

*State educational institution "Mykhailiv
Higher Vocational School"*



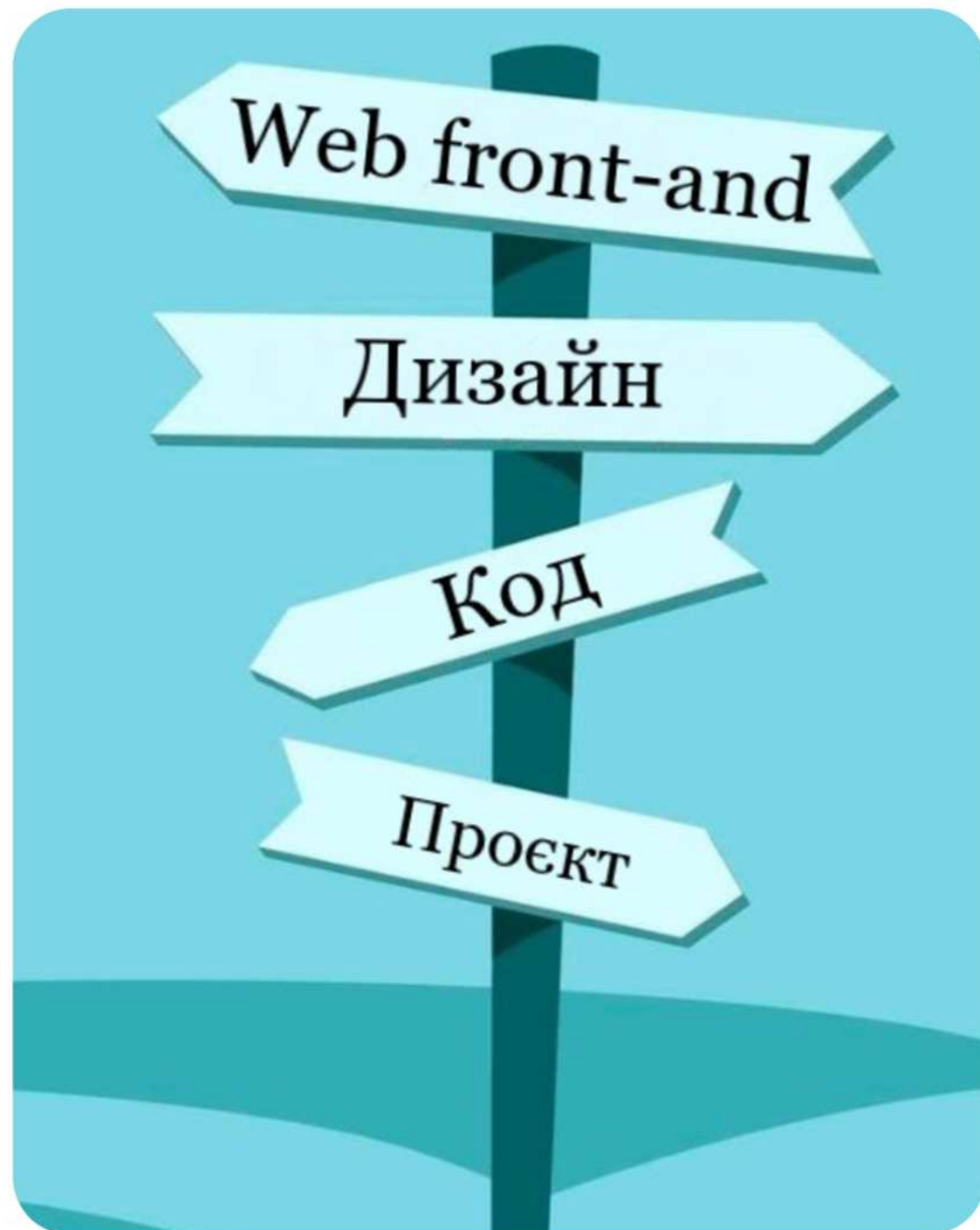
EtnoShop

Competition work on information technology "IT_TEEN_ZP"

Web front-end nomination

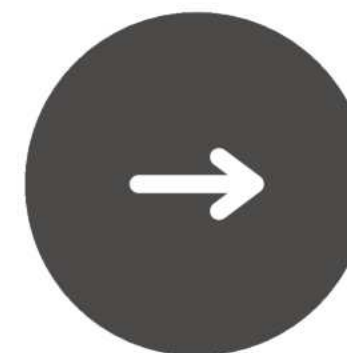
*Project Managers:
Roslov O. O.*

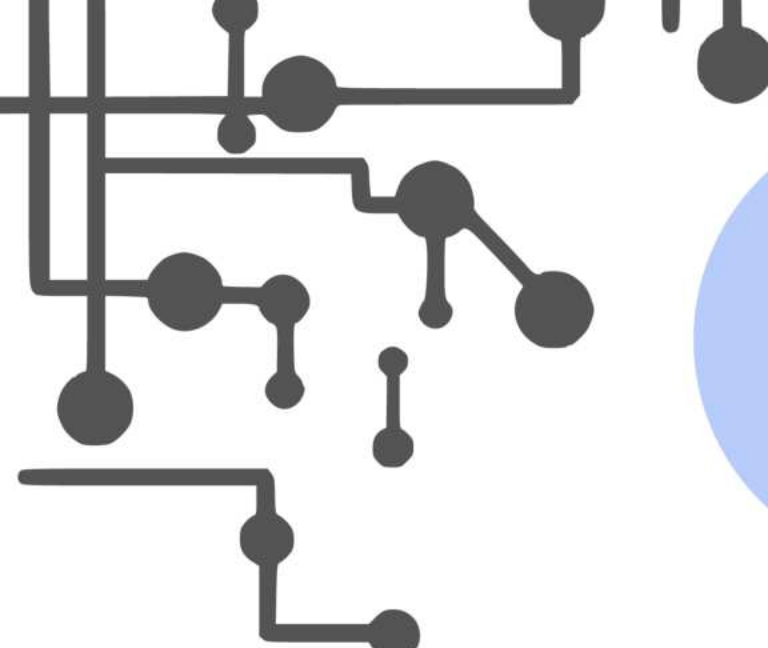
*Artist:
Anisov O. A.*



Plan:

- ✓ The purpose and idea of the project;
- ✓ Visual implementation, content creation;
- ✓ Technical implementation, key points:
 - adaptation;
 - optimization;
 - hosting;
- ✓ Conclusion.





The goal and idea of the project



Why is the online store called "EtnoShop"?

Ethnos (from ancient Greek - "**people**") Ethnic goods are items that reflect the cultural heritage of a certain people. These can be clothes, jewelry, decorative items, and more.

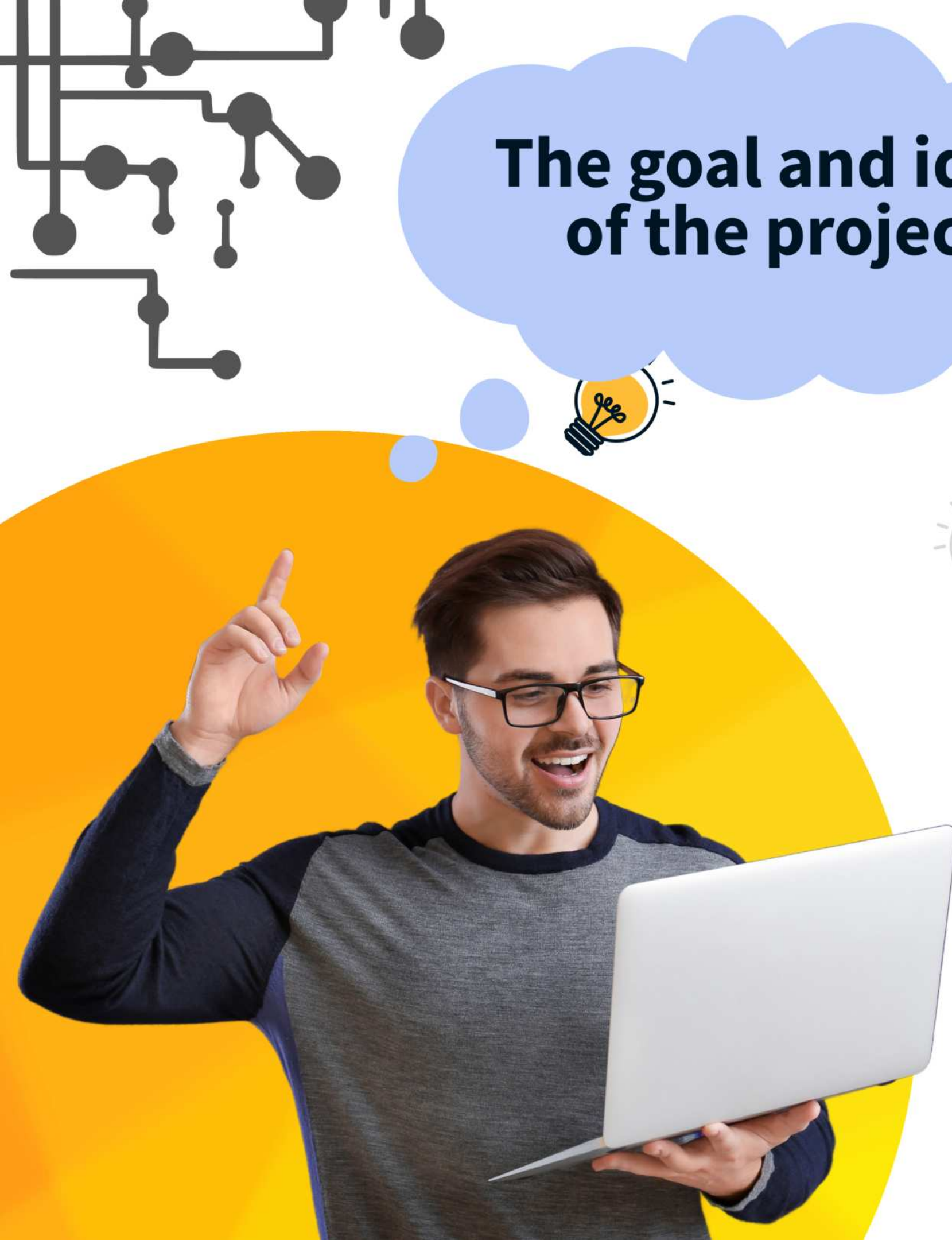
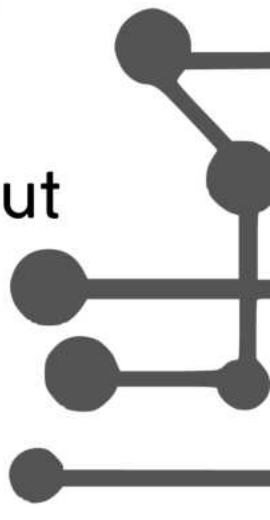


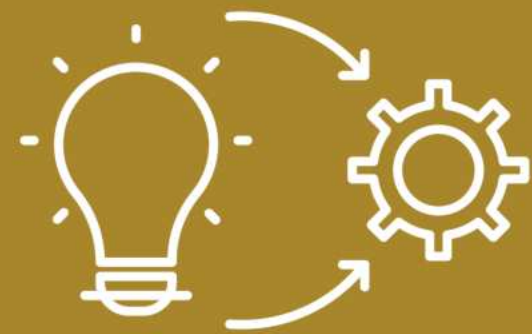
The **goal** of the "EtnoShop" project is to develop a modern website for conducting business activities – selling national **clothing**.



The **idea** is very simple, it is the development and popularization of Ukrainian national clothing, and at the same time Ukrainian culture. That is, an online store that sells Ukrainian national clothing, where you could buy high-quality and original clothing not only for yourself, but also for the whole family.

<https://etnoshop.netlify.app>





Visual implementation



Website design

At the initial stage, when the name of the site had already been created, the question arose about the structure: what exactly it should be, how many pages, products, how it should all look. At that time, I didn't have a clear understanding, so I decided to use Figma, firstly, to have a template to use to build the site, that is, to make my life easier in the future, and secondly, to improve my web design skills.

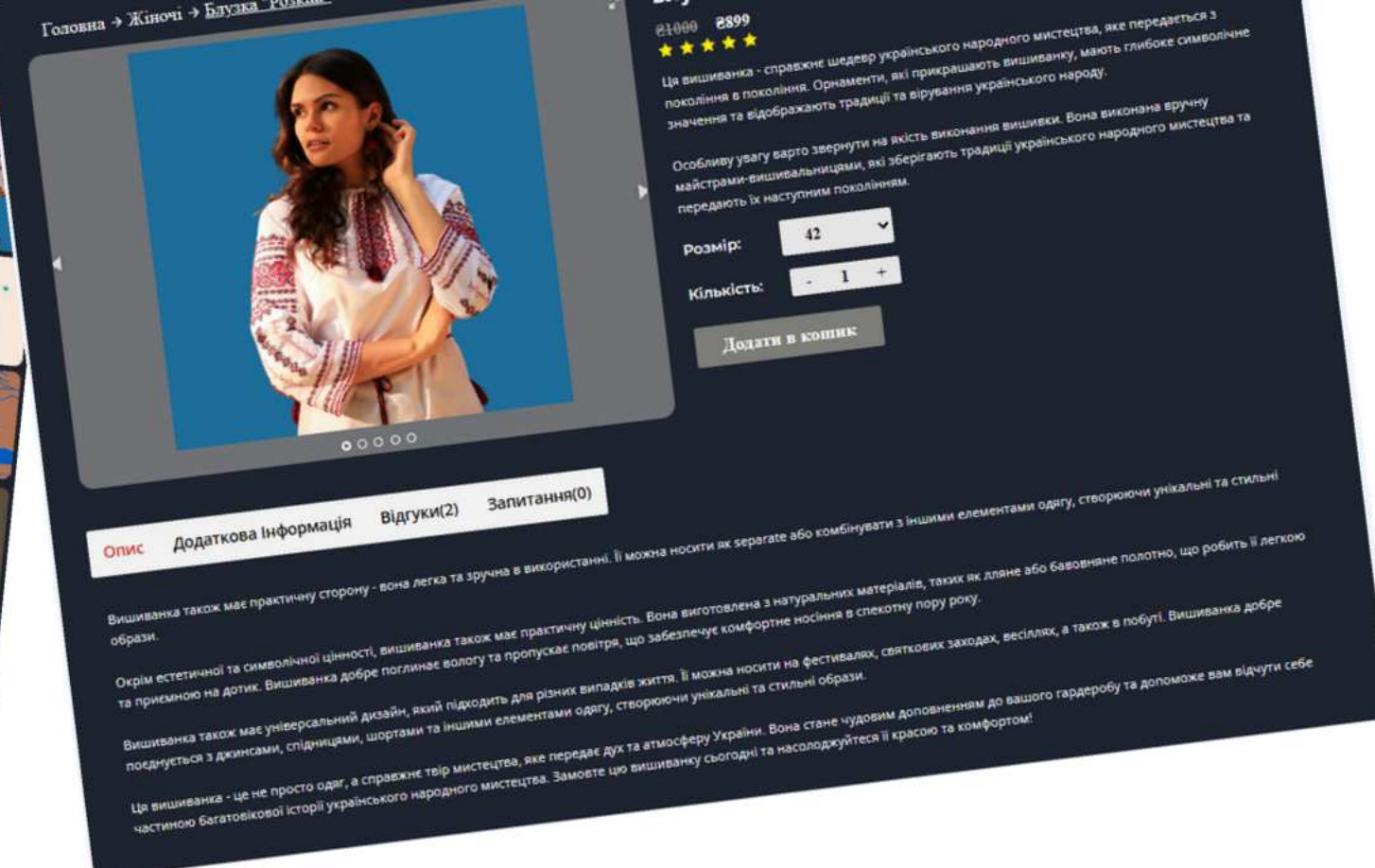
The main feature of the design is rounded corners on all elements from promotional ads to payment for purchases. The design itself is not simple, as it has animation.

What is Figma?

Figma is a powerful tool for creating web and mobile interfaces, prototyping, and graphic design.



Content creation

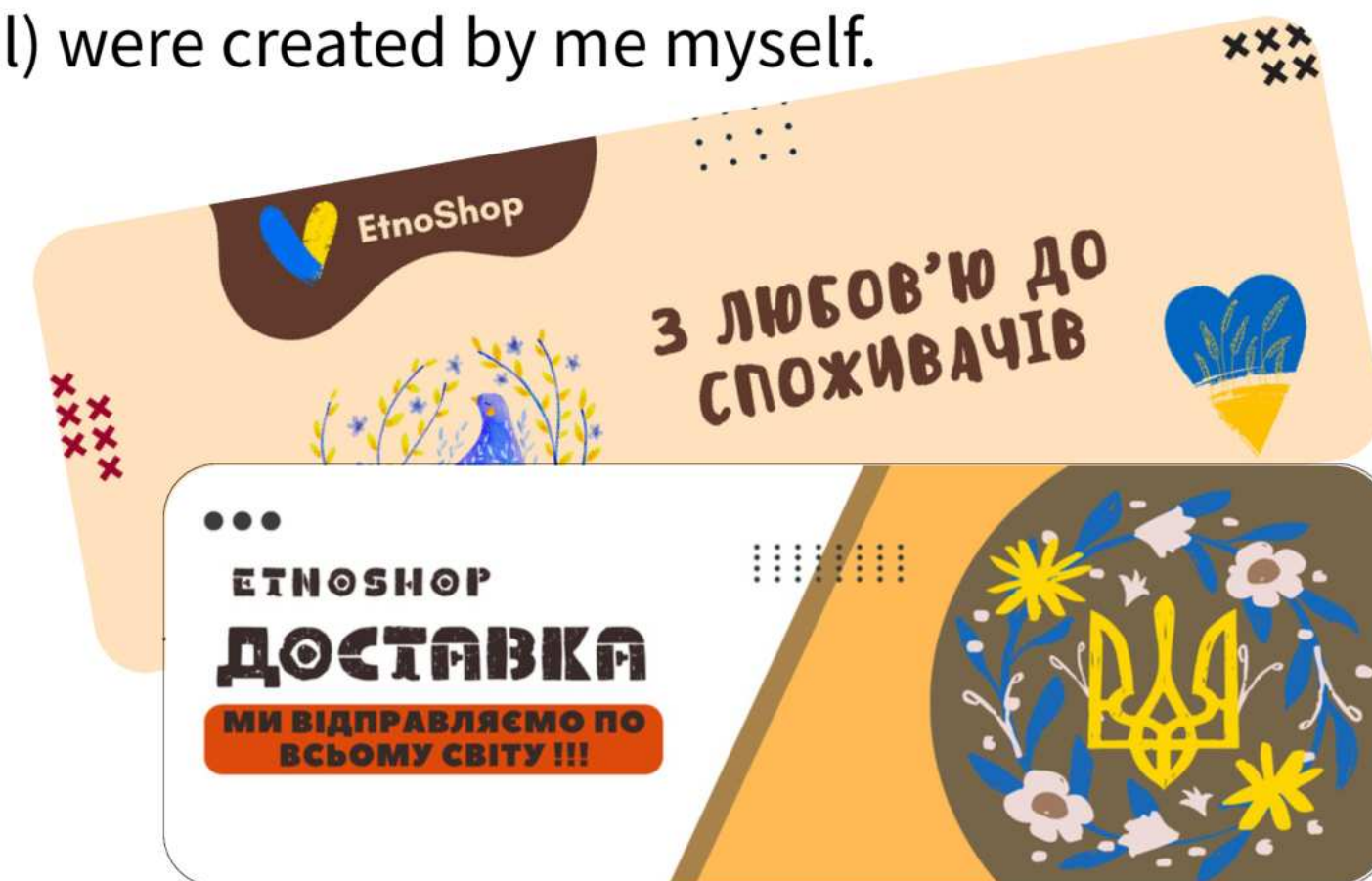


Before talking about content creation, I want to say that all product images on the site are taken from the Canva service **without violating license agreements**. The banners (promotional and promotional) were created by me myself.

When it came time to write a description of the product and its characteristics, I had to delve into the history of the creation of Ukrainian clothing, what kind of fabric there is, what its advantages are, and so on.

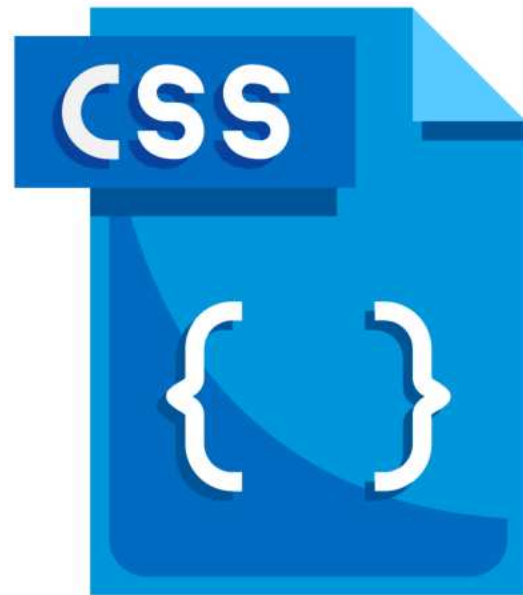


Website design



Technical implementation

Main tools



CSS

Style language

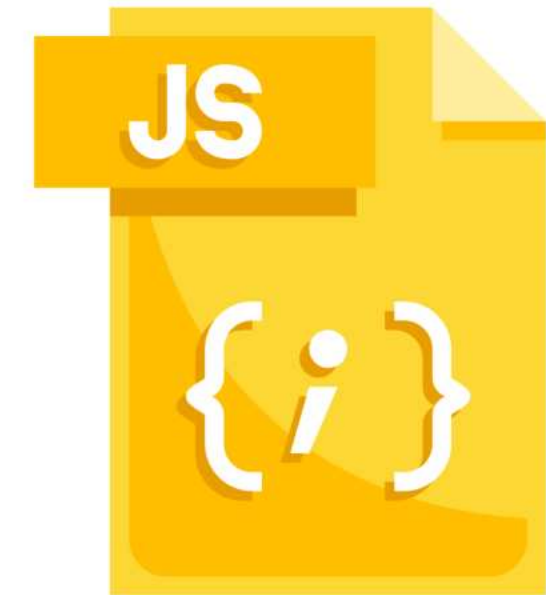
used for designing web pages created using HTML or XML.



HTML

Markup language

used to create the structure of web pages.



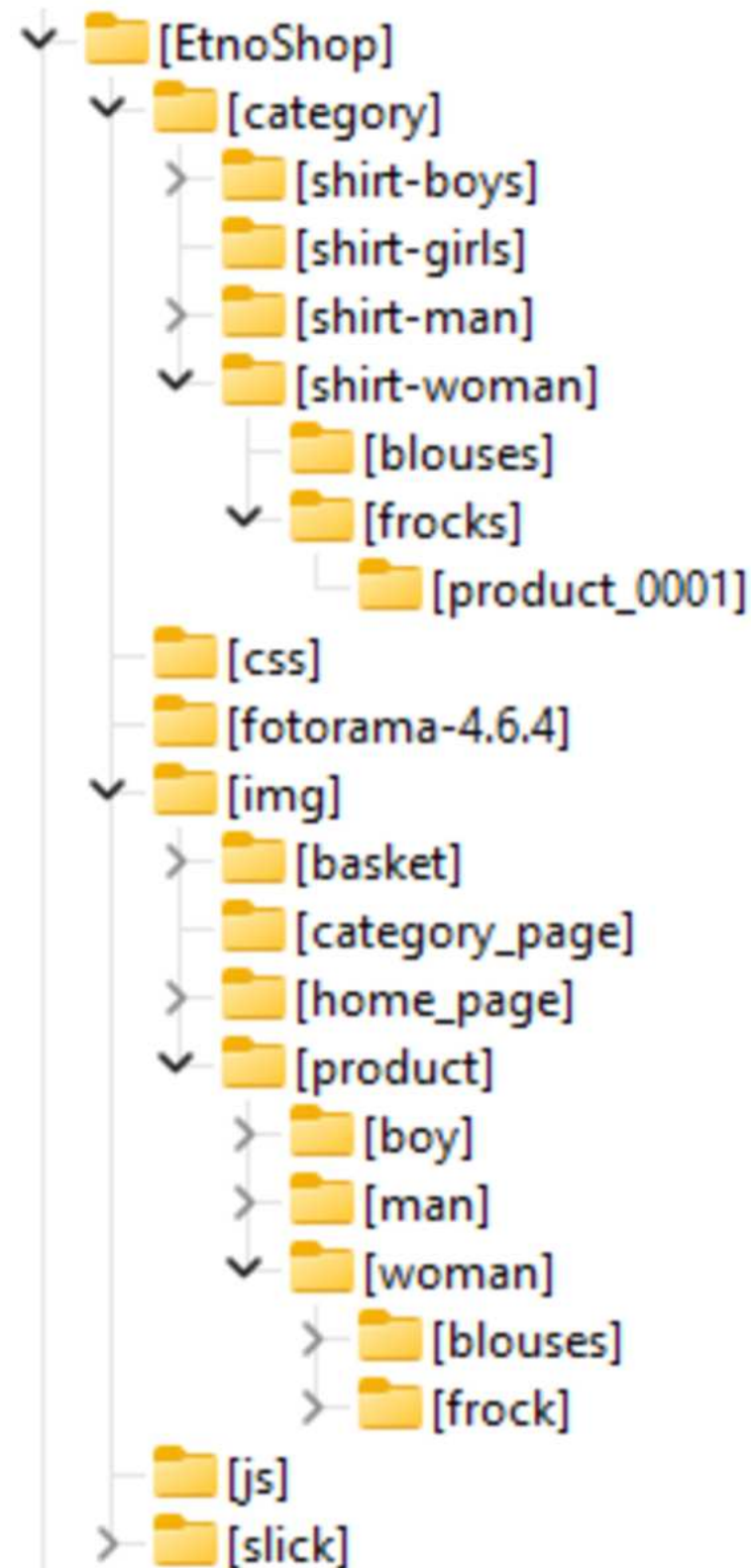
JavaScript (JS)

Programming language

used to create dynamic content on web pages.

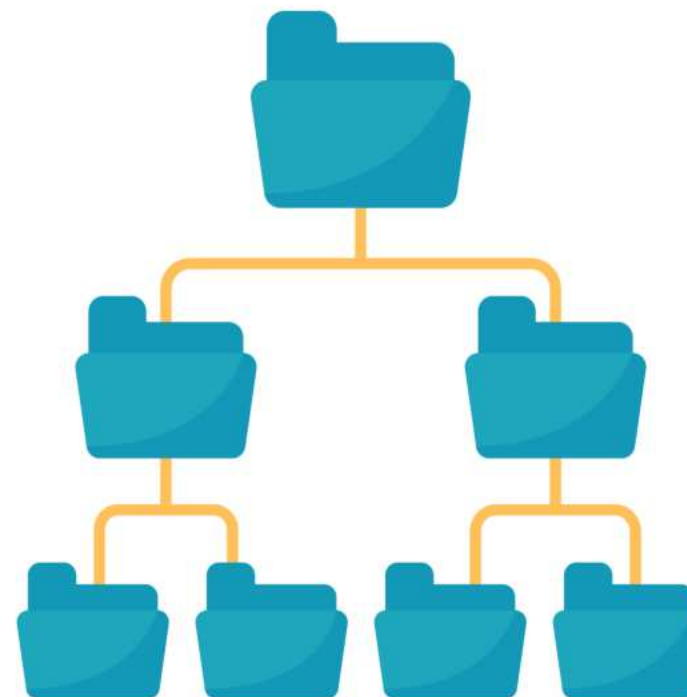
Technical implementation

File structure



It is implemented qualitatively and quite clearly. Each product is in a certain category to which it belongs.

Therefore, it is very easy and without any problems for the administrator (programmer) to add a new or delete an old product.



Technical implementation

Adaptation

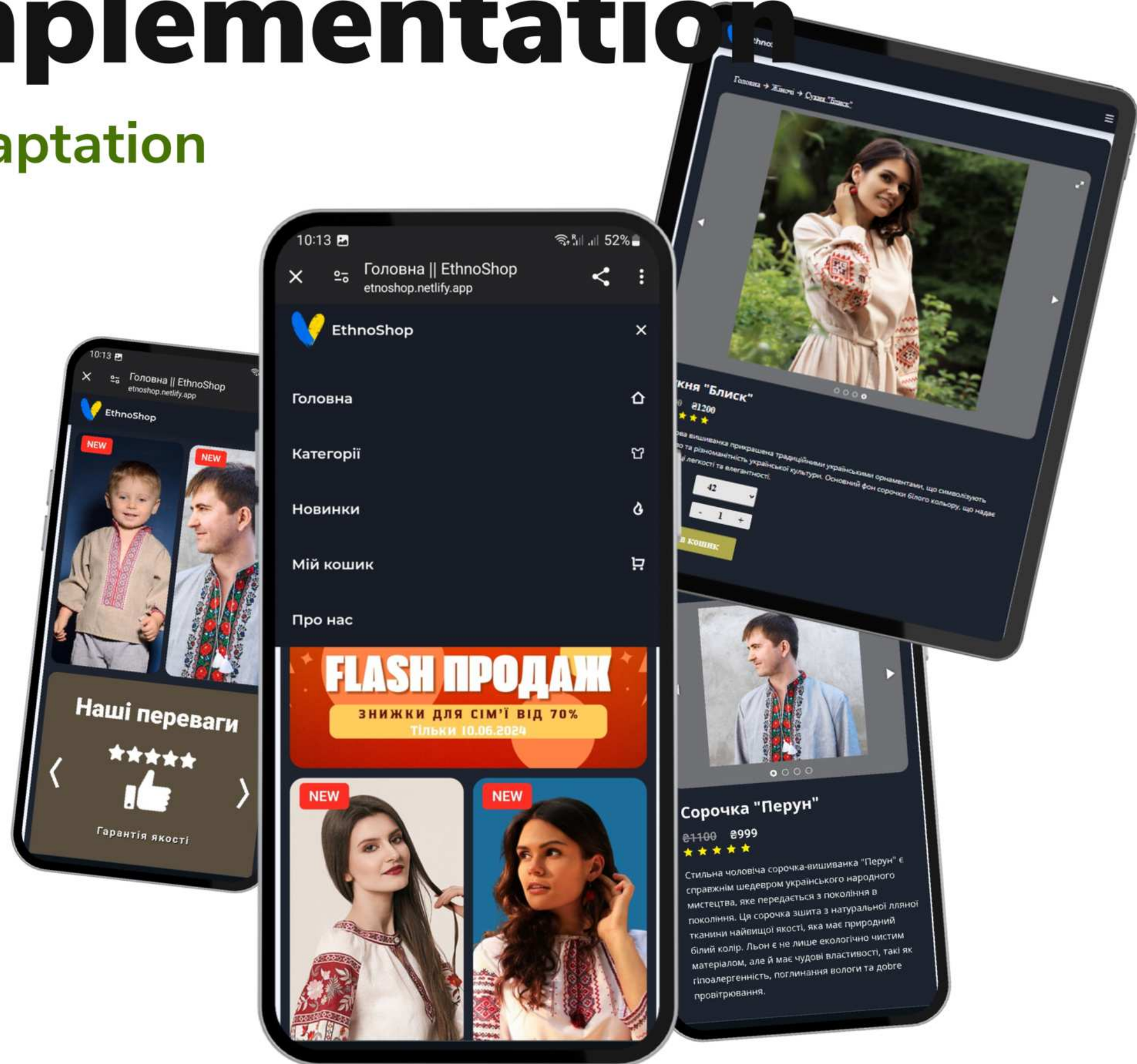
CSS

```
/* For large devices main content */  
@media (min-width: 1118px) {  
  .container_main { margin-inline:  
    auto;
```

```
} .main_content { margin  
height: auto;  
} }
```

CSS

```
/* For small devices */  
@media (max-width: 340px) {  
  .main_content { margin-top:  
    70px;  
    height: auto;  
  } }
```



Technical implementation

Secondary tools



Remixicon **Icons**

More than 2,000 icons with
different purposes



Photo frame **Gallery**

A powerful, lightweight, and
flexible JavaScript library for
creating image galleries.



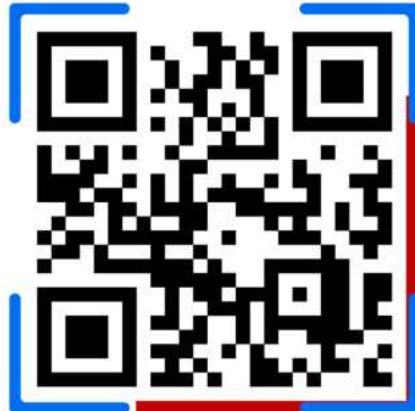
Slick slider **Slider**

JavaScript library for creating
carousels.



Technical implementation

Optimization



SQUOOSH

a free web-based image
compression tool that helps you
reduce size without losing quality.



VALIDATOR

allows you to check web
pages for compliance with
HTML and XHTML
standards.

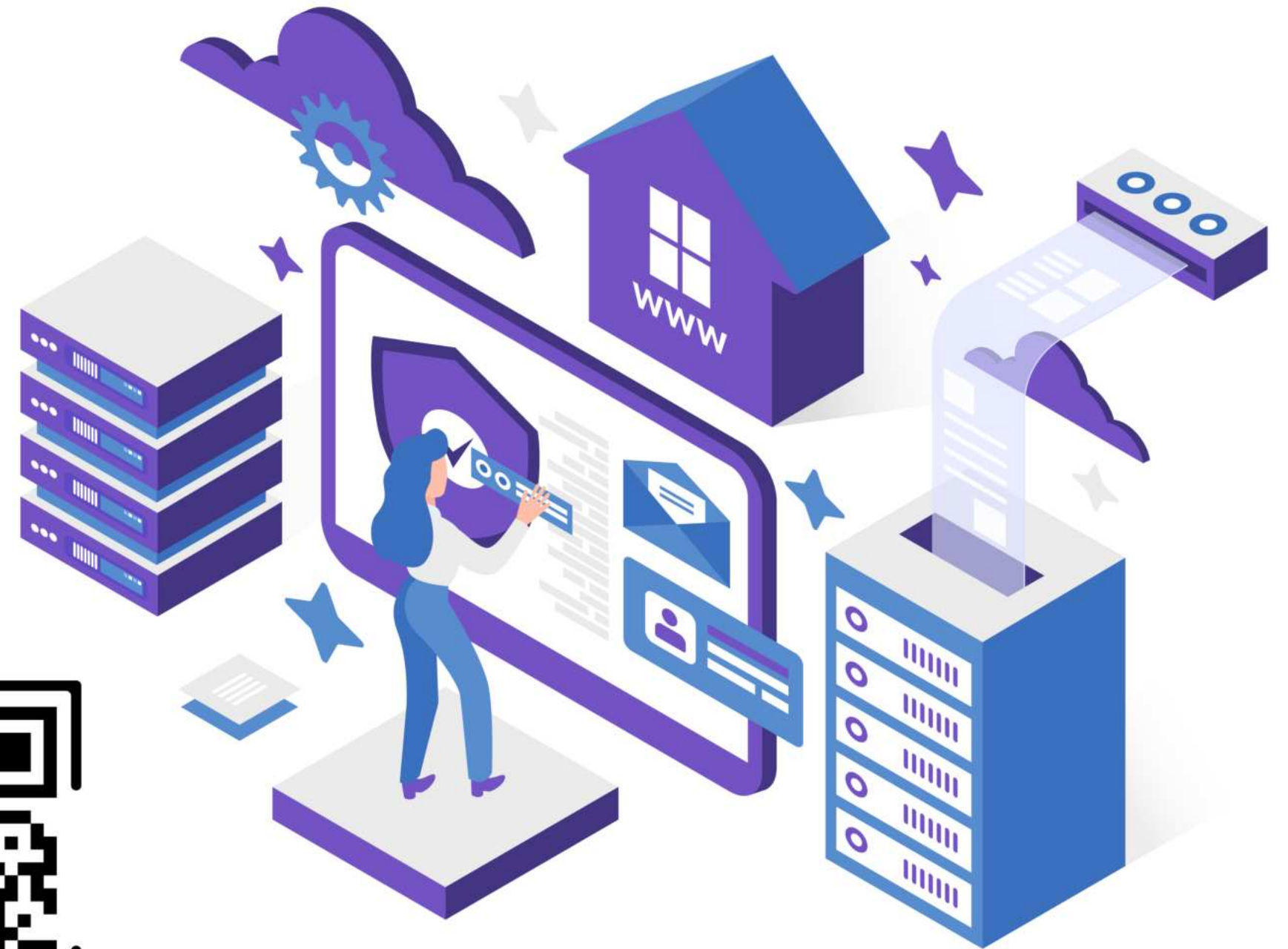
Technical implementation

Hosting



Netlify

A platform for automating web project workflows. It provides developers with powerful tools for deploying and managing websites, including automatic scaling, security features, and performance optimization.





EtnoShop

Conclusions:

As a result of work on the project:

1. Improved knowledge of programming languages;
2. Improved understanding of the principles of functioning of an online store;
3. Gained experience in creating web design using Figma;
4. Web front-end is an interesting area of programming, therefore, I will continue to develop my skills in this area.



<https://etnoshop.netlify.app>

Website link





EtnoShop

**Thank you for
your attention!**

