

ZML: Zazzle Markup Language Reference

Version 1.0 beta

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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 used in the default Zazzle gallery HTML and CSS pages. Exercise caution when using, deleting, or modifying ZML elements. Some of these elements, as indicated, 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 gallery components and those used to define details within a page in a gallery.

For more information on customizing your gallery, see [Zazzle Advanced Gallery Customization Guide](#). For information on Zazzle content modules, see the [Zazzle Content Modules Reference](#).

ZML Gallery Definition Elements

The Gallery Definition Elements define the set of pages in your gallery and the content they contain. Note that each of the elements contains the subsequent element:

z:pages

Container element for the set of pages which make up a gallery.

Example: `<z:pages xmlns:z="urn:zazzle:api">`

Attributes: none

Contains: z:pages

z:page

Defines a single page in your gallery. The template attribute can indicate either a HTML or a CSS template.

Note that your gallery can have a HTML page set to `visible="true"` with an associated CSS page set to `visible="false"` or with no CSS page specified. The page would be rendered, but it would not benefit from CSS design settings. Unless you have a good reason not to, be sure to indicate one or more CSS files for your page.

Example (CSS): `<z:page id="css" navigable="false" visible="true" template="csstemplate">`

Example (HTML): `<z:page id="products" title="Products" navigable="true" visible="true" template="maintemplate">`

Attributes: id (required, lowercase) Unique identifying name for your page. This name is used internally and is not displayed.

title (optional) The title of your page, displayed on the top of your browser.
navigable (required, true/false) If true, the current page will appear in gallery navigation. If true, visible must also be true.

visible: (required, true/false) If true, this page is visible to the public. Must be true if navigable is true. If false, you can view the page but the public cannot. Useful for design and preview.

template: (required) Indicate the name of the CSS or HTML template for this page.

Contains: z:content

z:content

Indicates the content module you would like to place in the current location. Zazzle gallery pages contain a variety of content modules.

Example `<z:content placeholder="contentpane">`

Attributes placeholder (required) The name of the block of content modules you would like to appear in the current page location. Uses z:placeholder.

Contains z:module

z:module

Specifies a module and its attributes.

Example	<code><z:module name="productsearch" visible="true" target="products" /></code>	
Attributes	name (required)	The name of a module. Must be one of standard Zazzle modules.
	visible (required, true/false)	If false, this module is not displayed.
	target (optional)	The destination page for links generated by this module. The name of the target must be defined using <code>z:page id</code> . For example, you can use <code><z:module name="productsearch" visible="true" target="products" /></code> to enable the "productsearch" navigational module to appear on any page in the gallery and link to the "products" page, which is designed to know how to render product lines.
	Other parameters (optional)	Any other attributes specified on the <code>z:module</code> element are passed into the component which renders the module. You specify for each module the list of parameters that it understands.
Contains	none	

ZML Gallery Page Template Elements

The Gallery Page Template Elements define the content inside the pages in your gallery templates.

z:htmltemplate

The container element for gallery page template HTML code.

Attributes	id (required, lowercase)	A short identifier for the page template. Used by <code>z:page</code> .
Contains	HTML code for the page template as well as other elements defined in this section	

z:csstemplate

The container element for gallery page template Cascading Style Sheet code.

Attributes	id (required, lowercase)	A short identifier for the page template. Used by <code>z:page</code> .
Contains	CSS code for the page template as well as other elements defined in this section	

z:placeholder

Identifies a location on the current page for a module and indicates the module name.

Example	<code><z:placeholder name="headcontent"></z:placeholder></code>	
Attributes	Name (required, lowercase)	The short identifier for this location. Used by <code>z:content</code> .
Contains	None	

z:cssinclude

Creates a CSS *include* link. This element allows you to combine or choose between the default Zazzle CSS files or a CSS file you can edit or replace entirely. Although you must have only one attribute each time you use `z:cssinclude`, you may use `z:cssinclude` more than once, to include more than one CSS page in your gallery page.

Standard Zazzle CSS files are already included using `z:cssinclude` in your gallery's default HTML code. These files provide a wide range of Zazzle design enhancements. Removing reference to these CSS files is not recommended.

Example (zazzlepage)	<code><z:cssinclude zazzlepage="z.2/css/default.css.aspx" /></code>	
Example (storepage)	<code><z:cssinclude storepage="css" /></code>	
Attributes (you must use only one)	zazzlepage	Links to an existing, general purpose Zazzle CSS file. These are the Zazzle internal CSS files.
	storepage	Links to a CSS page for your gallery you can edit. Use the editor window on the CSS tab to make changes or replace the default CSS.
Contains	None	

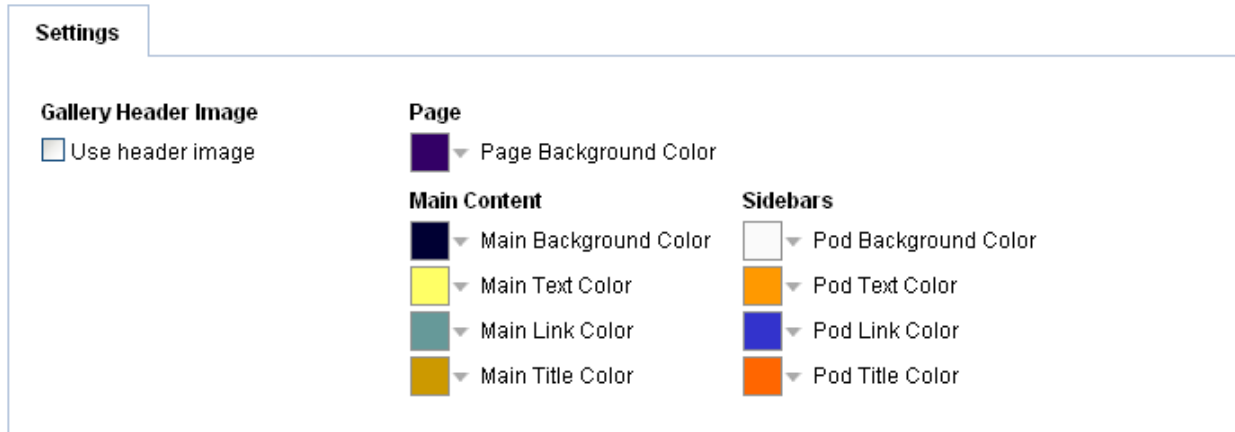
z:pagelink

Creates a link to the page id of any page defined in the Content Definition tab of your Gallery Settings page.

Example	<code><z:pagelink target="">Home</z:pagelink></code>	
Attributes	target (required)	The page id of the link target page.
Contains	Linkable markup	

z:color

Specify a color for an area of your page using the colors you select on your gallery's Appearance page Settings tab. You can choose the color values for each attribute on the Settings tab. Then apply the color by specifying the attribute that corresponds to the setting you chose. You can change the color for each attribute at any time, on the Settings tab.



Example `#mainShell .marginBackground { background-color: #<z:color name="PageBackground" />; }`

Attributes	Name (required)
	PageBackground
	MainBackground
	MainText
	MainLink
	MainTitle
	PodBackground
	PodText
	PodLink
	PodTitle

Contains None

z:mantleimage

In CSS templates, writes appropriate CSS to position a gallery mantle image. Uses a default mantle image or you can upload a mantle image on the Gallery Settings Appearance page, under Gallery Header Image. This element has no attributes and contains no other elements.

z:myimageurl


Creates a URL for an image from your My Images collection. The image URL can be used as background image in various CSS modules. In the Gallery Appearance **Advanced** tab, you can click the **Insert image at cursor** link to generate a `<z:imageurl>` tag by selecting an image from the image browser. :

1. Upload your image to your gallery's Image tab.
2. Right-click on the image in your gallery's Image tab and select, "Copy Image Location".
3. Paste the URL in your code and edit out everything except the "id" value, e.g.:
id=ca8ea771-4576-4ebd-988e-3333d6f41122

Example		
Attributes	zid (required)	The Zazzle image ID for the image
	height (optional)	Force a height for the image
	width (optional)	Force a width for the image
Contains	None	

z:asseturl

Purpose: creates a URL for various background images used in the default CSS.

Example		
Attributes	type (required)	Specifies the image to be used in this area. Supported values:
		backlink Values represent graphical elements within a gallery.
	droparrow	▼ A tiny graphical element
	droplink	▼ ▼ ▼ ▼ A tiny graphical element
	highlight	Yellow background image for highlight text.
	hr	Main text color
	hrvert	Main background color.
	hrvertnav	▣ A tiny graphical element
	input	
	inputerror	
	logo	
	morelink	
	returnstrip	
	tab	A tiny graphical element ■ Creates a background color for unselected tabs, based on the template CSS background image property for your gallery. For example, if the On Gallery Wall or On Products tab is not currently selected, it is shaded in a color consistent with the background color. The value of this element is determined by the CSS

	template, has no attributes and contains no other elements.
	thermometer
	thermometeractive
	thermometerdisabled
Contains	None

z:buttonbgurl

Creates a URL for the background images of buttons allowing users to specify the color to be used.

Example

Attributes	side (required)	Indicates which edge of the button is to be displayed in the image. Supported values: right left
	inline (optional)	Indicates whether the button is an inline button or not. Supported values: true false (default)
	submit (optional)	Indicates whether the button is to be styled as a submit button. Supported values: true false (default)
	buttoncolor (optional)	Indicates the color of the button. If this attribute is not specified the default Zazzle button coloring will be used. Supported values: A six character long hexadecimal triplet (e.g., ff003c).

containerbgcolor (optional) Indicates the color of the field on which the button will sit. If this attribute is not specified your MainBackground color will be used.

Supported values: A six character long hexadecimal triplet (e.g., ff003c).

Contains None

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