**2.4.1 HTMLS**

-a) Appropriate HTML5 **section elements** tags, including the use of semantic HTML5 elements used in sectioning. (header/nav/section/aside/form/table)

-b) Images both static and clickable. (logo -> clickable, BG -> static)

-c) Use of appropriate special characters.

-d) Use of appropriate <meta> tags.

-e) Home page footer, use of the <address> element, and to indicate dynamically when the web site was last updated or modified by using BOM object.

**2.4.2 CSS3**

a) Format the appearance of paragraphs, lists, headers, background images, tables,

forms with the use of appropriate CSS3 selectors.

b) CSS3 contextual selectors (el, e2, e3; e f; e > f; e + f) and at least two other

attribute selectors, besides class and id attribute selectors.

c) CSS3 styles for color (RGBA & HSLA). Demonstrate that you understand the

concept of progressive enhancement.

d) Appropriate use of **dynamic** pseudo-classes to highlight hyperlinks states of link,

visited, active, hover, including focus and two **structural** pseudo-classes: firstof-

type and last-of-type.

e) Appropriate use of CSS3 background styles (background size, background-clip,

background-origin, etc.), padding, margins, borders, including the use of

rounded corners.

f) The user of a drop cap created with CSS3 is to be implemented at an appropriate

place on your home page.

g) Use of CSS3 page layout techniques with grid, flex, float and positioning **MUST**

**ALL** be demonstrated. The use of framework for layout is discouraged due to

too many unknown factors.

h) CSS3 text, box shadows, transform, rotate, opacity features must be applied

appropriately on your web site.

**2.4.3 Web Form**

a) Appropriate form elements including the use of HTMLS form widgets.

b) Appropriate CSS3 styles applied to Web Forms.

c) Use of inline form validation with the focus pseudo-class.

**2.4.4 Web Tables**

a) Use of web tables to depict relevant appropriate business related mut be

demonstrated.

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**2.4.5 Multimedia**

a) Appropriate use of sound and video elements on your site. Note: Ensure audio

and video clip are of no more than 30 seconds duration.

b) Appropriate use of CSS3 transitions and animations that enhances functionality

of your website.

**2.4.6 JavaScript**

a) Use of appropriate variables, arithmetic, comparison and logical operators,

subroutines, functions, arrays, conditional statements, conditional operators,

running time commands with system dock.

b) Use of system date (example: clock, countdown timer to an event) on your web

site.

c) Validating appropriate form input by using JavaScript functions (client side).

d) Use of JavaScript alerts for validation purposes.

e) Use of BOM/DOM in emulating events using event handlers.

**2.4. 7 Responsive Design**

a) Your web site design **MUST** implement each of the following responsive

techniques on different pages on your web site:

i) **CSS Grid** Layout using the display: grid

ii) **CSS Flex** Layout using the display: flex

iii) CSS Positioning

Note: The use of third party grid/flex layouts is **NOT** allowed.

b) The use of contextual selectors to control sub level menus, including the use

of a navicon image for mobile design is required .

**Note:** For small screen sizes, be mindful of number of menus and sub

menus that are visible by hovering on the navicon image.

c) Responsive Images

d) Responsive Web Form

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**2.4.8 Call to Action (CTAs)**

a) Your website must include at least **THREE** CTAs located on the homepage of

the website.

**What is a CTA?**

A **call to action** (CTA) is a prompt on a **website** that tells the user to take

some specified **action. A call to action** is typically written as a command

or **action** phrase, such as 'Sign Up' or 'Buy Now' and generally takes the form of

a button or hyperlink.

Three Reasons a Call to Action is Important.

o Your call to action (CTA) is the chance to motivate your audience to take

real steps toward becoming a customer or client, i.e. CTAs motivate your

sales funnel

o Customers Want Them!

o CTAs boost the success of digital advertising.

Some Sources of CT As:

https://www.vizioninteractive.com/blog/3-reasons-call-action-imPQrtant/

https://blog .hubspot.com/marketing/call-to-action-examples

https://shanebarker.com/blog/call-to-action/

https://thrivehive.com/website-call-to-action-button-examples/

https://www.referralcandy.com/blog/call-to-action-examples/

https: // adespresso. com/blog/ call-to-action-examples/

https://www.wordstream.com/blog/ws/2014/10/20/call-to-action-examples

https://www.impactbnd.com/blog/call-to-action-examples

https://www.crazyegg.com/blog/call-to-action-examples/

https://blog .wishpond.com/post/115675437275/call-to-action-examples