

# Knapværk: Flawless Basics Execution Plan

A step-by-step roadmap to luxury perfection

## Overview


**Goal:** Execute the fundamentals flawlessly to achieve 8.5-9/10 luxury perception

**Timeline:** 2-3 weeks (working 3-5 hours/week)

**Investment:** \$0 (all DIY with existing tools)

**Philosophy:** Luxury is flawless basics, not expensive extras

## Phase 1: Foundation (Week 1)

 **Time:** 3-4 hours total

### Task 1.1: Fix Navigation (30 minutes)

**What:** Make navigation always visible and more refined

**Why:** Luxury brands never hide navigation - it signals confidence and ease

**How:**

1. Open `style.css`
2. Find the nav scroll-hide logic and update:

css

```

nav {
  position: fixed;
  top: 0;
  width: 100%;
  padding: 1.5rem 2rem;
  background: rgba(247,246,244,0.95);
  backdrop-filter: blur(12px); /* Increase from 6px */
  border-bottom: 1px solid rgba(0,0,0,0.05); /* Add subtle border */
  z-index: 100;
  transition: background 0.3s ease, backdrop-filter 0.3s ease;
  /* REMOVE: transform transition - we want it always visible */
}

/* Add: Nav becomes more opaque on scroll */
nav.scrolled {
  background: rgba(247,246,244,0.98);
  backdrop-filter: blur(16px);
}

```

3. Update `main.js` to add scrolled state instead of hiding:

```

javascript

function onScroll() {
  const scrollY = window.pageYOffset;

  // Add 'scrolled' class instead of hiding
  if (scrollY > 120) {
    nav.classList.add('scrolled');
  } else {
    nav.classList.remove('scrolled');
  }

  // Remove the transform logic completely
  lastScroll = scrollY;

  // ... rest of your scroll logic
}

```

### Test:

- ☐ Scroll down - nav stays visible
- ☐ Nav becomes slightly more opaque when scrolled
- ☐ Backdrop blur is smooth and refined

## Task 1.2: Enhanced Nav Links (45 minutes)

**What:** Add elegant underline animation on hover

**Why:** Premium micro-interaction that feels considered

**How:**

Update nav link styles in `style.css`:

css

```
nav a {
  text-decoration: none;
  color: var(--text-primary);
  font-size: 0.75rem;
  letter-spacing: 0.14em;
  text-transform: uppercase;
  position: relative;
  padding-bottom: 4px;
  opacity: 0.6;
  transition: opacity 0.3s ease;
}

nav a:hover {
  opacity: 0.9;
}

nav a.active {
  opacity: 1;
}

/* Elegant underline animation */
nav a::after {
  content: "";
  position: absolute;
  bottom: 0;
  left: 50%;
  width: 0;
  height: 1px;
  background: var(--text-primary);
  transition: width 0.4s cubic-bezier(0.4, 0, 0.2, 1),
    left 0.4s cubic-bezier(0.4, 0, 0.2, 1);
}

nav a:hover::after {
  width: 100%;
  left: 0;
}

nav a.active::after {
  width: 100%;
  left: 0;
  opacity: 0.5;
}
```

**Test:**

- ☐ Hover over links - underline grows from center
  - ☐ Active link has subtle underline
  - ☐ Animation is smooth, not jarring
- 

### Task 1.3: Typography Scale (1 hour)

**What:** Implement dramatic, luxury-appropriate type hierarchy

**Why:** Luxury isn't timid - bold typography commands attention

**How:**

1. Add to `style.css`:

CSS

```
/* Enhanced Typography System */
```

```
:root {  
  --font-display: 'Libre Baskerville', serif;  
  --line-height-tight: 1.1;  
  --line-height-normal: 1.5;  
  --line-height-relaxed: 1.75;  
}
```

```
/* Headings - More dramatic */
```

```
h1, .h1 {  
  font-size: clamp(2.5rem, 6vw, 4.5rem);  
  line-height: var(--line-height-tight);  
  font-weight: 400;  
  letter-spacing: -0.02em;  
  margin-bottom: 1.5rem;  
}
```

```
h2, .h2 {  
  font-size: clamp(2rem, 5vw, 3.5rem);  
  line-height: var(--line-height-tight);  
  font-weight: 400;  
  letter-spacing: 0.02em;  
  margin-bottom: 2rem;  
}
```

```
/* New: Subheading style (use above h2) */
```

```
.subheading {  
  font-size: 0.7rem;  
  letter-spacing: 0.16em;  
  text-transform: uppercase;  
  color: var(--text-secondary);  
  margin-bottom: 1rem;  
  display: block;  
  font-weight: 400;  
}
```

```
/* Body text - refined */
```

```
p {  
  font-size: 1.05rem; /* Slightly larger */  
  line-height: var(--line-height-relaxed);  
  max-width: 38rem;  
  margin-bottom: 1.5rem;  
}
```

```
p.lead {  
  font-size: 1.2rem;
```

```
line-height: 1.65;
color: var(--text-primary);
}

p.subtle {
font-size: 0.9rem;
color: var(--text-secondary);
line-height: 1.65;
}
```

2. Update your HTML sections to use the hierarchy:

```
html

<!-- Example: Udvalgte værker section -->
<section class="section subtle-bg" id="works">
  <div class="text-block">
    <span class="subheading">Kollektion 2024</span>
    <h2>Udvalgte værker</h2>
    <p class="lead">Hver knap er håndlavet med omhu og præcision.</p>
    <p class="subtle">Fremstillet i Danmark af naturlige materialer</p>
  </div>
  <!-- images -->
</section>
```

### Test:

- ☐ Headings feel substantial and confident
- ☐ Type scales smoothly on different screen sizes
- ☐ Hierarchy is immediately clear
- ☐ Mobile looks balanced (not too large)

### Task 1.4: Section Numbers (30 minutes)

**What:** Add subtle section indicators (01, 02, 03...)

**Why:** Refined touch seen in luxury editorial design

**How:**

1. Add data attributes to sections in `index.html`:

```
html
```

```

<section class="section subtle-bg" id="works" data-section="01">
  <!-- content -->
</section>

<section class="section subtle-bg" id="craft" data-section="02">
  <!-- content -->
</section>

<section class="section subtle-bg" id="contact" data-section="03">
  <!-- content -->
</section>

```

2. Add CSS to display them:

```

css

.section {
  position: relative;
  padding-top: var(--space-xl);
  padding-bottom: var(--space-xl);
}

.section[data-section]::before {
  content: attr(data-section);
  position: absolute;
  top: 4rem;
  right: 2rem;
  font-size: 0.65rem;
  letter-spacing: 0.2em;
  color: var(--text-secondary);
  opacity: 0.3;
  font-family: var(--font-display);
  pointer-events: none;
}

/* Hide on mobile */
@media(max-width: 768px) {
  .section[data-section]::before {
    display: none;
  }
}

```

**Test:**

☐ Section numbers appear in top-right



- ☐ Very subtle, doesn't distract
  - ☐ Hidden on mobile
  - ☐ Aligned consistently
- 

## Task 1.5: Image Refinements (1 hour)

**What:** Add subtle shadows and refined hover states

**Why:** Makes images feel more premium and tangible

**How:**

Update `.image-stack img` in `style.css`:

css

```
.image-stack img {
  width: 100%;
  display: block;
  aspect-ratio: 3 / 4;
  object-fit: cover;
  background: #f2f1ef;
  margin-bottom: 5rem;

  /* Refined border and shadow */
  border: 1px solid rgba(0,0,0,0.04);
  box-shadow: 0 4px 16px rgba(0,0,0,0.04);

  /* Smooth transitions */
  transition: transform 0.6s cubic-bezier(0.4, 0, 0.2, 1),
    box-shadow 0.6s cubic-bezier(0.4, 0, 0.2, 1),
    border-color 0.6s ease;
}

.image-stack img:hover {
  transform: scale(1.005); /* Very subtle */
  box-shadow: 0 12px 32px rgba(0,0,0,0.08);
  border-color: rgba(0,0,0,0.08);
}


/* First image emphasis */
.image-stack img:first-child {
  max-width: 1400px;
  margin-left: auto;
  margin-right: auto;
  box-shadow: 0 8px 24px rgba(0,0,0,0.06);
}

.image-stack img:first-child:hover {
  box-shadow: 0 16px 48px rgba(0,0,0,0.1);
}
```

### Test:

- ☐ Images have subtle depth
  - ☐ Hover is elegant, not jarring
  - ☐ First image has slightly more presence
  - ☐ Shadow colors match your palette
-

## Phase 2: Polish (Week 2)

 **Time: 4-5 hours total**

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### **Task 2.1: Page Loader (1.5 hours)**

**What:** Elegant loading animation with your logo

**Why:** First impression - sets luxury tone immediately

**How:**

1. Add to `index.html` right after opening `<body>`:

```
html

<body>
  <!-- Page Loader -->
  <div class="page-loader">
    
  </div>

  <!-- Rest of your content -->
  <nav id="main-nav">
    ...
```

2. Add CSS to `style.css`:

CSS

```
/* Page Loader */
```

```
body.loading {  
  overflow: hidden;  
}
```

```
.page-loader {  
  position: fixed;  
  top: 0;  
  left: 0;  
  width: 100%;  
  height: 100%;  
  background: var(--bg);  
  z-index: 10000;  
  display: flex;  
  align-items: center;  
  justify-content: center;  
  transition: opacity 0.8s cubic-bezier(0.4, 0, 0.2, 1),  
             visibility 0.8s cubic-bezier(0.4, 0, 0.2, 1);  
}
```

```
.page-loader.hidden {  
  opacity: 0;  
  visibility: hidden;  
  pointer-events: none;  
}
```

```
.loader-logo {  
  width: 300px;  
  max-width: 50vw;  
  opacity: 0;  
  animation: fadeInLogo 1.2s ease-out forwards;  
}
```

```
@keyframes fadeInLogo {  
  0% {  
    opacity: 0;  
    transform: translateY(20px);  
  }  
  100% {  
    opacity: 1;  
    transform: translateY(0);  
  }  
}
```

```
/* Prevent content flash */
```

```
.content-wrapper {
```

```
opacity: 0;
transition: opacity 0.6s ease;
}

body.loaded .content-wrapper {
opacity: 1;
}
```

3. Add JavaScript to `main.js` at the top:

```
javascript

/* =====
PAGE LOADER
===== */

window.addEventListener('load', () => {
  const loader = document.querySelector('.page-loader');
  const body = document.body;

  // Add loading class initially
  body.classList.add('loading');

  // Hide loader after minimum display time
  setTimeout(() => {
    loader.classList.add('hidden');
    body.classList.remove('loading');
    body.classList.add('loaded');
  }, 1400); // Logo displays for 1.4 seconds
});
```

### Test:

- ☐ Logo fades in elegantly
- ☐ Loader disappears smoothly
- ☐ Content doesn't flash before loader
- ☐ Works on refresh and first visit

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## Task 2.2: Hero Enhancement (1.5 hours)

**What:** Add subtle animation to hero logo

**Why:** Static is boring - luxury is alive

**How (Choose ONE):**

## Option A: Gentle Float (Simplest)

```
css

.hero img {
  width: 900px;
  max-width: 68vw;
  animation: gentleFloat 8s ease-in-out infinite;
  transition: opacity 1s ease, transform 1s ease;
}

@keyframes gentleFloat {
  0%, 100% {
    transform: translateY(0px);
  }
  50% {
    transform: translateY(-12px);
  }
}

.hero img.visible {
  opacity: 1;
  animation: fadeInThenFloat 1.2s ease-out forwards,
    gentleFloat 8s ease-in-out 1.2s infinite;
}

@keyframes fadeInThenFloat {
  0% {
    opacity: 0;
    transform: translateY(30px);
  }
  100% {
    opacity: 1;
    transform: translateY(0);
  }
}
```

## Option B: Slow Zoom (More Dramatic)

```
css
```

```
.hero {
  min-height: 95vh;
  display: flex;
  align-items: center;
  justify-content: center;
  text-align: center;
  background: linear-gradient(180deg, rgba(247,246,244,1) 0%, rgba(240,239,237,1) 100%);
  margin-bottom: 2.5rem;
  overflow: hidden;
}

.hero img {
  width: 900px;
  max-width: 68vw;
  animation: slowZoom 20s ease-in-out infinite alternate;
}

.hero img.visible {
  opacity: 1;
  transform: translateY(0);
}

@keyframes slowZoom {
  0% {
    transform: scale(1);
  }
  100% {
    transform: scale(1.08);
  }
}
```

### Test:

- ☐ Animation is subtle, not distracting
- ☐ Doesn't interfere with page load animation
- ☐ Feels premium, not gimmicky
- ☐ Works on mobile

---

### Task 2.3: Footer Refinement (45 minutes)

**What:** Make footer more elegant and refined

**Why:** Last impression matters as much as first

**How:**

Update footer in `style.css`:

css



```
footer {
  display: flex;
  flex-direction: column;
  justify-content: center;
  align-items: center;
  padding: 3rem 2rem; /* More generous */
  font-size: 0.7rem;
  color: var(--text-secondary);
  line-height: 1.8;
  width: 100%;
  text-align: center;
  margin-top: auto;
  border-top: 1px solid rgba(0,0,0,0.05);
  background: rgba(0,0,0,0.008);
}

footer .footer-line1 {
  margin-bottom: 0.5rem;
  font-weight: 500;
  letter-spacing: 0.16em;
  color: var(--text-primary);
  font-size: 0.65rem;
}

footer .footer-line2 {
  font-weight: 400;
  letter-spacing: 0.04em;
  opacity: 0.8;
}

/* Add subtle fade in */
footer {
  opacity: 0;
  transform: translateY(20px);
  animation: fadeInFooter 0.8s ease-out 0.4s forwards;
}

@keyframes fadeInFooter {
  to {
    opacity: 1;
    transform: translateY(0);
  }
}
```

**Test:**

- ☐ Footer feels refined, not afterthought
  - ☐ Spacing is generous
  - ☐ Text is easily readable
  - ☐ Subtle entrance animation
- 

## **Task 2.4: Spacing Audit (1 hour)**

**What:** Review and perfect all spacing/rhythm

**Why:** Luxury is generous with space

**How:**

1. Check these specific areas:

CSS

```

/* Text block breathing room */
.text-block {
  max-width: 38rem;
  margin: 0 auto 6rem; /* Increase from 5rem */
  padding: 0 2rem;
}

/* Section padding on desktop */
.section {
  padding-top: var(--space-xl); /* 10rem */
  padding-bottom: var(--space-xl);
}

/* First section after hero */
.section:first-of-type {
  margin-top: 4rem; /* Reduce from 8rem */
}

/* Image spacing */
.image-stack img {
  margin-bottom: 6rem; /* Increase from 5rem */
}

.image-stack img:nth-child(3n) {
  margin-bottom: 10rem; /* More dramatic breaks */
}

/* Mobile adjustments */
@media(max-width: 768px) {
  .text-block {
    margin-bottom: 4rem;
    padding: 0 1.5rem;
  }

  .section {
    padding-top: var(--space-lg); /* 6rem */
    padding-bottom: var(--space-lg);
  }

  .image-stack img {
    margin-bottom: 4rem;
  }
}

```

2. Walk through entire site and check:

- ☐ Text never feels cramped
  - ☐ Images have breathing room
  - ☐ Sections feel distinct
  - ☐ Mobile feels spacious (not squeezed)
- 

### **Task 2.5: Form Final Polish (30 minutes)**

**What:** Small refinements to form experience

**Why:** Contact is conversion - needs perfection

**How:**

Add these small touches to `style.css`:

css

*/\* Form container refinement \*/*

```
#contact form {  
  max-width: 32rem;  
  margin: 0 auto;  
  padding: 2.5rem; /* More generous */  
  background: #fff;  
  border-radius: 8px; /* Slightly more rounded */  
  box-shadow: 0 4px 24px rgba(0,0,0,0.04);  
  transition: box-shadow 0.6s ease;  
}
```

```
#contact form:hover {  
  box-shadow: 0 8px 32px rgba(0,0,0,0.06);  
}
```

*/\* Input refinements \*/*

```
#contact input,  
#contact textarea {  
  width: 100%;  
  margin-bottom: 1rem;  
  padding: 0.9rem; /* Slightly larger */  
  border: 1.5px solid #e5e5e5; /* Thicker, lighter border */  
  border-radius: 4px;  
  font-family: inherit;  
  font-size: 0.95rem;  
  background: #fafafa;  
  transition: border-color 0.3s ease,  
              background 0.3s ease,  
              box-shadow 0.3s ease;  
}
```

```
#contact input:focus,  
#contact textarea:focus {  
  outline: none;  
  border-color: #999;  
  background: #fff;  
  box-shadow: 0 0 0 4px rgba(26, 26, 26, 0.04);  
}
```

*/\* Button refinement \*/*

```
#contact button {  
  padding: 0.75rem 1.8rem; /* Larger */  
  background: var(--text-primary);  
  color: #fff;  
  border: none;  
  border-radius: 4px;
```


```
cursor: pointer;
font-family: inherit;
font-size: 0.8rem;
letter-spacing: 0.12em;
text-transform: uppercase;
font-weight: 500;
transition: transform 0.3s cubic-bezier(0.4, 0, 0.2, 1),
            background 0.3s ease,
            box-shadow 0.3s ease;
}
```

### Test:

- ☐ Form feels substantial and refined
- ☐ Inputs are comfortable to use
- ☐ Button is prominent and confident
- ☐ Hover/focus states are elegant

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## Phase 3: Final Review (Week 3)

 **Time: 2-3 hours total**

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### Task 3.1: Cross-Browser Testing (1 hour)

**What:** Test on all major browsers

**Why:** Luxury fails if broken anywhere

#### Test Matrix:

##### Desktop:

- ☐ Chrome (latest)
- ☐ Safari (latest)
- ☐ Firefox (latest)
- ☐ Edge (latest)

##### Mobile:

- ☐ iPhone Safari
- ☐ Android Chrome
- ☐ iPad Safari

#### Check Each:

- ☐ Navigation works and looks good
  - ☐ Images load and display properly
  - ☐ Animations are smooth
  - ☐ Form submits successfully
  - ☐ Typography renders correctly
  - ☐ No layout breaks
  - ☐ Performance feels fast
- 

### Task 3.2: Performance Check (45 minutes)

**What:** Ensure site loads quickly

**Why:** Luxury shouldn't mean slow

**How:**

1. Test with Google PageSpeed Insights
  - Target: 85+ on mobile, 95+ on desktop
2. Optimize if needed:

```
html

<!-- Add preload for critical assets -->
<head>
  <!-- Existing meta tags -->

  <link rel="preload" href="assets/images/logo1.svg" as="image">
  <link rel="preload" as="style" href="css/style.css">
  <link rel="preconnect" href="https://fonts.googleapis.com">
  <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
</head>
```

3. Check image sizes:
  - Hero images should be < 200KB
  - Gallery images should be < 150KB each
  - Use WebP format where possible

**Targets:**

- ☐ First paint < 1.5s
- ☐ Fully loaded < 3s
- ☐ No layout shift

☐ Smooth 60fps scrolling

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### **Task 3.3: Accessibility Check (30 minutes)**

**What:** Ensure everyone can use the site

**Why:** Luxury is inclusive

#### **Checklist:**

- ☐ All images have descriptive alt text
- ☐ Form labels are properly associated
- ☐ Color contrast passes WCAG AA
- ☐ Keyboard navigation works throughout
- ☐ Focus states are visible
- ☐ Screen reader can navigate logically
- ☐ No flashing/strobing animations

#### **Quick test:**

1. Tab through entire site - everything reachable?
  2. Use a screen reader - does it make sense?
  3. Zoom to 200% - still usable?
- 

### **Task 3.4: Mobile Experience Review (45 minutes)**

**What:** Perfect the mobile experience

**Why:** Most traffic will be mobile

#### **Check:**

#### **Typography:**

- ☐ Headings are large but not overwhelming
- ☐ Body text is easy to read (16px+)
- ☐ Line height is comfortable

#### **Touch Targets:**

- ☐ Nav links easy to tap (48px+ minimum)
- ☐ Form inputs comfortable
- ☐ Buttons are obvious and large



### Spacing:

- ☐ Content isn't cramped
- ☐ Margins feel generous
- ☐ Images have breathing room

### Performance:

- ☐ Scrolling is smooth
  - ☐ Animations don't lag
  - ☐ Images load progressively
- 

### Task 3.5: Final Polish Pass (30 minutes)

**What:** Walk through with fresh eyes

**Why:** Catch anything missed

#### Exercise:

1. **Clear your browser cache**
2. **Open site as if you're a customer**
3. **Slowly scroll through entire site**

Ask yourself:

- Does anything feel "off"?
- Are transitions too fast/slow?
- Is anything hard to read?
- Do images load smoothly?
- Does it feel expensive?

**Make a list of any tweaks, then fix them**

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### Final Checklist

#### Visual Quality

- ☐ Navigation always visible and refined
- ☐ Typography hierarchy is dramatic and clear
- ☐ Images have subtle depth and shadows

- ☐ Spacing is generous throughout
- ☐ Colors are perfectly consistent
- ☐ All animations are smooth (60fps)

## User Experience

- ☐ Page loader sets tone immediately
- ☐ Hero draws you in
- ☐ Scrolling feels butter-smooth
- ☐ Form is intuitive and refined
- ☐ Footer provides closure

## Technical Excellence

- ☐ Works on all browsers
- ☐ Loads quickly (<3s)
- ☐ Accessible to all users
- ☐ Mobile experience is perfect
- ☐ No console errors
- ☐ SEO basics covered

## The Luxury Feel

- ☐ First impression is "wow"
- ☐ Every detail feels considered
- ☐ Nothing feels cheap or rushed
- ☐ Confidence without arrogance
- ☐ Timeless, not trendy

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## Success Metrics

### You've achieved flawless basics when:






1. ☒ A stranger would guess your site cost €5,000+
  2. ☒ Every interaction feels intentional
  3. ☒ Nothing makes you cringe
  4. ☒ Friends say "this looks professional"
  5. ☒ You'd be proud to show it to anyone
-

## Notes & Tips

### While Working:

- **Take breaks** - Fresh eyes catch more
- **Test frequently** - Don't code for hours blind
- **Trust your instinct** - If something feels off, it is
- **Compare constantly** - Keep Hermès/The Row open in tabs
- **Don't overthink** - Luxury is simple done perfectly

### Common Pitfalls to Avoid:

-  Adding too many animations
-  Making things "pop" too much
-  Overthinking color choices
-  Cramming in features
-  Forgetting mobile experience

### Remember:

"Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away."  
— Antoine de Saint-Exupéry

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## What's Next?

After completing flawless basics, you'll be ready for:

### Phase 4: Authentic Content (Week 4-5)

- Your maker story
- Process photography
- Product photography
- Optional: Short video

### Phase 5: Going Live (Week 6)

- Final review
- SEO optimization
- Analytics setup

- Soft launch
- 

## 💬 Questions?

As you work through this:

- **Stuck?** Take a screenshot and ask for help
- **Unsure?** When in doubt, go simpler
- **Found a better way?** Luxury is your interpretation

Remember: You're not copying Hermès, you're creating the Knapværk aesthetic. These are fundamentals - your authentic content will make it uniquely yours.

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*Good luck! Take your time, trust the process, and enjoy watching your site transform. ✨*