

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

🎯 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">
    ...
  </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

 **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
-

Phase 3: Final Review (Week 3)

 **Time:** 2-3 hours total

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
-

🎯 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

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
-

🎯 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

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.

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