## General specifications

| **Typography:** Epilogue, sans-serif (extrabold / bold / regular)  **Typography of the main title and other headings in the blog article:** Courgette, italics  **The menu is fixed when scrolling**  **The logo must link to index.html**  **Favicon:** favicon.ico  **The width for all the contents (“container” element) will be** 1170px;  Headers, images or background colours must occupy 100% of the width of the page |
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## General colour Palette

| **Body background:** #FDF0E9;  **Header background and other dark blue backgrounds:** #28293E  **Brown text** (general text colour on body background)**:** #391400;  **Red on light background:** #C43721  **Red on dark background:** #EF6D58  **Background for space** “Help to Build Your Dream Project”: #EF6D58  **Border for form fields:** #6D6D74  **Light red border:** #F3D1BF  **Light blue border:** #3A3C56  **Background for gray table headings (only mobile version):** #6D6D74 |
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## Font sizes

| **General size of the text** 16px (mobile =)  **Title of the page:** 72px (mobile: 56px)  **Big titles within the main section of the page:** 56px (mobile: 40px)  **Title for the articles of the blog in index.html / Team names / Agency (footer):** 24px (mobile =)  **Buttons:** 14px (mobile =)  **Contact info (phone / email / address):** 20px  **Text of the article for the blog post:** 20px  **Author description in the blog:** 12px  **Footer for the images in the blog post**: 16px  **Table cells:** 24px The document specifies the sizes of the main fonts on the web. When omitted, it’s supposed to be the base font (16px) or simply one of the already specified sizes, according to the images of the screenshots provided |
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## 

## Accessibility

| * **Colour contrast must be checked, the correct combination of the specified colours must validate** * **Remember to add relevant alternative texts for all images. If the images are not relevant for the meaning, add empty alt.** * **Remember to add information in the links when the text or content does not provide enough information when read out of context** * **All form fields must be properly labelled with accessibility in mind** * **Tables must provide accessibility improvements according to their characteristics** * **The headings must fit the hierarchy** * **Add “Skip to content” link as the first link in the page. You will find some help at the end of the document** |
| --- |

## Navigation menu:

web design

* About us (index.html)
* Services (#)
* Pricing (#)
* Blog (#)
* Contact (contact.html)

| **Specifications and behaviours**   * :hover for menu links: a border at the bottom 3px width and #C43721 (except Contact link, that has its own behaviour) * :focus and :active must have the same behaviour as the :hover * index.html must show “About us” as the selected menu item (=:hover) * color-theory-for-designers.html must show “Blog” as the selected menu item. * contact link button has to have a special behaviour on :hover with some animated transition (without Javascript). You can find some inspiration here: <https://webdeasy.de/en/top-css-buttons-en/> |
| --- |

## Footer:

Texts and menu

Agency

Menu

* About us (index.html)
* Services (#)
* Pricing (#)
* Blog (#)
* Contact (contact.html)

Services

* Design (#)
* Development (#)
* Marketing (#)
* See More (#)

Follow us on Facebook

Follow us on Twitter

Follow us on Instagram

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Header background image on the bog by rawpixel.com on Freepik.com

| External links:   * <https://www.facebook.com/agency> * <https://www.twitter.com/agency> * <https://www.instagram.com/agency> * <https://www.freepik.com/free-vector/larkspur-by-william-morris_3413160.htm#query=texture&position=23&from_view=keyword> (rawpixel) * <https://www.freepik.com/> * <https://laaqiq.gumroad.com> (Laaqiq) |
| --- |

| **Specifications and behaviours**   * Brown links become red + underlined on :hover (use the appropriate red according to the colour palette and the background) * Underlined red links become dark blue on :hover |
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## index.html

About Us

Agency provides a full service range including technical skills, design, and business understanding.

An Experience Design Agency

In Agency we have the ability to put ourselves in the merchant's shoes. We are meant to partner on the long run, and work as an extension of the merchant's team.

A digital agency is a business you hire to outsource your digital marketing efforts, instead of handling in-house. We can provide your business with a variety of digital solutions to promote your product or service online and help you.

Latest from our blog

Color Theory for Designers

Let’s dive into color theory. We’ll discuss the meanings behind the different color families, and give some examples of how these colors are used.

Color Meanings & Symbolism

Carl Jung, a renowned psychiatrist and proponent of art therapy, encouraged his patients to use color because he felt this would help them express some of the deeper parts of their psyche.

Color Psychology: The Emotional Effects of Colors

The psychology of color is based on the mental and emotional effects colors have on sighted people in all facets of life.

More articles

Our Team

Team of Designers and Developers

* Azah Anyeni  
  Designer
* Roelof Bekkenenks  
  React Developer
* Leonora Oliveira  
  Illustrator
* Izabella Tabakova  
  Product Designer

Testimonials

Why Choose Agency. Words from our customers

I hired Agency to outsource our digital marketing efforts, instead of handling in-house. They provide your business with a variety of digital solutions to promote your product. Agency has the best team to help you get the most out of your marketing efforts and investments.

Alan Martí - Meta Inc.

Help To Build Your Dream Project

A digital agency is a business you hire to outsource your digital marketing efforts, instead of handling in-house.

Contact now

| **Specifications and behaviours**   * **All three articles of the blog link to the prototype of the article (color-theory-for-designers.html)** * **More articles links to #** * **Contact now links to contact.html** |
| --- |

## contact.html

Contact

We provide services from our offices in Washington. You can visit our office or drop us an email. We will be happy to meet you in person or online.

Phone

+1 (234) 567-89-00

Email

[info@agency.com](mailto:info@agency.com)

Address

2247 Lunetta Street, TX 76301

*[Form]*

Get In Touch

*[fields]*

* Your name
* Your email
* Your phone number
* I am interested in… [select one]
  + Design
  + Development
  + Marketing
  + Other
* Message
* I have read and accept the privacy policy

*[button]*  
Submit now

| **Specifications and behaviours**   * **Embed code for the map:** <iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d52983.55059947308!2d-98.52728606109359!3d33.903251986413196!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x8652db0b7d1ca639%3A0x3b22e12b908fe9ed!2sWichita%20Falls%2C%20Texas%2076301%2C%20EE.%20UU.!5e0!3m2!1ses!2ses!4v1668535767811!5m2!1ses!2ses" width="600" height="450" style="border:0;" allowfullscreen="" loading="lazy" referrerpolicy="no-referrer-when-downgrade"></iframe>  Width and height have to be overridden with CSS to occupy the 100% width of the page. * **Telephone number and e-mail have to be correctly linked.**   **About the form:**  (the texts in square brackets [] are indications, not texts that should appear on the web)  **The design of the form is free, although it has to maintain the aesthetics of the rest of the web and follow the following guidelines**   * You must use the most suitable form elements available in HTML5. * It is a single form divided into two columns of fields. * The required fields has to be correctly marked as such and validated (only that they are required) * **The form has to provide a false action (#) and use the method that doesn’t show the values of the fields in the URL.** |
| --- |

## color-theory-for-designers.html

Color Theory for Designers

Let’s dive into color theory. We’ll discuss the meanings behind the different color families, and give some examples of how these colors are used.

About the author

Cameron Chapman is a professional Web and graphic designer with over 6 years of experience. She writes for a number of blogs and is the author of The Smashing … More about Cameron

There are few things in design that are more subjective—or more important—than the use of color. A color that can evoke one reaction in one person may evoke the opposite reaction in another, due to culture, prior association, or even just personal preference.

Color theory is a science and art unto itself, which some build entire careers on, as color consultants or sometimes brand consultants. Knowing the effects color has on a majority of people is an incredibly valuable expertise that designers can master and offer to their clients.

Red (primary color)

Red is a very hot color. It’s associated with fire, violence, and warfare. It’s also associated with love and passion. In history, it’s been associated with both the Devil and Cupid. Red can actually have a physical effect on people, raising blood pressure and respiration rates. It’s been shown to enhance human metabolism, too.

Red can be associated with anger, but is also associated with importance (think of the red carpet at awards shows and celebrity events). Red also indicates danger (the reason stop lights and signs are red, and that warning labels are often red).

Outside the western world, red has different associations. For example, in China, red is the color of prosperity and happiness. It can also be used to attract good luck. In other eastern cultures, red is worn by brides on their wedding days. In South Africa, however, red is the color of mourning. Red is also associated with communism.

Red has become the color associated with AIDS awareness in Africa due to the popularity of the [RED] campaign.

In design, red can be a powerful accent color. It can have an overwhelming effect if it’s used too much in designs, especially in its purest form. It’s a great color to use when power or passion want to be portrayed in the design. Red can be very versatile, though, with brighter versions being more energetic and darker shades being more powerful and elegant.

*[image captions]*

The bright red of the illustration on the homepage of Nacache Design’s site gives the page a ton of energy and vibrancy.

Build in Amsterdam’s website uses a vibrant red accent color that draws attention to the middle of the page immediately. (2010)

In brief

While the information contained here might seem just a bit overwhelming, color theory is as much about the feeling a particular shade evokes than anything else. But here’s a quick reference guide for the common meanings of the colors discussed above:

| Type of color | Color | Common meanings |
| --- | --- | --- |
| * Warm colors * Cool colors * Neutral colors | * Red * Orange * Yellow * Green * Blue * Purple * Black * Gray * White * Brown * Tan or Beige * Cream or Ivory | * Passion, Love, Anger * Energy, Happiness, Vitality * Happiness, Hope, Deceit * New Beginnings, Abundance, Nature * Calm, Responsible, Sadness * Creativity, Royalty, Wealth * Mystery, Elegance, Evil * Moody, Conservative, Formality * Purity, Cleanliness, Virtue * Nature, Wholesomeness, Dependability * Conservative, Piety, Dull * Calm, Elegant, Purity |

You can read the complete, original article, at Smashing Magazine

More on our blog...

The Whole Series

* Color Theory for Designers, Part 1: The Meaning of Color
* Color Theory for Designers, Part 2: Understanding Concepts And Terminology
* Color Theory for Designers, Part 3: Creating Your Own Color Palettes

Further resources

* A Simple Web Developer’s Guide To Color
* The Code Side Of Color
* Color Meanings
* Color Meanings & Symbolism

Explore more on

* Design
* Color
* Color Theory

| **Specifications and behaviours**   * **Link to the original article:** [**https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/**](https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/) * **Link to the websites shown in the images:** [**http://nacachedesign.com/**](http://nacachedesign.com/)[**https://www.buildinamsterdam.com/cases**](https://www.buildinamsterdam.com/cases)   **All the other links, link to #, including the tag links (Design, Color…)**  **The table has to be equipped with the best accessibility solution. Be careful: lists have been included inside the table, but this is *not* a good solution.**  **For the background image of the header use blog-header-bg.jpg provided and apply a 20% opacity with the dark blue background colour.** |
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## A little help:

| **Icons**  For the inclusion of icons the SVG images are provided in the material folder.  **Skip to content link**  You can find some help here:  [**https://css-tricks.com/how-to-create-a-skip-to-content-link/**](https://css-tricks.com/how-to-create-a-skip-to-content-link/) |
| --- |

## Do you want a bonus?

| **Completion of this part is optional, it counts to raise the grade and for the granting of honors.**  **Responsive web**  You will find the screenshots for the design for mobile devices in the screenshots/bonus folder, in the files labeled "mobile". You have the three pages as well as how the menu is displayed when it is opened.  As an orientation, the captures are 375px, but since it is a responsive web, it must be adapted for sizes smaller than 768px. If you specially love challenges, you can try to do a smooth transition from desktop to mobile.  **Specifications for mobile version only**   * The menu in mobile has to be achieved (opened and closed) without using JavaScript. Some help here:   + <https://www.youtube.com/watch?v=sjrp1FEHnyA>   + <https://blog.logrocket.com/create-responsive-mobile-menu-with-css-no-javascript/> * The responsive version of the Team members will show an horizontal scroll. Do not use JavaScript to achieve this. Some help here:   + <https://www.digitalocean.com/community/tutorials/css-scrollbars> * Doing responsive tables is a difficult task. You have to achieve, only using CSS and without duplicating HTML code for the table, the mobile version provided. Some help/ideas here:   + <https://nikitahl.com/responsive-table-with-css> |
| --- |