



Varsity College – Pretoria

# **WEDE5020**

## **-POE-**

### **PART 3**

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**Declaration**

	SIGN
I have read the assessment rules provided in this declaration.	<i>G. Tharratt</i>
This assessment is my own work.	<i>G. Tharratt</i>
I have not copied any other student's work in this assessment.	<i>G. Tharratt</i>
I have not uploaded the assessment question to any website or App offering, assessment assistance.	<i>G. Tharratt</i>
I have not downloaded my assessment response from a website.	<i>G. Tharratt</i>
I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	<i>G. Tharratt</i>
I have not shared this assessment with any other student.	<i>G. Tharratt</i>
I have not presented the work of published sources as my own work.	<i>G. Tharratt</i>
I have correctly cited all my sources of information.	<i>G. Tharratt</i>
My referencing is technically correct, consistent, and congruent.	<i>G. Tharratt</i>
I have acted in an academically honest way in this assessment.	<i>G. Tharratt</i>

**PART 1****Website Choice**

The Color Tech website is designed to be extensive where it showcases and promotes the business, and what they have to offer such as specialized paint mixing and products. The main goal is to develop a colorful and interactive platform, where the business can present their diverse range of products; these products include PVA paint, Quick Dry pain, Enamel, Epoxy, Automotive paint, Tapes, Wood Finish, Road marking paint, Soaps, and Tinter Bottles. The website will serve as a one-stop for companies and individuals which are seeking high-quality color solutions for paint or coating needs which are durable.

The website will have a modern, colorful design with a layout which users will be able to navigate with ease. The Home Page will capture attention as it will be colorful as high-resolution images with vivid visual assets will put the spotlight on the bold characteristics of the business and later on the what they offer. The user will throughout the website encounter the colorful theme as it relates to paints mainly.

Users experience will benefit, as the website will be well organized with accessible sections. The products will be under a dedicated pages of "Products and Services", with detailing information about the products, and images, it will allow users to make informed decisions.

The business manufactures and supplies products, therefore user engagement will be encouraged by users reading more about how the business started and what the goals are for the business on the "About Us" sections on the website. Further user will also be able to contact the business, through provided with emails, contact numbers and the physical address. There will be a form so users can enquire by the business. There will be a pre-determined section where users can get frequently asked questions answered, which proves efficient.

The website will fully function on all devices, from desktops to all smartphones. The navigation will be smooth as the menu will be well-structured. Accessibility features will be integrated for all users to comfortably use the website. The website will also use SEO strategies, as well as social media integration.

Which will further encourage user engagement and broaden the business reach, as links to platforms will be available.

In summary, the website for Color Tech will be a colorful and well-designed, user-centric platform that will showcase our range of paints and coatings. By combining a colorful appealing design, extensive content, and advanced functionality, Color Tech will serve as a valuable resource for our customers, helping them find the perfect colorant solutions needs.

**[419 words]**

## Website Assets



*Figure 1: Color Tech Logo.  
[s.a].  
(colortech, 2019)*



*Figure 2: techmachine-life, Ai generated paint splash liquid. 2023.  
(Pixabay, 2023)*



Figure 3: Jovanov, M. 2019. orange white and gray concrete building. (Unsplash, 2019).



Figure 4: Victor. [s.a.]. 2018. gold pipes. (Unsplash, 2018)



Figure 5: jcomp. [s.a.]. workers use black steel paint brushes. (Freepik, 2024)



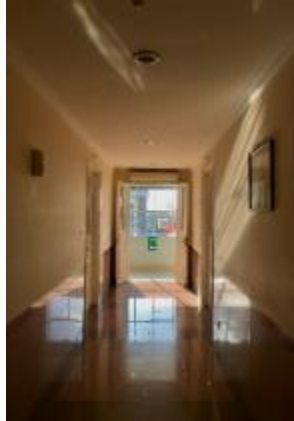


Figure 6: Nugraha, D. 2022. a hallwy with a glass door. (Unsplash, 2022)



Figure 7: Rezwan, A. 2013. Red and Yellow heavy equitement at Daytime. (Pexels, 2013).



Figure 8: Freepik. [s.a.]. High angle desk arrangement with colorful tape. (Freepik, 2024).



Figure 9: Freepik. [s.a.]. Person varnishing the wood with big brush. {Freepik, 2024}.



Figure 10: Rosati, F. 2022. Sign on the street. (Pexels, 2022)



Figure 11: cottonbro studio. 2020. Person holding round soap bars. (Pexels, 2020).



Figure 12: Freepik. [s.a.]. Bottles with bright paints. (Freepik, 2024).



Figure 13: Colorful Paint Brushes. [s.a.]. (StockCake, 2024).



Figure 14: Promac Paints. 2019. GP2 Coarse Textured Matt Coat pdf Header. (Promac Paints, 2019).



Figure 15: Vibrant Community Work. [s.a.]. (StockCake, 2024).





*Figure 16: Container Port. 2018. (Pixabay, 2018).*



*Figure 17: colortech. [s.a.]. Enamel photo. (colortech, 2024).*



*Figure 18: aleksanderlittlewolf. [s.a.]. Empty garage with parking lots with concrete ceiling and flooring and pillars marked with numbers. (Freepik, 2024).*



Figure 19: Mortier, T. 2020. yellow and black heavy equipment. (Unspalsh, 2020).



Figure 20: Colorful Tape Rolls. [s.a.]. (StockCake, 2024)



Figure 21: Applying Wood Finish. [s.a.]. (StockCake, 2024)



Figure 22: wal\_172619. 2020. Crossing crossroad transition road. (Pixabay, 2020).



Figure 23: Colorful Soap Dispensers. [s.a.]. (StockCake, 2024).



Figure 24: Colorful Paint Bottles. [s.a.]. (StockCake, 2024).



Figure 26: Colorful Paint cans. [s.a.]. (StockCake, 2024)



Figure 27: Baumeister, M. 2020. Pantone test charts. You use them to check the colors of printed papers / paintwork et cetera. (Unspalsh, 2020).





*Figure 3: The photograph depicts the delivery ready order at Color Tech. (Tharratt, 2024)*



*Figure 4: Colorful Paint Brushes. [s.a.]. (StockCake, 2024)*



## Website Pages and Content

### a. Homepage

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Strapline/ Slogan on photo, with a brief backstory (why the owner began the business).
- v. Grayed text box.
- vi. Text Box; Future Goals of the business.
- vii. Slider of services the business provides, text on top.
- viii. Contact section, button to navigate to contact us page.
- ix. Supplier bar (logo's).
- x. Basic contact info.
- xi. Links to other social media platform.
- xii. Copyright/ Year.

### b. Products

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Header of Page.
- v. List of products.
- vi. Mud Spots.
  - i. Description of what the product actually is used for.
  - ii. Photos under mud spots of examples.
- vii. Basic contact info.
- viii. Links to other social media platform.
- ix. Copyright/ Year.

### c. About Us

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Description of the business goals.
- v. Paint cans photo to the right.
- vi. Description further.
- vii. Paint color chart to the left.
- viii. Further description.
- ix. Photo of order ready paint cans to the right.
- x. Last part of the description.
- xi. Paint Brushes photo to the left.
- xii. Contact section, button to navigate to contact us page.
- xiii. Basic contact info.
- xiv. Links to other social media platform.
- xv. Copyright/ Year.

## d. FAQ

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. List display question with drop-down option.
- v. Can expand each with the answers.
- vi. Basic contact info.
- vii. Links to other social media platform.
- viii. Copyright/ Year.

## e. Contact Us

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Email Contact information.
- v. Physical address information.
- vi. Form where customers can get fill in to receive a free quote for the business.
- vii. Map of where the business physically is.
- viii. Basic contact info.
- ix. Links to other social media platform.
- x. Copyright/ Year.

## PART 2

### Improvements to Part 1

As I have gotten 100% in my Part 1 submission there no improvements/ changes need to be made according to the lecturer, but I re-evaluated my Part 1 website can made the following improvements:

#### Overall

- I linked external fonts for Playfair and Manrope to the web pages from line 5 to line 11.
- I linked the CSS stylesheet to the pages on line 13.

#### Home Page

- I changed the <title> test on line 17 from Home Page to Home.
- I removed the <div class= "header-bar"> and <div class= "hero"> from within the <header> tag into the <body> tag.
- I moved <div class= "logo"> and img that was on line 28 into the <nav class= "nav-bar">
- I changed the way of linking pages from line 33 to 39 from the use of <a> to that of using <ul> and <li> and inside <a> to link the pages.
- On line 43 I removed the <img> link to the image and moved it to css.
- I added a <div class= "hero-overlay"> on line 45 for the hero overlay.

- I removed the `<div class= "text-overlay">` from outside the to inside the `<div class= "hero-overlay">` on line 46.
- The `<h1>` on line 47, I added a class attribute, and moved it into `<div class= "text-overlay">`.
- The `<p>` on line 48, I added `<br>`.
- On line 49 I changed the `<button>` to `<a>` for a button.
- Added a `<div class= "rectangle-backing">` over the `<h1>` and `<p>` on line 54 and 55.
- I changed the id attribute on line 58, from class to id.
- I changed the `<h2>` on line 58 from Services to Products.
- I resized images of QD, Epoxy, Tapes and Soap.
- On line 60 I added an inner container for the carousel `<div class= "carousel-images">`.
- Added slide containers on lines 61, 69, 77, 85, 93, 101, 109, 117, 125, and 133 for slides `<div class= "slide">`
- Added a `<div class= "darker-overlay">` inside the `<div class= "class= "slide">`.
- Added class attributes to *product names* `<div class= "product-name">`.
- On line 141 I added a `<button>`.
- On line 142 I added a `<button>`
- Inside the `<div class= "contact-banner">` on line 145 I added another `<div class= "contact-text">` on line 148 and inside I placed `<h2>`, `<p>` and `<a>`.
- I added a `<div class= "supply">` over `<h2>` and `<img>` on line 155.
- I moved the `<footer>` from under the `<body>`, to **inside** the `<body>` from line 161 to 184.

### Products Page

- I removed the `<div class= "header-bar">` and `<div class= "hero">` from within the `<header>` tag into the `<body>` tag.
- I moved `<div class= "logo">` and `img` that was on line 28 into the `<nav class= "nav-bar">`
- I changed the way of linking pages from line 33 to 39 from the use of `<a>` to that of using `<ul>` and `<li>` and inside `<a>` to link the pages.
- On line 43 I removed the `<img>` link to the image and moved it to css.
- I added a `<div class= "hero-overlay">` on line 45 for the hero overlay.
- I removed the `<div class= "text-overlay">` from outside the to inside the `<div class= "hero-overlay">` on line 46.
- The `<h1>` on line 47, I added a class attribute, and moved it into `<div class= "text-overlay">`.
- I changed the `<div class= " ">` name to `<div class= "product-section">` on line 51.
- I added a `<h1>` inside `<div class= "product-section">` on line 52.
- I added `<div class= "service-cards">` in line 53.
- I added inner containers `<div class= "service-card">`, for all service cards. Inside the cards is `<img>`, `<h3>`, `<p>`, and `<img>`.
- I moved the `<footer>` from under the `<body>`, to **inside** the `<body>` from line 140 to 162.

### About Us Page

- I removed the `<div class= "header-bar">` and `<div class= "hero">` from within the `<header>` tag into the `<body>` tag.
- I moved `<div class= "logo">` and `img` that was on line 28 into the `<nav class= "nav-bar">`
- I changed the way of linking pages from line 33 to 39 from the use of `<a>` to that of using `<ul>` and `<li>` and inside `<a>` to link the pages.
- On line 43 I removed the `<img>` link to the image and moved it to `css`.
- I added a `<div class= "hero-overlay">` on line 45 for the hero overlay.
- I removed the `<div class= "text-overlay">` from outside the to inside the `<div class= "hero-overlay">` on line 46.
- The `<h1>` on line 47, I added a class attribute, and moved it into `<div class= "text-overlay">`.
- I added a `<div class= "aboutus-section">` from line 51 to 83, as a main container.
- I added a `<div class= "aboutus-backing">` inside the `<div class= "aboutus-section">` as an outer container for the questions on line 52.
- Inside the `<div class= "aboutus-backing">` I added inner container `<div class= "about-item">`
- for the sections for of `<p>` and `<img>`, for images to appear to right and paragraphs to left.
- Inside the `<div class= "aboutus-backing">` I added inner container `<div class= "about-item reversed">` for the sections for of `<p>` and `<img>`, for images to appear to left and paragraphs to right.
- Inside the `<div class= "contact-banner">` on line 145 I added another `<div class= "contact-text">` on line 148 and inside I placed `<h2>`, `<p>` and `<a>`.
- I added a `<div class= "supply">` over `<h2>` and `<img>` on line 155.
- I moved the `<footer>` from under the `<body>`, to **inside** the `<body>` from line 93 to 115.

### FAQ Page

- I removed the `<div class= "header-bar">` and `<div class= "hero">` from within the `<header>` tag into the `<body>` tag.
- I moved `<div class= "logo">` and `img` that was on line 28 into the `<nav class= "nav-bar">`
- I changed the way of linking pages from line 33 to 39 from the use of `<a>` to that of using `<ul>` and `<li>` and inside `<a>` to link the pages.
- On line 43 I removed the `<img>` link to the image and moved it to `css`.
- I added a `<div class= "hero-overlay">` on line 45 for the hero overlay.
- I removed the `<div class= "text-overlay">` from outside the to inside the `<div class= "hero-overlay">` on line 46.
- The `<h1>` on line 47, I added a class attribute, and moved it into `<div class= "text-overlay">`.
- I added `<div class= "faq-section">` on line 51 to add as an outer container for the questions.
- I added a `<div class= "question-backing">` on line 52, inside the `<div class= "faq-section">`, as an inner container to contain all the questions.
- I added a `<div class= "faq">` over the questions and answers, and placed the `<h3>` and `<p>` inside.
- I replaced the `<h3>` for the for the questions, with a `<div class= "question">`, for styling purposes.
- I replaced the `<p>` for the for the questions, with a `<div class= "answer">`, for styling purposes.

- I moved the <footer> from under the <body>, to **inside** the <body> from line 75 to 97.

### Contact Us Page

- I removed the <div class= "header-bar"> and <div class= "hero"> from within the <header> tag into the <body> tag.
- I moved <div class= "logo"> and img that was on line 28 into the <nav class= "nav-bar">
- I changed the way of linking pages from line 33 to 39 from the use of <a> to that of using <ul> and <li> and inside <a> to link the pages.
- On line 43 I removed the <img> link to the image and moved it to css.
- I added a <div class= "hero-overlay"> on line 45 for the hero overlay.
- I removed the <div class= "text-overlay"> from outside the to inside the <div class= "hero-overlay" on line 46.
- The <h1> on line 47, I added a class attribute, and moved it into <div class= "text-overlay".
- I added an <div class= "top-bar"> as a outer container from line 51 to line 67, to hold contact information.
- Adding inside a <div class= "topbar-col"> as inner containers for the contact information, inside the containers there is placed <h3>, <p> and <a>.
- I added a form backing on line 69 as <div class= "enquiry-backing"> the outer container.
- I added inside a <p> on line 70 and <h1> on line 17.
- I made a new form layout of the form, from line 72 to 105.
- I separated the <label> and <input>.
- On the <input> I added a *required* attribute.
- On line 85 I added a selection field, I added all the product options.
- On line 99 I added a message input field, with a textarea.
- I replaced the input submit button on line 102, with an <button> field
- I added an outer container by <div class= "map-backing", to place inside the google maps tag.
- I placed the <div class= "google-map"> as an inner container, while inside the <iframe> tag placed inside the <div>.
- I moved the <footer> from under the <body>, to **inside** the <body> from line 112 to 134.

## PART 3

### Improvements to Part 2

I have gotten only 2 notes by the lecturer regarding my media query, which I fixed to the best of my ability.

### Media Query

- On line 596 I changed the max-width from 768px to that of 960px (which was stipulated in the part 2 guidelines).
- I removed *flex-direction: column* on line 598.
- I removed *flex-direction: column* on line 603 and replaced it only with **gap: 15px;** to insure there is consistent spacing between website tabs (changing tag 1).



- I added a `.artsy-button2` tag so the button would be able to move into correct space when screen is made smaller from line 609 to 611 (changing tag 2).
- On line 676 to 678 I changed the display value from `.service-card {width: calc(100% - 30px);}` to `.service-card {width: calc(50% - 30px);}` for better aesthetic appearance (changing tag 3).
- I added a different tag from line 680 to 682 for the last to service cards to fit in with the other cards. The tag is `.service-card:nth-child(n+9) {width: calc(50% - 30px);}`. (changing tag 4).
- I made the map backing smaller when it displays on a smaller screen. From line 729 to 731 I added `.map-backing { height: 400px; }` (changing tag 5).
- I made the google maps images display in the middle of the map-backing by adding a `margin-top: 50px;` (changing tag 6).

I therefore improved my media query section by changing the screen width if less than 960px and made sure there were at least 5 tags changing in media query.

## Functionality

After I read-up about jQuery on (openjsf.org, O. F. -.) I decided it would be best to rather use that, I changed my *script.js* from being JavaScript to that of jQuery.

### Document Ready Function

I wrapped the entire script with the `$(document).ready()` function. By learning on (jQuery, 2024), doing this makes it that the script code will run only after the HTML document has completely loaded, which prevents issues that occur with manipulating elements that are not available.

```
1 $(document).ready(function() {
```

### Navbar-Scrolling

I attached a scroll event listener to the window object. I wanted for the navbar background to change colour when a user scrolls downwards therefore the following steps:

- **Select Navbar:** `const navbar = $('.nav-bar');` selects the navbar element.
- **Scroll Position Check:** `$(this).scrollTop()` checks how far the user has scrolled down.
- **Background Colour Change:**
  - If scrolled down (`scrollTop() > 0`), set the navbar's background colour to #FFAE42.
  - If at the top of the page, revert it to transparent.

```

2 // Nav-bar (Scrolling) - (WORKING)
3 $(window).scroll(function() {
4     const navbar = $('.nav-bar');
5     if ($(this).scrollTop() > 0) {
6         navbar.css('background-color', '#FFAE42');
7     } else {
8         navbar.css('background-color', 'transparent');
9     }
10 });
11

```

### Home (Image Carousel)

I defined a function *updateCarousel()* to update the positioning of the images in the carousel. Wanting the user to see the products the business supplies, the best way was through an image carousel, and moving the carousel images based on the current index.

```

12 // Home (Image-carousel) - (WORKING)
13 let currentIndex = 0;
14 const totalSlides = $('.slide').length;
15
16 $('.forward').click(function() {
17     if (currentIndex < totalSlides - 4) {
18         currentIndex++;
19         updateCarousel();
20     }
21 });
22
23 $('.back').click(function() {
24     if (currentIndex > 0) {
25         currentIndex--;
26         updateCarousel();
27     }
28 });
29
30 function updateCarousel() {
31     const offset = -currentIndex * 25;
32     $('.carousel-images').css('transform', `translateX(${offset}%)`);
33 }

```

The steps followed:

- **Calculate Offset:** *const offset = -currentIndex \* 25;* determines how far to shift the carousel.
- **Apply CSS Transformation:** Use *\$('.carousel-images').css('transform', `translateX(\${offset}%)`)* to visually shift the images left or right based on *currentIndex*.

### Questions (Drop-down Answer shows)

I attached a click event listener to those of elements with the *class.question*. I wanted users to be able to interact with the website, where users can click on the question and a drop-down like answer will show. Using to toggle the visibility of the answer associated with the question.

```
35 // Questions (Drop-down Answer show) - (WORKING)
36 $('.question').click(function() {
37     const answer = $(this).next();
38     const isVisible = answer.css('display') === 'block';
39
40     answer.css('display', isVisible ? 'none' : 'block');
41 });
42 });
```

The steps that were followed:

- **Select Answer:** *const answer = \$(this).next();* selects the answer element that follows the clicked question.
- **Visibility Check:** Check if the answer is currently displayed with *const isVisible = answer.css('display') === 'block';*
- **Toggle Visibility:** Use a operator to set the answer's display:
  - If visible, hide it (display: none).
  - If hidden, show it (display: block).

### All jQuery for functionality:

1. Initial setup to only execute after the DOM has loaded.
2. When a user scrolls the navbar will change of background colour, based on user's scroll positioning.
3. Through defining a function users can visually shift carousel images baes on the current slide and the index.
4. Allowing users to interact with the website, by clicking on a question then display the corresponding answer.

## SEO

Whilst developing the final product of the website, I wanted to ensure the implement the best SEO practices, which makes my website SEO compliant. I added the following to my code in the head tag:

<Head>

### Title Tag

All the website pages have a <title> tag, as it is one of the most important. I gave all my pages meaningful title tags, as the Search Engine will then easily be able to index my pages effectively. I will also be the text that will appear in the link of the Search Engine.

### Meta-Tags

I have added a range of meta-tags to all the pages of the website.

- **Meta Description:** By adding a description meta tag to my website pages, it will be the text that appears underneath the title link. By providing this meta tag will give a brief summary for the content and appears in the search engine results.
- **Meta Keywords:** The keyword meta tag could still be of value for the search engines, as it provides a possible combination of keywords that could be searched to look for my pages. Although no longer prioritized by Google it could still be used by other Search Engines. So, users will be able to navigate to my website.
- **Viewpoint Meta Tag:** This tag is rather important so users will be able to view the website from a mobile device. This tag ensures the website is mobile-friendly by scaling it correctly to work on mobile devices and to look aesthetically/ visually appealing and proportional.
- **Charset Meta Tag:** Using this tag is for character encoding, which will help the search engine display text and special characters on pages correctly.

### Evidence Screenshot

```
<head>

<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Playfair+Display:ital,wght@0,400..900;1,400..900&display=swap" rel="stylesheet">

<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Manrope:wght@200..800&display=swap" rel="stylesheet">

<link rel="stylesheet" href="/css/styles.css">

<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta name="description" content="Colortech is one of the leading colourant dispersion companies in South Africa that tailor products to the cus
<meta name="keywords" content="colour, color, paint, paint mixing, PVA, pva paint, QD, quick dry paint, Enamel, enamel paint, Epoxy, expoxy resi
<title>Home | Colortech</title>
<link
  rel="icon"
  href="/images/Colortech-Logo-Vivid-2-1280x1389.png"
  type="image/png"
>

<script src="https://code.jquery.com/jquery-3.6.0.min.js"></script>
</head>
```

As seen above is the Home Page <head> as an example, where the SEO title and meta-tags are. These practices can be seen in the code of each of the pages.

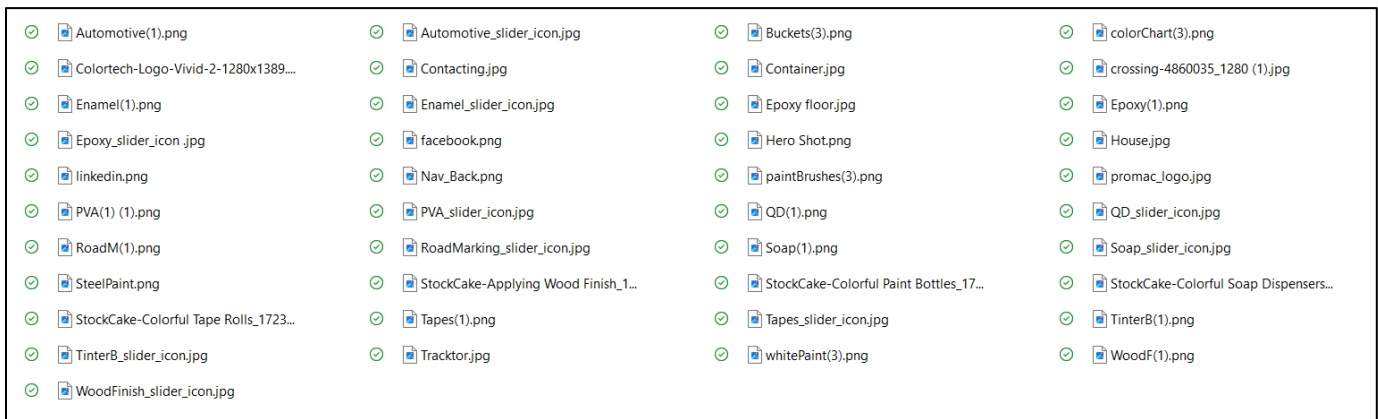
### <Body>

#### Headings

I have used heading 1 to heading 6 in my website coding, which is a good SEO practice. By using this practice, a Search Engine will be able to look through my pages and will be able to determine what the pages is dealing with. It will give the website pages meaning in regards to the Search Engine knowing the importance of content on the pages.

#### Images & Alt text

I have incorporated this SEO practice by naming my images mindfully and ensuring each image that I have used in my website has an appropriate alt attribute which described the images. As seen below are a screenshot of the images in the website all with names:



Below is an example of an image used with alt text:

```
<div class="logo">
  
  <!--(colortech, 2019)-->
</div>
```

*With implementing all the SEO practices, I have made sure my website and all pages are SEO compliant and follow good SEO practices.*

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