MALIKA REDDY EPPA

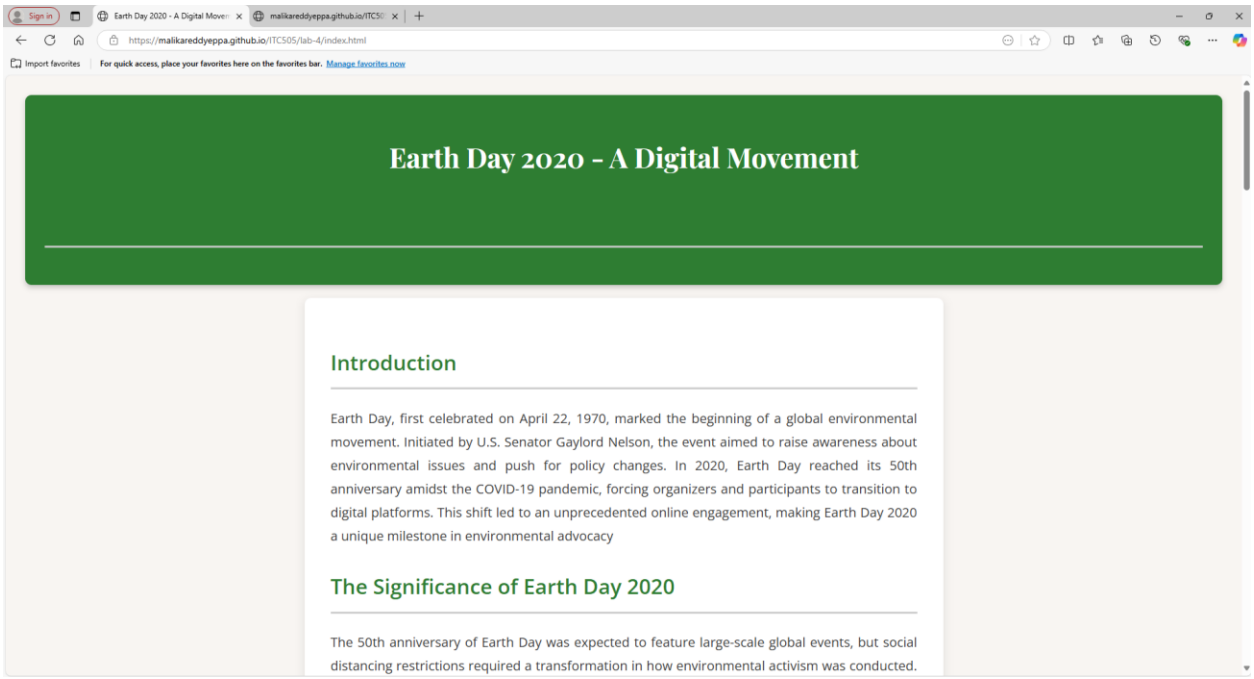
WEB TECHNOLOGY LAB -4

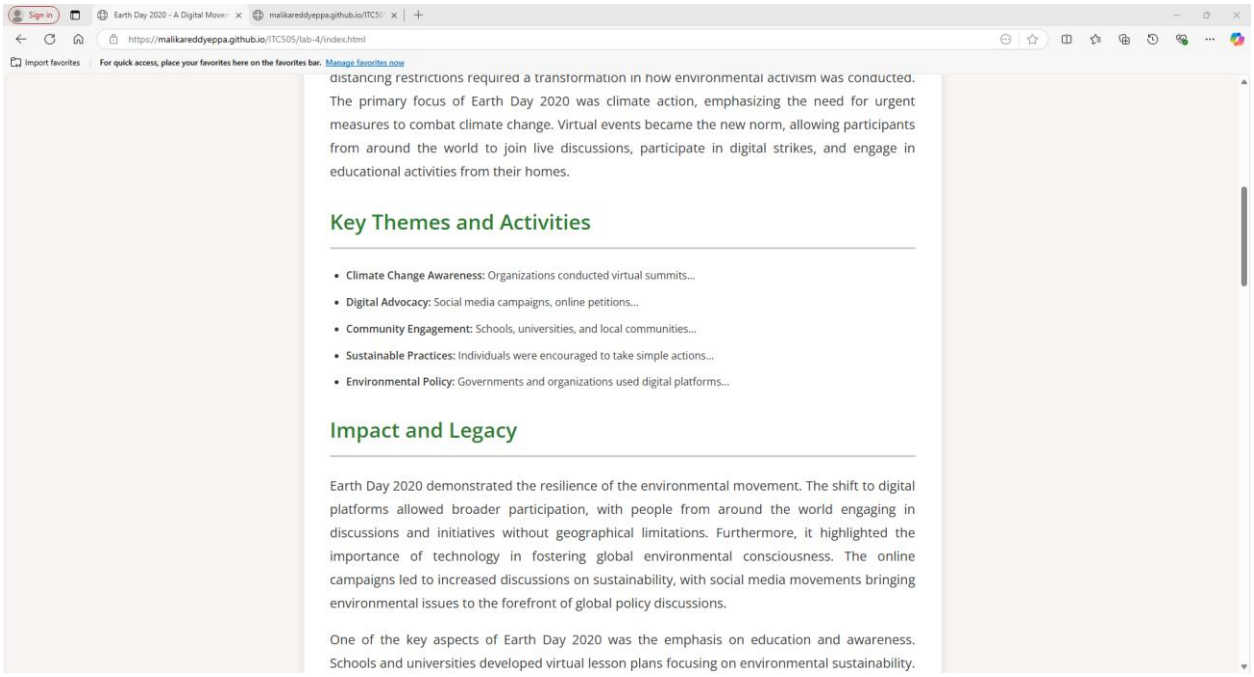
PART-1:

Working URL:

https://malikareddyeppa.github.io/ITC505/lab-4/index.html

https://malikareddyeppa.github.io/ITC505/lab-4/styles.css





distancing restrictions required a transformation in how environmental activism was conducted. The primary focus of Earth Day 2020 was climate action, emphasizing the need for urgent measures to combat climate change. Virtual events became the new norm, allowing participants from around the world to join live discussions, participate in digital strikes, and engage in educational activities from their homes.

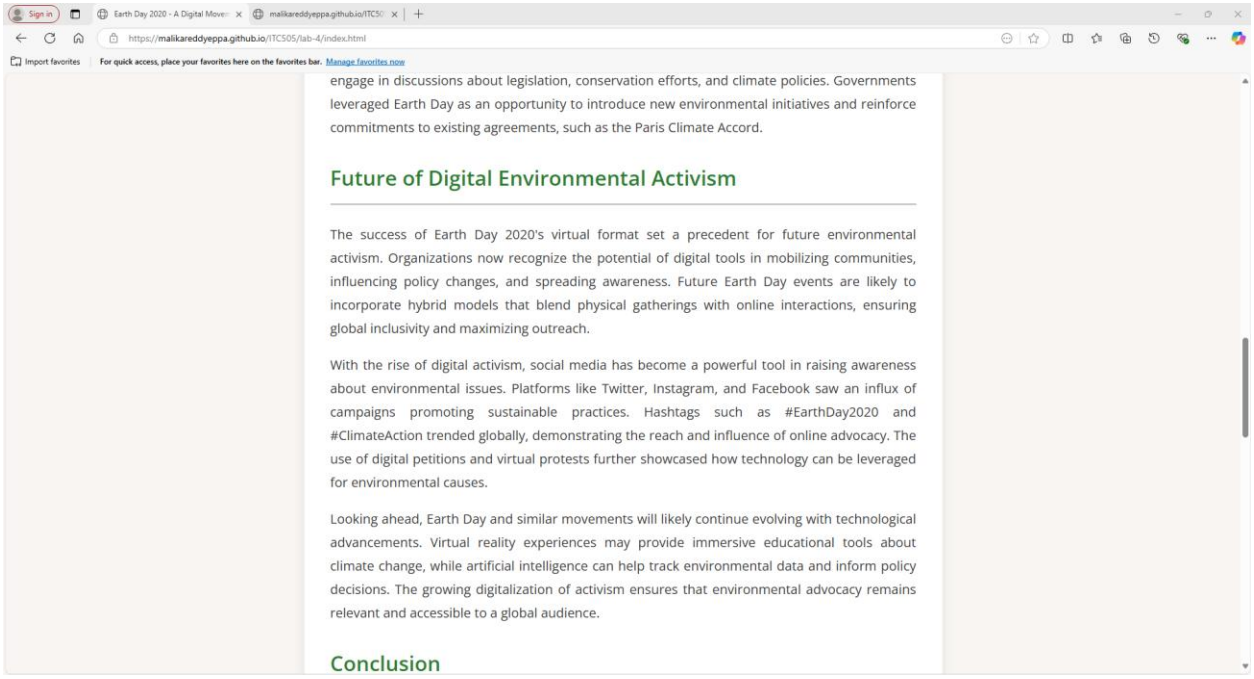
Key Themes and Activities

- **Climate Change Awareness:** Organizations conducted virtual summits...
- **Digital Advocacy:** Social media campaigns, online petitions...
- **Community Engagement:** Schools, universities, and local communities...
- **Sustainable Practices:** Individuals were encouraged to take simple actions...
- **Environmental Policy:** Governments and organizations used digital platforms...

Impact and Legacy

Earth Day 2020 demonstrated the resilience of the environmental movement. The shift to digital platforms allowed broader participation, with people from around the world engaging in discussions and initiatives without geographical limitations. Furthermore, it highlighted the importance of technology in fostering global environmental consciousness. The online campaigns led to increased discussions on sustainability, with social media movements bringing environmental issues to the forefront of global policy discussions.

One of the key aspects of Earth Day 2020 was the emphasis on education and awareness. Schools and universities developed virtual lesson plans focusing on environmental sustainability.



engage in discussions about legislation, conservation efforts, and climate policies. Governments leveraged Earth Day as an opportunity to introduce new environmental initiatives and reinforce commitments to existing agreements, such as the Paris Climate Accord.

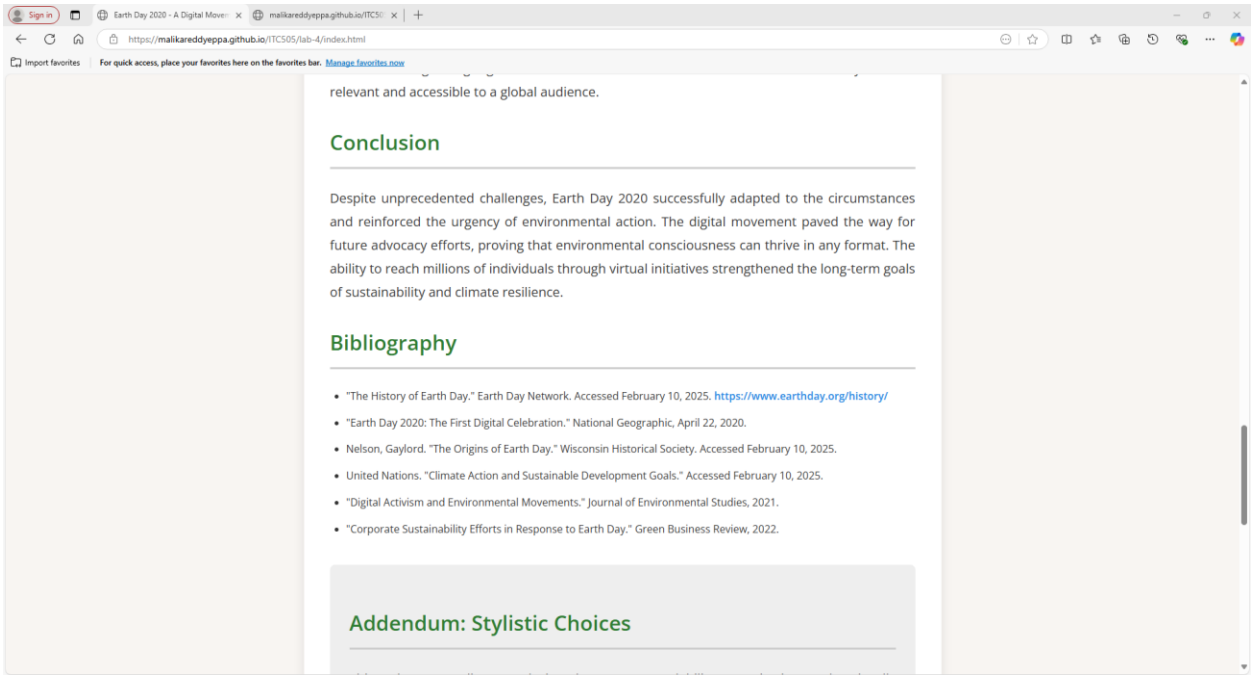
Future of Digital Environmental Activism

The success of Earth Day 2020's virtual format set a precedent for future environmental activism. Organizations now recognize the potential of digital tools in mobilizing communities, influencing policy changes, and spreading awareness. Future Earth Day events are likely to incorporate hybrid models that blend physical gatherings with online interactions, ensuring global inclusivity and maximizing outreach.

With the rise of digital activism, social media has become a powerful tool in raising awareness about environmental issues. Platforms like Twitter, Instagram, and Facebook saw an influx of campaigns promoting sustainable practices. Hashtags such as #EarthDay2020 and #ClimateAction trended globally, demonstrating the reach and influence of online advocacy. The use of digital petitions and virtual protests further showcased how technology can be leveraged for environmental causes.

Looking ahead, Earth Day and similar movements will likely continue evolving with technological advancements. Virtual reality experiences may provide immersive educational tools about climate change, while artificial intelligence can help track environmental data and inform policy decisions. The growing digitalization of activism ensures that environmental advocacy remains relevant and accessible to a global audience.

Conclusion



relevant and accessible to a global audience.

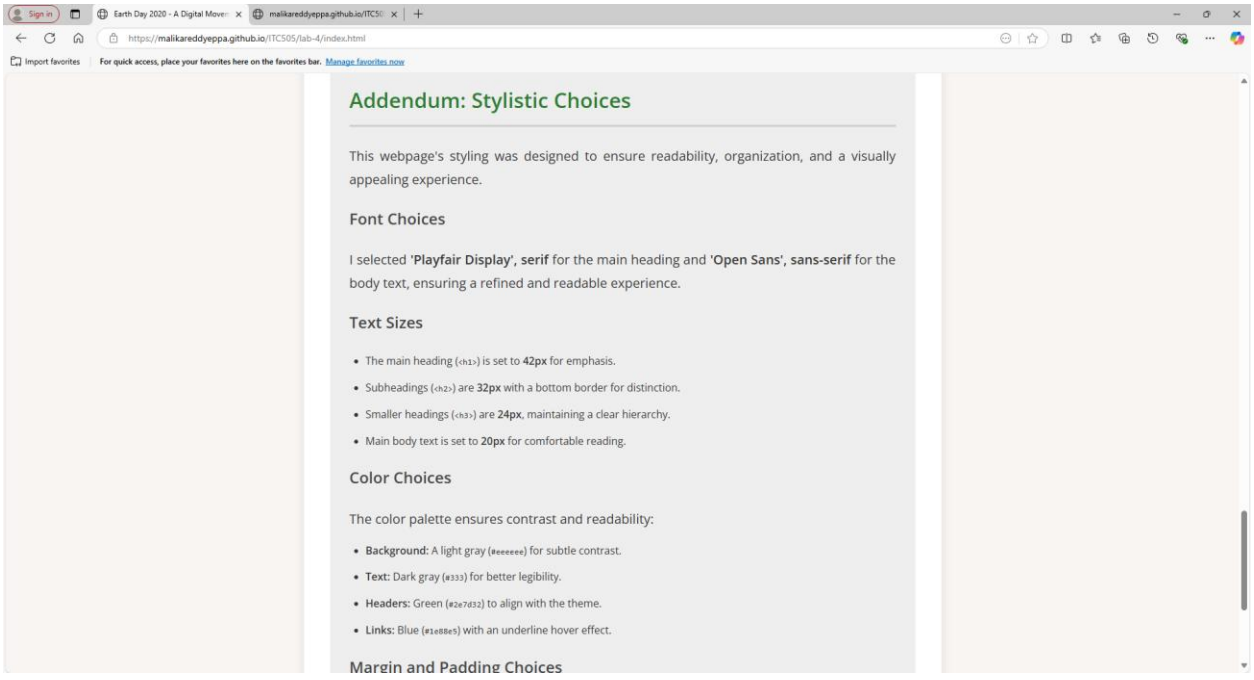
Conclusion

Despite unprecedented challenges, Earth Day 2020 successfully adapted to the circumstances and reinforced the urgency of environmental action. The digital movement paved the way for future advocacy efforts, proving that environmental consciousness can thrive in any format. The ability to reach millions of individuals through virtual initiatives strengthened the long-term goals of sustainability and climate resilience.

Bibliography

- "The History of Earth Day." Earth Day Network. Accessed February 10, 2025. https://www.earthday.org/history/
- "Earth Day 2020: The First Digital Celebration." National Geographic, April 22, 2020.
- Nelson, Gaylord. "The Origins of Earth Day." Wisconsin Historical Society. Accessed February 10, 2025.
- United Nations. "Climate Action and Sustainable Development Goals." Accessed February 10, 2025.
- "Digital Activism and Environmental Movements." Journal of Environmental Studies, 2021.
- "Corporate Sustainability Efforts in Response to Earth Day." Green Business Review, 2022.

Addendum: Stylistic Choices



Addendum: Stylistic Choices

This webpage's styling was designed to ensure readability, organization, and a visually appealing experience.

Font Choices

I selected **'Playfair Display', serif** for the main heading and **'Open Sans', sans-serif** for the body text, ensuring a refined and readable experience.

Text Sizes

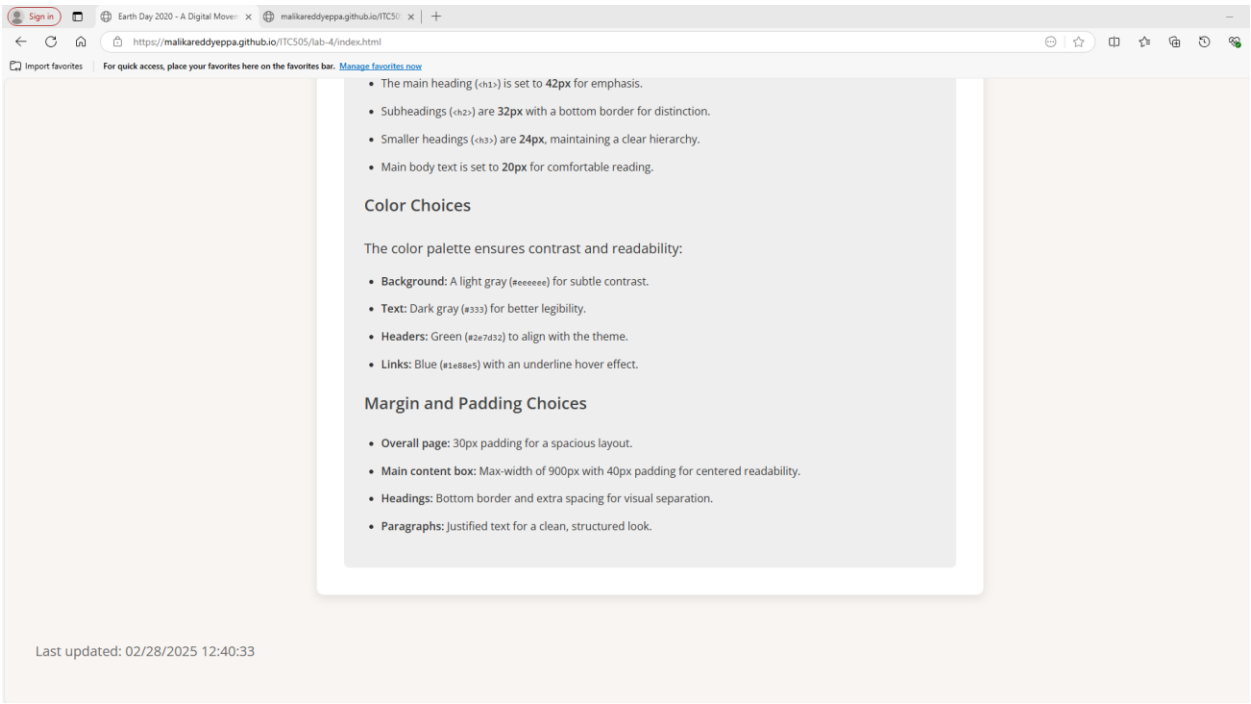
- The main heading (`<h1>`) is set to **42px** for emphasis.
- Subheadings (`<h2>`) are **32px** with a bottom border for distinction.
- Smaller headings (`<h3>`) are **24px**, maintaining a clear hierarchy.
- Main body text is set to **20px** for comfortable reading.

Color Choices

The color palette ensures contrast and readability:

- **Background:** A light gray (`#eeeeee`) for subtle contrast.
- **Text:** Dark gray (`#333`) for better legibility.
- **Headers:** Green (`#2e7d32`) to align with the theme.
- **Links:** Blue (`#1e88e5`) with an underline hover effect.

Margin and Padding Choices



PART-2:

Source Code:

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Earth Day 2020 - A Digital Movement</title>
    <link rel="stylesheet" href="styles.css">
</head>
<body>
    <header>
        <h1>Earth Day 2020 - A Digital Movement</h1>
```

<h2>Commemorating 50 Years of Environmental Advocacy</h2>

</header>

<main>

<article>

<h2>Introduction</h2>

Earth Day, first celebrated on April 22, 1970, marked the beginning of a global environmental movement.

Initiated by U.S. Senator Gaylord Nelson, the event aimed to raise awareness about environmental issues

and push for policy changes. In 2020, Earth Day reached its 50th anniversary amidst the COVID-19

pandemic, forcing organizers and participants to transition to digital platforms. This shift led to an

unprecedented online engagement, making Earth Day 2020 a unique milestone in environmental advocacy

<h2>The Significance of Earth Day 2020</h2>

The 50th anniversary of Earth Day was expected to feature large-scale global events, but social

distancing restrictions required a transformation in how environmental activism was conducted. The

primary focus of Earth Day 2020 was climate action, emphasizing the need for urgent measures to combat

climate change. Virtual events became the new norm, allowing participants from around the world to join

live discussions, participate in digital strikes, and engage in educational activities from their homes.

<h2>Key Themes and Activities</h2>

<ul>

<li>Climate Change Awareness: Organizations conducted virtual summits...</li>

<li>Digital Advocacy: Social media campaigns, online petitions...</li>

<li>Community Engagement: Schools, universities, and local communities...</li>

<li>Sustainable Practices: Individuals were encouraged to take simple actions...</li>

<li>Environmental Policy: Governments and organizations used digital platforms...</li>

</ul>

<h2>Impact and Legacy</h2>

Earth Day 2020 demonstrated the resilience of the environmental movement. The shift to digital platforms

allowed broader participation, with people from around the world engaging in discussions and initiatives

without geographical limitations. Furthermore, it highlighted the importance of technology in fostering

global environmental consciousness. The online campaigns led to increased discussions on sustainability,

with social media movements bringing environmental issues to the forefront of global policy discussions.

One of the key aspects of Earth Day 2020 was the emphasis on education and awareness. Schools and

universities developed virtual lesson plans focusing on environmental sustainability. Students

participated in online discussions, watched documentaries, and engaged in creative projects promoting

green living. Many educators used the opportunity to integrate climate science into their curricula,

ensuring that future generations are well-informed about environmental challenges.

Corporations and businesses also played a role in the digital Earth Day movement. Many companies launched

sustainability initiatives, such as reducing carbon emissions, investing in renewable energy, and

promoting sustainable products. Some organizations held virtual sustainability panels with industry

leaders discussing strategies to make businesses more eco-friendly. The corporate sector’s involvement

demonstrated a growing commitment to environmental responsibility.

Another significant aspect of Earth Day 2020 was the collaboration between governments and non-profit

organizations. Policymakers and environmental groups used digital platforms to engage in discussions

about legislation, conservation efforts, and climate policies. Governments leveraged Earth Day as an

opportunity to introduce new environmental initiatives and reinforce commitments to existing agreements,

such as the Paris Climate Accord.

<h2>Future of Digital Environmental Activism</h2>

The success of Earth Day 2020's virtual format set a precedent for future environmental activism.

Organizations now recognize the potential of digital tools in mobilizing communities, influencing policy

changes, and spreading awareness. Future Earth Day events are likely to incorporate hybrid models that

blend physical gatherings with online interactions, ensuring global inclusivity and maximizing outreach.

With the rise of digital activism, social media has become a powerful tool in raising awareness about

environmental issues. Platforms like Twitter, Instagram, and Facebook saw an influx of campaigns

promoting sustainable practices. Hashtags such as #EarthDay2020 and #ClimateAction trended globally,

demonstrating the reach and influence of online advocacy. The use of digital petitions and virtual

protests further showcased how technology can be leveraged for environmental causes.

Looking ahead, Earth Day and similar movements will likely continue evolving with technological

advancements. Virtual reality experiences may provide immersive educational tools about climate change,

while artificial intelligence can help track environmental data and inform policy decisions. The growing

digitalization of activism ensures that environmental advocacy remains relevant and accessible to a

global audience.

<h2>Conclusion</h2>

Despite unprecedented challenges, Earth Day 2020 successfully adapted to the circumstances and reinforced

the urgency of environmental action. The digital movement paved the way for future advocacy efforts,

proving that environmental consciousness can thrive in any format. The ability to reach millions of

individuals through virtual initiatives strengthened the long-term goals of sustainability and climate

resilience.

<h2>Bibliography</h2>

<ul>

<li>"The History of Earth Day." Earth Day Network. Accessed February 10, 2025. <a

href="https://www.earthday.org/history/">https://www.earthday.org/history/</a></li>

<li>"Earth Day 2020: The First Digital Celebration." National Geographic, April 22, 2020.</li>

<li>Nelson, Gaylord. "The Origins of Earth Day." Wisconsin Historical Society. Accessed February 10,

2025.</li>

<li>United Nations. "Climate Action and Sustainable Development Goals." Accessed February 10, 2025.</li>

<li>"Digital Activism and Environmental Movements." Journal of Environmental Studies, 2021.</li>

<li>"Corporate Sustainability Efforts in Response to Earth Day." Green Business Review, 2022.</li>

</ul>

</article>

<article class="addendum">

<h2>Addendum: Stylistic Choices</h2>

This webpage's styling was designed to ensure readability, organization, and a visually appealing experience.

<h3>Font Choices</h3>

I selected 'Playfair Display', serif for the main heading and 'Open Sans', sans-serif for the body text, ensuring a refined and readable experience.

<h3>Text Sizes</h3>

<ul>

<li>The main heading (<code><h1></code>) is set to 42px for emphasis.</li>

<li>Subheadings (<code><h2></code>) are 32px with a bottom border for distinction.</li>

<li>Smaller headings (<code><h3></code>) are 24px, maintaining a clear hierarchy.</li>

<li>Main body text is set to 20px for comfortable reading.</li>

```
        </ul>

        <h3>Color Choices</h3>
        <p>The color palette ensures contrast and readability:</p>
        <ul>
            <li><strong>Background:</strong> A light gray (<code>#eeeeee</code>) for subtle contrast.</li>
            <li><strong>Text:</strong> Dark gray (<code>#333</code>) for better legibility.</li>
            <li><strong>Headers:</strong> Green (<code>#2e7d32</code>) to align with the theme.</li>
            <li><strong>Links:</strong> Blue (<code>#1e88e5</code>) with an underline hover effect.</li>
        </ul>

        <h3>Margin and Padding Choices</h3>
        <ul>
            <li><strong>Overall page:</strong> 30px padding for a spacious layout.</li>
            <li><strong>Main content box:</strong> Max-width of 900px with 40px padding for centered readability.</li>
            <li><strong>Headings:</strong> Bottom border and extra spacing for visual separation.</li>
            <li><strong>Paragraphs:</strong> Justified text for a clean, structured look.</li>
        </ul>
    </article>
```

```
    </main>


     <footer>
        <p>Last updated:
            <span id="lastModified"></span>
        </p>
    </footer>
    <script type="text/javascript">
         var x = document.lastModified;
         document.getElementById('lastModified').textContent = x;
    </script>
</body>
</html>
```

STYLES.CSS

```
@import
url('https://fonts.googleapis.com/css2?family=Playfair+Display:wght@700&famil
y=Open+Sans:wght@400;600&display=swap');



body {
    font-family: 'Open Sans', sans-serif;
    background-color: #f8f5f2;
    color: #333;
    margin: 0;
```

```
    padding: 30px;
    line-height: 1.8;
}


header {
    background-color: #2e7d32;
    color: white;
    text-align: center;
    padding: 30px;
    border-radius: 10px;
    box-shadow: 0 4px 8px rgba(0, 0, 0, 0.2);
}

h1 {
    font-family: 'Playfair Display', serif;
    font-size: 42px;
    margin-bottom: 10px;
}

h2 {
    font-size: 32px;
    border-bottom: 3px solid #ccc;
    padding-bottom: 10px;
    margin-top: 30px;
```

```
    color: #2e7d32;
}

h3 {
    font-size: 24px;
    color: #444;
    margin-top: 20px;
}


main {
    max-width: 900px;
    margin: 20px auto;
    background-color: white;
    padding: 40px;
    box-shadow: 0 4px 15px rgba(0, 0, 0, 0.1);
    border-radius: 10px;
}


p {
    font-size: 20px;
    text-align: justify;
    margin-bottom: 15px;
}
```

```
ul {
    padding-left: 25px;
}

li {
    margin-bottom: 12px;
}


a {
    color: #1e88e5;
    text-decoration: none;
    font-weight: 600;
}

a:hover {
    text-decoration: underline;
}


.bibliography {
    background: #f4f4f4;
    padding: 15px;
```

```
    border-radius: 5px;
}


.addendum {
    background: #eeeeee;
    padding: 30px;
    border-radius: 8px;
    margin-top: 40px;
}


footer {
    text-align: center;
    font-size: 16px;
    color: #666;
    margin-top: 30px;
    padding: 15px;
}
```