

# Designer Guide

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The default PrestaShop install offers a neutral theme in shades of gray, enabling sellers to quickly and freely start their activity, whatever their business line.

Nearly a 1000 themes are available through the PrestaShop Addons marketplace (<http://addons.prestashop.com/en/>). They were created either by members of the PrestaShop community or the PrestaTeam, and are sold at reasonable prices – some are even free.

As a graphic designer/web developer, you too can put your themes up for sale on the PrestaShop Addons site, and earn 70% of the selling price.

Anyone with some knowledge of CSS and image manipulation can customize PrestaShop default theme. Assuming you know PHP as well, you can build a whole new theme for your shop – or for merchants who wish to use a customized theme. Thanks to a tried and tested theme system which uses the Smarty template engine (<http://www.smarty.net/>), any shop can quickly sport a theme tailored to its needs.

- [Theme development fundamentals](#)
- [Integrating content in a page using hooks](#)
- [Characteristics of a front-office theme](#)
- [Characteristics of a back-office theme](#)
- [Creating your own theme](#)
- [Theme templates and Smarty](#)
- [Using jQuery and Ajax](#)
- [Best practices](#)
- [Designer tutorials](#)

## Training

PrestaShop also offers a complete training program for designers. Contact us through this page: <http://www.prestashop.com/en/training>