**Design Specifications**

Typography:

* The base font size is 16px for all screen width 600px and up (the mobile base font size is 14px)
* The body font family is Raleway Light
* The headings font family is Playfair Display

Colours:

* The HEX code for the body font colour is #2d2d2d
* The HEX code for the light grey text colour is #969696
* The HEX code for orange brand colour is #e2574c (used for links, some headings, and buttons)
* The HEX code for the link hover state colour is #b64036
* The HEX code for the light grey border colour is #d7d7d7
* The HEX code for the dark grey background colour is the footer is #242424
* background-color: rgba(0, 0,0, 0.25)
* TINT ON PICTURES

Screen Sizes:

* The width of the desktop-friendly content area is 1240px
* If undertaking the responsive stretch goal, the width of the tablet-friendly content area is 600px

**Requirements**

To receive a “Pass” grade for this project, your submission will need to satisfy the following criteria:

General requirements:

Your project must:

* Contain a single .html file and an external .css file (a CSS reset may be included separately)
* Adequately reflect the designer’s vision for the website
* Demonstrate effective organization of the project’s root directory
* Have a Git repository initialized in its root directory with an appropriately customized .gitignore file
* Be pushed to GitHub (with all of your commits synced to it)
* Contain a README.md file describing the project (e.g. technologies used, personal learnings, etc.)

HTML requirements:

Your project must:

* Use the HTML5 doctype and semantic HTML5 mark-up
* Include all essential elements covered in class (e.g. <meta charset="utf-8">)
* Make appropriate use of paragraph, heading, and list elements
* Incorporate a list-based navigation menu

CSS requirements:

Your project must:

* Make appropriate use of classes and IDs as selectors
* Use a CSS reset
* Use the background property where appropriate
* Demonstrate effective use of box model properties
* Demonstrate effective use of CSS properties for altering the visual display of text (e.g. font-family, font-style, text-transform, etc.)
* Incorporate custom fonts using @font-face
* Use an icon font
* Use CSS3 properties where appropriate (e.g. box-shadow or border-radius)
* Use flexbox layout properties (no floats!)

RWD requirements:

Your project must:

* Be responsively designed using a mobile-first approach
* Be optimized for 3 screen sizes: mobile, min-width: 600px and min-width: 1240px

@media only screen and (max-width: 599px) [mobile]

@media only screen (min-width: 600px) and (max-width:1239px) [tablet]

@media only screen and (min-width: 1240px) [desktop]

JS requirements:

Your project must:

* Incorporate “smooth scrolling” into the menu that navigates to specific headings in the page
* Incorporate an image slider using a jQuery plugin for the featured product area ([Flickity](http://flickity.metafizzy.co/" \t "_blank) is a good choice)
* Display an alert box that says “Thanks for subscribing!” whenever a user successfully submits the newsletter form with valid email address, otherwise they should see a message in the alert box that asks them to enter a valid email address

Additional requirements:

Your project must:

* Take into account all feedback you received during the project check-in
* Be sure to test your project completely in all major browsers (Chrome, Firefox, Safari, Opera, Edge) when you think you’re finished
* Update the the cart icon in the top-right corner of the header every time the user clicks the “Add to Cart” button for a product (see the additional stretch goal design comp in the project assets folder)
* Incorporate a fixed header at the top of the page (so that the navigation menu is always visible when the user scrolls down) [position = fixed]

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