

TINA JEKE'S PROPOSAL



IMPROVEMENTS MADE
WITH JAVASCRIPT AND
CSS

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PREPARED FOR :

WEBE5020

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GROUP 2

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Enhancements to My Visual Design and Brand Identity



One of the most noticeable changes I made throughout my code was the refinement of my website's visual identity. From the start, my project already featured a bold, modern dark theme, but the updates I implemented strengthened the sense of brand professionalism, consistency, and user engagement. One of the biggest visual improvements I introduced was the shrinking header animation. Previously, the header remained static and took up the same amount of space regardless of how far a user scrolled. By adding a subtle shrinking effect, the header now compresses as the user scrolls down, creating a more modern, responsive feel while keeping the

logo and navigation visible at all times. This updated interaction not only enhances the visual appeal but also gives the site a more premium, app-like experience.

I also upgraded the header by adding transparency, a softer glass-like texture, and smooth animation effects. Even though I kept the original black-and-grey palette, the addition of a frosted-glass touch modernized the layout without moving away from my existing brand aesthetic. These enhancements show how I began thinking more intentionally about UX design—finding a balance between maintaining my brand's identity and adding modern styling cues seen on high-end fashion and tech websites.

Another improvement I made was upgrading my favicon setup. Instead of relying on a single PNG file, which can look inconsistent or blurry across devices, I expanded this into a complete favicon block with multiple sizes and formats. This ensures that my brand logo displays sharply on tabs, bookmarks, and even mobile home screens. This small but meaningful change enhances professionalism and strengthens the visual presence of my brand across the web.

Improvements in My Code Structure, Organisation, and Maintainability

A major area where I made progress was in organising and structuring my code more professionally. One of the most significant improvements was moving my JavaScript from inline `<script>` tags to clean, dedicated external files. Instead of embedding my header animation script directly in the HTML, I placed it into an external JavaScript file (`header.js`). This reflects a shift towards best practices by separating structure, design, and behaviour. It makes my website easier to maintain, reuse, and scale as it grows.

I also improved the structure and clarity of my CSS. Without changing the original layout or theme, I added a new `shrink` class specifically to animate the header during scrolling. This class controls padding, logo size, and transitions. By extending my existing style system rather than rewriting it from scratch, I showed a more methodical, modular approach to CSS—something that will be valuable in future projects.

Throughout my stylesheet, I maintained the original colour scheme and design choices but added polished touches, such as smoother transitions and more cohesive animations. My hover effects, text animations, and responsive adjustments now blend more naturally with the rest of the site. These improvements show a stronger understanding of how to keep code readable and organized while still enhancing visual quality.

I also improved my `<head>` section to include proper SEO and metadata. By adding refined descriptions, keywords, viewport settings, and complete



favicon support, I increased the site's compatibility, accessibility, and search engine potential. Overall, these updates transformed my codebase from simply functional to structured, optimized, and scalable.

Upgrades to My User Experience (UX) and Website Interactivity

The third major area where I made improvements was in enhancing overall user experience and interactivity. One of the biggest changes I implemented was the shrinking sticky header. This feature makes it much easier for users to navigate because the header remains visible while scrolling, but without taking up unnecessary space. Instead of forcing users to scroll all the way back to the top to switch pages, the navigation stays right in sight. This small upgrade completely changes the ease and flow of browsing my site.

I also added several interactive elements, hover animations, glowing input-focus effects, smooth transitions, and subtle button micro-animations. These changes help make the website feel more alive, polished, and user-friendly. Simple touches like logo hover scaling or button shadows improve feedback and engagement without altering the core theme or brand identity.

I refined my contact page and map integration as well. My Google Maps embed now loads more efficiently, thanks to lazy loading and improved referrer settings. I kept the original layout but enhanced performance, accessibility, and security. The newsletter input fields also feel more responsive thanks to updated focus and hover animations that guide the user's attention.

Even my favicon improvements play a role in UX. A crisp, correctly sized favicon helps users quickly identify my brand on crowded browser tabs or phone screens. All these enhancements—whether large or small—contribute to a smoother, more intuitive, and more professional browsing experience.

Overall, these changes show how I've grown in my understanding of user experience. I didn't change my brand identity or layout drastically; instead, I focused on making every interaction feel smoother, clearer, and more modern.

