

M2 CPFED

6. Translations / Customisations

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Overview.

- Translations overview
- Translating strings across files
- Customising generic page elements
- Customising product detail pages
- Customising category pages

Overview.

- Customising CMS pages and blocks
- Customising widgets
- Customising customer account
- Customising checkout
- Customising email templates

An average day customising Magento...



Translations overview

Translations overview.

- **What are translation dictionaries?**
- What are language packs?
- What are database translations?
- What order are translations applied in?
- What are the pros/cons of file vs database translations?

Translations overview.

What are translation dictionaries?

- A **translation dictionary** is a way to collate phrases
- For a given directory (or the whole Magento codebase)
- Phrases collected using the **i18n:collect-phrases** command
- <https://devdocs.magento.com/guides/v2.2/config-guide/cli/config-cli-subcommands-i18n.html#config-cli-subcommands-xlate-dict>

Terminal

Collect Phrases command

bin/magento i18n:collect-phrases

File to output to

--output | -o <output-file-name>

Directory to collate translations from

<directory-path>

Or, collate from entire codebase

--magento | -m

Terminal

```
# Collect phrases from all local theme  
bin/magento i18n:collect-phrases -o  
theme-phrases.csv app/design/
```

```
# Collect phrases from entire codebase  
bin/magento i18n:collect-phrases -o  
all-phrases.csv -m
```

Translations overview.

What are translation dictionaries?

- These phrases can then be translated in the created file
- A **theme translation dictionary** is a list of translated phrases used in a theme
- Stored in the **i18n/** directory of the theme, with the filename of the locale e.g. **en_GB.csv**

Translations overview.

- What are translation dictionaries?
- **What are language packs?**
- What are database translations?
- What order are translations applied in?
- What are the pros/cons of file vs database translations?

Translations overview.

What are language packs?

- A **language pack** is a collection of translated phrases for a locale
- Usually generated by the **i18n:collect-phrases** command using **-m** flag
- Files are then output using the **i18n:pack** command specifying the locale it is for e.g. **en_GB**

Terminal

Pack command

```
bin/magento i18n:pack <source-file> <locale>
```

Example

```
bin/magento i18n:pack translations.csv en_GB
```

Translations overview.

What are language packs?

- A **language pack** is for the locale is then created
- Under **app/i18n/<Vendor>/<locale>**
 - e.g. **app/i18n/FisheyeAcademy/en_GB**
 - Required files are **registration.php** and **language.xml**
- <https://devdocs.magento.com/guides/v2.2/config-guide/cli/config-cli-subcommands-i18n.html#config-cli-subcommands-xlate-pack>

registration.php

```
<?php
```

```
\Magento\Framework\Component\ComponentRegistrar::register(  
    \Magento\Framework\Component\ComponentRegistrar::LANGUAGE,  
    'fisheyeacademy_en_gb',  
    __DIR__  
);
```

language.xml

```
<?xml version="1.0"?>
<language xmlns:xsi="..." xsi:noNamespaceSchemaLocation=
"urn:magento:framework:App/Language/package.xsd">
    <code>en_GB</code>
    <vendor>FisheyeAcademy</vendor>
    <package>en_GB</package>
    <sort_order>10</sort_order>
</language>
```

Translations overview.

- What are translation dictionaries?
- What are language packs?
- **What are database translations?**
- What order are translations applied in?
- What are the pros/cons of file vs database translations?

Translations overview.

What are database translations?

- Translations applied by manually overriding on frontend
- Stored in the **translation** database table
- Enable the **Translate Inline** option under **STORE > Settings > Configuration > ADVANCED > Developer**

Change
Page Title

[What's New](#) [Women](#) [Men](#) [Gear](#) [Training](#) [Sale](#)

Editable Text

Customer Login

Registered Customers

If you have an account, sign in with your email address.

Email

Password

Login

[Forgot Your Password?](#)

New Customers

Creating an account has many benefits: check out faster, keep more than one address, track orders and more.

Create an Account



Try Demo Customer Access

Email: roni_cost@example.com

Password: roni_cost@example.com

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Translations overview.

- What are translation dictionaries?
- What are language packs?
- What are database translations?
- **What order are translations applied in?**
- What are the pros/cons of file vs database translations?

Translations overview.

What order are translations applied in?

1. Module translations
2. Theme translations
3. Translation packages
4. Database translations

Translations overview.

- What are translation dictionaries?
- What are language packs?
- What are database translations?
- What order are translations applied in?
- **What are the pros/cons of file vs database translations?**

Translations overview.

What are the pros/cons of file vs database translations?

- File based (.csv) can easily be transferred between Magento instances)
- Database translations can be implemented by non developers

Translating strings across files

Translating strings.

How do you translate phrases in...

- **Blocks and .phtml files?**
- Layout arguments (inc. UI Components)?
- KO .html files and JS files?
- Email templates?

<some-file>.phtml

```
<?= __('Some phrase') ?>
```

```
<?= __("Some phrase with a %s placeholder", $variable) ?>
```

Translating strings.

How do you translate phrases in...

- Blocks and .phtml files?
- **Layout arguments (inc. UI Components)?**
- KO .html files and JS files?
- Email templates?

<some_handle>.xml

```
<block class="Magento\Framework\View\Element\Template"
    name="my.block"
    template="Magento_Theme::my-template.phtml">
    <arguments>
        <argument name="title"
            translate="true"
            xsi:type="string">My Title</argument>
    </arguments>
</block>
```

Translating strings.

How do you translate phrases in...

- Blocks and .phtml files?
- Layout arguments (inc. UI Components)?
- **KO .html files and JS files?**
- Email templates?

<some-file>.html

>

>

<translate args="'Some phrase'" data-bbox="39 711 930 757">></translate>

<some-file>.js

```
require([
    'mage/translate'
], function () {
    'use strict';

    $.mage.__('Some phrase');
});
```

<some-file>.js

```
require([  
    'mage/translate'  
], function ($t) {  
    'use strict';  
  
    $t('Some phrase');  
});
```

Translating strings.

How do you translate phrases in...

- Blocks and .phtml files?
- Layout arguments (inc. UI Components)?
- KO .html files and JS files?
- **Email templates?**

<some-file>.html

```
{{trans "Some phrase"}}
```

```
{{trans "Some phrase with a %somevar placeholder."  
somevar=object.data}}}
```

Customising generic page elements



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Generic pages customisation.

- Review the list of files in the Swift Otter Study Guide (section 8.1)

Customising product detail pages

Product pages customisation.

- **What design changes (page layout) can be made?**
- What design changes be configured for specific types?
- How can custom layout updates be set for specific pages?
- What containers are available on product pages?

Product pages customisation.

What design changes (page layout) can be made?

- Theme override (scheduled)
- Page layout override (inc. scheduled)
- Display product options placement
- Layout XML update (apply custom XML updates)



Joust Duffle Bag

[← Back](#)[Add Attribute](#)[Save](#)

Design



Layout
[store view]

No layout updates



Display Product Options In
[store view]

Block after Info Column



Layout Update XML
[store view]

Schedule Design Update



Schedule Update From
[store view]

To

New Theme
[store view]

-- Please Select --



New Layout
[store view]

No layout updates



Gift Options



Downloadable Information



DASHBOARD

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CATALOG

CUSTOMERS

MARKETING

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& EXTENSIONS

Product pages customisation.

- What design changes (page layout) can be made?
- **What design changes be configured for specific types?**
- How can custom layout updates be set for specific pages?
- What containers are available on product pages?

Product pages customisation.

What design changes be configured for specific types?

- Using product type layout handles
 - **catalog_product_view_type_<product type>**
 - simple, configurable, bundle, grouped, virtual, downloadable

Product pages customisation.

- What design changes (page layout) can be made?
- What design changes be configured for specific types?
- **How can custom layout updates be set for specific pages?**
- What containers are available on product pages?

Product pages customisation.

What design changes be configured for specific types?

- Using ID and SKU specific layout handles
 - **catalog_product_view_id_<id>**
 - **catalog_product_view_sku_<sku>**

Product pages customisation.

- What design changes (page layout) can be made?
- What design changes be configured for specific types?
- How can custom layout updates be set for specific pages?
- **What containers are available on product pages?**

Product pages customisation.

What containers are available on product pages?

- **content**
- **product.info.main**
- **product.info.price**
- **product.info.stock.sku**
- **product.info.type**
- **alert.urls**
- **product.info.form.content**
- **product.info.extrahint**
- **product.info.social**
- **product.info.media**
- **skip_gallery_before.wrapper**
- **skip_gallery_after.wrapper**

Customising category pages

Category pages customisation.

- **What design changes can be made?**
- What are the 'display mode' options?
- What 'sort by' options can be set?
- How can the layered navigation be configured?

Category pages customisation.

What design changes can be made?

- Same as products expect no **'Display product options'**
- Also settings for **'Apply design to products'** and **'Use parent category settings'** to inherit parent theme setup



What's New (ID: 38)

[Delete](#)[Save](#)

Products in Category ⌵

Design ⌵

Use Parent Category Settings [store view]

☐ No

Theme [store view]

-- Please Select -- ⌵

Layout [store view]

No layout updates ⌵

Layout Update XML [store view]

Apply Design to Products [store view]

☐ No

Schedule Design Update ⌵

Schedule Update From [store view]

To

Category pages customisation.

- What design changes can be made?
- **What are the 'display mode' options?**
- What 'sort by' options can be set?
- How can the layered navigation be configured?

Category pages customisation.

What are the 'display mode' options?

- Whether to display:
 - Products only
 - Static block only (CMS Block)*
 - Both

*A CMS block can be assigned to a category under the 'Content' tab



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Display Settings



Display Mode
[store view]

- Products only
- ✓ Static block only
- Static block and products

Anchor
[global]

☐ No

Available Product Listing Sort
By *
[store view]

Position

Product Name

Price

☒ Use All

Default Product Listing Sort By *
[store view]

Position

▼

☒ Use Config Settings

Layered Navigation Price Step *
[store view]

\$

☒ Use Config Settings

Search Engine Optimization



Products in Category



Design



Schedule Design Update

Category pages customisation.

- What design changes can be made?
- What are the 'display mode' options?
- **What 'sort by' options can be set?**
- How can the layered navigation be configured?

Category pages customisation.

What 'sort by' options can be set?

- The available global 'sort by' attributes can be overridden
- The default sort order for the category can be set



What's New (ID: 38)

Delete

Save

Display Settings



Display Mode
[store view]

Static block only



Anchor
[global]

☐ No

Available Product Listing Sort
By
[store view]

Position

Product Name

Price

☐ Use All

Default Product Listing Sort By
[store view]

Position

✓ Product Name

Price

☐ Use Config Settings

Layered Navigation Price Step
[store view]

\$

☒ Use Config Settings

Search Engine Optimization



Products in Category



Design



Schedule Design Update

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Category pages customisation.

- What design changes can be made?
- What are the 'display mode' options?
- What 'sort by' options can be set?
- **How can the layered navigation be configured?**

Category pages customisation.

How can the layered navigation be configured?

- **Anchor**
 - Determines if products from child categories are included in the product listing area
- **Layered Navigation Price Step**
 - Configures the price filter range amounts



What's New (ID: 38)

Delete

Save

Display Settings



Display Mode
[store view]

Static block only ▼

Anchor
[global]

☒ Yes

Available Product Listing Sort
By *
[store view]

Position
Product Name
Price

☒ Use All

Default Product Listing Sort By *
[store view]

Position ▼

☒ Use Config Settings

Layered Navigation Price Step *
[store view]

\$ 100

☐ Use Config Settings

Search Engine Optimization



Products in Category



Design



Schedule Design Update

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Customising CMS pages and blocks



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CMS pages / blocks customisation.

- **What design changes can be made to CMS pages?**
- How can static variables be included?
- How can CMS blocks be included on pages?

CMS pages / blocks customisation.

What design changes can be made to CMS pages?

- Theme override (scheduled)
- Page layout override (inc. scheduled)
- Layout XML update (apply custom XML updates)



Home Page

[← Back](#)[Delete Page](#)[Reset](#)[Save and Continue Edit](#)[Save Page](#)

Page in Websites



Design



Layout

1 column



Layout Update XML

Custom Design Update



From

To

New Theme

-- Please Select --



New Layout

-- Please Select --



CMS pages / blocks customisation.

- What design changes can be made to CMS pages?
- **How can static variables be included?**
- How can CMS blocks be included on pages?

CMS pages / blocks customisation.

How can static variables be included?

- Using directives
 - `{{directive_type key="value"}}`
- Includes custom variables such as store information
- Can also include blocks (CMS as well as classes)
- Basic conditional statements can be used





DASHBOARD



SALES



CATALOG



CUSTOMERS



MARKETING



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REPORTS



STORES



SYSTEM



FIND PARTNERS
& EXTENSIONS

Insert Variable...



Store Contact Information

- Base Unsecure URL
- Base Secure URL
- General Contact Name
- General Contact Email
- Sales Representative Contact Name
- Sales Representative Contact Email
- Custom1 Contact Name
- Custom1 Contact Email
- Custom2 Contact Name
- Custom2 Contact Email
- Store Name
- Store Phone Number
- Store Hours
- Country
- Region/State
- Zip/Postal Code
- City
- Street Address 1
- Street Address 2
- VAT Number

Directives

Base URL

```
{{config path="web/unsecure/base_url"}}
```

Store name

```
{{config path="general/store_information/name"}}
```

General store email

```
{{config path="trans_email/ident_general/email"}}
```

Store phone number

```
{{config path="general/store_information/phone"}}
```

Directives

Include a custom block

```
{{block class="Vendor\Module\Block\MyBlock"  
var="value"}}
```

Include a CMS block by identifier

```
{{block id="id_from_block_id_column"}}
```

Directives

```
# If statements, basic variable checks only  
# (can't check value against a condition)
```

```
{{if customer_name}}  
    Hello {{var customer_name}},  
{{else}}  
    Dear customer,  
{{/if}}
```

CMS pages / blocks customisation.

- What design changes can be made to CMS pages?
- How can static variables be included?
- **How can CMS blocks be included on pages?**

CMS pages / blocks customisation.

How can CMS blocks be included on pages?

- Using a widget (see next section)
- Via layout XML

<some_handle>.xml

```
<block class="Magento\Cms\Block\Block"
    name="my.cms.block">
    <arguments>
        <argument name="block_id" xsi:type="string">
            cms_block_identifier
        </argument>
    </arguments>
</block>
```

Customising widgets

Widgets customisation.

- **How is a widget instance created?**
- Where can widgets be used?
- How can a custom widget target be created?
- Demonstrate an understanding of configuring a widget instance

Widgets customisation.

How is a widget instance created?

- Custom widgets can be created with:
 - **etc/widgets.xml** configuration file
 - A block class that implements **Magento\Widget\Block\BlockInterface**

etc/widget.xml

```
<widgets xmlns:xsi="..." xsi:noNamespaceSchemaLocation="...">
  <widget id="sample_widget"
    class="Vendor\Module\Block\Widget\Example">
    <label translate="true">Example Widget</label>
    <description translate="true">An example widget</description>
    <parameters>
      <parameter name="field_name"
        xsi:type="text"
        visible="true"
        required="true"
        sort_order="10">
        <label translate="true">Some field</label>
      </parameter>
    </parameters>
  </widget>
</widgets>
```

Widgets customisation.

- How is a widget instance created?
- **Where can widgets be used?**
- How can a custom widget target be created?
- Demonstrate an understanding of configuring a widget instance

Widgets customisation.

Where can widgets be used?

- Insertion into:
 - A CMS block or page via WYSIWYG editor
 - Email templates
- Via **CONTENT > Elements > Widgets**

Widgets customisation.

- How is a widget instance created?
- Where can widgets be used?
- **How can a custom widget target be created?**
- Demonstrate an understanding of configuring a widget instance

Widgets customisation.

How can a custom widget target be created?

- By adding containers in the widget XML configuration
- These also link to templates made available

etc/widget.xml

...

<parameters>

...

<parameter name="template" xsi:type="select" visible="false">

<options>

<option name="default" value="path/to/template.phtml">

<label translate="true">Template name</label>

</option>

</options>

</parameter>

</parameters>

<containers>

<container name="content">

<template name="default" value="default"/>

</container>

</containers>

...

Widgets customisation.

- How is a widget instance created?
- Where can widgets be used?
- How can a custom widget target be created?
- **Demonstrate an understanding of configuring a widget instance**

Widgets customisation.

Demonstrate an understanding of configuring a widget instance

- When creating via **CONTENT > Elements > Widgets**
- Widget type & config options (based on widget.xml) can be set
- The theme and stores the widget is for must be set
- One or more layout updates can be selected to place the widget on frontend in default (or custom set) locations and page types



Widgets

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Storefront Properties

Widget Options

Storefront Properties

Type

CMS Static Block

Design Pack-
age/Theme

Magento Luma

Widget Title *

Men Category Content

Assign to Store Views *

All Store Views
Main Website
Main Website Store
Default Store View



Sort Order

0

Sort Order of widget instances in the same container

Layout Updates

Display on

Anchor Categories

Categories

☐ All
☒ Specific Categories

Container

Main Content Top

Template

CMS Static Block Default Template

11

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Customising customer account

Customer account customisation.

- **How do you add/remove items from the customer account navigation?**
- How can you format customer addresses?

Customer account customisation.

How do you add/remove items from the customer account navigation?

- Via layout XML using the **customer_account** handle
- Referencing **customer_account_navigation** block
- Using **Magento\Customer\Block\Account\SortLinkInterface** as block class to allow sorting of links

customer_account.xml

```
<block class="Magento\Customer\Block\Account\SortLinkInterface"
    name="my-custom-nav-link">
    <arguments>
        <argument name="label" xsi:type="string" translate="true">
            My Custom Link
        </argument>
        <argument name="path" xsi:type="string">
            custom/url/path
        </argument>
        <argument name="sortOrder" xsi:type="number">
            100
        </argument>
    </arguments>
</block>
```

Customer account customisation.

- How do you add/remove items from the customer account navigation?
- **How can you format customer addresses?**

Customer account customisation.

How can you format customer addresses?

- Configured in the Magento admin panel
 - **STORES > Settings > Configuration > CUSTOMERS > Customer Configuration > Address templates**
 - They can include **directives** (as covered in CMS blocks/pages WYSIWYG)



Configuration

Save Config

Address Templates



Persistent Shopping Cart

SALES



SERVICES



ADVANCED



Text

[store view]

```
{{depend prefix}}{{var prefix}} {{/depend}}{{var  
firstname}} {{depend middlename}}{{var middlename}}  
{{/depend}}{{var lastname}}{{depend suffix}} {{var  
suffix}}{{/depend}}  
{{depend company}}{{var company}}{{/depend}}  
{{if street1}}{{var street1}}  
{{/if}}  
{{depend street2}}{{var street2}}{{/depend}}  
{{depend street3}}{{var street3}}{{/depend}}  
{{depend street4}}{{var street4}}{{/depend}}  
{{if city}}{{var city}}, {{/if}}{{if region}}{{var region}}, {{/if}}  
{{if postcode}}{{var postcode}}{{/if}}  
{{var country}}  
{{depend telephone}}T: {{var telephone}}{{/depend}}  
{{depend fax}}F: {{var fax}}{{/depend}}  
{{depend vat_id}}VAT: {{var vat_id}}{{/depend}}
```

☒ Use system value

Text One Line

[store view]

```
{{depend prefix}}{{var prefix}} {{/depend}}{{var  
firstname}} {{depend middlename}}{{var middlename}}  
{{/depend}}{{var lastname}}{{depend suffix}} {{var  
suffix}}{{/depend}}, {{var street}}, {{var city}}, {{var  
region}} {{var postcode}}, {{var country}}
```

☒ Use system value

HTML

[store view]

```
{{depend prefix}}{{var prefix}} {{/depend}}{{var  
firstname}} {{depend middlename}}{{var middlename}}  
{{/depend}}{{var lastname}}{{depend suffix}} {{var  
suffix}}{{/depend}}{{depend firstname}}<br />  
{{/depend}}  
{{depend company}}{{var company}}<br />{{/depend}}  
{{if street1}}{{var street1}}<br />{{/if}}  
{{depend street2}}{{var street2}}<br />{{/depend}}
```

☒ Use system value

PDF

[store view]

```
{{depend prefix}}{{var prefix}} {{/depend}}{{var  
firstname}} {{depend middlename}}{{var middlename}}  
{{/depend}}{{var lastname}}{{depend suffix}} {{var  
suffix}}{{/depend}}|  
{{depend company}}{{var company}}| {{/depend}}  
{{if street1}}{{var street1}}| {{/if}}  
{{depend street2}}{{var street2}}| {{/depend}}  
{{depend street3}}{{var street3}}| {{/depend}}
```

☒ Use system value



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Customising checkout

Checkout customisation.

- **What extension points are available to customise the checkout?**

Checkout customisation.

What extension points are available to customise the checkout?

- Multiple exist within UiComponent configuration
- Within **checkout_index_index** layout handle
- Main file exists in **Magento_Checkout** module

shipping-step

before-form

before-fields

address-list-additional-addresses

before-shipping-method-form

billing-step

payment > renders

payment > beforeMethods

payment > afterMethods

sidebar

summary

summary > totals

summary > itemsBefore

summary > itemsAfter

checkout_index_index.xml

```
<!-- ... -->  
  
<item name="itemsAfter" xsi:type="array">  
    <item name="component" xsi:type="string">uiComponent</item>  
    <item name="children" xsi:type="array">  
        <!-- merge your components here -->  
    </item>  
    </item>  
</item>  
  
<!-- ... -->
```

Customising email templates

Email templates customisation.

- **How do you create/assign custom email templates?**
- How can template variables be used?
- How can you link to custom images / store data?

Email templates customisation.

How do you create/assign custom email templates?

- Created in the Magento admin panel under:
 - **MARKETING > Communications > Email Templates**
- Note: This is for extending **existing templates only**



New Template

[← Back](#)[Reset](#)[Convert to Plain Text](#)[Preview Template](#)[Save Template](#)

Load default template

Template

New Order

[Load Template](#)

Template Information

Currently Used For

Stores -> [Configuration](#) -> [Sales Emails](#) -> Order -> New Order Confirmation Template (Default Config)

Template Name *

Template Subject *

`{{trans "Your %store_name order confirmation" store_name=$store.getFrontendName()}}`[Insert Variable...](#)

Template Content *

```
{{template config_path="design/email/header_template"}}

<table>
  <tr class="email-intro">
    <td>
      <p class="greeting">{{trans "%customer_name,"
customer_name=$order.getCustomerName()}}</p>
      <p>
        {{trans "Thank you for your order from %store_name,"
store_name=$store.getFrontendName()}}
        {{trans "Once your package ships we will send you a tracking number."}}
        {{trans 'You can check the status of your order by <a href="%account_url">logging
into your account</a>.' account_url=$this.getUrl($store,'customer/account/',[_nosid:1]) | raw}}
      </p>
      <p>
        {{trans 'If you have questions about your order, you can email us at <a
href="mailto:%store_email">%store_email</a>' store_email=$store_email | raw}} {{trans
store_phone}} {{trans 'or call us at <a href="tel:%store_phone">%store_phone</a>'
store_phone=$store_phone | raw}}
      </p>
    </td>
  </tr>
</table>
```

**PROFESSIONAL**
SOLUTIONS PARTNER**fisheye**

Email templates customisation.

How do you create/assign custom email templates?

- Assigned in the Magento admin panel under:
 - **STORES > Settings > Configuration**
 - SALES > Sales Emails
 - CUSTOMER > Customer Configuration



Configuration

Save Config

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

FIND PARTNERS
& EXTENSIONS

GENERAL

MS MAGESPECIALIST

CATALOG

CUSTOMERS

SALES

Sales

Sales Emails

PDF Print-outs

Tax

Checkout

Shipping Settings

Multishipping Settings

Shipping Methods

Google API

General Settings

Order

Enabled
[store view]

Yes

☒ Use system value

New Order Confirmation Email Sender
[store view]

Sales Representative

☒ Use system value

New Order Confirmation Template
[store view]

New Order (Default)

Email template chosen based on theme fallback when "Default" option is selected.

☐ Use system value

New Order Confirmation Template for Guest
[store view]

New Order for Guest (Default)

Email template chosen based on theme fallback when "Default" option is selected.

☒ Use system value

Send Order Email Copy To
[store view]

Comma-separated

Send Order Email Copy Method
[store view]

Bcc

☒ Use system value

Order Comments

Invoice

Invoice Comments

Shipment



fisheye

Email templates customisation.

- How do you create/assign custom email templates?
- **How can template variables/objects be used?**
- How can you link to custom images / store data?

Email templates customisation.

How can template variables be used?

- In the same way as **directives**
- Normally available variables listed at top of template file
- A **{{var ...}}** attribute can be used to access variables and object data
 - e.g. **{{var order.getCustomerEmail}}**

new_order.html examples

order: {{var order.getCustomerEmail}}

billing: {{var billing.getFirstname}}

payment_html: {{var payment_html}}

formattedBillingAddress: {{var formattedBillingAddress}}

formattedShippingAddress: {{var formattedShippingAddress}}

Email templates customisation.

- How do you create/assign custom email templates?
- How can template variables/objects be used?
- **How can you link to custom images / store data?**

new_order.html examples

Store Data

```
{{var store.getName}}
```

```
<a href="{{store url="some-url"}}" title="{{trans 'My URL'}}">  
    {{trans 'Go to some URL'}}  
</a>
```

Images

```

```

Wrap up / resources

Code challenge 1.

- Add translatable phrases in your theme for layout, .phtml and .html files
- Export translation phrases using collect-phrases command
- Make some edits to the translations
- Create a language pack from the output from above
- Change locale in admin to the new locale and check the frontend

Code challenge 2.

- Review the list of files for generic page customisations in the swift otter study guide (section 8.1)
- Make customisations (or override in your theme) to understand the impact the files have on the global frontend elements



Ready for the exam?

Credit / Resources / Thanks.

- **Official Magento Study Guide**
- **Swift Otter Study Guide**
- **Magento DevDocs**