

EcoMarket UK – Documentation

I built my website in a **fluid container (95% width, max 1200px)** to ensure consistent spacing, with **media queries at 950px and 700px adapting layouts for tablets and phones**. At 700px, the desktop navigation hides and SlickNav activates, providing a mobile menu. Content blocks such as the homepage image grid and events zigzag layout stack vertically on small screens to maintain usability.

-**All pages use semantic HTML elements** (`<header>`, `<nav>`, `<main>`, `<section>`, `<aside>`, `<footer>`). Figures with captions highlight products and team members. **Meta tags** include charset, viewport, keywords, and descriptive titles. On the homepage, the important services/products are shown at the top to ensure visibility. Navigation links also jump directly to specific sections of the Products and Events pages, making it easier for users to find information quickly.

-Navigation is consistent across all pages, with a **two-tier menu and logo linking to the homepage**. For mobile devices, the SlickNav jQuery plugin provides a responsive menu styled with EcoMarket's dark green and mustard colors. The `.current` class highlights the active page, while a JavaScript file `main.js` adds focus outlines and a print button on the Events page.

-Typography follows hierarchy rules: **bold headings, readable body text, and consistent spacing**. Graphic design principles (**Contrast, Repetition, Alignment, Proximity**) are applied throughout:

*Dark text on light backgrounds.

*Borders, shadows, and hover effects like each event card has a border and shadow, and lifts slightly on hover with `transform:translateY(-5px)`. Hover transforms add interactivity in images, `<h2>` headings, story cards, review boxes, and product cards.

*Grid is used on the homepage image gallery to arrange products. Flex is used in the registration form buttons to align Register and Reset side by side. Floats are used in the Events page layout to alternate text and images.

*On the homepage, each product is grouped into its own card with an image, caption, and border so related details stay together. The same concept is applied to staff members.

-The registration form collects **email, password, name, phone, country, and optional comments**. Validation is handled by `register.js` using jQuery:

***Email** checked with regex. **Password** length and match enforced. **Phone** validated against the 999-999-9999 format. **Required fields** flagged with inline error messages.

-On submission, `confirm.html` displays user data in a table. A **reset button clears errors and refocuses on the email field**.

-I used **Table** to show products on the Products page, with row colors (`nth-child(even)`) for readability. A link for discounts connects directly to the Events page.

-**Alt** text is provided for all images. **Focus** states are styled for navigation links, and I used ``, **captions**, and ARIA labels for accessibility.

-Images generated with AI were used for illustrative purposes three for services/products, three for staff, and three for events aligned with the logo and theme of the website.

Finally, I designed this project to meet rubric requirements in responsive layouts, semantic HTML, navigation, CSS, graphic design and typography, accessibility, form registration and validation, according to the business and design requirements. **Comments were added throughout the code for readability.**