

# 2h-landing

# Landing page

**Clear proposition value**

**Clean design**

**Call-to-Action**

**CRM first milestone**

# Landing page tools

**lawnchrock**

*strikingly*

 SQUARSPACE

 unbounce

# Let's build it from scratch

<http://lewagon.github.io/landing>

# Coding language

**HTML**



content  
+ structure

**CSS**



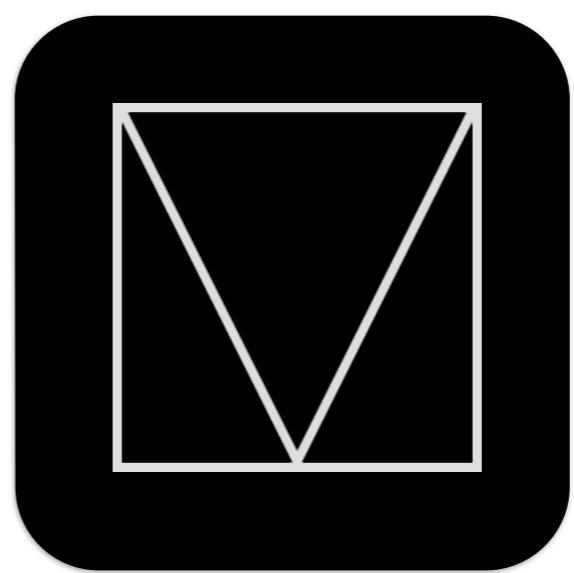
style

**JS**



dynamism  
+ usability

# CSS libraries



# Workshop outline

## Theoretical intros

Basic concepts to understand

## Live-code demos

We code, you don't :)

## Your turn

Take your time & have fun

# Setup



# **1. Let's set up**

# Front-end languages

**HTML**



**CSS**



**JS**



# **S**tructure

## **HTML**



**Structure** your content

# Design

css



Design your content

# Animation



**Animate** your content

# HTML

Without **structure**, no design

# Different contents

some text content..

some other content..

some third content..

# Tag them

some text content..

h1

some other content..

h2

some third content..

p

# Browser apply defaults

some text content..

h1

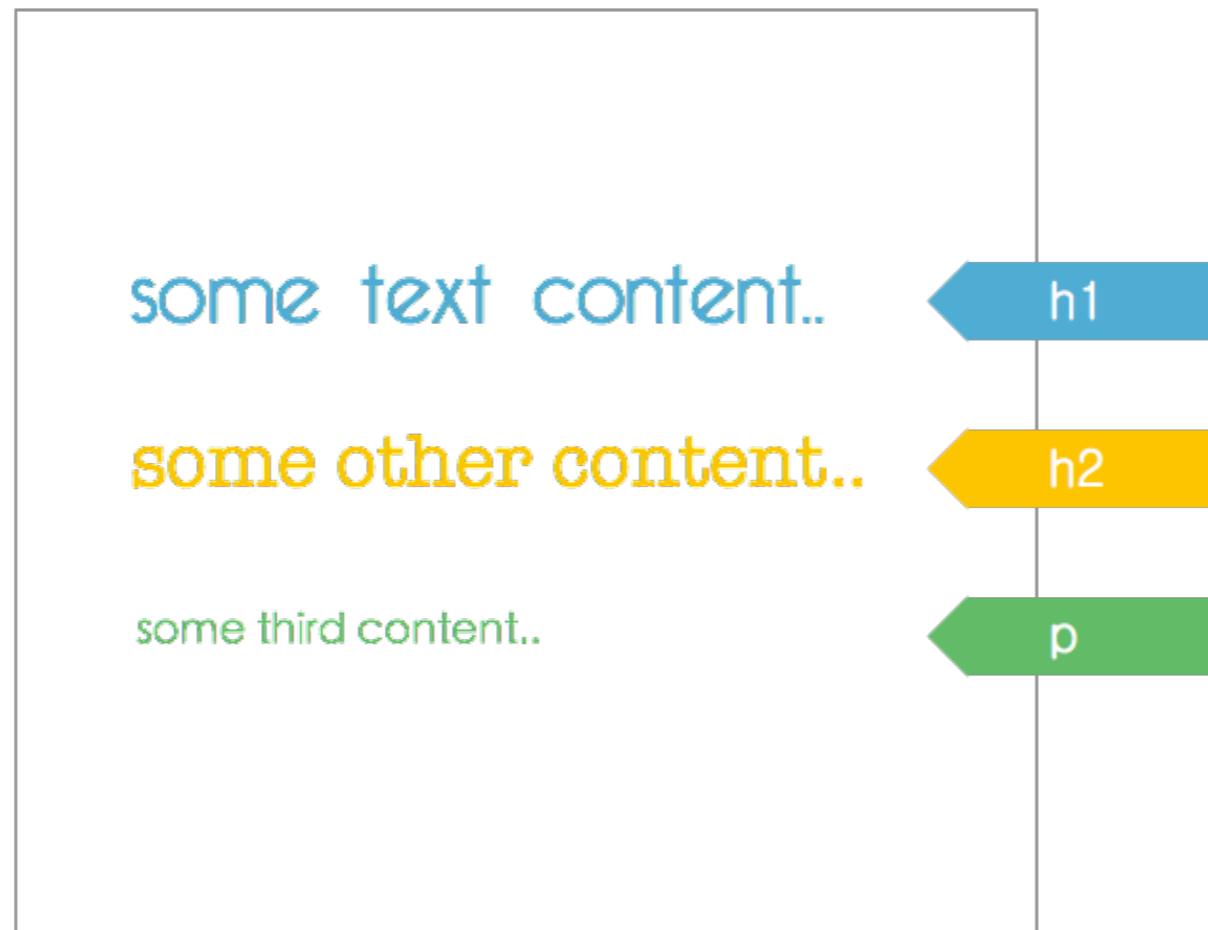
some other content..

h2

some third content..

p

# Over-ride with CSS



# Skeleton

<!DOCTYPE html>

<!-- end of file -->

# Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

```
<!-- html code -->
```

```
</html>
```

```
<!-- end of file -->
```

# Head & body

```
<!DOCTYPE html>
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

# Title & utf-8

```
<!DOCTYPE html>
<html>
  <head>
    <title>Landing</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

# Head & google

```
<head>  
    <title>Le Wagon - Apprendre..</title>  
    <meta name="description" content="Le Wagon est la...">  
</head>
```

**Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...**

[www.lewagon.org/](http://www.lewagon.org/) ▾

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

# Head & Facebook

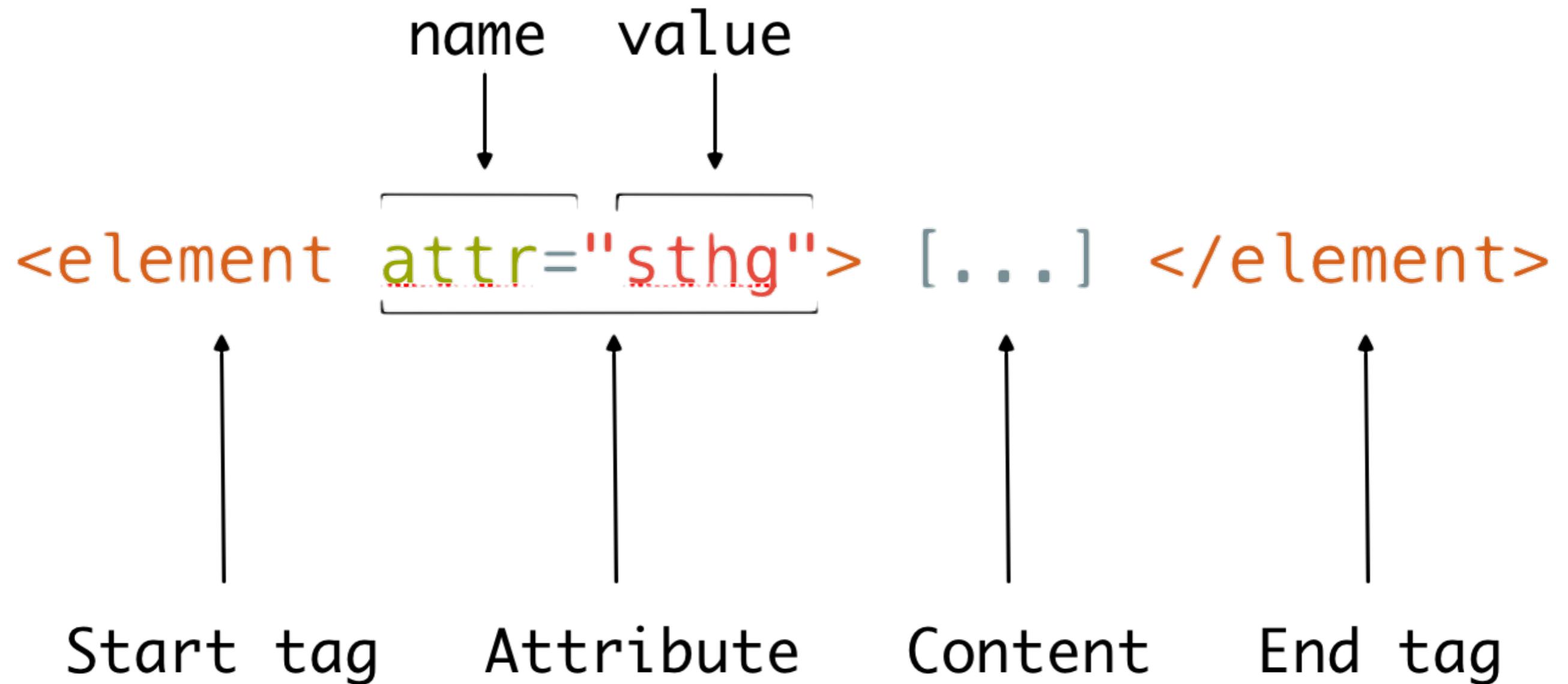
```
<head>
```

```
  <meta property="og:title" content="le Wagon - The..">
  <meta property="og:image" content="facebook-card.jpg">
  <meta property="og:description" content="Le Wagon is the...">
```

```
</head>
```



# Core syntax



# Syntax example

```
<a href="http://lewagon.org" target="_blank">  
  Le Wagon  
</a>
```



Le Wagon

What is the **tag name**?  
What is the **content**?  
What are the two **attributes**?

# HTML - titles

```
<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>
```

# HTML - paragraph

```
<p>  
    Lorem ipsum dolor sit amet, consectetur  
    adipisicing elit.Veritatis laboriosam  
    autem at ab omnis iure quis  
</p>
```

# HTML - emphasize

<p>

You can emphasise <**em**>some words</**em**>, and  
even <**strong**>more if needed</**strong**>

</p>

# HTML - list

```
<h2>Shopping list</h2>
```

```
<ul>
```

```
    <li>Milk</li>
```

```
    <li> Butter </li>
```

```
</ul>
```

```
<h2>World Cup 2014</h2>
```

```
<ol>
```

```
    <li>Germany</li>
```

```
    <li>Argentina</li>
```

```
</ol>
```

# HTML - image

```

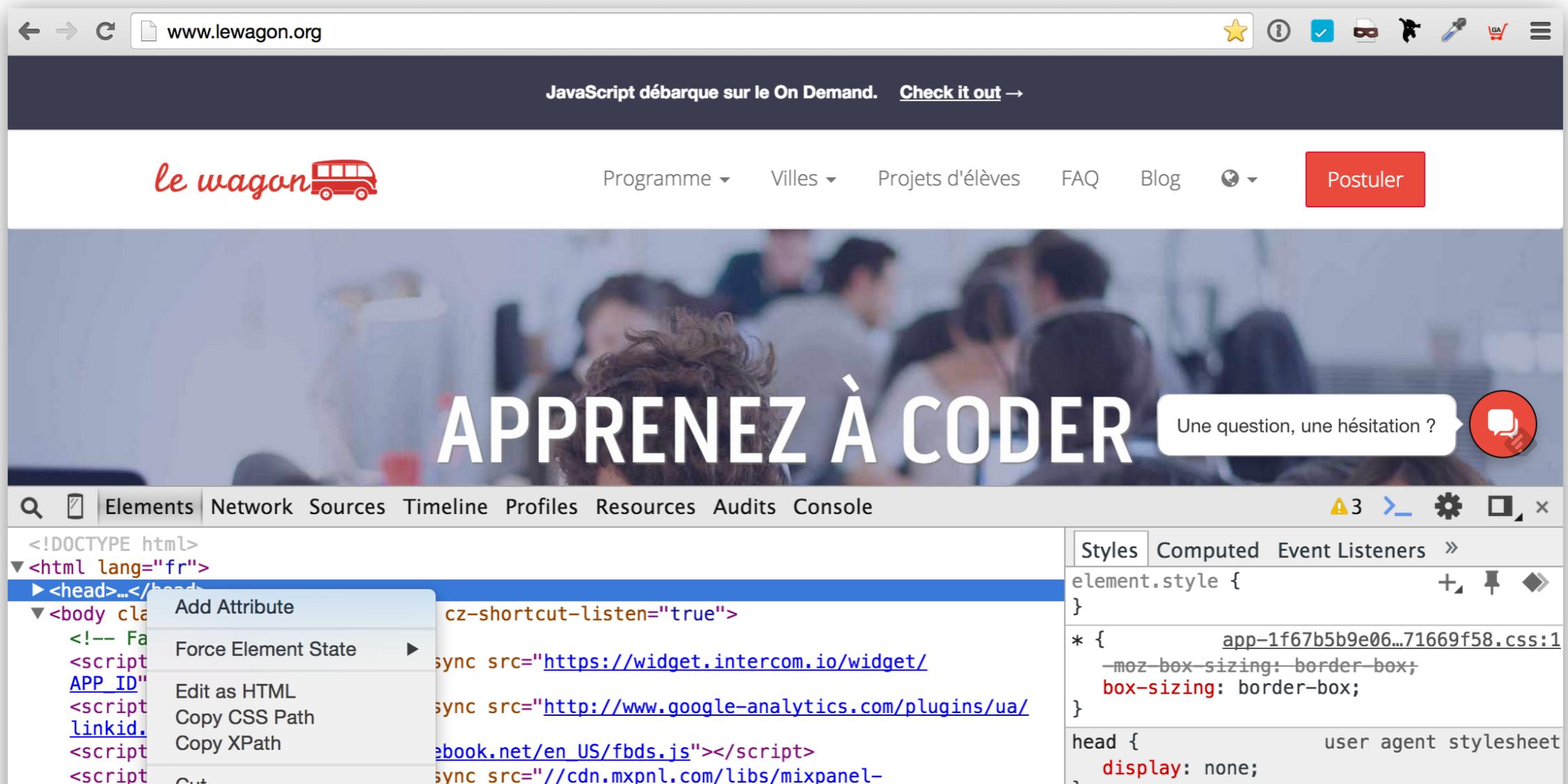
```

## **2. Let's add HTML content**

# CSS

Web **without CSS** ?

Let's find a page and **cut its head!**



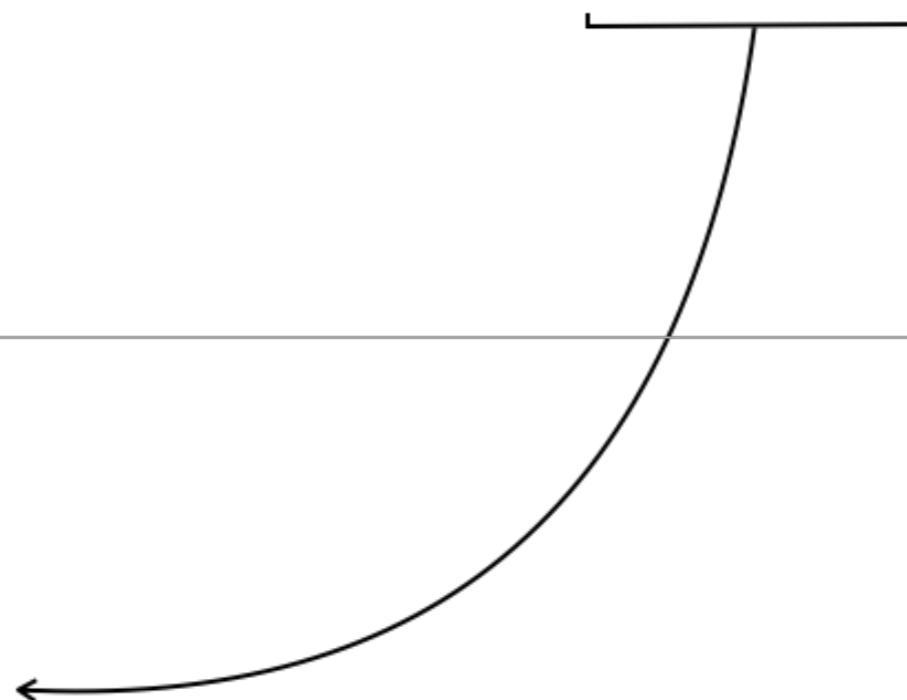
# Linking stylesheets

index.html

```
1 <head>
2   <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5   <h1>Hello</h1>
6 </body>
```

style.css

```
1 h1 {
2   color: red;
3 }
```



# CSS syntax

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

selection of one or more elements of the page..

..on which we define style rules

# CSS vocabulary

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

↓

**CSS selector**

← **style rules**

↑

**style properties**

Use the good **keywords** on Google

# CSS example



we select  
**all <h2>** of the page

```
1 h2 {  
2   color: red;  
3   font-size: 20px;  
4   font-family: arial;  
5 }
```

# Colors

```
h2 {  
    color: orange;  
    color: #FF530D;  
    color: rgb(255, 83, 13);  
    color: rgba(255, 83, 13, 1.0);  
}
```



# RGB tips



# Text vs. Background

```
1 body {  
2   color: orange;  
3   background-color: yellow;  
4 }
```

text color

background color

# Background images

```
1 body {  
2   color: orange;  
3   background-image: url("background.jpg");  
4 }
```

background-image



# Font family

A

**serif**

**font-family**

font-size

line-height

font-weight

letter-spacing

color

text-decoration

text-align

font-style

text-transform

# Font family

A

sans-serif

**font-family**  
font-size  
line-height  
font-weight  
letter-spacing  
color  
text-decoration  
text-align  
font-style  
text-transform

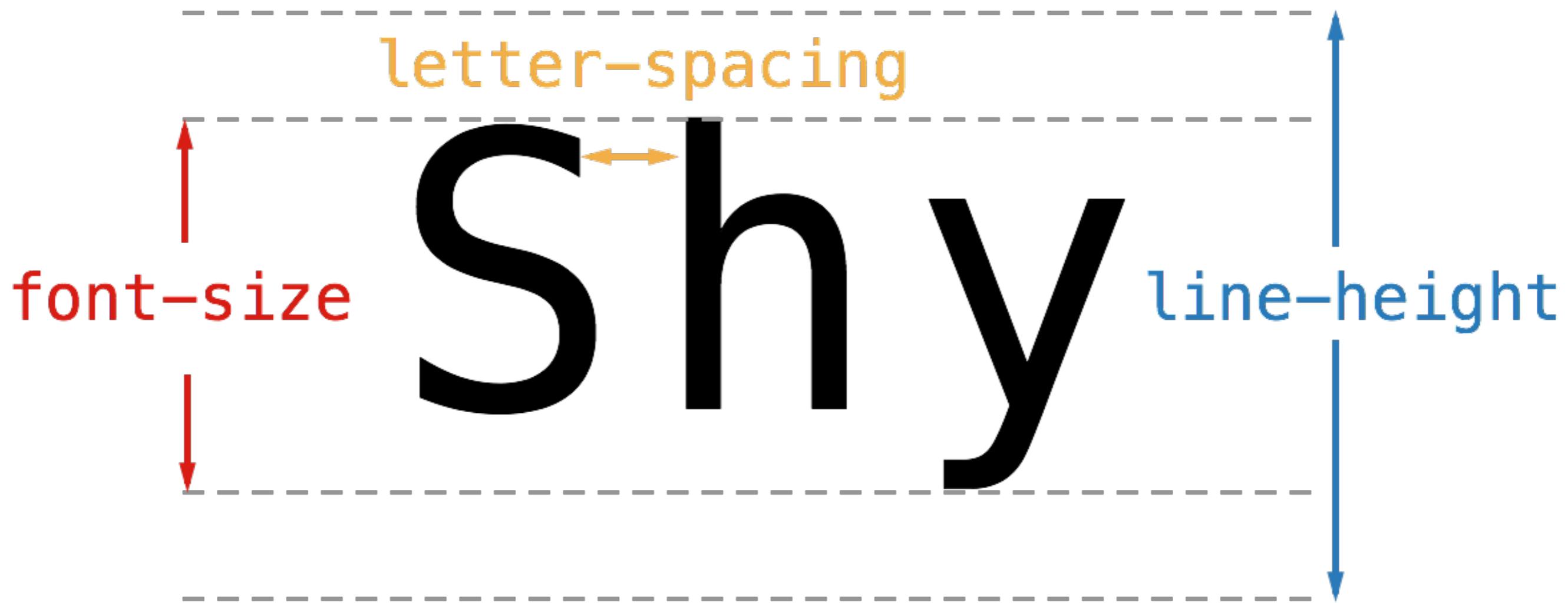
# Font family

a b

monospace

**font-family**  
font-size  
line-height  
font-weight  
letter-spacing  
color  
text-decoration  
text-align  
font-style  
text-transform

# Font size & spacing



# Font color

ab

**color:** green;

font-family  
font-size  
line-height  
font-weight  
letter-spacing  
**color**  
text-decoration  
text-align  
font-style  
text-transform

# Font decoration

ab

**text-decoration:** underline;

font-family  
font-size  
line-height  
font-weight  
letter-spacing  
color  
**text-decoration**  
text-align  
font-style  
text-transform

# Font alignment

this is a  
paragraph  
centered with **text-align**

**text-align:** center;

font-family  
font-size  
line-height  
font-weight  
letter-spacing  
color  
text-decoration  
**text-align**  
font-style  
text-transform

# Font weight

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

**Helvetica Neue 75 Bold**

**Helvetica Neue 85 Heavy**

**Helvetica Neue 95 Black**

### **3. CSS for Fonts & Colors**

# Div & Box model

Real-life...

The screenshot shows the Airbnb website interface. At the top left is the Airbnb logo and a search bar with "Paris". To the right are user profile icons for "Boris" and "AIDE", and a yellow button for "PUBLIEZ VOTRE ANNONCE".

**Map:** A map of the Paris region and surrounding areas like Poissy, Argenteuil, and Nanterre. Numerous pink location pins are scattered across the map, primarily concentrated around Paris and its suburbs.

**Listing 1:** A thumbnail image showing a view of the Eiffel Tower. Below it is the title "Chambre d'étudiant, vue tour eiffel", a heart icon, and a speech bubble with the number 2. The listing details: "Logement entier", "Tour Eiffel - Champ de Mars, Paris", "36€ Par nuit".

**Listing 2:** A thumbnail image showing the interior of a room with red walls and white furniture. Below it is the title "Very COOL flat // Heart of Paris.", a heart icon, and a speech bubble with the number 5. The listing details: "Logement entier", "Invalides - Ecole Militaire, Paris", "160€ Par nuit".

**Bottom Left:** A smaller image showing a living room with a grey sofa and red pillows, with the text "2 connexions sociales" above it.

**Bottom Right:** A dark image showing a guitar leaning against a wall in a room.

# Div & Box model

...is made of div

The image displays two side-by-side screenshots of Airbnb websites, both featuring a red border.

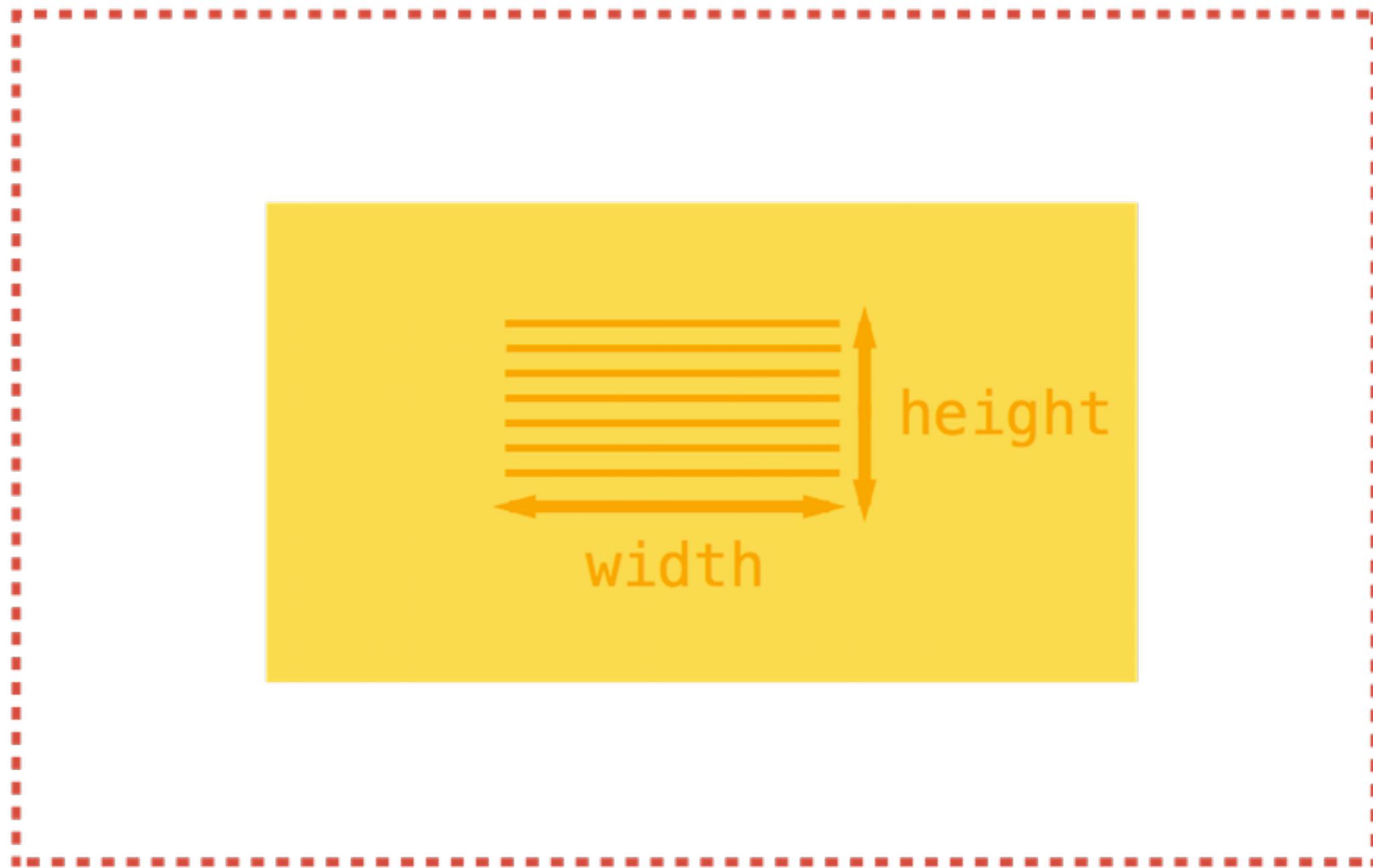
**Left Screenshot:** Shows a map of the Paris region with numerous pink location pins. Labels on the map include Achères, Argenteuil, Saint-Denis, Nanterre, Paris, Versailles, Clamart, Robins, Antony, Palaiseau, Gif-sur-Yvette, Les Ulis, Athis-Mons, Savigny-sur-Orge, Viry-Châtillon, Forêt de Sénart, Saint-Michel-sur-Orge, Bretigny-sur-Orge, Corbeil-Essonnes, and Moissy-Cramayel. A legend at the top left of the map says "Rechercher quand je déplace la carte".

**Right Screenshot:** Displays two Airbnb listing cards.

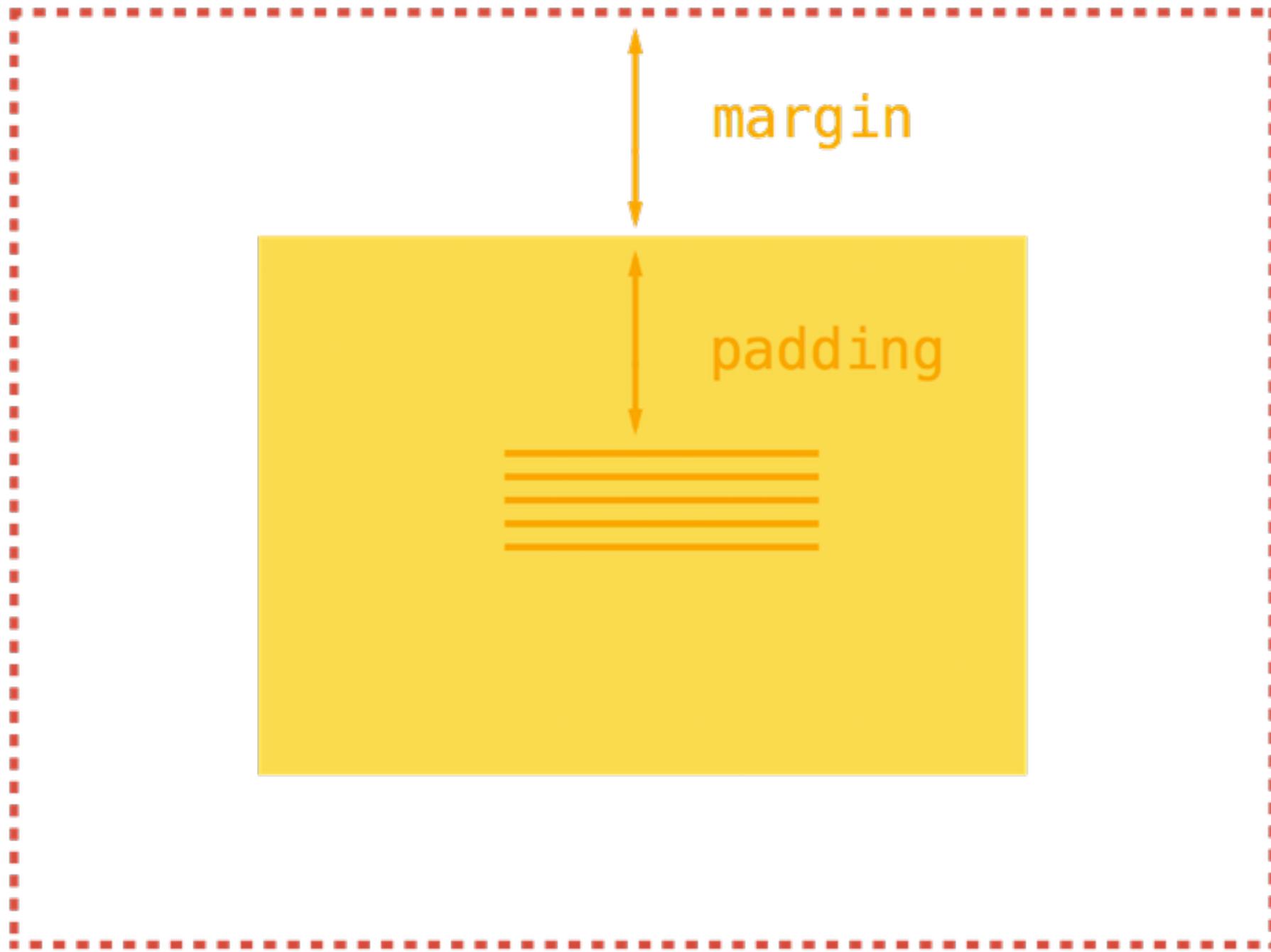
- Top Listing:** "Chambre d'étudiant, vue tour eiffel" (Student room, Eiffel Tower view). It shows a thumbnail of the Eiffel Tower, a price of 36€ per night, and a photo of the interior room.
- Bottom Listing:** "Very COOL flat // Heart of Paris." It shows a thumbnail of a modern interior, a price of 160€ per night, and a photo of the interior room.

Both screenshots include a red "div" watermark overlaid on the images.

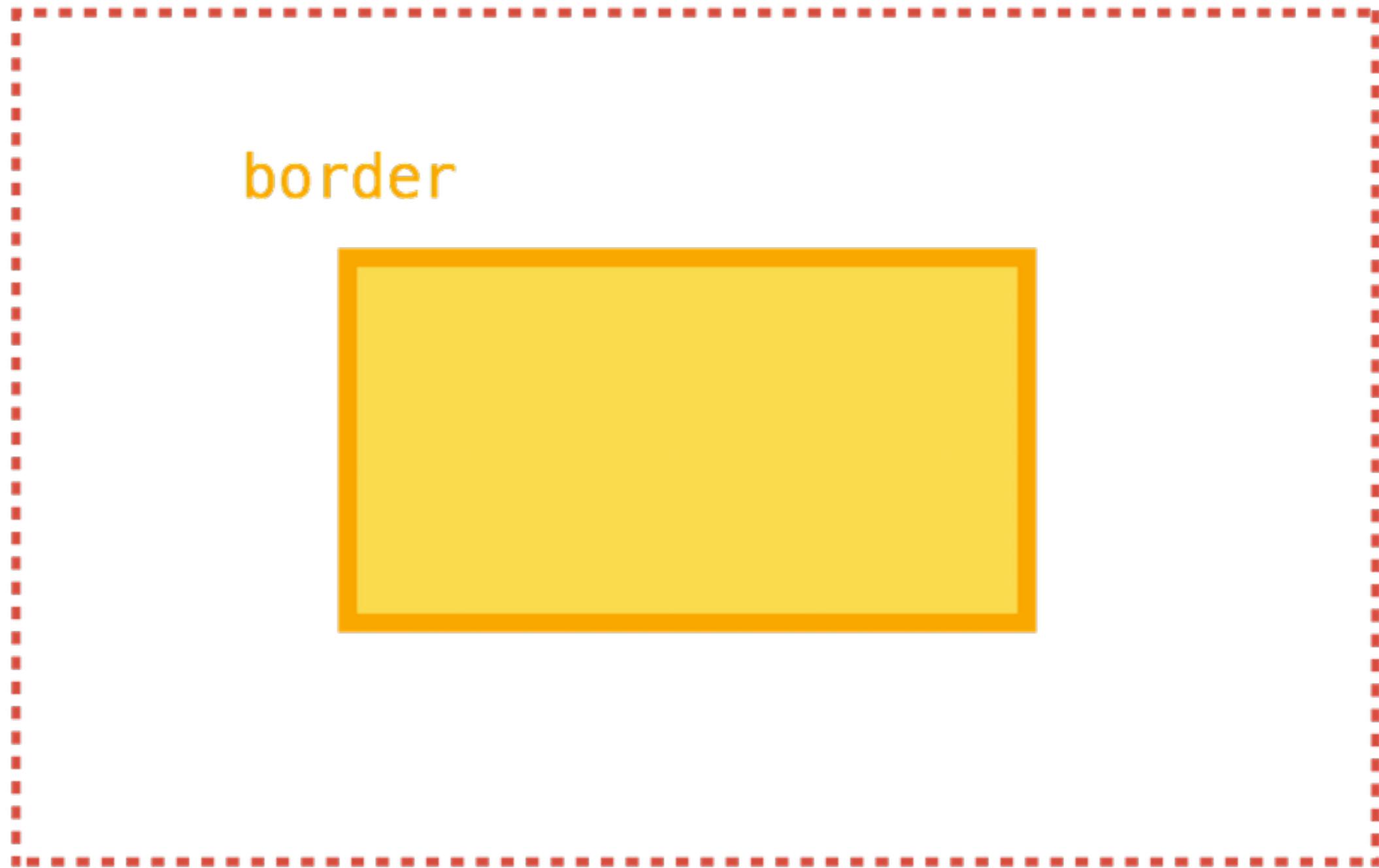
# Box model - content



# Box model - margins



# Box model - border



# Box model - border

```
h2 {  
    border: 1px solid green;  
    border: 2px dashed #FF530D;  
}
```

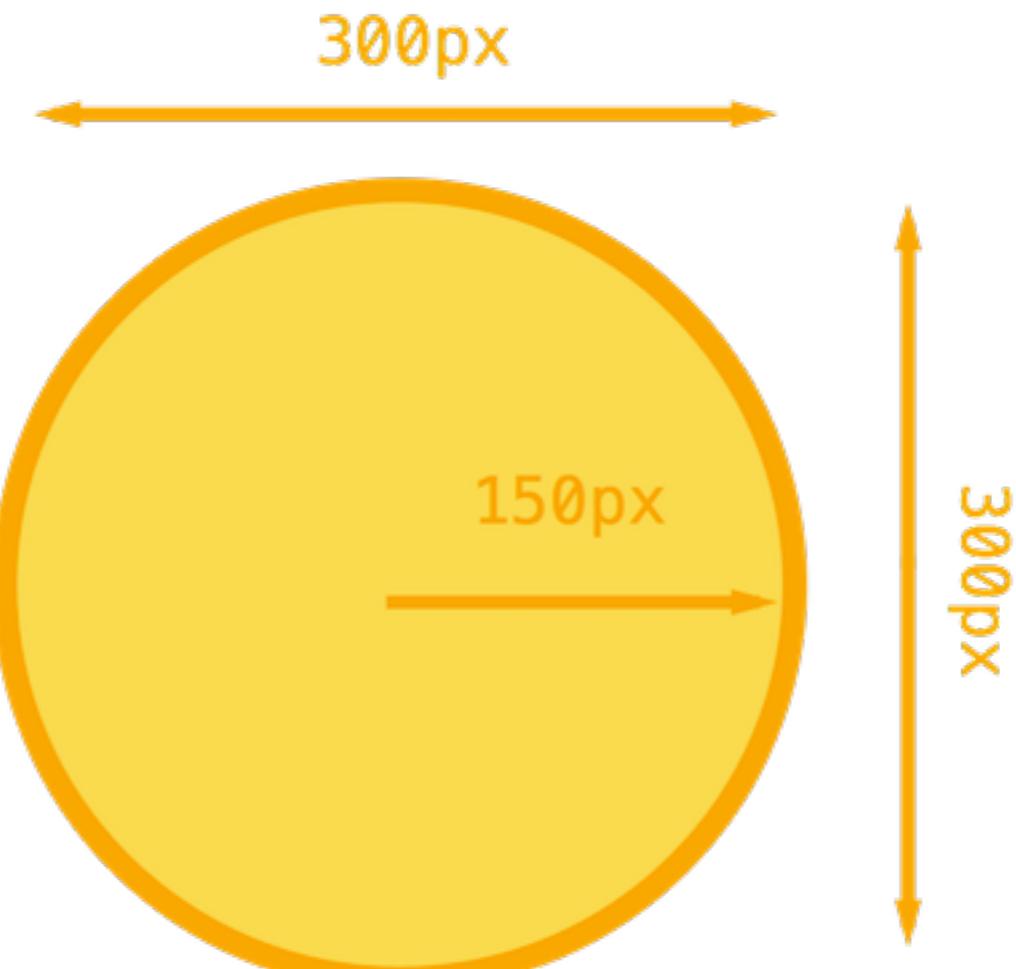


# Box model - radius



`border-radius: 5px;`

# Box model - radius



```
width: 300px;  
height: 300px;  
border-radius: 150px;
```

# Box model - shadow



`box-shadow: 2px 2px 3px blue;`

# **4. Wrap with div**

**id & class**

# how do you resize the logo **only**?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 img {
2   width: 40px;
3 }
```



# how do you resize the logo **only**?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 #logo {
2   width: 40px;
3 }
```



# how do you style staff pictures **only**?

```
1 
2
3 <ul>
HTML 4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

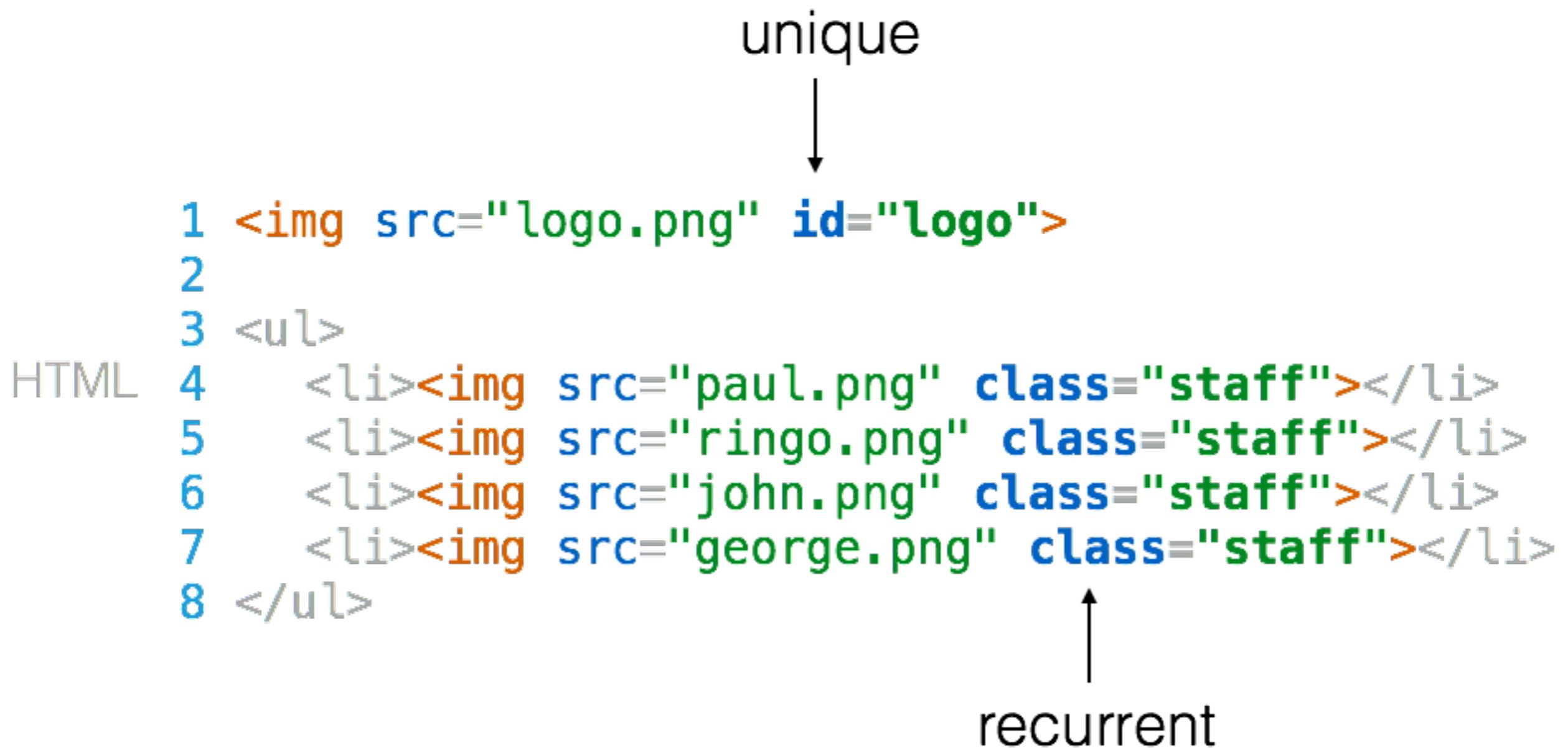
# how do you style staff pictures **only**?

```
1   
2  
3 <ul>  
HTML 4   <li></li>  
5   <li></li>  
6   <li></li>  
7   <li></li>  
8 </ul>
```

```
CSS 1 .staff {  
2   border-radius: 50%;  
3 }
```



# id or class?



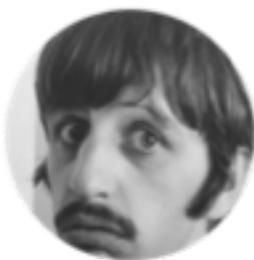
# Combine

HTML 1 



CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }
```



# Combine

HTML 1 

CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }  
4  
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }
```



# Combine

HTML 1 

```
1 .staff {  
2   border-radius: 10px;  
3 }  
4
```



CSS

```
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }  
8  
9 #lead {  
10  border: 5px solid red;  
11 }
```



## **5. Name your tags**

# Fontawesome

You **don't want** .png or .jpg files

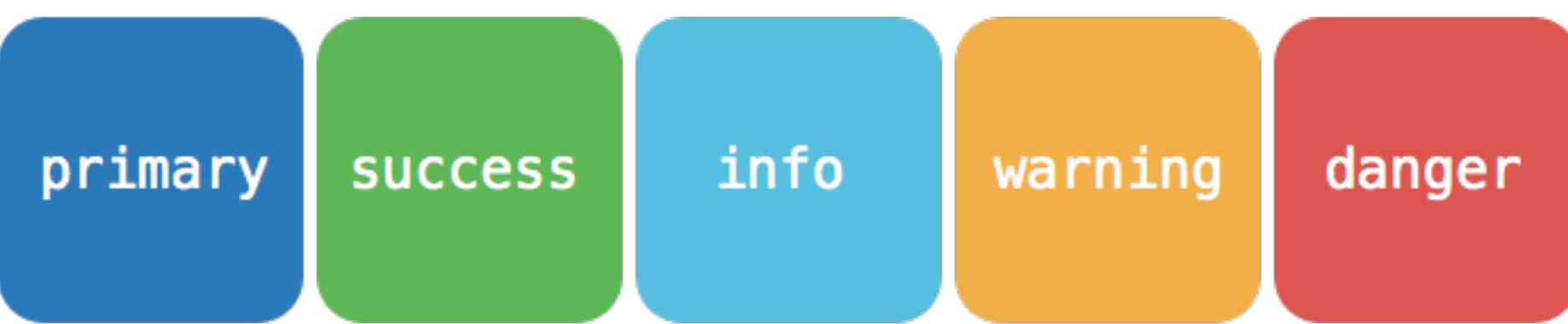
You **want** a font of icons

# **6. Fontawesome**



# **7. Let's setup**

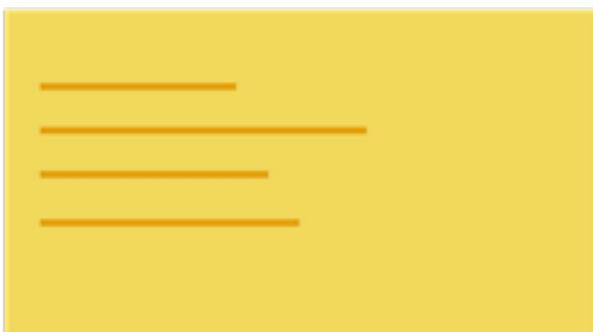
# Semantic scheme



# Text classes



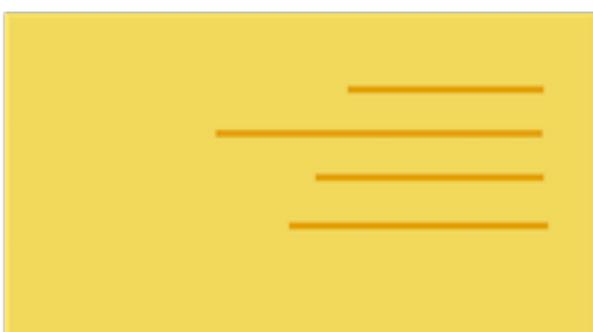
```
<div class='text-justify'></div>
```



```
<div class='text-left'></div>
```



```
<div class='text-center'></div>
```



```
<div class='text-right'></div>
```

# Button classes

Go

```
<a class='btn btn-primary' href='#'>Go</a>
```

Go

```
<a class='btn btn-warning' href='#'>Go</a>
```

Go

```
<a class='btn btn-danger' href='#'>Go</a>
```

Go

```
<a class='btn btn-info' href='#'>Go</a>
```

Go

```
<a class='btn btn-success' href='#'>Go</a>
```

# List classes

```
<ul class='list-inline'>
  <li>
    <a href='http://twitter.com/lewagonparis'>
      <i class='fa fa-twitter'></i>
    </a>
  </li>
  <li>
    <a href='http://facebook.com/lewagonformation'>
      <i class='fa fa-facebook'></i>
    </a>
  </li>
  <!-- etc.. -->
</ul>
```



# Image classes

140x140

```
<img class='img-rounded' src='ex.png'>
```

140x140

```
<img class='img-circle' src='ex.png'>
```

140x140

```
<img class='img-thumbnail' src='ex.png'>
```

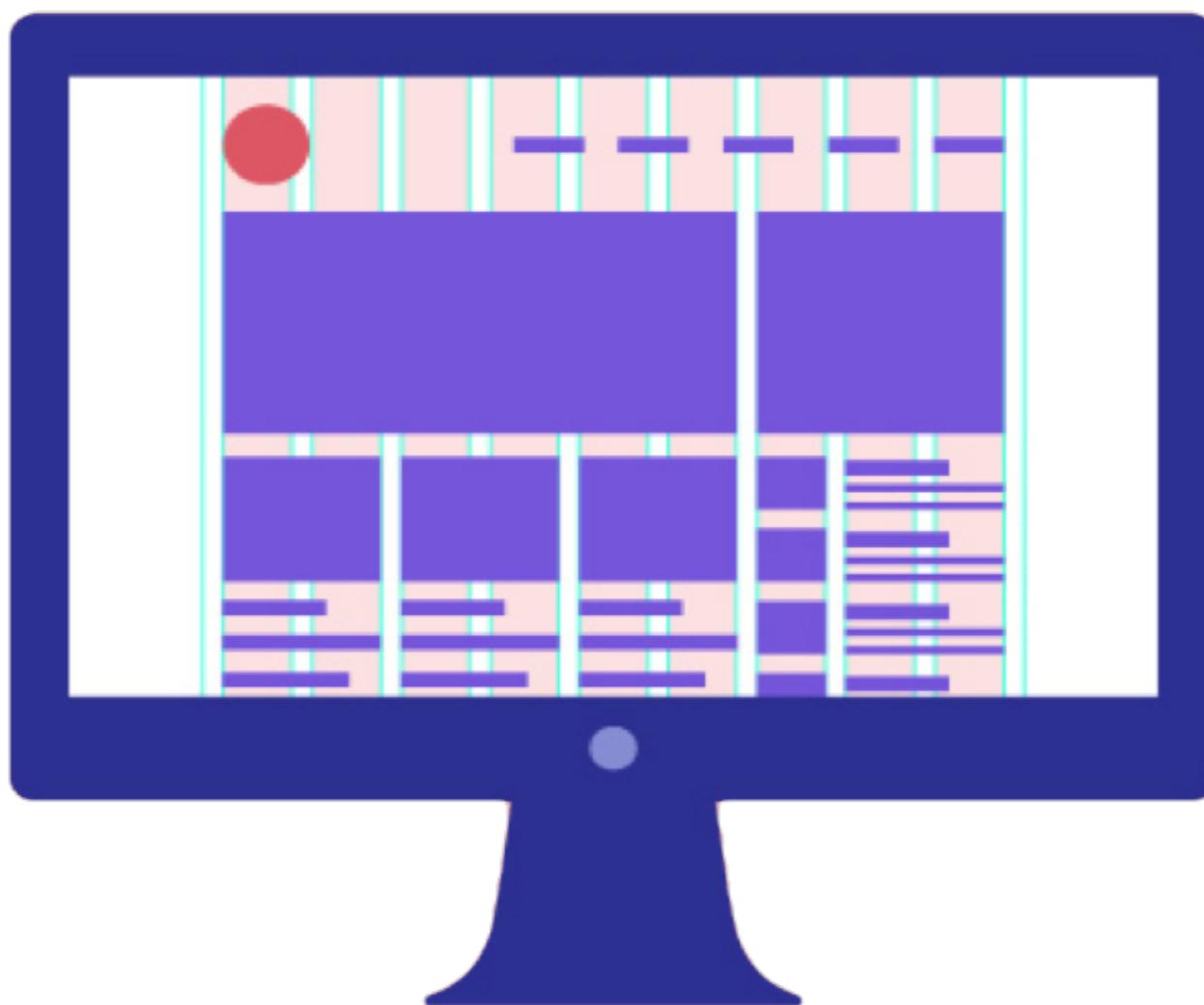
# Your turn

“text-center” on your paragraphs

“list-inline” on your social list

“btn btn-primary” for your subscribe button

# Grid system



# Responsive



# Mobile first

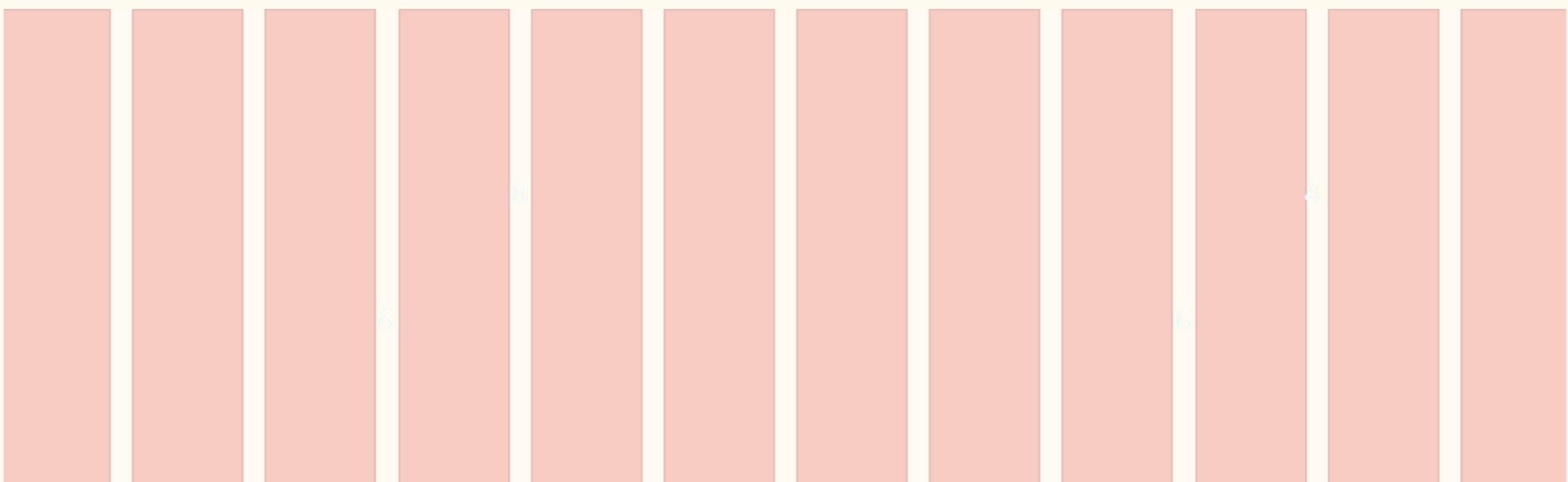


**How does it work?**

# Container

always start with a **container**

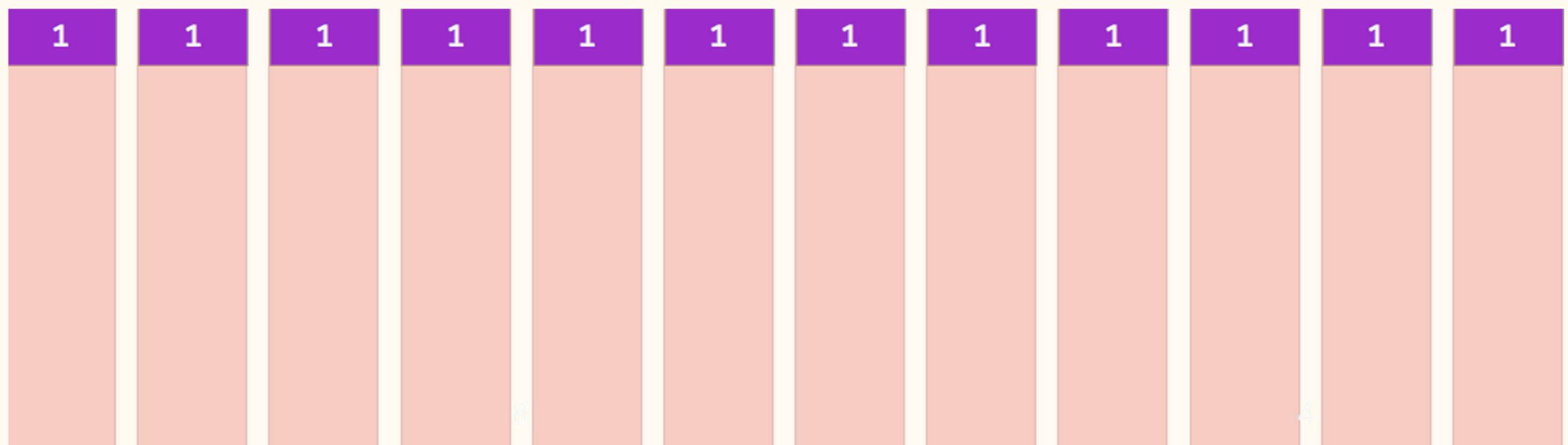
```
<div class="container">  
    <!--Define a container-->  
</div>
```



# ROWS

then insert **rows**

```
<div class="container">  
  
  <div class="row">  
    <!-- First row -->  
  </div>  
  
</div>
```



# ROWS

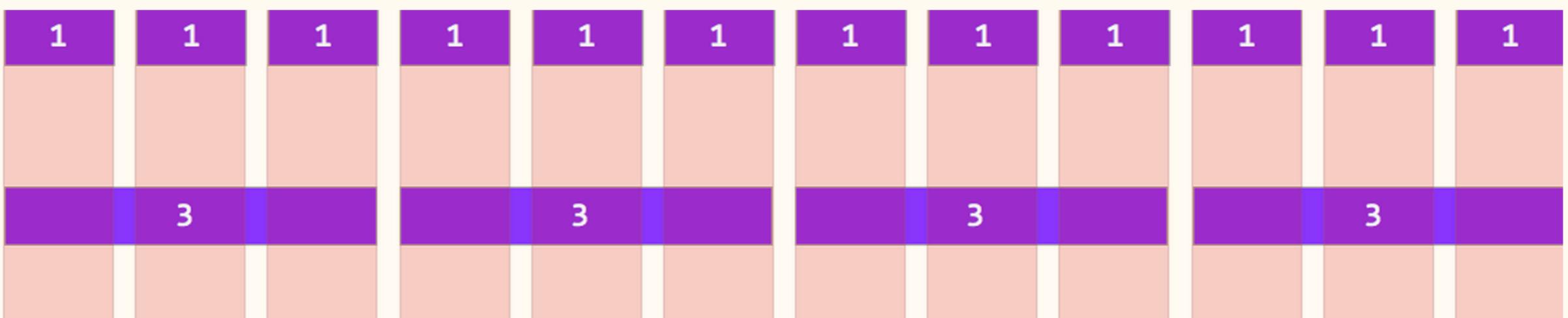
then insert **rows**

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

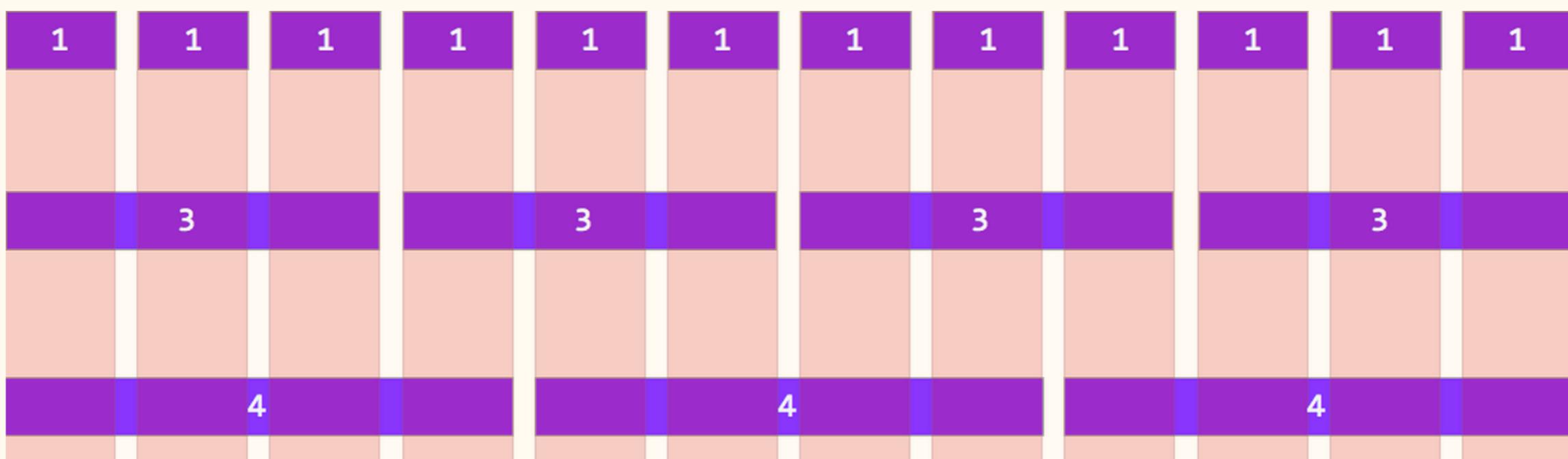
  <div class="row">
    <!-- Second row -->
  </div>

</div>
```



# ROWS

```
<div class="container">  
  
    <div class="row">  
        <!-- First row -->  
    </div>  
  
    <div class="row">  
        <!-- Second row -->  
    </div>  
  
    <div class="row">  
        <!-- Third row -->  
    </div>
```



**How do we fill rows?**

# Cols

the **elementary block**

```
<div class="col-xs-6">  
</div>
```

- **col**: because it fits a number of columns
- **xs**: screen width
- **6**: number of columns taken by the block (**max 12**)

# Media

**xs:** Extra small devices (Phones < 768px)

**sm:** Small devices (Tablets > 768px)

**md:** Medium devices (> 992px)

**lg:** Large devices (Desktops > 1200px)

# Example - 2 cols



# Example - 2 cols

.col-xs-6 will apply on larger screens

```
<div class="container">
  <div class="row">

    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

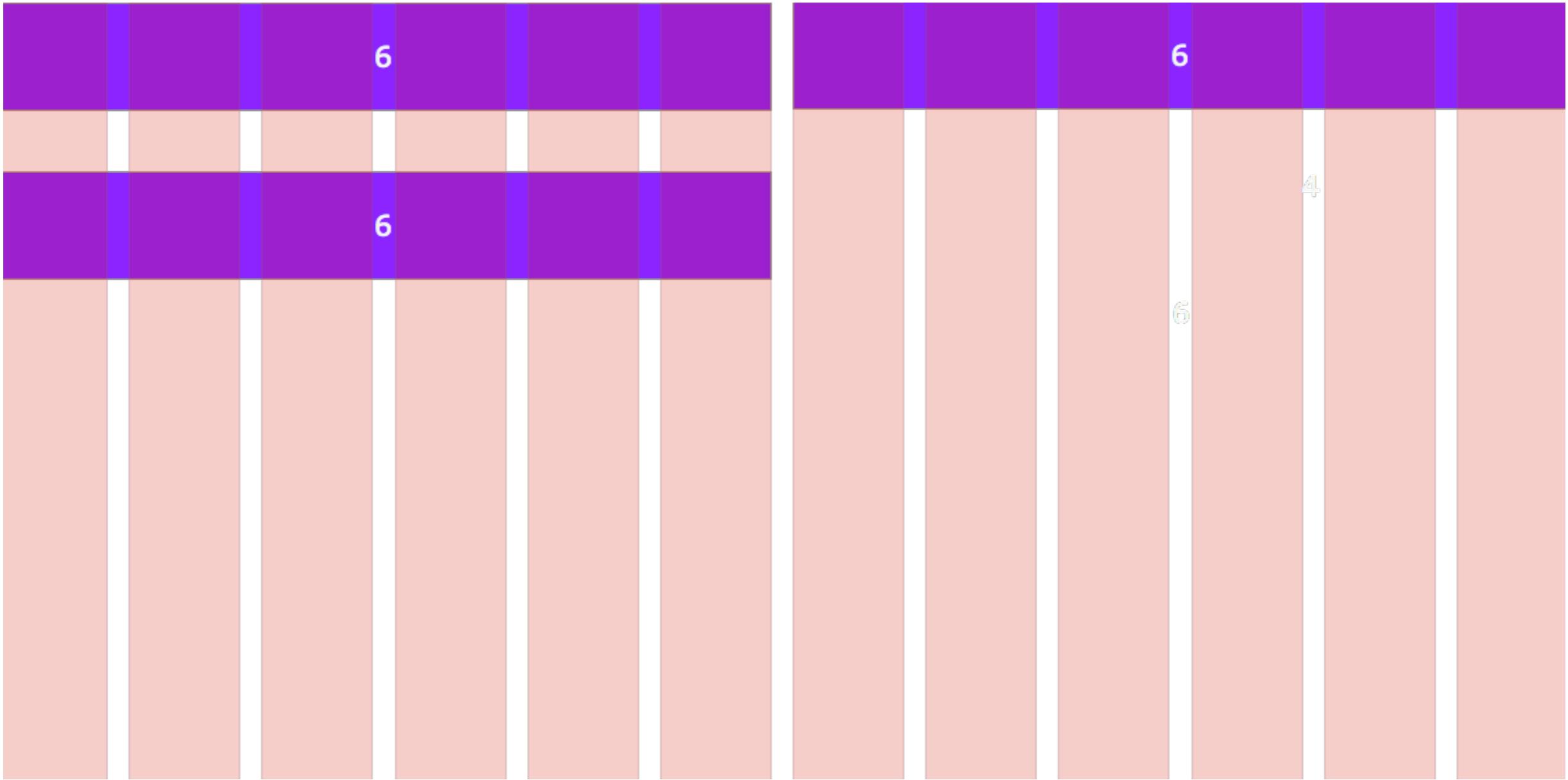
# What happens?

```
<div class="container">
  <div class="row">

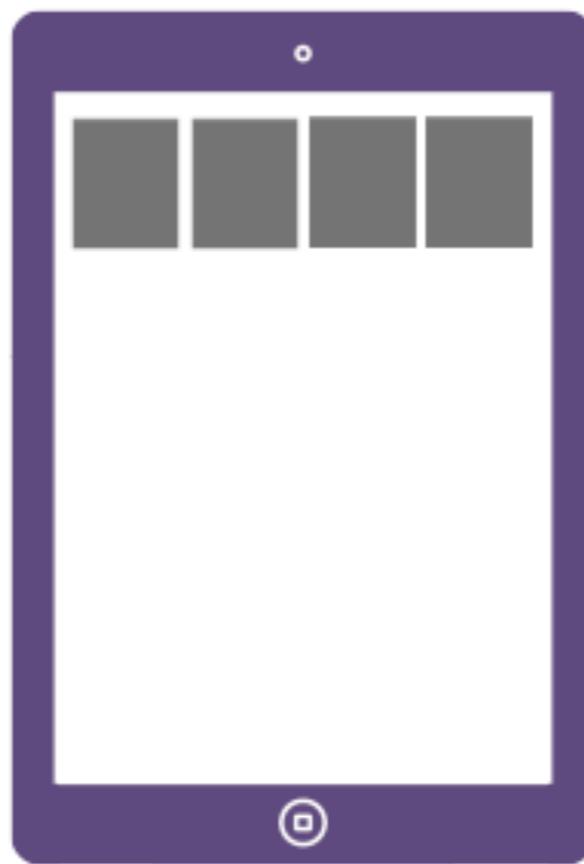
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

# Return on new line



# Responsive example



# Responsive example

```
<div class="container">
  <div class="row">
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
  </div>
</div>
```

# **8. The grid**

**Go further**

[lewagon.com/london](http://lewagon.com/london)

**Thank you!**