MyPond5Portfolio.com
Customization Documentation

Thank you for purchasing the **MyPond5Portfolio.com** website package. With this product, you'll be able to professionally display your Pond5 stock footage portfolio on your own website. A few highlights of this package include:

➔ Pond5-style preview hovers
➔ Full searching of *only* your own files (no more getting "lost in the shuffle")
➔ All Purchases are handled by Pond5 (clicking on a preview takes user to Pond5.com)
➔ Embedded Pond5 referral links (meaning, more passive income for <u>you</u>)
➔ Editable front page montage (embedded from Vimeo)
➔ Page devoted to your demo reel
➔ Customizable PSD and AEP files (Adobe CC 2014 or newer required)

A LITTLE BACKGROUND

Pond5 offers users full access to their API (application programming interface). Those "hooks" into the Pond5 database are what makes this product possible. If you are an adventurous programmer, you can make a website with the same functionality as this package, but that takes skill and time. This product has completed most of the work for you. All you need is basic HTML abilities and website development knowledge to install this site on your server.

IMPORTANT ITEMS

Before you begin to customize these files, you should make sure your chosen website host provider lets you run PHP code and parse server side includes (SSI). While this package may work on other configurations, it has been tested and is known to work on a Linux server running Apache server v.2.2.23. The MyPond5Portfolio.com sample site is running on SiteGround, a web host provider that is recommended and known to work with this product.

Server side includes are used heavily in the HTML files included with this product. SSI within the HTML files in this package are executed using the following syntax:

<p align="center"><!--#include virtual="<i>some command</i>"--></p>

On some servers, SSI is turned off by default. There is an **.htaccess** file in this ZIP file that when placed in the **root folder** of your website, *should* turn them on (if permitted by your provider). SSI needs to be activated for this web package to work properly.

You will also need to know the **absolute server path** to your root web directory/folder. Often, your host provider will show you this path in your control panel. If you can't locate this information, there is an included PHP file in this package that when run on your server, will tell you what your web root folder's absolute path is.

If you're not scared away yet and are ready to begin the customization and installation process, then let the fun begin...

STEP 1
GET TO KNOW THE FILES

Familiarize yourself with the contents of the ZIP file. Aside from this PDF file, it contains:

➔ The following two directories/folders:
- **_Masters** – contains all the master PSD and AEP files. This folder does **NOT** need to be uploaded to your web server. It is only used for customization.
- **images** – contains all the images used by the site. When you modify the PSD files, you will need to save the JPG or PNG files in **this** folder. This folder needs uploaded to your web server when customization is completed. It needs to reside in the **root** of your web folder.

➔ The following HTML and PHP files:
- **index.html** – Of course, the home page.
- **browse.php** – The PHP code that displays paginated thumbnails and hover previews of your Pond5 portfolio. (Clicking on a thumbnail takes the user to pond5.com.)
- **demo.html** – The page that shows your Vimeo or YouTube demo if you have one (and you should). If you don't currently have a demo, you can omit this page. But if you choose to not use it, you'll have to delete or comment-out all links to this page in the **masthead.html** and **footer.html** files.
- **faq.html** – The frequently asked questions page.
- **featured.html** – The HTML code that displays the four "featured" clips at the bottom of all pages. Inserted via SSI when other pages are served.
- **footer.html** – The HTML code that displays the footer section on all pages. Inserted via SSI when other pages are served.
- **masthead.html** – The HTML code that displays the top navigation bar and logo on all the pages. Inserted via SSI when other pages are served.
- **php.php** – Not necessary to upload, but if you do, when you visit this page in a browser, it will display the PHP settings and options currently installed on your web server.
- **abpath.php** – When executed on your server, it will tell you what the absolute path is to your web site root folder.
- **search.php** – Like **browse.php**, but permits you to search *your* portfolio and display the results. (Clicking on a thumbnail takes the user to pond5.com.)
- **styles.css** – The cascading stylesheet file used by all pages for formatting.
- **.htaccess** – The file that "turns on" server side includes for ***.html** files on your server. Note that the file begins with a period. This is very important to retain.

➔ Inside the **_Masters** folder, you will see the following files:
- **aboutbox.psd** – The PSD file used to change the "About" text on the home page.
- **BKG.psd** – The file that lets you change the color of the top masthead

background on the home (index) page.
- ○ **button-browse.psd** – The "browse" navigation menu bar button.
- ○ **button-demoreel.psd** – The "demo reel" navigation menu bar button.
- ○ **button-faq.psd** – The "faq" navigation menu bar button.
- ○ **button-home.psd** – The "home" navigation menu bar button.
- ○ **button-search.psd** – The "search" navigation menu bar button.
- ○ **line.psd** – The PSD file for the "line" separator image.
- ○ **masthead.psd** – The PSD file for changing the top site name and byline.
- ○ **Featured Box 1.psd** – The PSD file for the first of four "featured" clip images on the bottom of each page.
- ○ **Featured Box 2.psd** – The PSD file for the second of four "featured" clip images on the bottom of each page.
- ○ **Featured Box 3.psd** – The PSD file for the third of four "featured" clip images on the bottom of each page.
- ○ **Featured Box 4.psd** – The PSD file for the fourth of four "featured" clip images on the bottom of each page.
- ○ **montage.aep** – The After Effects project used to create the front montage.

➔ Inside the **images** folder, you will see the following files:
- ○ **aboutbox.jpg** – The "about" box that is on the home page.
- ○ **badge-facebook.png** – The Facebook button used in the footer.
- ○ **badge-twitter.png** – The Twitter button used in the footer.
- ○ **badge-youtube.png** – The YouTube button used in the footer.
- ○ **bkg.jpg** – The background image used on the home page for the top color.
- ○ **bkg2.jpg** – The smaller background image used on all other pages for the top color.
- ○ **button-browse.png** – The "browse" navigation button.
- ○ **button-demo.png** – The "demo" navigation button.
- ○ **button-faq.png** – The "faq" navigation button.
- ○ **button-home.png** – The "home" navigation button.
- ○ **button-search.png** – The "search" navigation button.
- ○ **featured1.jpg** – The first of four featured clip buttons on the bottom of all pages.
- ○ **featured2.jpg** – The second of four featured clip buttons on the bottom of all pages.
- ○ **featured3.jpg** – The third of four featured clip buttons on the bottom of all pages.
- ○ **featured4.jpg** – The fourth of four featured clip buttons on the bottom of all pages.
- ○ **footerline.png** – The separation line at the top of the footer on all pages.
- ○ **masthead.png** – The top logo/site name graphic. Note that this is a PNG file with a transparent background.
- ○ **line.jpg** – Just a line. Nothing more needs said about it.
- ○ **null.gif** – A small transparent graphic used for basic formatting on the site.

STEP 2

GRAPHIC CHANGES:

Using PhotoShop, start by editing the following graphics in the **_Masters** folder. As you become more familiar with this site's structure, you may change other graphics. But for now, these are the ones that are required to be changed:

➔ **aboutbox.psd** – Change to suit your needs, and save as **/images/aboutbox.jpg**.

➔ **Featured Box 1.psd** – Choose one of your favorite clips and change this file's image and description. Save as **/images/featured1.jpg**.

➔ **Featured Box 2.psd** – Choose one of your favorite clips and change this file's image and description. Save as **/images/featured2.jpg**.

➔ **Featured Box 3.psd** – Choose one of your favorite clips and change this file's image and description. Save as **/images/featured3.jpg**.

➔ **Featured Box 4.psd** – Choose one of your favorite clips and change this file's image and description. Save as **/images/featured4.jpg**.

➔ **masthead.psd** – Change to suit your needs. Do not alter the file's dimensions. Save as **/images/masthead.png** (note the transparent background and retain it).

HELPFUL NOTES:

When choosing your four stock media clips to be featured, make note of the URLs to the detail pages for those clips on Pond5.com. You'll need those links later when customizing the **featured.html** file.

It is recommended that you change your four featured stock media clips at least monthly to keep your site fresh and new.

You may alter the color or background of your website's home page by editing the **BKG.psd** file in the **_Masters** folder and saving a new JPEG over top of the **/images/bkg.jpg** file. This is optional.

You may alter the color or background of your website's other pages by editing the **/images/bkg2.jpg** file. This is also optional.

Also, when saving your modified files, do NOT change the case of any of the files or folders, as many web servers are case sensitive. If the original files and folder are lowercase, keep them that way.

STEP 3

VIDEO CHANGES:

Here's where some of your stock video creativity comes into play. Time to edit your home page video montage!

→ Open up the **montage.aep** After Effects project found in the **_Masters** folder.

→ Select 11 of your favorite stock clips and import them into the project. Each clip needs to be at least **7** seconds long.

→ Place one clip in each of the "**Shot x**" comps. Choose your 11th clip wisely, as at the end of the home page montage, the last frame of this last clip will freeze frame. It would be nice to choose a video that is stationary and would end on a pleasant image to look at.

→ Once they are placed, go to the **"_FINAL"** comp and do a RAM preview to make sure your clips are positioned properly.

→ If all looks good, render out a QuickTime (or other high quality file of your choice). Be sure you're rendering the **"_FINAL"** comp! I find that a PhotoJPEG QuickTime at 75% quality works nice. Don't use any audio, it just adds to the file size unnecessarily.

→ Upload your rendered montage to your Vimeo account, preferably, your Vimeo PRO account. Vimeo PRO users are given more options for embedding video (like turning off all overlays in you embedded video, changing the playbar functionality, and adding a custom corner logo), so a PRO account is recommended. Also, since this montage is an odd resolution (962x380), using Vimeo is a good option to serve this video. YouTube may try to "force" this video into a standard resolution (i.e., 1280x720), which means it won't "fit" into your home page template very well.

→ After you've upload to Vimeo, make note of the video's unique ID number. It's the long number in the video's URL. The example montage on the www.MyPond5Portfolio.com home page is uploaded at **https://vimeo.com/104365060**. So, that video's ID number is **104365060**. You will need *your* number in the next step.

HELPFUL NOTE:

It is recommended that you change your front page montage at least monthly to keep your site fresh and new.

STEP 4

HTML CHANGES:

You knew this time was coming: changing code. While HTML is a very forgiving programming language, be mindful of the commas, quotation marks, and brackets when editing these files. Accidentally deleting just one punctuation mark may cause the page to display improperly. Keep backups of these original files should you need to revert back to them.

As you become more experienced and familiar with this package, you may change other items in these HTML files. But for now, these are what should be changed first.

With a TEXT EDITOR (I use and recommend www.EditPlus.com, but **notepad** is an acceptable option), open these files one at a time and make the following changes:

index.html
- ➔ Change the title to something more appropriate for you.
- ➔ On or around line 28, in the <iframe> tag, change the **104365060** number to YOUR montage's number from Vimeo. Change nothing else on this line.
- ➔ On or around line 30, change the "**ODesigns**" text to *your* Pond5 username.
- ➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

demo.html
- ➔ Change the title to something more appropriate for you.
- ➔ On or around line 22, change the Vimeo embed code to your demo reel's embed code from Vimeo or YouTube (it's OK to use YouTube for your demo reel).
- ➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

faq.html
- ➔ Change the title to something more appropriate for you.
- ➔ Think of this page as an "about me" area. Many of the questions and answers are very generic and probably will apply to your portfolio. But feel free to change, add, or delete any questions or answers.
- ➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

featured.html
- ➔ This file will be inserted via a server side include call (SSI) when your pages are being served. It contains the HTML code for your four featured stock footage clips near the bottom of each page.
- ➔ Change the **a href** links to the file details page on Pond5 for the clip you are featuring. Be sure to append **?ref=*username*** (where *username* is your Pond5 username) to the end of the link if you want a referral credit.
- ➔ Change all four **a href** links. There's no need to change the **img src** tags.

➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

footer.html

➔ This is the HTML code for the footer area that will be shown on all pages. It is injected into the bottom of all pages via SSI when being served.

➔ Change the text (around line 24) under the **WHAT IS THIS PLACE** header to something more appropriate to your site.

➔ Change the **var string1** variable on or around line 43 to your email address name (the part before the "@")

➔ Change the **var string3** variable on or around line 45 to the part of your email address after the "@". This Javascript code will help "hide" your contact email from spambots.

➔ Change the **?ref=ODesigns** code on or around line 50 to *your* Pond5 username if you want referral credit for this link.

➔ On or around lines 60 - 62, change the "**#**" to your YouTube, Facebook, and Twitter page links.

➔ If you use **statcounter.com** to track your web activity, change out the code between lines 75 and 89 to *your* statcounter embed code (optional).

➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

masthead.html

➔ This is the HTML code that makes the top masthead area on all pages. It is injected into the top of all pages via SSI when being served.

➔ On or around line 3, change the **ODesigns** text to *your* Pond5 username. This is required to make sure *your* Pond5 portfolio is displayed and not someone else's.

➔ Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

HELPFUL NOTE:

If you ever see the text, **ODesigns** in any of the HTML files, change it to *your* Pond5 username. This will insure that you'll be getting the proper referral codes embedded in your links.

STEP 5

PHP CHANGES:

OK, you're almost done. There are only two more files to edit, but these two files are the heart of the whole site. They are what let you search and display your portfolio.

These files are written in PHP. They are modified versions of what Pond5 freely makes available on their API documentation page. Unlike HTML, however, PHP is *not* very forgiving when it comes to errant commas or accidentally-deleted quotation marks, so be very careful when editing these files. If you are an experienced PHP programmer, you may edit more than what is outlined below (for example, if you want these files to display the output in a different format like number of items per page), but any modification beyond what is described here will not be supported. So, you're on your own should you decide to be adventurous.

As with all the other files you're modifying from this package, it is recommended that you keep backup copies of the originals, should you find yourself in a bind and can't figure out what you accidentally deleted, causing these files to generate cryptic error messages.

If you're ready, let's begin.

DOWNLOAD POND5's API CODE

First, go to Pond5's API documentation page (https://www.pond5.com/document/api.html) and download their library code. The one and only file that buried deep inside that ZIP file is called **p5api_client_v1.php**. You do NOT need to modify this file, but it *is* required to make the **browse.php** and **search.php** files operate. Simply place this file in the root of your web directory (along side of the **index.html**, **faq.html**, etc. files). Knowing what the **absolute server path** is to this file will come into play when editing the following two PHP files.

To find your absolute path, upload via FTP the **abpath.php** file to your website's home folder. Then, visit that page in a browser (i.e., www.yourdomain.com/abpath.php). This will tell you what your absolute path is. It will probably be something like:

/home/*username*/public_html

Make a note of this information. You'll need it very soon.

Next, with a TEXT EDITOR (I use and recommend www.EditPlus.com, but **notepad** is an acceptable option), open these files one at a time and make the following changes:
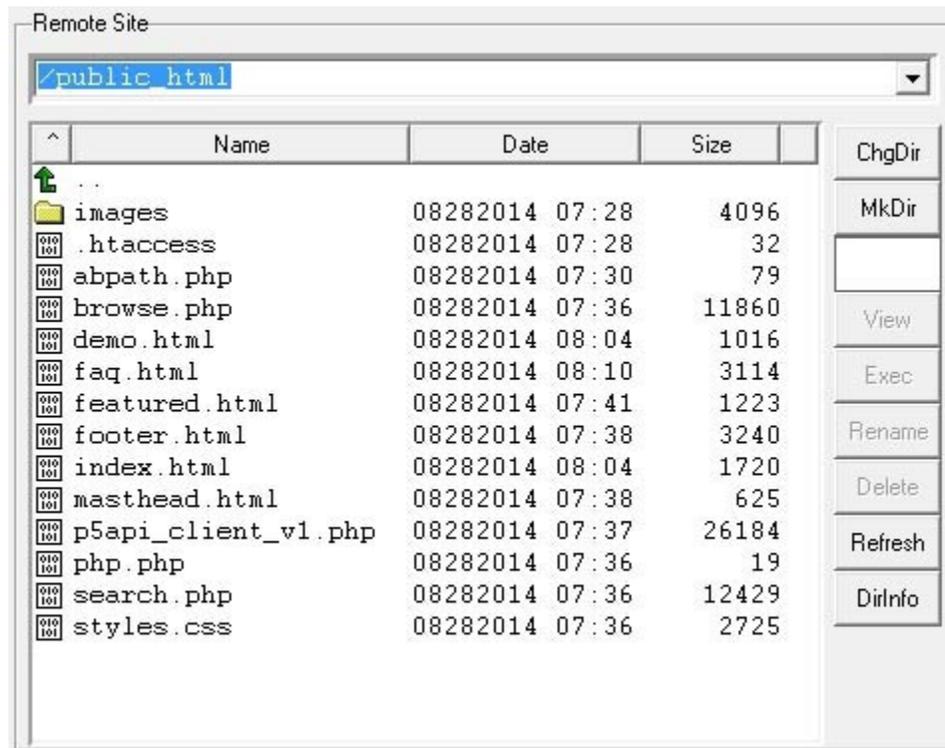
browse.php
- ➔ On line 17, change the "**ODesigns**" text to your Pond5 username
- ➔ On or around line 28, change the path to the **p5api_client_v1.php** file to the *absolute path* to this file on *your* server. Running the included **abpath.php** file will tell you this information. Don't forget to add a trailing **/** (slash) *after* your absolute path and *before* the **p5api_client_v1.php** filename!

- → On line 89, change the "**ODesigns**" text to your Pond5 username
- → Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

search.php

- → On line 17, change the "**ODesigns**" text to your Pond5 username
- → On or around line 28, change the path to the **p5api_client_v1.php** file to the *absolute path* to this file on *your* server. Running the included **abpath.php** file will tell you this information. Don't forget to add a trailing / (slash) *after* your absolute path and *before* the **p5api_client_v1.php** filename!
- → On line 89, change the "**ODesigns**" text to your Pond5 username
- → Save and close. Make sure this file is in the **root** web folder, and that its filename is all lowercase.

Believe it or not, that's it! You're all done with the customization. Time to upload all your work to your web host provider.

STEP 6

UPLOAD VIA FTP

Using your favorite FTP program ([FileZilla](#) is a good option), upload all the files and folders—with the exception of the **_Masters** folder and its contents—to your root web folder. When uploaded, your web directory listing should look similar to the figure below.
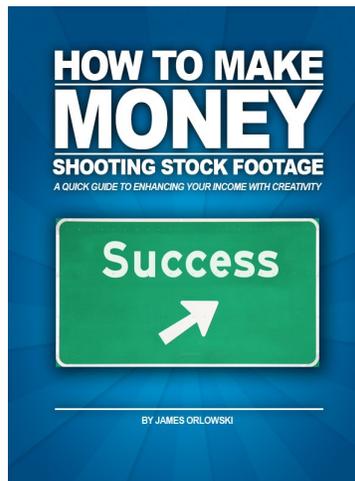
Remote Site

/public_html

	Name	Date	Size	
	..			
📁	images	08282014 07:28	4096	
	.htaccess	08282014 07:28	32	
	abpath.php	08282014 07:30	79	
	browse.php	08282014 07:36	11860	
	demo.html	08282014 08:04	1016	
	faq.html	08282014 08:10	3114	
	featured.html	08282014 07:41	1223	
	footer.html	08282014 07:38	3240	
	index.html	08282014 08:04	1720	
	masthead.html	08282014 07:38	625	
	p5api_client_v1.php	08282014 07:37	26184	
	php.php	08282014 07:36	19	
	search.php	08282014 07:36	12429	
	styles.css	08282014 07:36	2725	

ChgDir
MkDir
View
Exec
Rename
Delete
Refresh
DirInfo

You may already know this, but it might be a good idea to upload TEXT files as ASCII, and GRAPHICS as BINARY.

And that's it! Your site is installed. Visit your newly-created website in a browser and see if it all works.

ABOUT THE CREATOR

This project was created by James Orlowski from www.OrlowskiDesigns.com. And in case you haven't figured it out yet, on Pond5, his artist username is ODesigns. He has been creating stock media since 2008.

He has also written a "how to" e-book on shooting and selling stock video. If you want some additional tips and tricks, please visit www.StockFootageBook.com. It is available on the Amazon Kindle store, the Apple iBooks store, as well as the Nook and Kobo.

GETTING HELP

If while customizing you happen to get stuck along the way, feel free to email the author of this package using this address:

help@mypond5portfolio.com

He will do his best to put you on the right track. And if you're really, *really* stuck, a one-time phone call wouldn't be out of the question. (Contact information will be provided via e-mail only after it is decided by the author that a voice conversation might be necessary.)

Good luck!