

**School of Engineering and Technology,**

**CHRIST (Deemed to be University)**

Department of Artificial Intelligence, Machine Learning

and Data Science

**FRONT END UI/UX DEVELOPMENT**

**(BTOE361T5P)**

**CIA 2**

**PROJECT REPORT 2**

**Title: FutureTech Summit 2025 (Tech Conference Event Page)**

**3 BTCS AIML C**

**Submitted to: Mr. Narendra**

*Submitted by:*

Ann Elizabeth (2462037) - ann.elizabeth@btech.christuniversity.in

Sasmita S (2462144) - sasmita.s@btech.christuniversity.in

Rachel Febin Pulicken (2462132) - rachel.febin@btech.christuniversity.in

CONTENTS

1. Abstract, Objectives and Scope of the Project………...01
2. Tools and Technology used……………………………02
3. HTML Structure Overview……………………………03
4. CSS Style Strategy…………………………………….03
5. Key Features…………………………………………...04
6. Challenges faced and Solutions……………………….05
7. Future Enhancements………………………………….05
8. Sample Code…………………………………………..06
9. Screenshots of Final Output…………………………...07
10. Conclusion and References………………………08

**ABSTRACT**

The FutureTech Summit 2025 website is a responsive event landing page designed to promote a major tech conference in Bengaluru, India. The goal of the project is to inform visitors about the summit’s schedule, speakers, venue, and ticketing options while encouraging registration through clear calls to action. Built using HTML and CSS, the site features a visually engaging hero section, speaker profiles, a multi-day agenda, ticket pricing, venue details, and sponsor highlights.

Core technologies include HTML5 for semantic structure and CSS3 for styling, with layout managed via CSS Grid and Flexbox to ensure responsiveness across devices. The final outcome is a clean, professional website that effectively communicates event details and drives user engagement. Its usefulness lies in its ability to serve as a central hub for attendees, organizers, and sponsors, offering clarity, accessibility, and a seamless user experience.

**OBJECTIVES**

* Build an event landing page to simulate a real-world tech conference site
* Apply layout principles to communicate schedule, speakers, and ticket inform
* Implement design elements that support professional user interaction.

**SCOPE OF THE PROJECT**

The FutureTech Summit 2025 website is a static, front-end project designed to promote a major technology conference. It includes several key sections: a hero banner with event details and a call-to-action button, speaker profiles featuring images and bios, a three-day agenda outlining sessions and workshops, ticketing information with pricing and registration links, venue details with address and a placeholder map, and a footer showcasing sponsor logos and contact information. The site is built using HTML5 for structure and CSS3 for styling, leveraging responsive design techniques like Grid and Flexbox to ensure usability across devices.

The boundaries of the project are clearly defined. It does not include any backend functionality such as databases or user authentication, nor does it use JavaScript for interactivity or dynamic content. All information is hardcoded, and images are placeholders rather than live assets. Accessibility features are basic, and the site is intended purely for informational and promotional purposes. While visually polished and user-friendly, its scope is limited to static content presentation.

**TOOLS AND TECHNOLOGY USED:**

|  |  |
| --- | --- |
| TOOL/TECHNOLOGY | PURPOSE |
| HTML | Structuring the content and layout of the webpage using semantic elements (e.g., <header>, <section>, <footer>). |
| CSS3 | Styling the website, including colors, fonts, spacing, and visual hierarchy. |
| CSS Grid | Creating responsive multi-column layouts for sections like speakers and agenda. |
| Flexbox | Aligning and distributing items within containers, especially in the footer and ticket sections. |
| Responsive Design | Ensuring the site adapts smoothly to different screen sizes and devices |
| Placeholder Images | Representing visual content (e.g., speaker photos, venue map) during development. |
| Call-to-Action Buttons | Encouraging user interaction, such as ticket registration or navigation. |

**HTML STRUCTURE OVERVIEW:**

The HTML structure of the FutureTech Summit 2025 website is organized using semantic elements to ensure clarity, accessibility, and maintainability. It begins with the <!DOCTYPE html> declaration, followed by the <html> tag with a language attribute set to English. Inside the <head> section, essential metadata is defined, including character encoding, viewport settings for responsive design, the page title, and a link to an external CSS stylesheet.

The <body> contains the main content, divided into several key sections. The <header> serves as the hero section, featuring the event name, date, location, and a prominent call-to-action button that links to the ticketing section. Following this is a <section> for speaker profiles, displaying a grid of cards with images, names, roles, and brief bios. The next section outlines the event agenda across three days, each with a list of scheduled sessions. The ticketing section provides pricing details for general and student passes, along with a registration button. Venue information is presented in another section, including the location name, address, and a placeholder map image. Finally, the <footer> wraps up the page with sponsor logos, contact details, and copyright information.

This structure uses semantic tags like <header>, <section>, and <footer> to enhance readability and support responsive design, making it well-suited for a static promotional website.

**CSS STYLE STRATEGY:**

The stylesheet adopts a minimalist and professional aesthetic, using a neutral background color (#f8f9fa) and a consistent sans-serif font (Arial) to ensure readability across devices. The layout is structured with generous padding and centralized content (max-width: 1100px) to maintain focus and clarity. Each section is visually distinct, using background colors, box shadows, and border radii to create depth and separation. The hero section employs a bold gradient background (linear-gradient(120deg, #004e92, #000428)) with high-contrast white text and a vibrant call-to-action button (#ffce00) to immediately capture attention. Grid layouts (grid-template-columns) are used extensively in the speakers and agenda sections to ensure responsiveness and adaptability to various screen sizes. Cards and containers are styled with soft shadows and rounded corners to create a friendly and approachable interface. Typography is carefully scaled, with headings in larger, colored fonts (#004e92) to establish hierarchy, while body text remains subdued (#555) for easy reading. Interactive elements like buttons feature hover effects for tactile feedback, enhancing user experience. Overall, the CSS strategy balances aesthetics with functionality, ensuring the site is visually appealing, easy to navigate, and optimized for both desktop and mobile users.

**KEY FEATURES :**

|  |  |
| --- | --- |
| Feature | Description |
| Hero Section | Bold gradient header with summit title, date, location, and a prominent CTA button |
| Speakers Section | Responsive grid of speaker cards with images, names, titles, and short bios. |
| Agenda Section | Day-wise schedule with session times and topics, styled for easy readability. |
| Tickets & Registration | Ticket pricing (General & Student) with a clear “Register Now” button. |
| Venue Information | Venue name, address, and a map image for location reference. |
| Footer with Sponsors | Sponsor logos displayed horizontally, plus contact info and copyright notice. |
| Consistent Styling | Unified fonts, colors, spacing, and shadows for a clean, professional look. |
| Responsive Design | Mobile-friendly layout using CSS grid and flexible units for all screen sizes. |

**CHALLENGES FACED AND SOLUTIONS**

|  |  |
| --- | --- |
| Challenge | Solution |
| Cluttered content layout | Use grid systems and spacing for clean organization |
| Poor mobile responsiveness | Implement CSS media queries and flexible units |
| Low user engagement | Add clear CTAs and interactive elements |
| Slow loading times | Apply a unified style guide and reusable components |
| Inconsistent design | Used Flexbox for even spacing |

**FUTURE ENHANCEMENTS**

To enhance the FutureTech Summit 2025 webpage, several forward-looking improvements can be introduced to elevate user experience and engagement. Adding an interactive agenda would allow attendees to filter sessions by topic or speaker and even sync events to their personal calendars. Incorporating speaker videointroductions can bring a more personal touch, helping users connect with the experts before the event. A live chat support feature would streamline ticketing and general inquiries, offering real-time assistance. To build anticipation, a countdown timer leading up to the summit could be prominently displayed on the homepage.

Further credibility can be established by showcasing user testimonials from past attendees, either as quotes or short videos. Enhancing accessibility through screen reader compatibility, high-contrast modes, and keyboard navigation ensures inclusivity for all users. Integrating social media feeds and hashtags would encourage sharing and provide live updates during the event. Replacing the static venue image with a dynamic map embed would improve navigation and location awareness. Offering multilingual support would make the site more accessible to a global audience. Lastly, transforming the site into a Progressive Web App (PWA) would allow users to access content offline and enjoy an app-like experience on mobile devices. These enhancements collectively aim to make the summit more engaging, inclusive, and technologically forward.

**SAMPLE CODE:**

A screenshot of a computer program

AI-generated content may be incorrect. A screenshot of a computer

AI-generated content may be incorrect.

|  | |
| --- | --- |
|  | |
|  | |
|  | |
|  | |
|  | |
|  |  | |

**SCREENSHOTS OF FINAL OUTPUT:**

A screenshot of a web page

AI-generated content may be incorrect.

A screenshot of a web page

AI-generated content may be incorrect.

A screenshot of a ticket register

AI-generated content may be incorrect.

**CONCLUSION:**

This is a tech conference event page that showcases the user's skills, projects, resume, and contact form

This mini project helped us strengthen our front-end development skills using only HTML and CSS. We gained practical insights into responsive design, layout structuring, and user interface aesthetics. The hands-on implementation of design principles also enhanced our understanding of user-centric web design.

**REFERENCES:**

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