* + 1. **Background**

I was considering what should be the topic of my website so this could cover a valid problem which is seen crucial for a lot of people, something which relates to people’s life, health and wellbeing. Then my daughter (9 years old) brought up the topic about the air pollution during dinner. I have made a research on that to familiarise myself and found out that this is something that affects all the population strongly. An article in National Geographic website written by Christina Nunez about the air pollution was the final piece which has inspired me and decided on my final choice of topic.

* + 1. **Colour Choices**

**Why website colours are important?**

There is a lot behind colour psychology meaning that colours can trigger certain feelings. As per an article in Business Insider ‘93% of consumers place colour and appearance above other factors when making a buying decision’ and even more specific ‘85% of shoppers state colour as the primary factor in their decision to buy a product’ (https://www.businessinsider.com/). I will explain my colour choices per different pages below:

* Home page: grey subtitle and light grey background colour: this is to reflect the topic air pollution, suggesting association with frog, smoke and matching the picture
* Impact: red title and light red background colour: to attract the attention over to the Environmental impact, to the importance of it and the consequences
* Action points: green title and green background colour: to correspond to the green idea, increased usage of electric cars and renewable energy sources
* Survey form: no colours to keep it neutral, so the surveyee could respond with his honesty, not being led to one or the other answer
  + 1. **Accessibility**

**What accessibility in web design means and why is important?**

‘The Web must be accessible to provide equal access and equal opportunity to people with diverse abilities. Indeed, the [UN Convention on the Rights of Persons with Disabilities](https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-9-accessibility.html) recognizes access to information and communications technologies, including the Web**,** as**a basic human right.’ (**<https://www.w3.org/standards/webdesign>**)**

**‘Accessibility is essential for developers and organizations that want to create high quality websites and web tools, and not exclude people from using their products and services.’ (**<https://www.w3.org/standards/webdesign>**)**

**In my website I have used equivalent alternative text using alt = “text” in the code next to the img tag.** When equivalent alt text is provided, the information is available to people with impairments, who cannot see and use a screen reader that reads aloud the information on a page, including the alt text for the visual image.

* + 1. **GDPR**

To address the GDPR compliance of my website, I included a text (paragraph in the code), informing the user who is willing to take the survey that the company is 100% GDPR compliant and will collect, keep, and process their private information as per General Data Protection Regulation requirements.

**1.1.5 Distance Selling**

This website is not online shop or merchant web, and it is not offering in any form paid goods or services.

* + 1. **Evaluation**

I consider I have tackled the problem set with this assignment, namely creating a responsive website which contains four pages. I have designed 4-page website on air pollution topic with pages being logically ordered to follow the main process when presenting a topic: explaining what the topic is, i.e., air pollution (in the Home page), what are the major consequences (in the Impact page), what can be done (in the Action points page) and what each one of us as an individual is doing to address this problem (in Survey form page). My website is responsive for mobile devices and I have used the meta tag in HTML and @media query in CSS, setting the minimum and maximum device width to 320px and 480px accordingly to cover the size range of mobile devices’ screens. I tested the responsiveness of my website using the Inspect function available on right click on the website page. Furthermore, I used Console tab to check for any code errors. I took a desktop first approach as I believe most of the research on this topic are done on a bigger screen, using PC/laptop.

One of my major problems during the website implementation was creating a slideshow. I have tried a couple of different ways to code it but at the end I have chosen to use script tag in HTML rather than the whole JavaScript code. The rationale behind this choice are benefits such as time saving and simplicity, which should always be followed when deciding on what code options should be applied.

I really enjoyed working on this assignment and could confidently say it significantly increased not only my knowledge in Web Technologies but also provided me with useful hands-on practice activity. I consider this will be a major plus for the next years in my further education as well as for my future carer development.

**Reference list:**

https://www.businessinsider.com/ [viewed 17 December 2020] Available from: <https://www.businessinsider.com/psych-101-for-your-website-the-color-factor-2011-7?r=US&IR=T>

[**https://www.w3.org/standards/webdesign**](https://www.w3.org/standards/webdesign)[viewed 17 December 2020] Available from: [**https://www.w3.org/standards/webdesign/accessibility#wai**](https://www.w3.org/standards/webdesign/accessibility#wai)