

STUDENT NAME: Elle Reece Chetty

STUDENT NUMBER: C3WGVD453

MODULE CODE: ITECA3-12

11th April 2023

Question 2

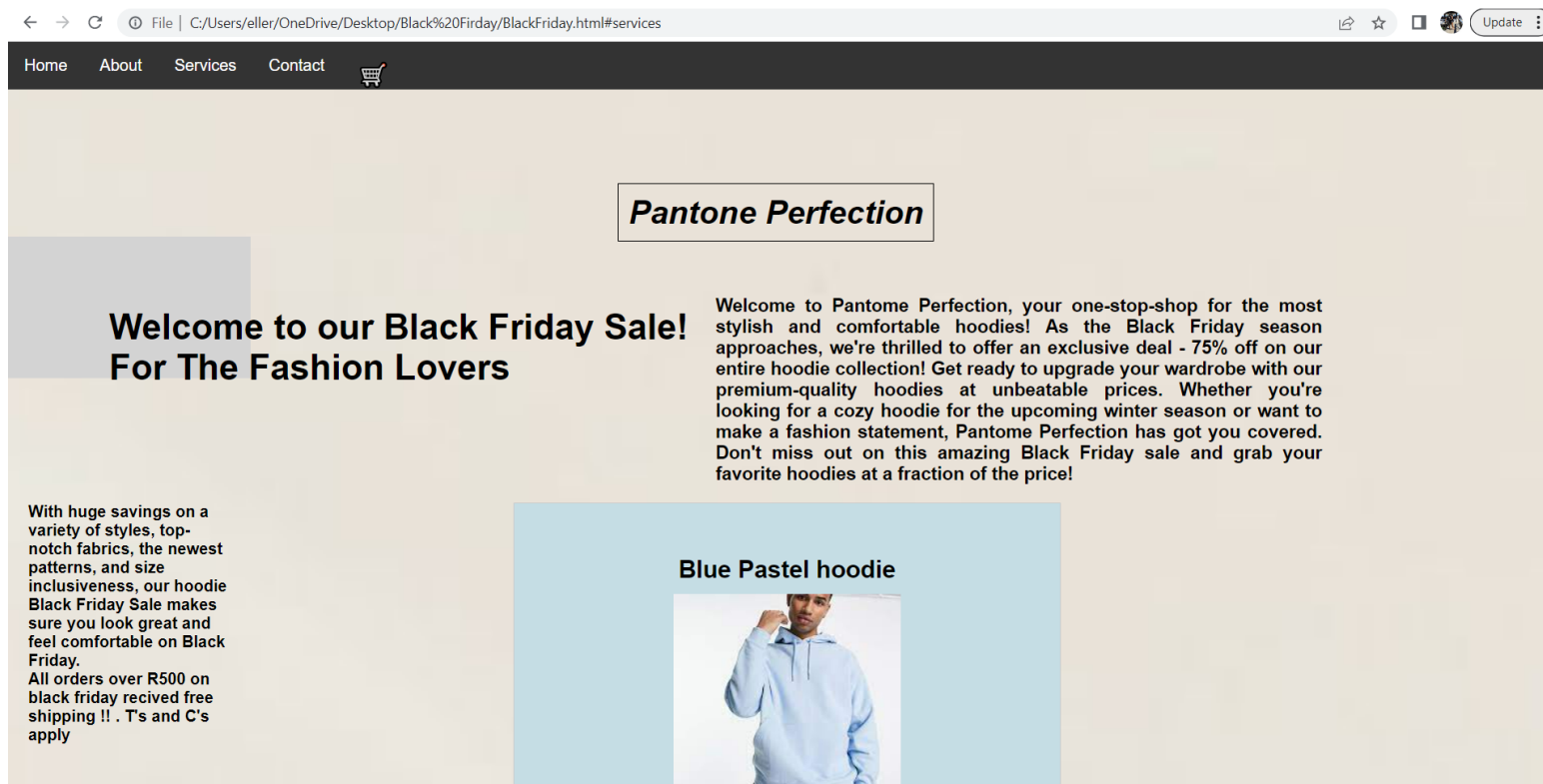
Contents

a)	3
b)	8
c)	27
d)	28
e)	28
Bibliography	32

a)

Emphasizing key offers and benefits:

Visual Output:



HTML for a)

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<meta charset="utf-8">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
<header>
```

```
<link rel="stylesheet" href="blackfridaystylesheet.css">
```

```
<div class="titlecontainer">
```

```
<h1 > Pantone Perfection</h1>
```

```
</div>
```

```
<div class='tagline'>
```

```
<h2>Welcome to our Black Friday Sale!
```


For The Fashion Lovers

</h2>

<h3>

Welcome to Pantome Perfection, your one-stop-shop for the most stylish and comfortable hoodies! As the Black Friday season approaches, we're thrilled to offer an exclusive deal - 75% off on our entire hoodie collection! Get ready to upgrade your wardrobe with our premium-quality hoodies at unbeatable prices. Whether you're looking for a cozy hoodie for the upcoming winter season or want to make a fashion statement, Pantome Perfection has got you covered. Don't miss out on this amazing Black Friday sale and grab your favorite hoodies at a fraction of the price!

</h3>

<div class="clause">With huge savings on a variety of styles, top-notch fabrics, the newest patterns, and size inclusiveness, our hoodie Black Friday Sale makes sure you look great and feel comfortable on Black Friday.
All orders over R500 on black friday recived free shipping !! . T's and C's apply</div>

</div>

</header>

</header>

<title>Black Friday</title>

CCS for a)

body {

background-image: url('pastel.jpg');

background-size: cover;

background-position: center center;

height: 100%;

margin: 0;

}

.cart-icon{

align-items: right;

margin-top: 1px;

margin-right: 10px;

```
float: right;
text-align: right;
}
.cart-item{
float: right;
}
.navbar
{
width: 100%;
position: fixed;
top: 0;
z-index: 999;
}
ul.navbar {
list-style-type: none;
margin: 0;
padding: 0;
background-color: #333;
overflow: hidden;
}

ul.navbar li {
float: left;
}

ul.navbar li a {
display: block;
color: white;
text-align: center;
padding: 14px 16px;
```

```
    text-decoration: none;
}
```

```
ul.navbar li a:hover {
    background-color: #111;
}
```

```
.dropdown {
    position: relative;
}
```

```
.dropdown .dropdown-menu {
    display: none;
    position: absolute;
    top: 100%;
    left: 0;
    background-color: #f9f9f9;
    padding: 8px;
}
```

```
.dropdown:hover .dropdown-menu {
    display: block;
}
```

```
.titlecontainer{
    display: flex;
    justify-content: center;
    align-items: flex-start;
    height: 15vh;
    margin-top: 80px;
}
```

```
h1{
```

```
text-align: center;
margin-top: 60px;
font-style: italic;
border: 1px solid #000;
padding: 10px;
display: inline-block;
}
```

```
h2{
text-align: left;
font-size: 35px;
padding-top: 40px;
padding-left: 100px;
font-size: 35px;
width: 600px;
float:left;
```

```
}
```

```
h3{
font-size: 18px;
text-align: left;
text-align: justify;
padding-top: 40px;
padding-right: 100px;
margin-left: 50px;
width: 600px;
float:left;
}
```

```
.clause{
width: 200px;
```

```
height: 100px;
background-color: lightgray;
padding: 20px;
font-weight: bold;
```

```
}
.cart-icon {
  font-size: 24px;
}
```

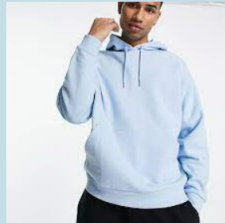
b)

Promotion of new products and items:

Visual Output:

h huge savings on a
ety of styles, top-
ch fabrics, the newest
erns, and size
usiveness, our hoodie
ck Friday Sale makes
e you look great and
comfortable on Black
lay.
orders over R500 on
ck friday recived free
pping !! . T's and C's
ly


Blue Pastel hoodie




Our Blue Pastel Hoodie - is a stunning blend of style and comfort. Made from high-quality materials, this hoodie features a dreamy pastel blue color that exudes elegance.. Don't miss out on this must-have wardrobe staple that promises to keep you effortlessly stylish and comfortable. Order now! (Matching Sweats also available)

Add to Cart - R19.99

Pink Pastel hoodie


[Home](#)[About](#)[Services](#)[Contact](#)

Pink Pastel hoodie




The pink pastel hoodie is a trendy and fashionable clothing item made from soft fabric. Its soothing pastel pink color exudes femininity and sweetness. It features a relaxed fit, making it perfect for casual wear and layering. The hoodie is versatile, pairing well with jeans, leggings, or shorts. With a kangaroo pocket for added functionality, it's a stylish and practical choice for everyday comfort. Order Now!(Sweats also available)

[Add to Cart -R19.99](#)



[Home](#)[About](#)[Services](#)[Contact](#)

Yellow Pastel hoodie



The Yellow pastel hoodie ,A cozy yellow pastel hoodie, soft as a cloud. Sunny and cheerful, brightening any day. Perfect for staying warm and stylish, come what may. Order Now!(Sweats also available)

[Add to Cart -R19.99](#)





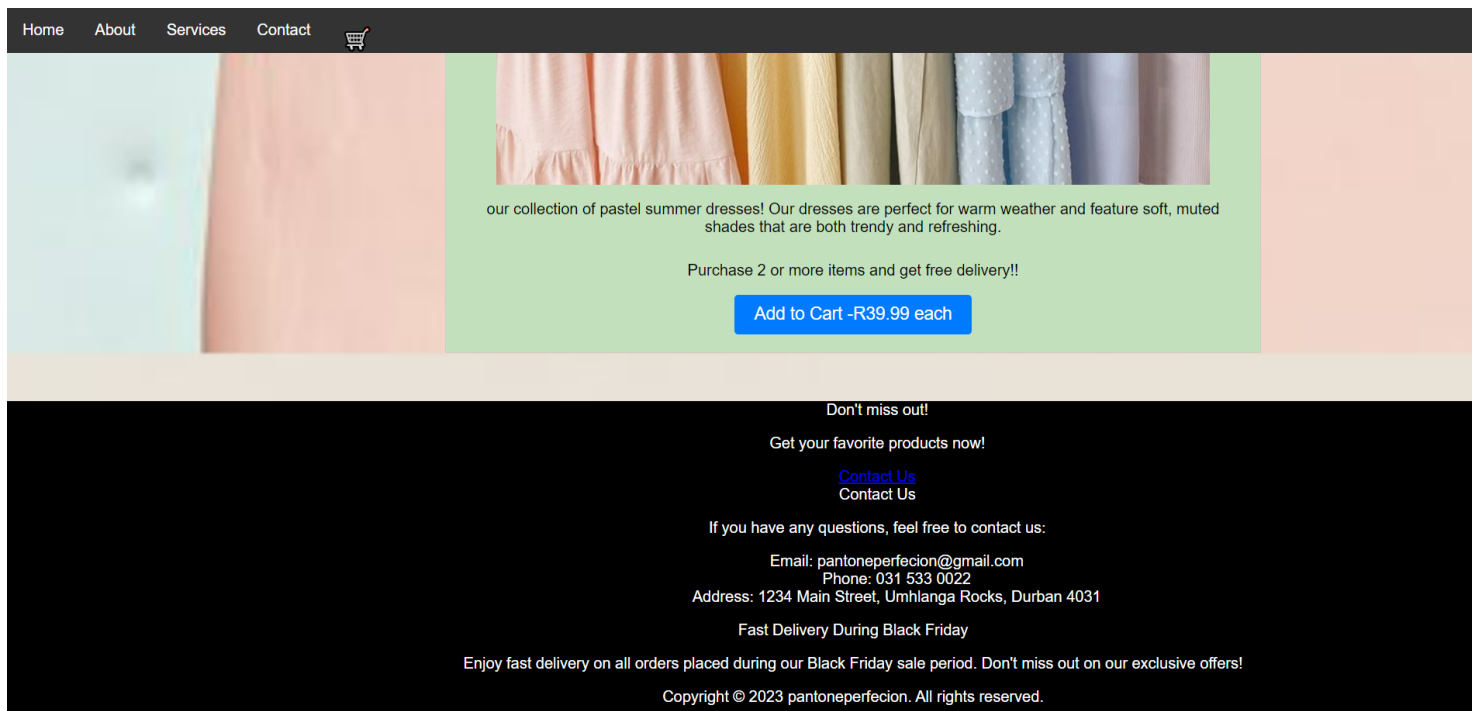
Must have Matching Sweats

Elevate your loungewear game with our pastel sweatpants. Made from soft and cozy fabric, these sweatpants feature a modern design with a tapered leg, ribbed cuffs, and convenient side pockets. Crafted with high-quality materials, these pastel sweatpants offer ultimate comfort and style, making them a must-have addition to your casual wardrobe.

[Add to Cart- R9.99 each](#)

Summer Dresses





HTML for b)

<body>

<nav class="navbar" >

<ul class="navbar" width="100%">

Home

<li class="dropdown">

About

<ul class="dropdown-menu">

About Our Company

About Our Founders

Our Values

Services

```

        <li><a href="#contact">Contact</a></li>

        <li class="cart-item"><a href="#"><span class="cart-
icon">&#x1F6D2;</span></a></li>

    </nav>

</ul>

<br></br>

<div class="cardcontainer">
<div class="product-card">
    <h4 class="product-title">Blue Pastel hoodie</h4>
    
    <p class="product-description">Our Blue Pastel Hoodie - is a stunning blend of
style and comfort.

        Made from high-quality materials, this hoodie features a dreamy pastel blue
color that exudes elegance..

        Don't miss out on this must-have wardrobe staple that promises to keep you
effortlessly stylish and comfortable. Order now! (Matching Sweats also
available)</p>
        <a href="#" class="add-to-cart-button">Add to Cart - R19.99</a>
    </div>
</div>

<br></br>

<div class="product-card2">
    <h5 class="product-title2">Pink Pastel hoodie</h5>
    
    <p class="product-description2">The pink pastel hoodie is a trendy and
fashionable clothing item made from soft fabric. Its soothing pastel pink color exudes
femininity and sweetness. It features a relaxed fit, making it perfect for casual wear
and layering. The hoodie is versatile, pairing well with jeans, leggings, or shorts. With
a kangaroo pocket for added functionality, it's a stylish and practical choice for
everyday comfort.

        Order Now!(Sweats also available)

    </p>
    <a href="#" class="add-to-cart-button2">Add to Cart -R19.99</a>
</div>

```

```
<br></br>
<div class="product-card3">
  <h5 class="product-title3">Yellow Pastel hoodie</h5>
  
  <p class="product-description3">The Yellow pastel hoodie ,A cozy yellow pastel
hoodie, soft as a cloud.
    Sunny and cheerful, brightening any day.
    Perfect for staying warm and stylish, come what may.
    Order Now!(Sweats also available)
  </p>
  <a href="#" class="add-to-cart-button2">Add to Cart -R19.99</a>
</div>
<br></br>
<div class="product-card4">
  <div class="image-stack">
    <div class="image-container1">
      
    </div>
    <div class="image-container2">
      
    </div>
    <div class="image-container3">
      
    </div>
  </div>
  <div class="product-info">
    <h3>Must have Matching Sweats</h3> <br></br>
    <br></br>
    <br></br>
    <p>Elevate your loungewear game with our pastel sweatpants. Made from soft
and cozy fabric, these sweatpants feature a modern design with a tapered leg,
```

ribbed cuffs, and convenient side pockets. Crafted with high-quality materials, these pastel sweatpants offer ultimate comfort and style, making them a must-have addition to your casual wardrobe.</p>

Add to Cart- R9.99 each

</div>

</div>

<div class="product-card5">

<h5 class="product-title5">Summer Dresses</h5>

<p class="product-description5"> our collection of pastel summer dresses! Our dresses are perfect for warm weather and feature soft, muted shades that are both trendy and refreshing.

</p>

<p>

Purchase 2 or more items and get free delivery!!

</p>

Add to Cart -R39.99 each

<p></p>

</br>

<footer>

<div class="cta-container">

<h7>Don't miss out!</h7>

<p>Get your favorite products now!</p>

Contact Us

</div>

<div id="contact" class="contact">

<h8>Contact Us</h8>

<p>If you have any questions, feel free to contact us:</p>

Email: pantoneperfeccion@gmail.com

Phone: 031 533 0022

```
        <li>Address: 1234 Main Street, Umhlanga Rocks, Durban 4031</li>
    </ul>
</div>
<div class="delivery-details">
    <h9>Fast Delivery During Black Friday</h9>
    <p>Enjoy fast delivery on all orders placed during our Black Friday sale period.
    Don't miss out on our exclusive offers!</p>
    <p>Copyright © 2023 pantoneperfeccion. All rights reserved.</p>
</div>
</div>
</footer>
</body>
</html>
```

CSS for b)

```
.navbar
{
    width: 100%;
    position: fixed;
    top: 0;
    z-index: 999;
}
ul.navbar {
    list-style-type: none;
    margin: 0;
    padding: 0;
    background-color: #333;
    overflow: hidden;
}

ul.navbar li {
    float: left;
```

```
}
```

```
ul.navbar li a {  
    display: block;  
    color: white;  
    text-align: center;  
    padding: 14px 16px;  
    text-decoration: none;  
}
```

```
ul.navbar li a:hover {  
    background-color: #111;  
}
```

```
.dropdown {  
    position: relative;  
}
```

```
.dropdown .dropdown-menu {  
    display: none;  
    position: absolute;  
    top: 100%;  
    left: 0;  
    background-color: #f9f9f9;  
    padding: 8px;  
}
```

```
.dropdown:hover .dropdown-menu {  
    display: block;  
}
```

```
.titlecontainer{
```



```
display: flex;
justify-content: center;
align-items: flex-start;
height: 15vh;
margin-top: 80px;
}
```

```
h1{
text-align: center;
margin-top: 60px;
font-style: italic;
border: 1px solid #000;
padding: 10px;
display: inline-block;
}
```

```
h2{
text-align: left;
font-size: 35px;
padding-top: 40px;
padding-left: 100px;
font-size: 35px;
width: 600px;
float:left;

}
```

```
h3{
font-size: 18px;
text-align: left;
text-align: justify;
padding-top: 40px;
```

```
padding-right: 100px;
margin-left: 50px;
width: 600px;
float:left;
}
.clause{
width: 200px;
height: 100px;
background-color: lightgray;
padding: 20px;
font-weight: bold;

}
.cart-icon {
font-size: 24px;
}

/*Product 1 */
.product-card {
display: flex;
flex-direction: column;
align-items: center;
width: 500px;
margin-left: 500px;
height: 500px;
padding: 20px;
background-color: #c5dde4;
border: 1px solid #ccc;
border-radius: 1px;
}
```

```
.product-title {  
  font-size: 24px;  
  font-weight: bold;  
  margin-bottom: 10px;  
}  
.product-image {  
  max-width: 100%;  
  margin-bottom: 10px;  
}  
.product-description {  
  font-size: 16px;  
  margin-bottom: 10px;  
}  
.add-to-cart-button {  
  display: inline-block;  
  padding: 10px 20px;  
  background-color: #007bff;  
  color: #fff;  
  text-decoration: none;  
  font-size: 18px;  
  border-radius: 4px;  
  cursor: pointer;  
}  
.add-to-cart-button:hover {  
  background-color: #0056b3;  
}  
.add-to-cart-box {  
  display: flex;  
  justify-content: left;  
  align-items: left;
```

```
    margin-top: 10px;
    overflow: auto;
}
/*Product 2 */
.product-card2 {
    display: flex;
    justify-content: center;
    flex-direction: column;
    align-items: center;
    width: 500px;
    margin-left: 500px;
    padding: 20px;
    background-color: #deb3c8;
    border: 1px solid #ccc;
    border-radius: 10px;
}
.product-title2 {
    font-size: 24px;
    font-weight: bold;
    margin-bottom: 10px;
}
.product-image2 {
    max-width: 50%;
    margin-bottom: 10px;
}
.product-description2 {
    font-size: 16px;
    margin-bottom: 10px;
}
.add-to-cart-button2 {
```

```
display: inline-block;
padding: 10px 20px;
background-color: #007bff;
color: #fff;
text-decoration: none;
font-size: 18px;
border-radius: 4px;
cursor: pointer;
}
.add-to-cart-button2:hover {
  background-color: #0056b3;
}
.add-to-cart-box2 {
  display: flex;
  justify-content: left;
  align-items: left;
  margin-top: 10px;
  overflow: auto;
}
/*Product 3 */
.product-card3 {
  display: flex;
  justify-content: center;
  flex-direction: column;
  align-items: center;
  width: 500px;
  margin-left: 500px;
  padding: 20px;
  background-color: #faff98;
  border: 1px solid #ccc;
```

```
border-radius: 10px;
height: 500px;
}
.product-title3 {
font-size: 24px;
font-weight: bold;
margin-bottom: 10px;
}
.product-image3 {
max-width: 50%;
margin-bottom: 10px;
}
.product-description3 {
font-size: 16px;
margin-bottom: 10px;
}
.add-to-cart-button3 {
display: inline-block;
padding: 10px 20px;
background-color: #007bff;
color: #fff;
text-decoration: none;
font-size: 18px;
border-radius: 4px;
cursor: pointer;
}
.add-to-cart-button3:hover {
background-color: #0056b3;
}
.add-to-cart-box3 {
```

```
display: flex;
justify-content: left;
align-items: left;
margin-top: 10px;
overflow: auto;
}
```

```
body {
font-family: Arial, sans-serif;
margin: 0;
padding: 0;
}
```

```
.container {
max-width: 1200px;
margin: 0 auto;
padding: 20px;
}
```

```
.cta-container{
align-items: left;
margin-left: 50px;
}
```

```
.contact{
align-items: left;
margin-left: 50px;
justify-content: leftS;
}
```

```
/*Prodcut 4 */
```

```
.product-card4 {
display: flex;
```

```
flex-wrap: wrap;
gap: 10px;
background-color: #a9b8bb;
```

```
display: flex;
justify-content: center;
flex-direction: column;
align-items: center;
width: 900px;
margin-bottom: 20px;
margin-left: 400px;
padding: 20px;
background-color: #deb3c8;
border: 1px solid #ccc;
border-radius: 10px;
}
```

```
.image-stack {
display: flex;
flex-wrap: wrap;
gap: 10px;
}
```

```
.image-container {
flex-basis: calc(33.33%-10px);
text-align: center;
}
```

```
.image-container3{
height: 300;
width: 100;
text-align: center;
```



```
}  
.image-container img {  
  width: 100%;  
  height: auto;  
}  
  
.product-info {  
  flex-basis: 100%;  
}.add-to-cart-button2 {  
  display: inline-block;  
  padding: 10px 20px;  
  background-color: #007bff;  
  color: #fff;  
  text-decoration: none;  
  font-size: 18px;  
  border-radius: 4px;  
  cursor: pointer;  
}  
.add-to-cart-button4:hover {  
  background-color: #0056b3;  
}  
.add-to-cart-box4 {  
  display: flex;  
  justify-content: left;  
  align-items: left;  
  margin-top: 10px;  
  overflow: auto;  
}  
footer{
```

```
bottom: 0;
left: 0;
color: white;
background-color: #000;
width: 3000px;
}
```

```
/*Product 5 */
```

```
.product-card5 {
  display: flex;
  flex-direction: column;
  align-items: center;
  width: 800px;
  margin-left: 500px;
  height: 1150px;
  padding: 20px;
  background-color: #c2e0bc;
  border: 1px solid #ccc;
  border-radius: 1px;
  text-align: center;
}
```

```
.product-title5 {
  font-size: 24px;
  font-weight: bold;
  margin-bottom: 10px;
}
```

```
.product-image {
  max-width: 100%;
  margin-bottom: 10px;
}
```

```

.product-description5 {
  font-size: 16px;
  margin-bottom: 10px;
}
.add-to-cart-button {
  display: inline-block;
  padding: 10px 20px;
  background-color: #007bff;
  color: #fff;
  text-decoration: none;
  font-size: 18px;
  border-radius: 4px;
  cursor: pointer;
}
.add-to-cart-button:hover {
  background-color: #0056b3;
}
.add-to-cart-box {
  display: flex;
  justify-content: left;
  align-items: left;
  margin-top: 10px;
  overflow: auto;
}

```

C)

The site is not complex and not too hard to follow. A call-to-action is a short phrase that asks visitors to your website, landing page, email, or advertisement to do the desired action. This website has a lot of clickable phrases, pictures, and buttons that direct visitors to the next action I want them to take.

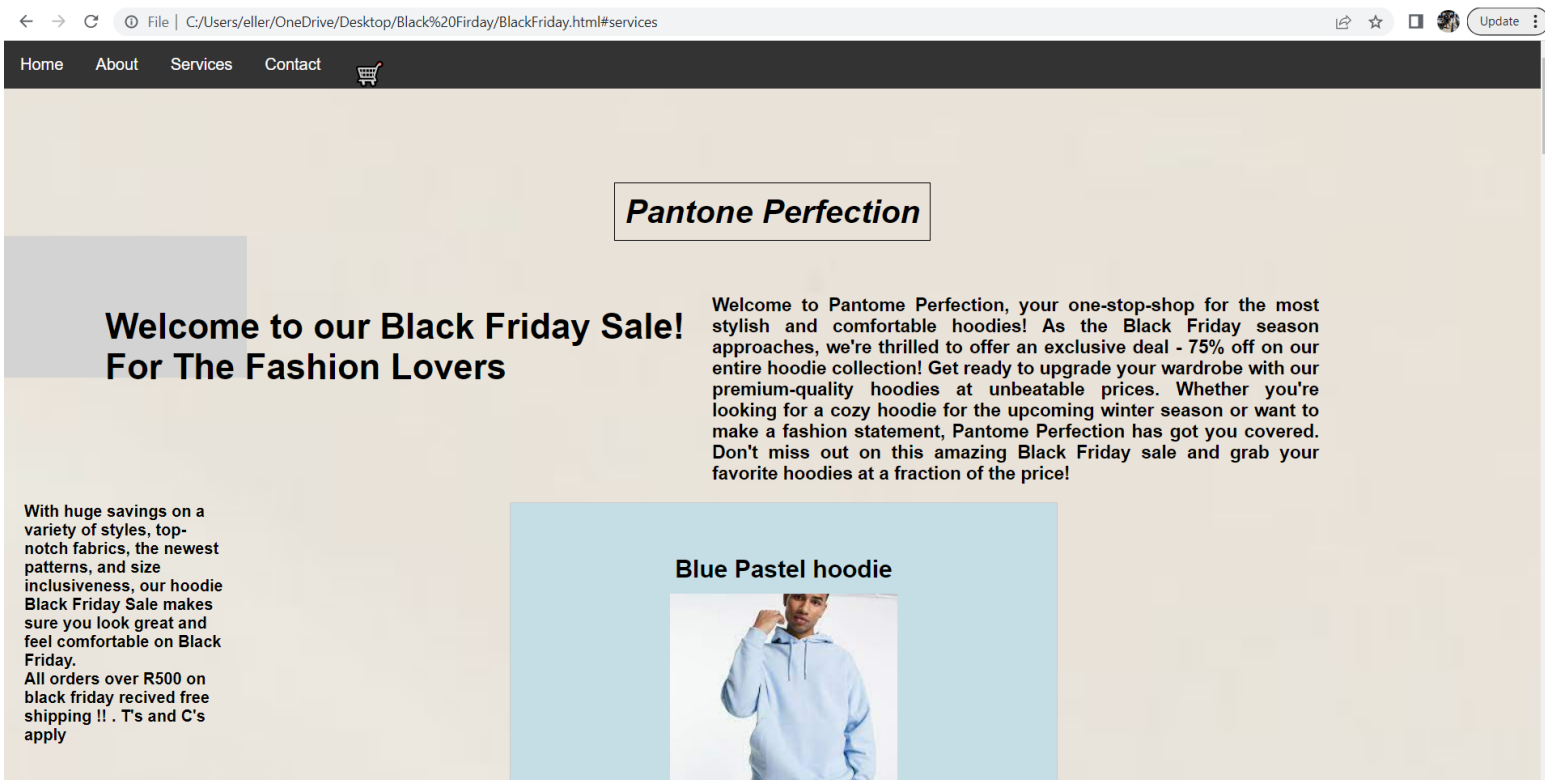
d)

Many actions were taken to increase page loading time including.

- Using images less than 1MB or even 500KB to increase landing page speed.
- Avoided using bloated HTML and JavaScript to increase speed or landing page.

e)

Delivery details:



<div class="clause">With huge savings on a variety of styles, top-notch fabrics, the newest patterns, and size inclusiveness, our hoodie Black Friday Sale makes sure you look great and feel comfortable on Black Friday.
All orders over R500 on black friday recived free shipping !! . T's and C's apply</div>

<div class="cta-container">



```
<div id="contact" class="contact">
```

```
  <h8>Contact Us</h8>
```

```
  <p>If you have any questions, feel free to contact us:</p>
```

```
  <ul>
```

```
    <li>Email: pantoneperfeccion@gmail.com</li>
```

```
    <li>Phone: 031 533 0022</li>
```

```
    <li>Address: 1234 Main Street, Umhlanga Rocks, Durban 4031</li>
```

```
  </ul>
```

```
</div>
```

```
<div class="delivery-details">
```

```
  <h9>Fast Delivery During Black Friday</h9>
```

```
  <p>Enjoy fast delivery on all orders placed during our Black Friday sale period.  
  Don't miss out on our exclusive offers!</p>
```

```
  <p>Copyright © 2023 pantoneperfeccion. All rights reserved.</p>
```

```
</div>
```

CSS for e)

```
.clause{
```

```
  width: 200px;
```

```
  height: 100px;
```

```
  background-color: lightgray;
```

```
  padding: 20px;
```

```
  font-weight: bold;
```

```
footer{
```

```
  bottom: 0;
```

```
  left: 0;
```

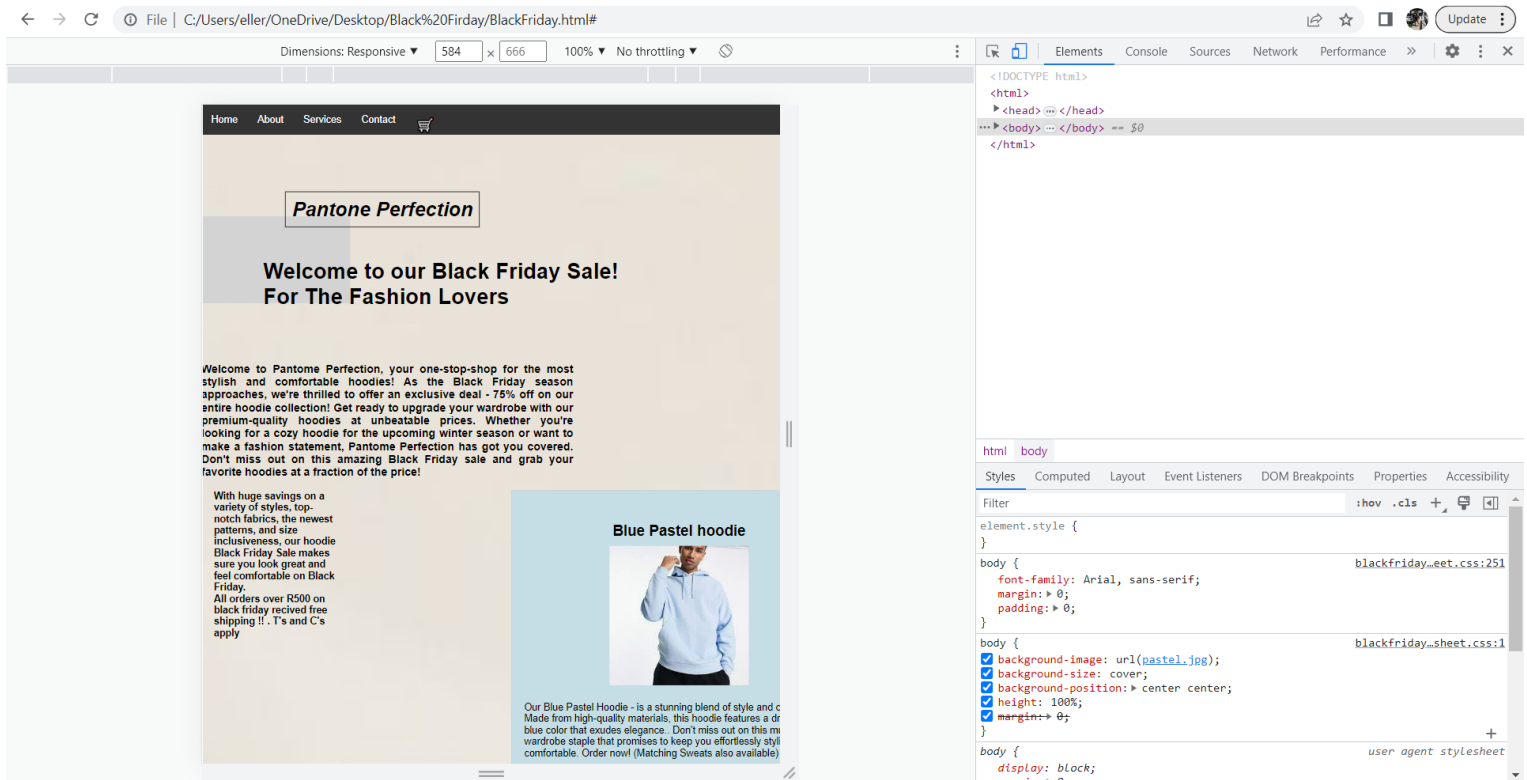
```
  color: white;
```

```
  background-color: #000;
```

```
  width: 3000px;
```

```
}
```

Website in mobile view:



Bibliography

(no date) *HTML tutorial*. Available at: <https://www.w3schools.com/html/default.asp> (Accessed: April 11, 2023).

(no date) *CSS tutorial*. Available at: <https://www.w3schools.com/css/default.asp> (Accessed: April 11, 2023).

Hinds, J. (2023) *How to improve page speed for faster page load times*, Terakeet. Available at: <https://terakeet.com/blog/page-load-time/> (Accessed: April 11, 2023).

CSS layout - display: Inline-block (no date) *CSS Layout - inline-block*. Available at: https://www.w3schools.com/css/css_inline-block.asp (Accessed: April 11, 2023).

(no date) *HTML background images*. Available at: https://www.w3schools.com/html/html_images_background.asp (Accessed: April 11, 2023).