**Responsive Landing Page**

**Design Process**

The design was focused on creating a clean and responsive UI for the Educational Institute landing page. I designed the landing page using figma, focusing on simplicity and user-friendly. The goal was to ensure the design was both visually appealing and functional across different devices and screen sizes.

A site map was developed to outline the user flow.

Banners, Icons, buttons etc where used to draw attention to important information, such as the institution’s programs and call-to-action buttons.

Using figma, I created multiple screen designs to ensure responsiveness for desktop, tablet and mobile devices.

Figma link:  
https://www.figma.com/design/JBKnRfeQertMptSNrnz2hB/Untitled?node-id=0-1&node-type=CANVAS&t=tkrWMp5XlMVBZ4ch-0

**Front-end Development**

1. HTML/CSS

Clean and structured HTML5 and CSS3 were used to ensure the site followed modern web standards. Semantic HTML was used to make the content accessible, and CSS flexbox and grid layouts were used for the layout design.

2. Responsiveness

Media questions were used in the CSS to ensure responsiveness, allowing the system to adapt to different screen sizes, including desktop, tablet, and mobile. Features such as icons, buttons, and navigation menus were designed to be intuitive and very scalable.

3. Interface with JavaScript/jQuery

The carousel was implemented using JavaScript to display the organizational features dynamically.

They used jQuery for smooth scrolling and form validation, ensuring that users received immediate responses.

4. CMS integration

While the cover was created using HTML, CSS, and JavaScript, we integrated the design into WordPress for easy content management. This makes it easier for non-technical users to create and maintain new features. Custom themes were developed to maintain the visual integrity of the design.

5. SEO practices

We followed basic SEO principles, e.g.

Meta tags for each page to improve search engine visibility.

Alt text for all images to increase accessibility and increase search engine rankings.

Using appropriate heading structures (H1, H2, H3) to generate good content indexed by search engines.

6. Core PHP/MySQL integration

We used Core PHP and MySQL to implement the contact form. The form collects user information (name, email, message) and stores it securely in a database for further use. Validation of the original form has been added to ensure correct information is entered.

**Conclusion**

This project focused on creating a responsive and accessible landing page for an educational institution. The combination of communication features, CMS, and basic SEO ensures that the website is functional and easy to maintain. The design and development process followed best practices in web development to provide a smooth user experience.