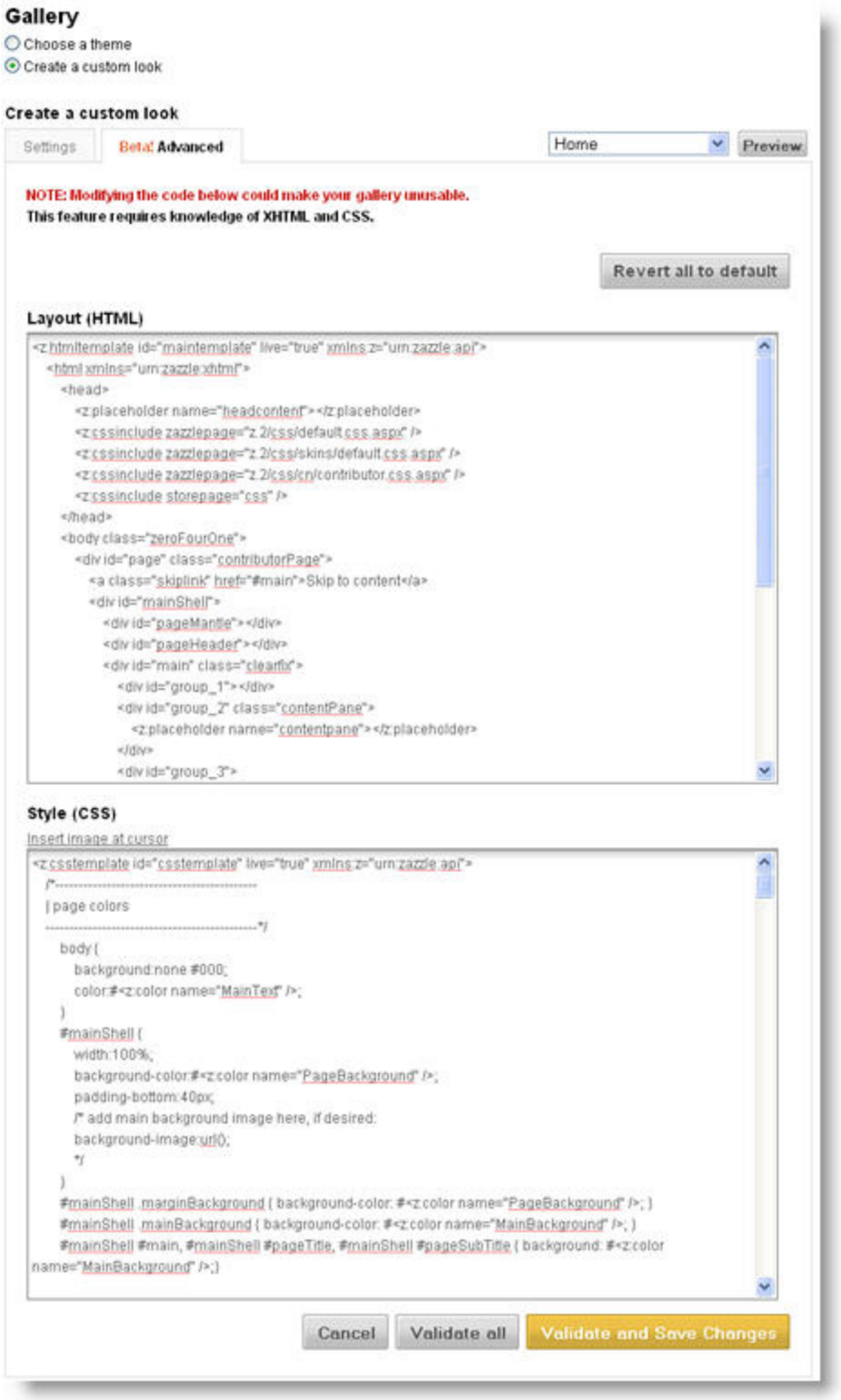
3. In the pop-up window, click **OK**.



4. Click on the new **Advanced** tab to start editing your code.

Once you have enabled this feature, you can scroll down the **Advanced** tab to use the **Layout** and **CSS** windows. To use the **Content** window, go to the **Advanced** tab now displayed on the **Edit Content** page for your gallery.

You now have access to internal Zazzle code and design. Make the most of it. You can use Zazzle's own HTML tags and manipulate the familiar pieces of your Zazzle gallery. Remember that you are using software and documentation that are not yet final and are not supported. Use ZAGC and its documentation at your own risk. Both ZAGC and the ZAGC documentation are subject to change at any time.



The **Edit Content** page now has a **Content Definition (XML)** code window, too.

Remember that you don't have to edit code to have a great gallery, some things are easier to do in the Gallery Appearance interface, and you can always go back and forth between editing code and using the interface.

What is in your Gallery code?

Your gallery code contains many Zazzle-specific tags, elements, and pieces you've never seen. Before you start editing your gallery, take a moment to familiarize yourself with these features.

Zazzle galleries are made up of many parts. When you use ZAGC, you can choose the parts you want to use and how you want to use them. When you look at a Zazzle gallery, you can see many of the pieces, such as the **Comment Wall**, **Navigation** links, and header image. In addition to standard HTML and CSS content you will find the internal Zazzle code used to create and modify these pieces of your gallery. The more you know about what each of these parts of your gallery does, the more you can do with Advanced Gallery Configuration.

Zazzle Gallery Features

You've seen a Zazzle gallery, so you've seen the various features that make up a Zazzle gallery. You probably don't know what they are called within the code you will be editing. Be careful about changing or removing the current content of your gallery. Be sure you know what something is before changing or removing it. Some changes you might make, like colors and their location, are obvious. Here is a list of some of the major features.

header image	An image you can add to the top of your gallery. May be linked.
module	Almost every building block in a Zazzle gallery is referred to as a module. For example, Top Picks, Comment Wall, Gallery Statistics, and Product Lines. For more information on what you can do with modules, see *The Zmodule Reference*.
navigation	The areas of navigation functionality on the sidebar
pod	Refers to modules within the sidebar.
sidebar	The vertical bar of navigation and other links.

Don't forget you can code your own functional features, too.

Zazzle Gallery Templates

Zazzle galleries contain reference to a page template. The page template is required for each zazzle gallery page. The page template is referred to using the `z:pagetemplate` element. Your gallery can use more than one template. You can use a different template for separate pages of your gallery.

Zazzle Gallery Head Content

Your Zazzle gallery HTML uses the `<head>` element to include quite a bit of code in your gallery, including system CSS code and the code from the CSS page you can edit using ZAGC. If you remove the contents of the `<head>` element, you will lose this formatting and you will not be able to edit your own CSS.

Zazzle Markup Language (ZML)

Zazzle has created special tags, or elements, you can use to customize your gallery. The Zazzle Markup Language (ZML) elements describe the architecture and content of galleries and manage gallery resources efficiently across the Zazzle servers.

ZML elements are present in the default Zazzle gallery HTML and CSS pages. Exercise caution when using, deleting, or modifying ZML elements. Some of these elements are required or are expected by system settings. You are not required to add, remove, or configure ZML elements; some have no attributes and cannot be configured.

ZML lives in the namespace "z" with this URN definition:

```
* xmlns:z="urn:zazzle:api"
```

The "z" namespace, all ZML elements, and all of their attributes are always lower case.

There are two kinds of ZML elements, those used to define pages and their content, including modules, in your gallery, and those used to define the template and design elements of your pages.

For a complete reference to ZML elements, see: *ZML: Zazzle Markup Language Reference* (PDF).

Zazzle Content Modules

As you edit the HTML code in your gallery, you will see references to proprietary Zazzle modules which constitute parts of your gallery. Zazzle content modules are the functional pieces of your Zazzle gallery. You're already familiar with features such as the Comment Wall or Fan Club. Some of the smaller pieces of your gallery are also considered modules, like the title displayed by default on each page of your gallery or the "About" link. You can configure these modules on the Content Definition page.

For more information about Zazzle Content Modules, see: *Zazzle Content Modules Reference* (PDF).

The Input Windows

When you customize your gallery, your code goes in three separate text entry windows, all under Gallery Settings. Your code is divided between these windows to separate functionality. Under the Edit Content link is the Content Definition window. The code here contains the pages of your gallery, including Home, Fan Club, Products, About, and Favorites. Generally, the pages and their modules are defined in the **Content** Definition window, while the design, layout, images, and look of your gallery are determined by the code in the **Layout** and **Style** windows. The appearance of your pages is determined by the design of your layout and CSS.

You can't change existing Zazzle templates or the content represented by the placeholder, but you can write your own.

Editing and Backing up

The Advanced Gallery Customization windows provided for entering your HTML, CSS, and XML do not offer the features of your favorite text editor, XML editor, or HTML editor, such as the ability to search, line numbering, or save multiple versions. If you have an editor you like, use it. Copy your code to and from the windows in your gallery. Do not use a word processor; make sure you are transfering plain, unformatted text.

Whether or not you use an external editor, save your work as often as possible. If possible, save many versions of your work. You may need to go back to an earlier version in order to find working code for your gallery.

Validating and Saving

You can move your code between your favorite editor and the **Layout**, **Style**, and **Content** windows using your browser's copy and paste feature. As you add, remove, or edit code in these windows, you must save your work in your gallery or it will be lost. Save or discard your work using the buttons on each of the gallery customization pages.

The **Revert all to default** button returns all code on the current page to the code provided by Zazzle.com when you started editing your gallery. All changes you have ever made to your gallery will be removed from your gallery. Another good reason to use an editor to write and save local backups of your gallery.

Cancel returns your code to the most recent saved version. All changes made since your code was last saved are lost. **Validate all** validates your XHTML code against the gallery schema, but does not save changes. Use **Validate all** to check your work. **Validate and Save Changes** validates against the schema and, if the code is valid, saves your changes. Zazzle Gallery validation is probably more restrictive than XHTML with which you are familiar. If you're not sure what is meant by validating XHTML against a schema, read the next section, *XHTML*.

XHTML

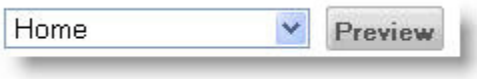
The term HTML in the ZAGC interface and in this guide really refers to XHTML, a type of HTML code with some additional rules which check code validity. You should be familiar with the basics of XHTML before you edit the HTML code for ZAGC. All HTML code in your Zazzle gallery must be compliant with XHTML 1.0 Transitional (as opposed to Strict).

If you know HTML but don't know XHTML, don't worry- you don't have to learn a whole lot more, you just have to be more careful. Before you begin, you can learn everything you need to know from one of the many books on XHTML or on the web at sites such as:

`http://www.w3schools.com/xhtml/xhtml_intro.asp`

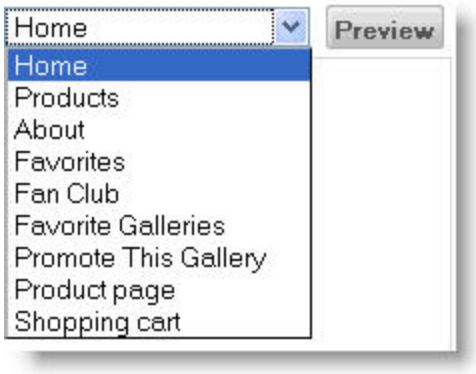
Preview

You can see the changes you're making to your gallery using the **Preview** button. Once you have made changes, on the Settings or the **Advanced** tab or both, click on the **Preview** button.



The **Preview** button displays your gallery in its current state in a new browser window. You don't have to save your changes. Your code is validated before it is displayed and is displayed only if it passes validation.

You can choose the page of your gallery you wish to preview using the **Preview** drop down menu.



The **Preview** window, where your changes are displayed, carries a special *zbar*, containing the word, "PREVIEW". You cannot use the links and other interfaces in the **Preview** window. It is for display purposes only.

Freedom and Security

You probably know you can put a very limited subset of HTML in your gallery comments and a few other places on Zazzle.com. You might have seen a list of HTML elements you can or cannot use for this purpose in the Zazzle Help. For Advanced Gallery Customization forget about that list. You can do almost anything you would do with HTML or CSS on any web site. However, the security of each contributor's gallery and Zazzle.com is a high priority. For that reason, some things are not allowed in your gallery code.

Not allowed in HTML

Here is the list of HTML tags you may not use in Zazzle galleries.

- The `<script>` tag. This means no JavaScript, for example.
- The `<object>` tag.
- The `<embed>` tag.
- The `<applet>` tag.
- No `form` fields (fields allowing user input).

No "inline styles", or use of the `<style>` tag is are permitted. If you need to define `style` attributes, you can put this information in your CSS code. For example, in your **Layout** window, you may not do something like this:

```
<div style="color:blue">Buy My T-Shirt</div>
```

Instead, you could put this in your Layout HTML window:

```
<div class="aBlueDiv">Buy My T-Shirt</div>
```

To define the class color, put this in your Style CSS window:

```
.aBlueDiv { color:blue; }
```

Not allowed in CSS

In your Zazzle gallery CSS you may not use `expression` properties.

In CSS you may not import external CSS styles. For example:

```
@import ('filename.css')
```

URLs

When you add URLs to your code, you can use fully qualified URLs, with a protocol and hostname, or a URL path without protocol or hostname. The protocols supported are `http` and `https`. For example:

1. `http://www.zazzle.com/YourGalleryTitle`
2. `/YourGalleryTitle`

If you use a URL that is not qualified, like the second example, ZAGC will fill in the details using the domain and protocol of the Zazzle site your customer is using to view your gallery. Your fully qualified URL is also translated to use the protocol and domain in current use. For example, if a customer in the United Kingdom is browsing your gallery using the `http` protocol, both of the example URLs above would be translated to be `http://www.zazzle.co.uk/YourGalleryTitle`.

Gallery Appearance and Content and Gallery Code

The settings in **Gallery Appearance** and **Edit Content** graphical interfaces offer an easy way to make predefined changes to the code in your gallery. These changes are, of course, reflected in the HTML and CSS that defines your gallery. If the changes offered by these controls are sufficient for your needs, you can customize your gallery very quickly. If you need more, use the Advanced Gallery Customization features.

You can use a combination of both the graphical interface and your own code. Before you begin coding, you might want to make some general changes with the interface. For example, you can select colors, remove or add features, and upload graphics. It's fast, easy, and reliable. When you look at the code for your gallery, these changes will appear. You can then further refine your gallery manually, changing the code or adding new code.

For example, if you want to include a **Comment Wall** in your gallery, click the **Comment Wall** box on the **Edit Content** page to select it and then click on the **Save changes** button. In the **Content Definition** window you will see:

```
<z:module name="commentwall" visible="true" />
```

Click on the **Comment Wall** box to deselect it and click on **Save changes**. The **Comment Wall** module is set to `false` and disappears from your gallery.

```
<z:module name="commentwall" visible="false" />
```

By default, your gallery's home page is visible and is also set to navigable, so buyers can find your gallery in search results. The home page also has a template associated with it.

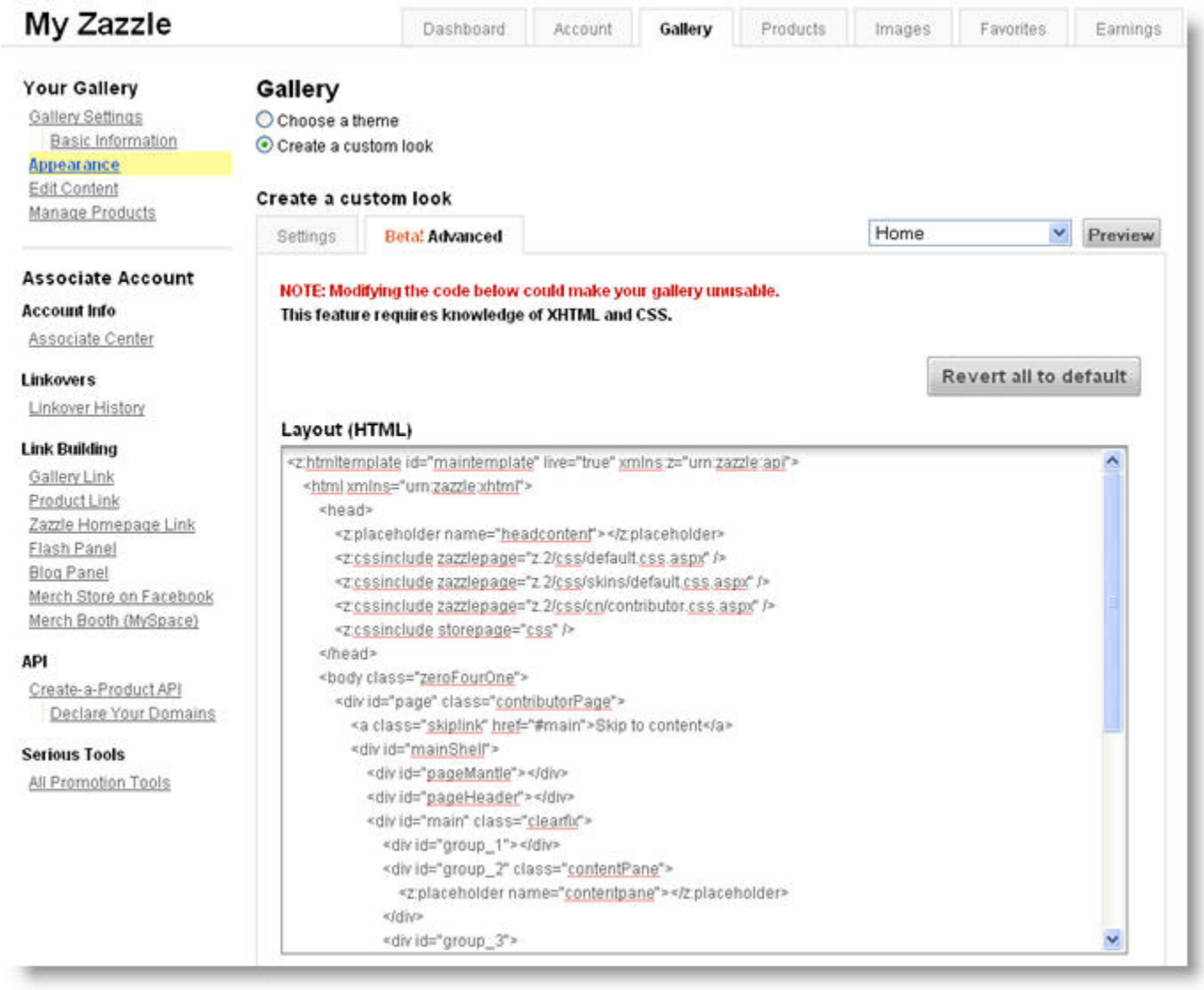
```
<z:page id="home" title="Home" navigable="true" visible="true"
template="maintemplate">
```

Layout (HTML)

Create the presentation of your gallery in the Layout window. This is where you bring together the pieces of your pages, such as your mantle image, the colors you want for the areas of your gallery, and designs for additional gallery pages.

Your Layout code must contain the `<z:template>`, `<html>`, `<head>`, and `<body>` elements. Do not edit the </z:placeholder> element or its settings.

ZAGC allows you to customize your gallery, not create it from scratch. You could create a web site and paste it in to the code windows, replacing the default code. However, the gallery would not be functional. The gallery might also violate your *Zazzle User Agreement*. You can do a lot with ZAGC, but some parts of your gallery code must remain if you want a functional Zazzle.com gallery.



Using a Second Template

You can add additional page templates for separate pages in your gallery. Each page must be separate- you may not nest pages.

Create your new page template in the **Layout** window, following your existing page template.

1. The easiest way to start is to copy the default content of the **Layout** window and paste it after the default page template.
2. Change the template id to something new and meaningful to you.

   `<z:htmltemplate id="mynewpagetemplate" live="false"`
3. Set the value of `live` to `false`.

You can make your page available when it is complete by setting `live` to `true`.

4. Navigate to the **Content** page **Advanced** tab to associate a CSS template with your new page.
5. Find the reference to page id in the default code:

```
<z:page id="css" navigable="false" visible="true" template="csstemplate"></
z:page>

    <z:page id="home" title="Home" navigable="true" visible="true"
template="hometemplate">
```

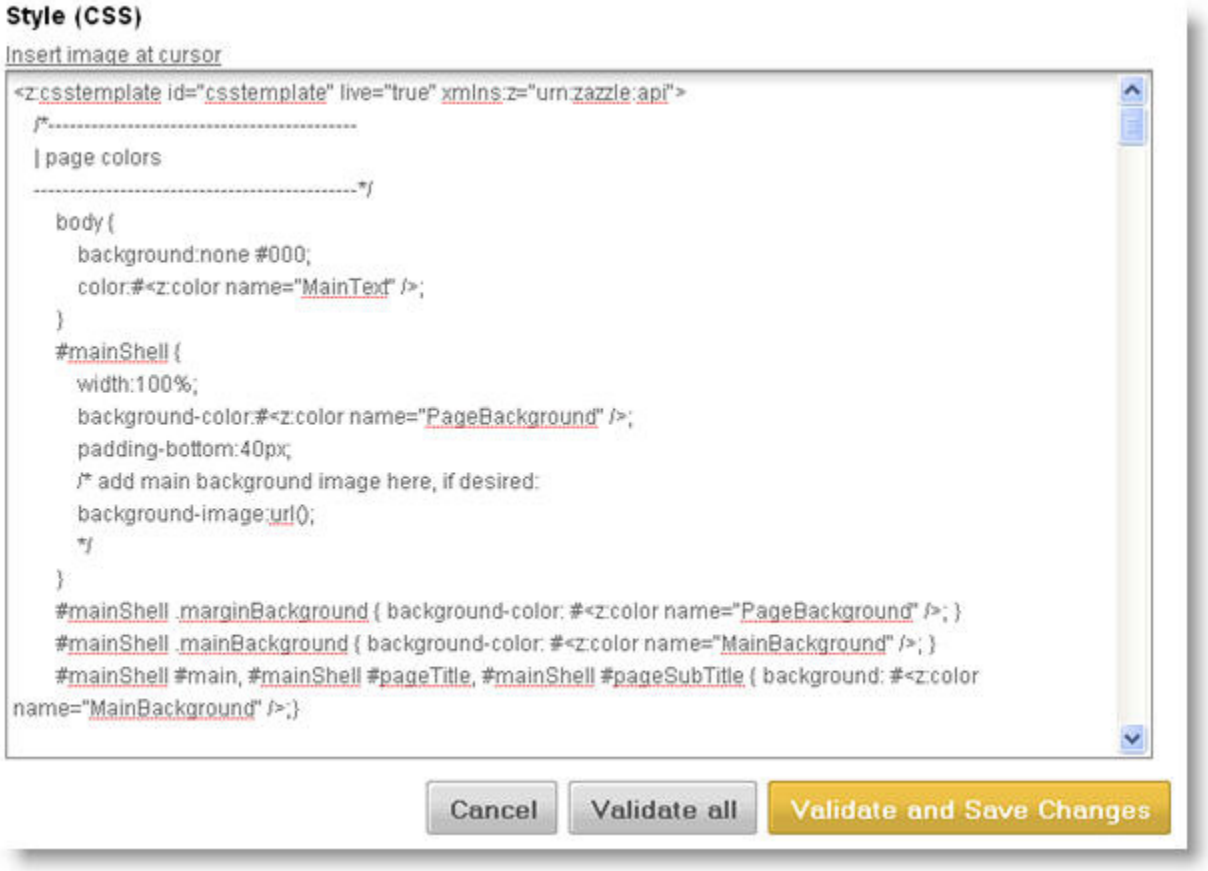
6. Copy this line and edit your new line to refer to your new page template.

   `template="mynewpagetemplate">`

You can also associate your new page template with your own CSS template by editing `template="csstemplate".`

Style (CSS)

Your Cascading Style Sheet code lives in the **Style (CSS)** window. The **Style** window appears underneath the **Layout (HTML)** window, on the **Create a custom look Advanced** tab. You can edit the existing CSS code, override the default style sheet, and add additional CSS templates here. Zazzle galleries benefit from complex CSS. You can edit anything here, but the implications of your edits might not be immediately apparent. Test and examine the results of your edits carefully.



The Style window code must contain the `<z:csstemplate>`, element. CSS `expressions` are not allowed. ZAGC supports CSS 2.1.

For more information on CSS, try one of the many books and web sites dedicated to the subject, such as, `http://www.w3schools.com/css/css_examples.asp`

Background Image

You can use any image as your background image, using the `background-image` or CSS `background` elements. Background images should load quickly. Choose the lowest quality acceptable image in order to minimize file size. Because JPG format images are compressed, they tend to be smaller and therefore display faster. If your desired background image has text or very sharp lines, you might try a GIF format file. Uploading your background image to Zazzle.com is allowed, but for performance reasons it is not recommended. If you upload your image to Zazzle.com it can be no larger than 500 by 500 pixels. For better performance, use a URL for your background image.

By default, your image will tile infinitely in both axes. You can also set your image not to repeat.

```
#mainShell {
position:relative;
width:100%;
padding-bottom:40px;
background:#bbccdd url("http://www.yoursite.com/inc/yourImage-bkg.jpg") top
center no-repeat;
}
```

You can use the `background` CSS property and play with more parameters. Here's a good web page on CSS `background`:

```
http://www.w3schools.com/css/pr_background.asp
```

Placing Images

You can use the **Insert image at cursor** link at the top of the Style window to insert an image in your CSS code. You can add a JPG, PNG, GIF, or TIFF format image from your computer or your My Zazzle Images collection. To upload and use an image:

1. Use your cursor to select the spot in your CSS code at which you want to insert your image.
2. Click on the link **Insert image at cursor**, at the top of the Style window.

3. In the pop-up window, "Select an Image to Insert" choose an image from **My Zazzle Images** or an image from your computer.

Your image is inserted, represented by an internal Zazzle ID number.

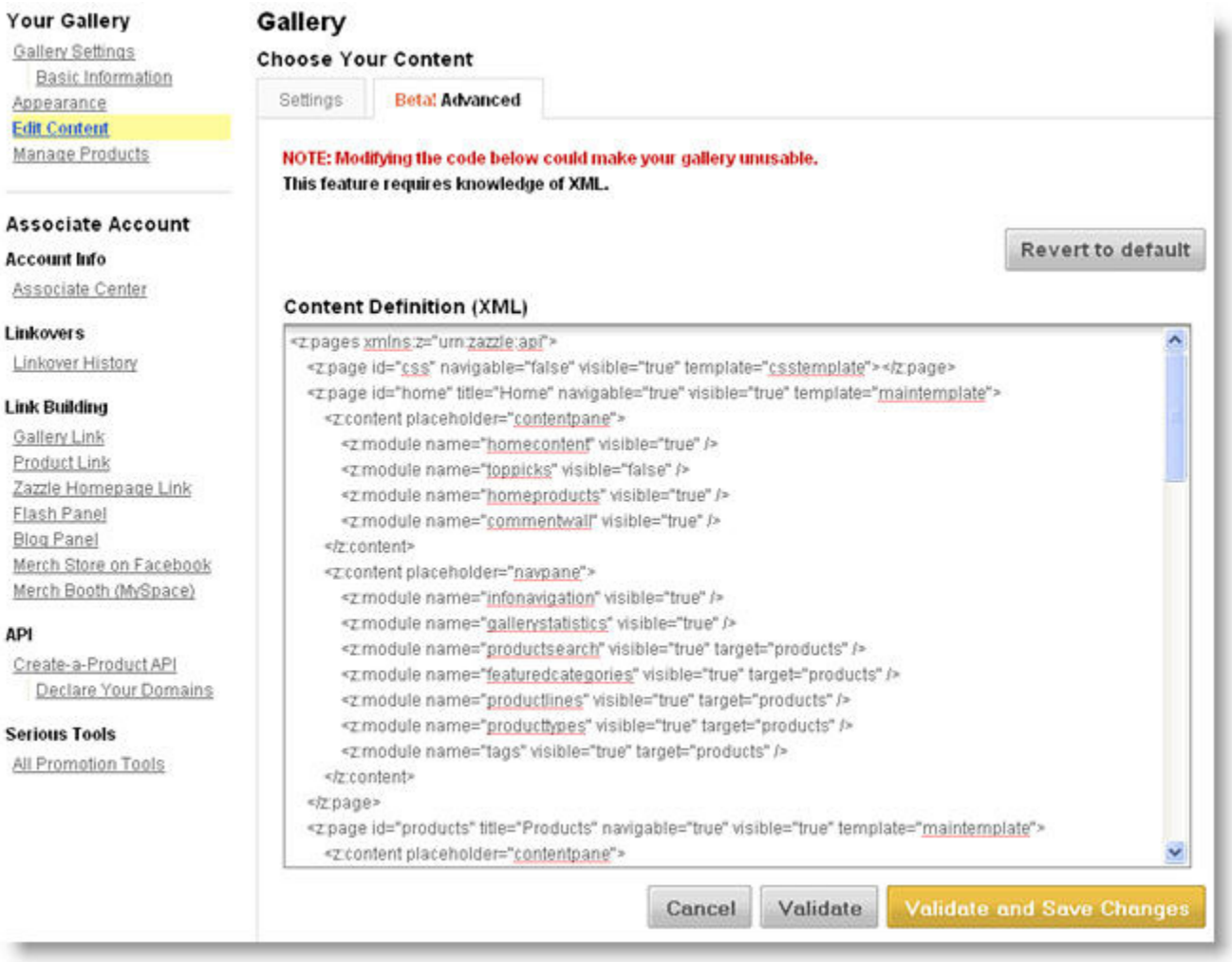
The code inserted in your CSS will look something like this:

```
<z:myimageurl id="8A784A6C-3C33-4D0A-B817-6785EFE31061"/>
```

You can use this image as you would any image in your CSS code.

Content Definition (XML)

The **Content Definition Window**, under **Edit content**, is where you specify the pages in your gallery and the Zazzle modules the pages will contain.



Testing and Troubleshooting

Here are a few things you might check if you're having trouble with your customized gallery. Remember that, in the worst case, you can always return to a working gallery by restoring the default code. If you use an editor to write your code and save your work regularly, you can try an earlier version.

XHTML Validation

If you're used to writing HTML it can be difficult to remember the details required by XHTML. If your code won't validate, you might check these common mistakes:

- All `<p>` tags must have a corresponding `</p>`
- All `<img>` tags must be closed with either a `</img>` or a slash at the end of the tag, like `<img src="…" />`
- All `<br>` tags must look like `<br />`
- Query strings on URLs in tag attributes must be valid XML, which means using `&` instead of `&`. In other words, this:

```
<a href="http://www.zazzle.com/pd/find?qs=test&p=2">search for page 2 of "test" on Zazzle</a>
```

Must look like this:

```
<a href="http://www.zazzle.com/pd/find?qs=test&amp;p=2">search for page 2 of "test"
on Zazzle</a>
```

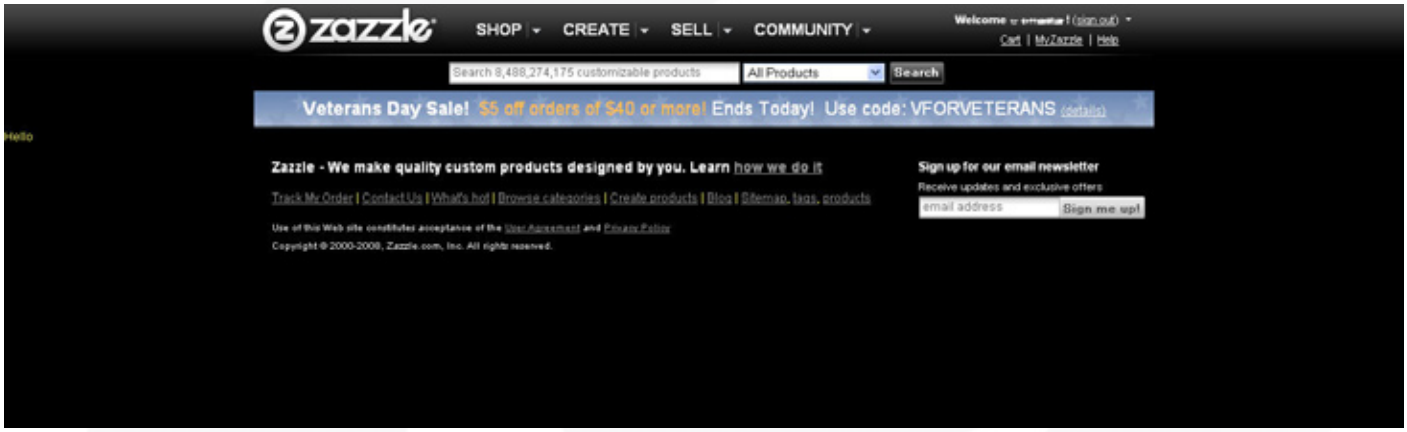
The same thing is true on URLs in `<img src="" />` tags. This is true in gallery CSS as well.

Valid code is not Enough

Validation is not a guarantee of success. Validation tells you your code meets specific syntax requirements. Here is complete valid Layout code for a gallery:

```
<z:htmltemplate id="maintemplate" live="true" xmlns:z="urn:zazzle:api"
xmlns="urn:zazzle:xhtml">
    <html>
        <head>
            <z:placeholder name="headcontent"></z:placeholder>
            <z:cssinclude zazzlepage="z.2/css/default.css.aspx" />
            <z:cssinclude zazzlepage="z.2/css/cn/contributor.css.aspx" />
            <z:cssinclude storepage="css" />
        </head>
        <body class="oneFourZero">
            Hello
        </body>
    </html>
</z:htmltemplate>
```

The code passes validation, but it does not create a very useful gallery:



Yes, valid XHTML can produce a completely useless gallery.

Character Entities

Character entities are special characters, reserved in HTML, usually for symbols. Many common character entities used in HTML will fail validation at present. If you must use one of these characters, you will have to use full text rather than a symbol, or the entity number, not the entity name. For example:

Symbol	Entity Name	Entity Number
©	©	©
™	™	™
€	€	€

There are many lists of XHTML entities with both name and number on the Web. You can find one here:

`http://www.w3.org/TR/xhtml-modularization/dtd_module_defs.html#a_xhtml_character_entities`

Product Page and Shopping Cart Appearance

The Product Page (the page you see when you choose a product, used for specifying size and other options) and the Shopping Cart do not display the changes you make in your gallery code in the Advanced tabs. However, the colors you choose in the Gallery Appearance menus are picked up by these pages.