# *Title: Theming Your Church Website*
## Subtitle: Themes and Templates
## Second Subtitle: #0 There's More Than Meets The Eye

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Summary: How much of an impact does the look of your site have on the
it? Do you think it matters?

It certainly does! Here's a little example of how the media shapes the me
hand it to someone - you have just delivered your message to the person
take the same note, wrap it around a rock and throw it through the same
message hasn't changed, the sender hasn't changed, the recipient hasn't
delivery (or, the 'media') has changed. Do you think the recipient would
in both instances?

Now - let's talk about your church website design and learn the right que
buy, or hire a designer to design a custom theme for your church web sit

There are entire books about how media and content merge and the 'medi
won't go into a lot of that in this article, but I'm sure there will be more
now, we will concern ourselves with the image we portray on our website
well-designed sites and the flexibility you have with ImpressCMS and XO
I have said before that "Content is King", but there are some important c
site looks. The web has moved from a literal, sequential media (as print
media. This gets more complicated by the fact that the web is not just vi
but also on cell phones and by other web sites. Learning about the mediu
understand the non-verbal aspect of web technologies.
The goal is not a site that is the visual equivalent of being hit in the hea
message. The goal is to understand how the visual presentation of your s
Your theme should complement your content, effectively highlight it and
distraction. For a short video about how redesigning newspapers affecte
visit TED..com
Next, we'll examine the fundamental building blocks for any web site and