Front-End UI/UX Mini Project

Project Title: "Event Countdown Landing Page"

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Course: UI/UX Design Fundamentals

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2. Abstract

This project presents a responsive event landing page for the "Launch Conference 2025," incorporating a live countdown timer, speaker introductions, event schedule, and calendar integration links. The design prioritizes a modern, high-contrast theme with bold typography, intuitive navigation, and visual hierarchy.

Developed with HTML5, CSS3, and minimal JavaScript, the layout is fully responsive across devices and includes interactive elements such as animated countdown numbers and expandable event schedule tabs (CSS-only). The styling leverages Google Fonts, Flexbox layouts, and CSS transitions for enhanced user experience.

3. Objectives

- Design a responsive, visually engaging landing page for an upcoming event.
- Implement a live countdown timer using JavaScript.
- Present event details through speaker profiles and a collapsible schedule.
- Ensure mobile-friendly design using media queries.
- Maintain accessibility and readability with semantic HTML and ARIA labels.
- Allow users to add the event to their personal calendars easily.

4. Scope of the Project

- Built entirely with HTML5, CSS3, and lightweight vanilla JavaScript (no frameworks).
- Designed for single-page event promotion.
- Contains essential sections: Hero header, countdown, speakers, schedule, calendar buttons, and footer.
- Fully optimized for different viewports: desktop, tablet, mobile.
- Uses only royalty-free images and web fonts.

5. Tools & Technologies Used

Tool/Technology	Purpose
HTML5	Markup and content structure
CSS3	Styling and layout management
VS Code	Code editor
Chrome	Testing and debugging

6. HTML Structure Overview

- <header> – Event title and subtitle.
- <section class="countdown-section"> – Countdown timer using <div> elements for days, hours, minutes, seconds.
- <section class="speakers-section"> – Speaker grid with profile image, name, and role.
- <section class="schedule-section"> – CSS-only toggle for multi-day event schedule.
- <section class="calendar-section"> – Buttons linking to Google, Outlook, and iCal.
- <footer> – Copyright.

JavaScript updates countdown values every second until the event date.

7. CSS Styling Strategy

- Base Reset – box-sizing: border-box for consistent layouts.
- Dark Mode Theme – Dark background (#121212) with accent cyan (#1ce1d9).
- Typography – Poppins for headings, Roboto for body text.
- Flexbox – Used for speaker grid, countdown alignment, and button layouts.
- Animations – Pulse glow effect on countdown numbers.
- CSS-Only Interactivity – Radio button + label system for schedule tab switching.
- Responsive Design – Breakpoint at 640px for mobile adjustments.

8. Key Features

Feature	Description
Live Countdown	Real-time days/hours/minutes/seconds update via JavaScript.
Pulse Animation	Countdown numbers glow and fade for emphasis.
Speaker Profiles	Circular portrait images with hover lift effect.
Expandable Schedule	CSS-only radio button mechanism for day switching.
Mobile Optimization	Quick add-to-calendar links for multiple platforms.

9. Challenges Faced & Solutions

Challenge	Solution
Countdown stopping at zero	Added conditional check to freeze at "00" after event starts.
Timeline collapsing on mobile	Removed vertical border and adjusted padding for small screens.
Consistent speaker card spacing	Used flex-wrap with equal-width cards.

10. Outcome

- Developed a modern, engaging event landing page with strong visual impact.
- Achieved smooth cross-device adaptability using responsive design techniques.
- Implemented CSS-based tabs without external libraries.
- Integrated calendar links for user convenience.
- Delivered a clean, polished user experience with minimal code complexity.

11. Future Enhancements

- Add speaker detail modals with biographies and social links.
- Implement event registration form with backend integration.
- Enhance countdown with animations for number transitions.
- Add multilingual support for global reach.
- Enable offline-friendly PWA features.

12. Sample code

Countdown JavaScript:

```
const countdownDate = new Date('2025-12-01T09:00:00').getTime();

function updateCountdown() {

  const now = new Date().getTime();

  const distance = countdownDate - now;

  if (distance < 0) { return; }

  document.getElementById('days').textContent = Math.floor(distance / (1000 * 60 * 60 * 24)).toString().padStart(2, '0');

}

setInterval(updateCountdown, 1000);

updateCountdown();
```

Pulse Animation CSS:

```
@keyframes pulse {

  0%, 100% { color: #1ce1d9; text-shadow: 0 0 10px #1ce1d9; }

  50% { color: #14a9a2; text-shadow: 0 0 20px #14a9a2; }

}

.countdown-number {

  animation: pulse 2s infinite ease-in-out;

}
```

13.Screenshot of Final Output

Launch Conference 2025

Innovate. Inspire. Impact.
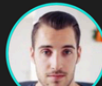
110
Days

00
Hours

11
Minutes

Meet the Speakers

Sara Lee
CTO, Innovatech

Mark Johnson
Founder, CodeCraft

Linda Park
UX Designer, Creativa

Event Schedule

Day 1

- 9:00 AM - Opening Keynote
- 10:30 AM - Tech Innovations Panel
- 12:00 PM - Lunch Break
- 1:00 PM - Workshop: AI Trends

Day 2

Add to Your Calendar

Google Calendar   Outlook   iCal

12. Conclusion

The Event Countdown – Launch 2025 project demonstrates a practical application of responsive design, UI/UX principles, and lightweight JavaScript for event promotion. Its sleek, dark-themed design, interactive countdown, and easy navigation make it suitable for professional conferences, festivals, or product launches.

13. References

- L&T LMS: https://learn.lntedutech.com/Landing/MyCourse