DOCUMENTATION AND EXPLANATION

Objective : The design decisions are made to build a visually beautiful and effective landing page for a university website that encourages engagement and provides a consistent user experience.

Design elements:

BackGround Image :back ground image of the university creates an immersive visual experience that establishes the tone and complements the educational focus. Using a high-quality image ensures visual appeal, while a fixed background maintains the attention on the message.

Typography and Colors: The usage of 'Segoe UI' and an orange and gold color palette improves readability while also evoking feelings of warmth and trust. The use of white text on dark backgrounds in parts ensures strong contrast and legibility.

Navigation: With a fixed header and a translucent backdrop, visitors can quickly view navigation links regardless of their scroll position. Hover effects on navigation links improve user interaction feedback.

hero section : includes a conspicuous call-to-action (CTA) button that encourages users to apply. The background overlay improves text readability over the background image.

Section Layouts: Sections are created with plenty of padding and margin to reduce clutter and improve readability. Rounded corners and shadow effects offer a modern feel.

Course list: A flexible arrangement for course content that adapts to screen size improves the user experience across devices. Hover effects on course objects enable interactive feedback.

2. Front-End Development Process and Technology Used Technologies:

HTML: Structured material with semantic tags to improve SEO and accessibility.

CSS : used for styling and layout, with an emphasis on responsive design. Key attributes for responsiveness include background-size: cover, display: flex, and media queries.

Responsive Design: Media queries modify the layout to accommodate multiple screen sizes, ensuring usability on both mobile and desktop platforms. Flexbox is used to provide a responsive course list and navigation.

Fixed Positioning: The header and background picture are fixed positioned to create a consistent layout that remains visually stable while scrolling.

3. Cross-browser compatibility, accessibility

Cross-browser compatibility:

CSS Resets: Basic resets are used to guarantee that styling is consistent across all browsers.
Vendor Prefixes: Ensured compatibility with earlier browsers by utilizing appropriate vendor prefixes as needed.
Testing: The site was tested in major browsers such as Chrome, Firefox, Safari, and Edge to ensure consistent behavior and appearance.

Accessibility:

Semantic HTML: Use of semantic elements like <header>, <nav>, <section>, and <footer> improves screen reader compatibility.

Color Contrast: Ensured sufficient color contrast between text and background for readability.

Form Labels: Labels are associated with form controls for improved accessibility.

4. CMS Integration and Content Management.

Overview: This static HTML template can be converted into a theme/template for use with a CMS such as WordPress, Drupal, or Joomla.
Dynamic information, such as course listings and news updates, may be controlled via the CMS dashboard, allowing for simple adjustments without requiring direct code changes.
CMS features: CMS templates replace static HTML with dynamic PHP or templating code.
Custom post kinds, also known as modules, could be used for courses and announcements.

5. SEO Best Practices: On-Page SEO

Title Tags and Meta Descriptions : Used heading tags (<h1>, <h2>, etc.) correctly to create a clear content hierarchy.

Mobile-Friendly Design: Responsive design improves rankings in mobile search results**.**

Additional Practices:

URL Structure: Use clean, informative URLs.
Internal linking is the process of connecting essential elements of a website in order to improve navigation and indexing.
Page Speed Optimization: Make sure the background graphics are optimized for fast loading times.