

# FIRMNESS

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Major Project – Crit 3

# TWITTER

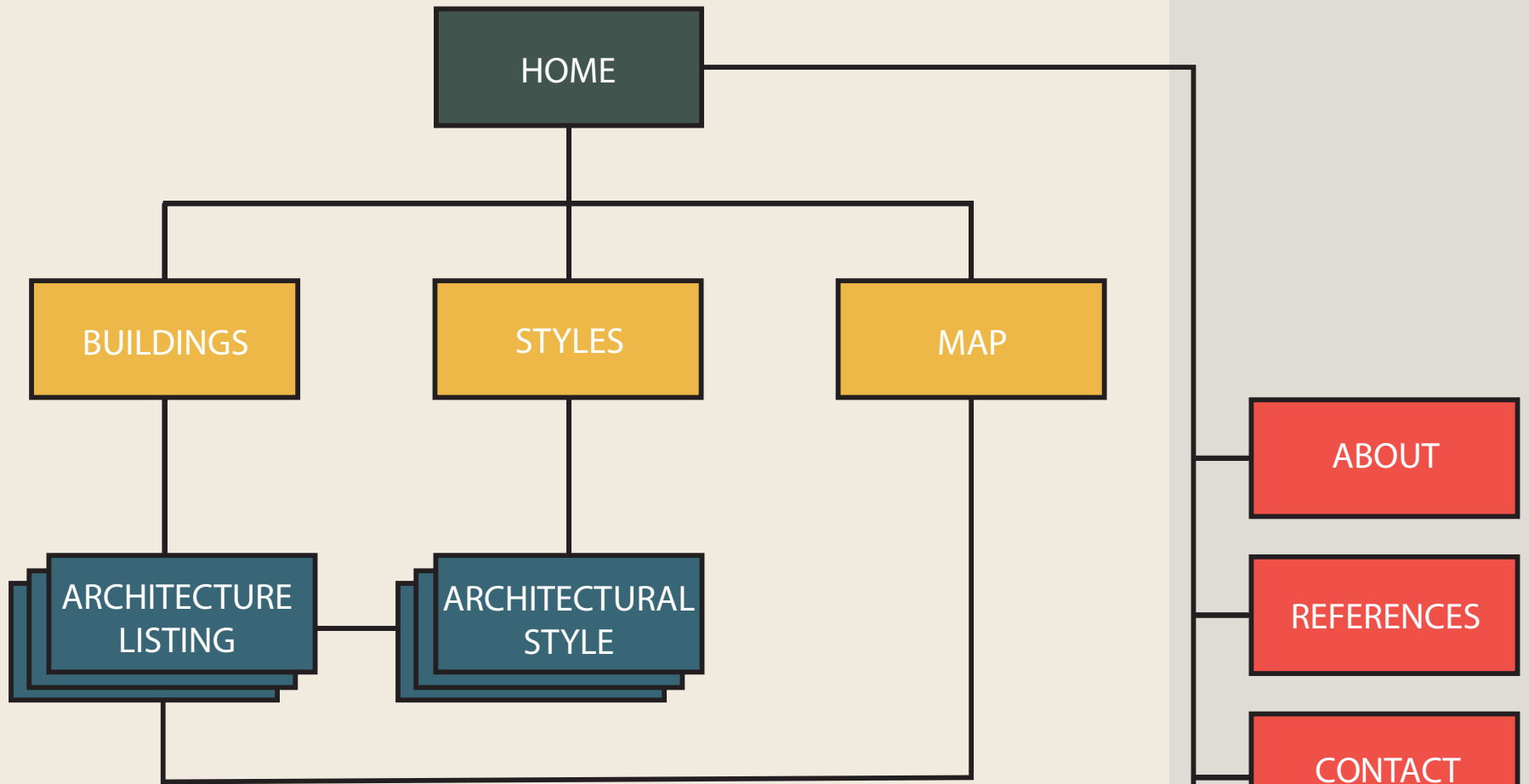
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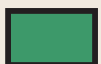
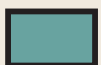
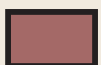



Architecturally:

an illustrated guide to help locals and visitors explore London's diverse landscape of architecture.

(122 characters)



-  HOMEPAGE
-  FIRST-LEVEL PAGES
-  SECOND-LEVEL PAGES
-  ADDITIONAL PAGES

# FRONT-END

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HTML5

SVGs

CSS

Javascript

# SVGs

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- Peter Collingridge's SVG Optimiser
- Inline SVGs using `<svg>` tag rather than other embed methods
- Accessible SVGs:
  - [Leonie Watson - Tips for creating accessible SVGs](#)
  - [Heather Migliorisi - Accessible SVGs](#)
- Responsive
  - [Joe Harrison - Responsive Icons](#)

# CSS

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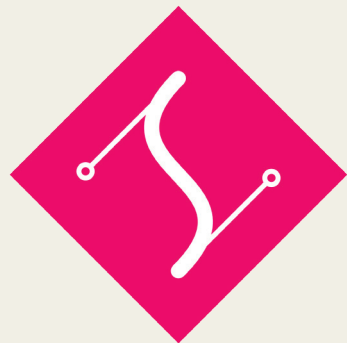
- BEM with ITCSS
- Sass
- Zurb Foundation
- CSS animations for SVGs  
[[Examples](#)]



# JAVASCRIPT

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- `svg.js` / `snap.svg` / `GSAP` / `velocity.js`  
[[Examples](#)]
- Foundation css framework will include js in there for layout/responsive purposes



Velocity.js

# BACK-END

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- CMS — will require PHP and MySQL
- Requirements from CMS:
  - complete control of what's in the CMS
  - manage content categorisation and relationships
  - ability to search/filter well
  - add-on functions for future expansion e.g. e-commerce, accounts
  - user-friendly







[grabaperch.com](http://grabaperch.com)

## PROS

- lightweight
- no themes
- can retrofit to a static site
- easy, user-friendly UI

## CONS

- licence fee (£50)
- documentation and tutorials only on site and YouTube channel



[craftcms.com](https://craftcms.com)

## PROS

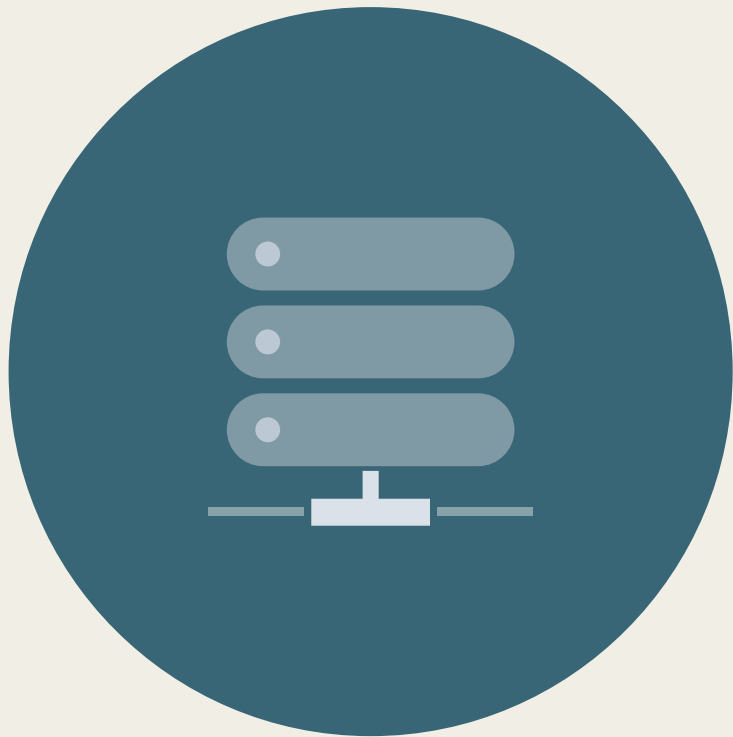
- easy installation procedure
- lots of documentation/support
- complete flexibility
- live preview
- user-friendly, responsive UI

## CONS

- uses TWIG, simplified templating language for PHP, so will need to learn

# HOSTING

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- 1&1:
  - shared hosting – low cost
  - Up to 600MB RAM
  - Unlimited bandwidth
  - SSL certificate
  - 24/7 support

# ANALYTICS

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- Google Analytics
  - analyse traffic sources and flow
  - demographics
  - breakdown of keywords
- Google Search Console
  - search analytics
  - any links to the site
  - monitors and resolves markup issues

