

# 2h-landing

# Landing page

**Clear proposition value**

**Clean design**

**Call-to-Action**

**CRM first milestone**

# Landing page tools

**lawnchrock**

*strikingly*

 SQUARESPACE

 unbounce

**Let's build from scratch**

# Coding language

**HTML**



content  
+ structure

**CSS**



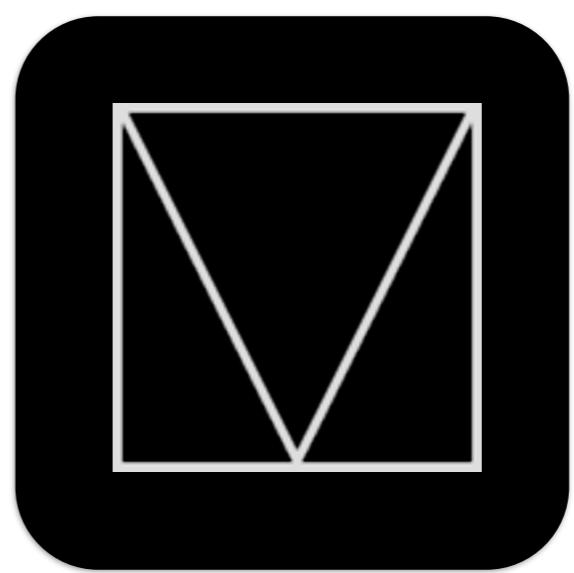
style

**JS**



dynamism  
+ usability

# CSS libraries



# Workshop outline

## Theoretical intros

Basic concepts to understand

## Live-code demos

We code, you don't

## Your turn

Copy / paste our snippets & have fun

# Setup



# Sublime kick-off

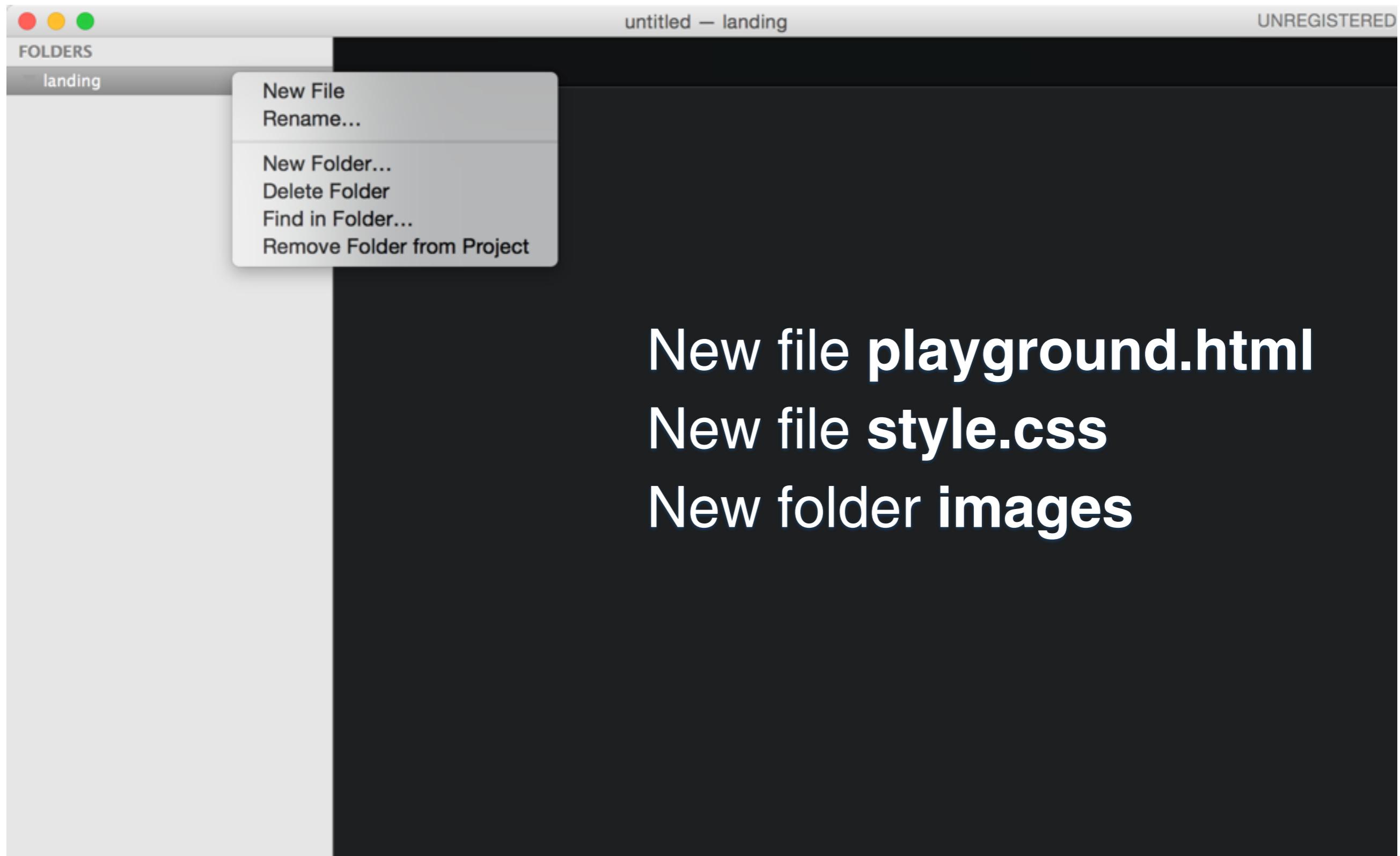


landing

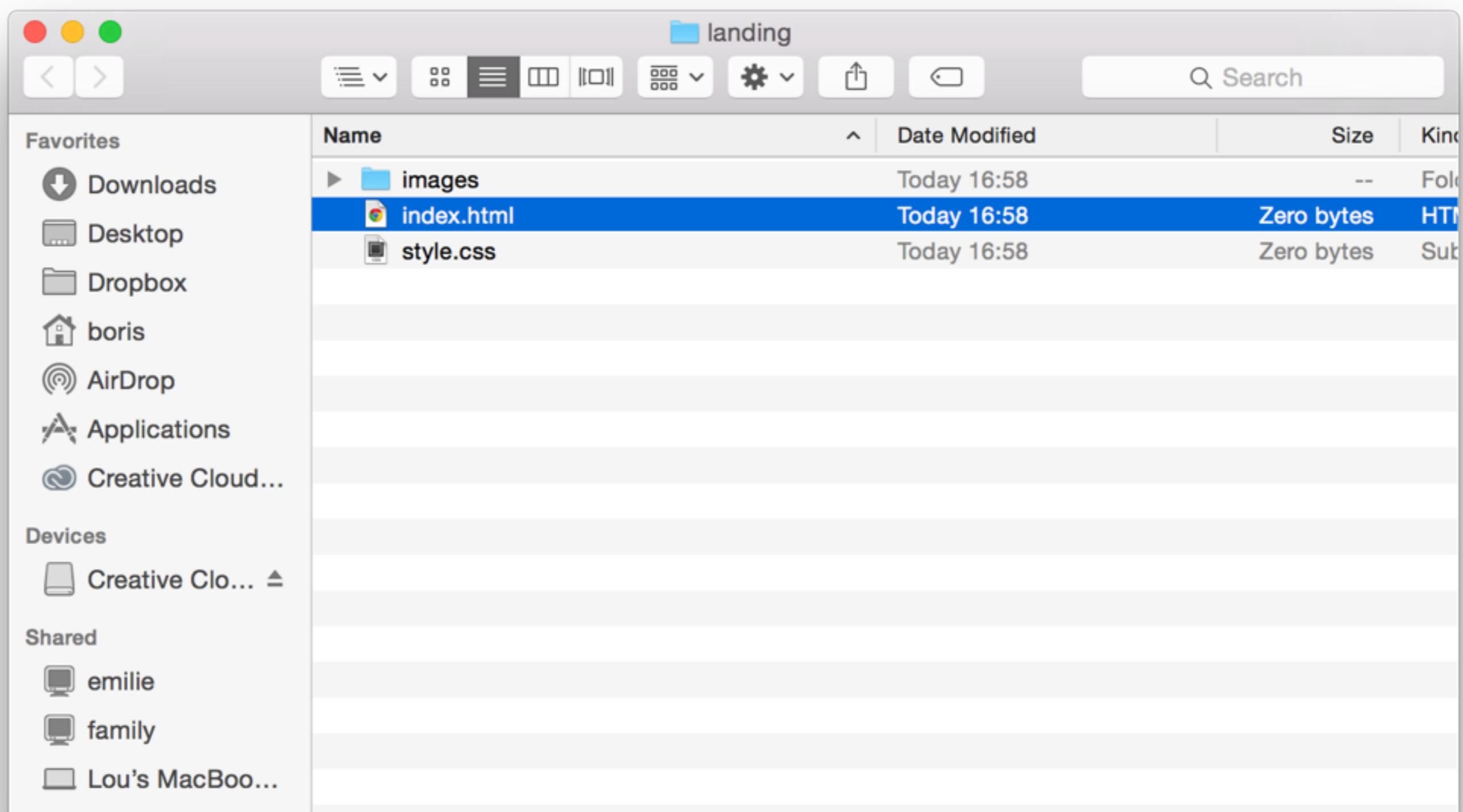


Create a folder  
Sublime Text > New file  
Drag & drop folder

# Create files/folders



# Open HTLM file with browser



# Front-end languages

**HTML**



**CSS**



**JS**



# **Structure**

## **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

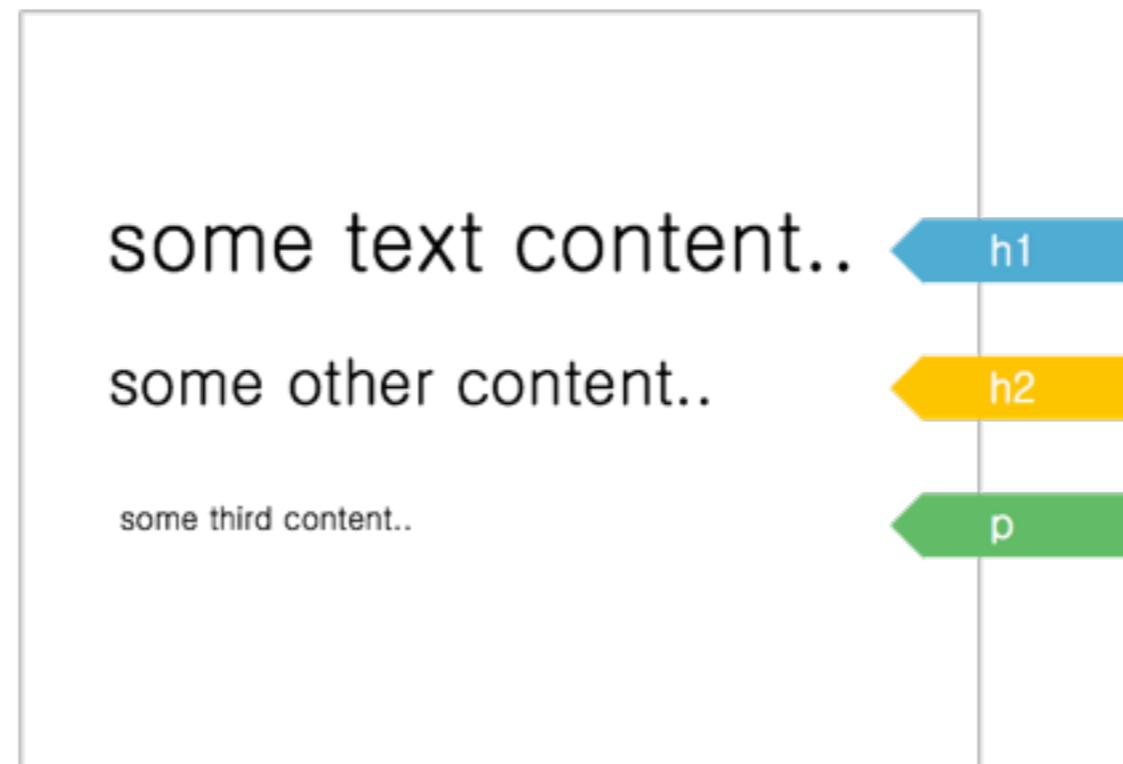
some other content..

h2

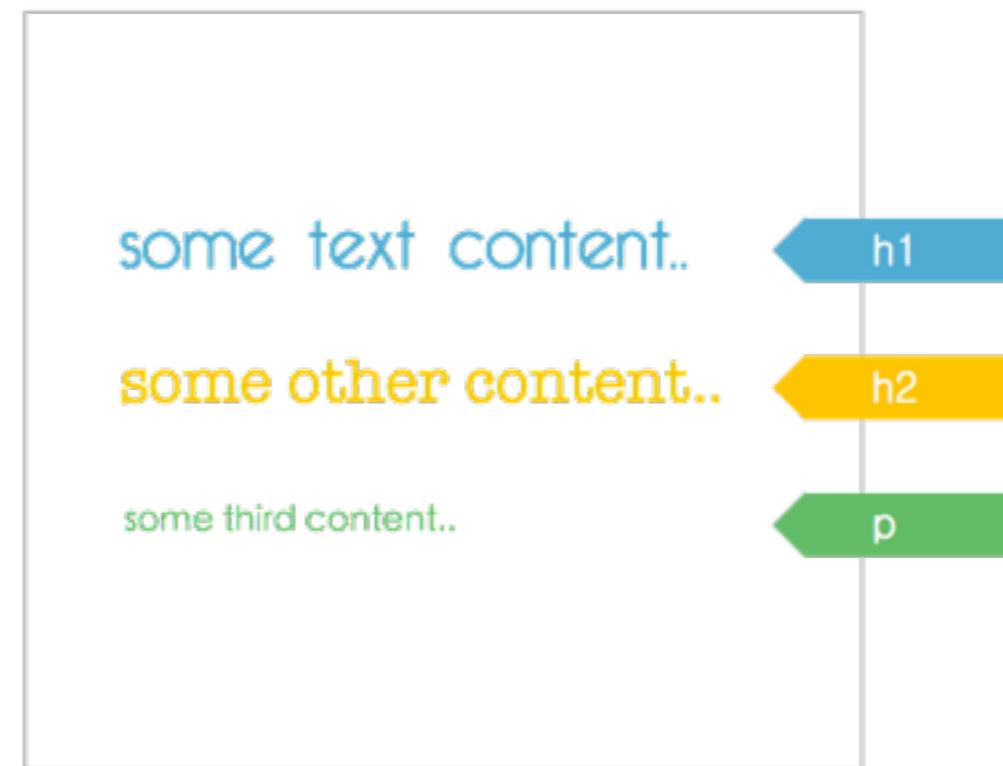
some third content..

p

# Browser apply defaults



# 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

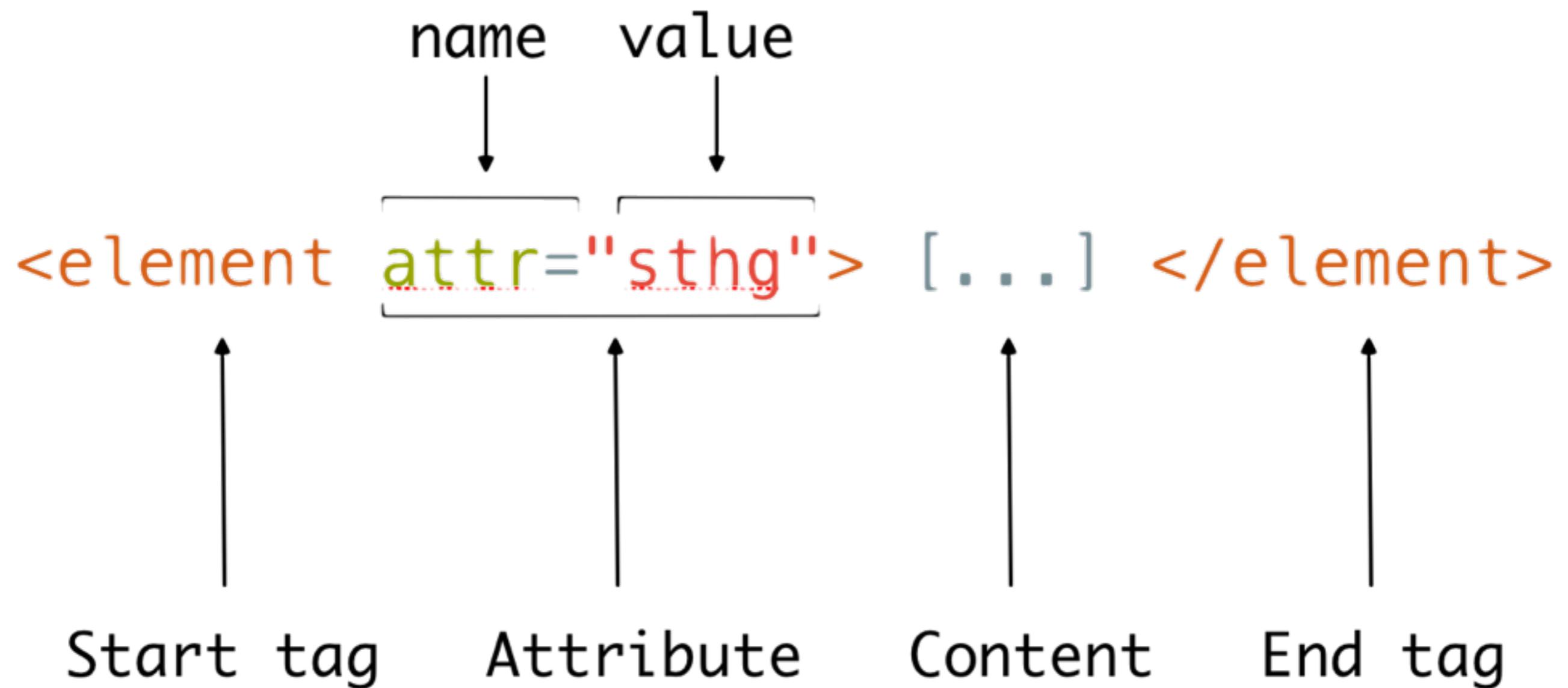
<head>

```
<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 element **content**?

What are the 2 **attributes** (name and value)?

# 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

```

```

# Your turn - head

```
<title>My playground App</title>
<meta charset="utf-8">
```

# Your turn - body

```
<h1>My playground app</h1>
```

```
<p>A toy app to practice</p>
```

```
<h2>Quick</h2>
```

```
<p>A quick app, <strong>very quick</strong> app</p>
```

```

```

```
<h2>Simple</h2>
```

```
<p>A simple app, <strong>very simple</strong> app</p>
```

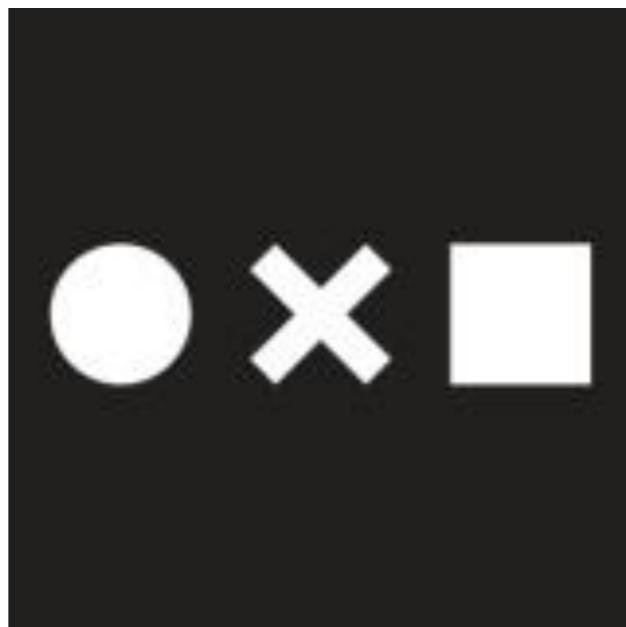
```

```

```
<p>A playground footer</p>
```

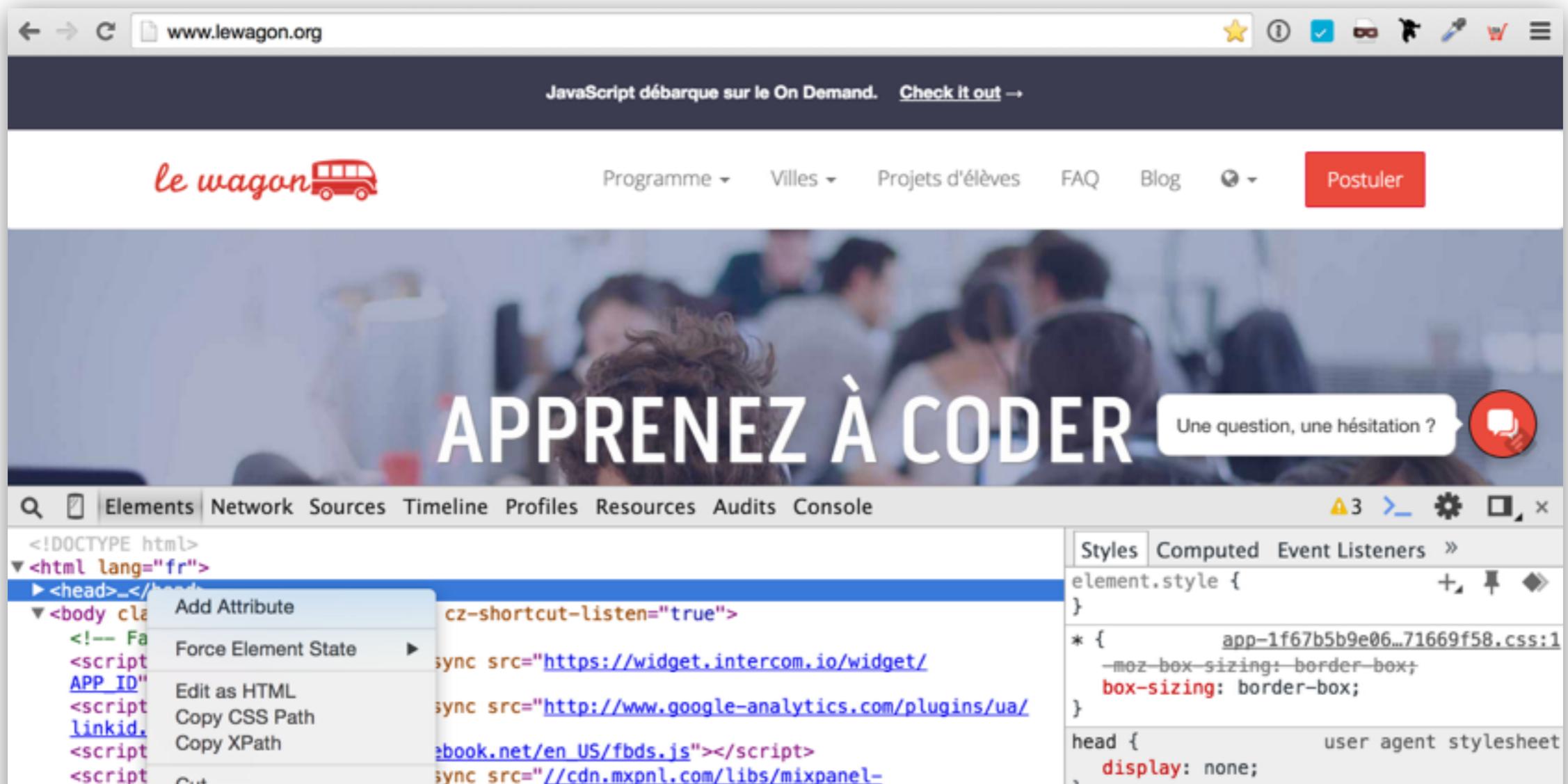
# Your turn - PNG

Find PNG on [TheNounProject](https://thenounproject.com)



# CSS

Web without CSS ?  
Let's find a page and cut its head!



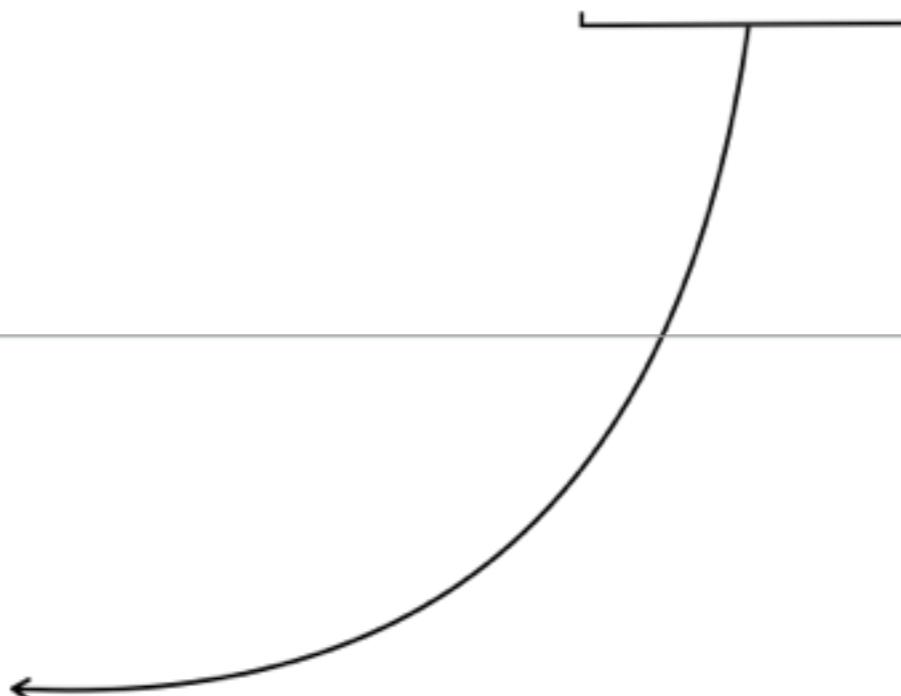
# Linking stylesheets

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

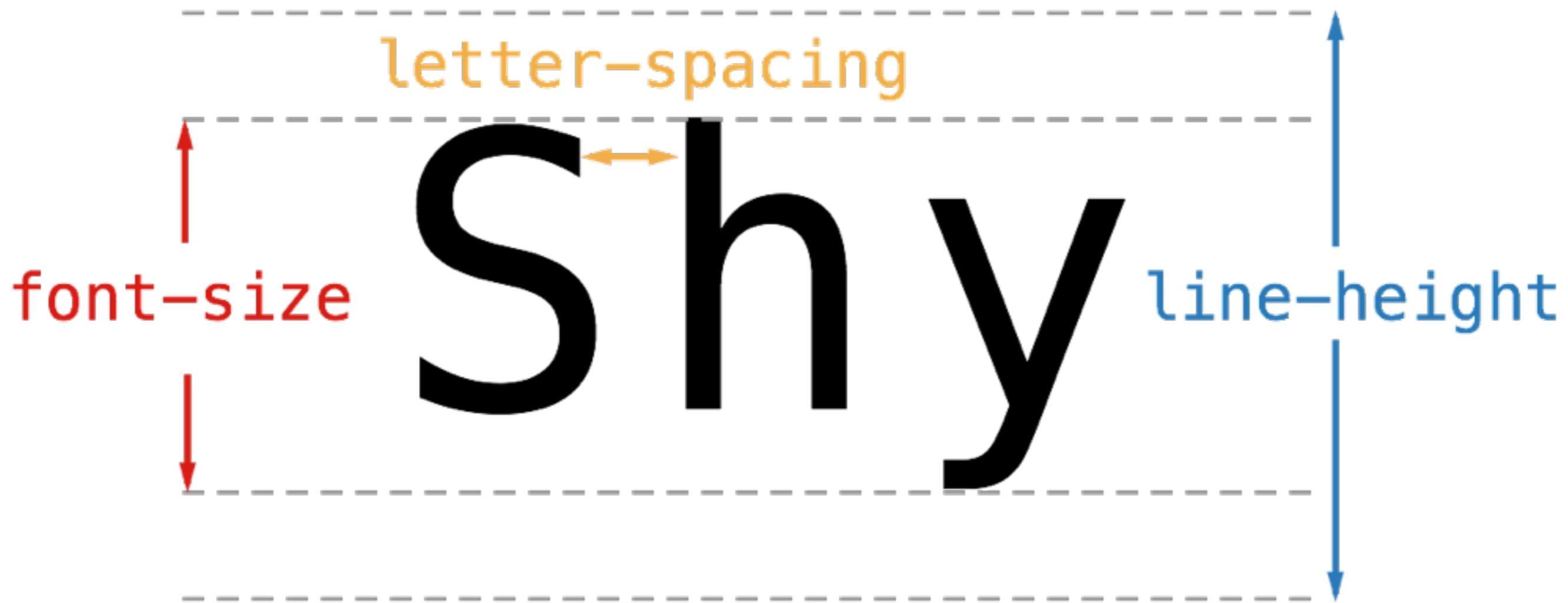
# Font family

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**

# Your turn - head

```
<link href="style.css" rel="stylesheet">
```

# Your turn - CSS

```
body{  
    margin: 0px;  
    color: green;  
    background: rgb(245,245,245);  
}  
  
h1 {  
    font-family: courier;  
    color: rgb(212,57,43);  
}  
  
p {  
    font-size: 30px;  
    line-height: 20px;  
}
```

Fix it!

# Your turn - todos

Change texts color to **black**

Change paragraphs size to **16px**

Use coolors for `<h1>` color

Include Open-Sans google font for body

Use Montserrat for `<h1>`

Play with Fontface Ninja

# 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 with numerous pink location pins. Labels include: Achères, Poissy, Nanterre, Le Chesnay, Versailles, Clamart, Robins, Antony, Massy, Palaiseau, Gif-sur-Yvette, Les Ulis, Limours, Forges-les-Bains, Argenteuil, Asnières-sur-Seine, Ivry-sur-Seine, Saint-Denis, La Villette, Bobigny, Montreuil, Ivry-sur-Seine, Pontault-Combault, Creteil, Orly, Athis-Mons, Savigny-sur-Orge, Viry-Châtillon, Forêt de Sénart, Saint-Michel-sur-Orge, Évry, Moissy-Cramayel, and Corbeil-Essonnes.

**Listing 1:** **Chambre d'étudiant, vue tour eiffel** (Student room, view of the Eiffel Tower). Logement entier (Entire place) in Tour Eiffel - Champ de Mars, Paris. Price: 36€ Par nuit. Description: "Logement entier à Paris, vue sur la tour Eiffel et le Champ de Mars. Idéal pour les étudiants ou ceux qui cherchent un logement pas cher mais avec tout le confort nécessaire." (Entire place in Paris, view of the Eiffel Tower and the Champ de Mars. Ideal for students or those looking for a cheap place but with all the necessary comfort.)

**Listing 2:** **Very COOL flat // Heart of Paris.** Logement entier (Entire place) in Invalides - Ecole Militaire, Paris. Price: 160€ Par nuit. Description: "Very COOL flat // Heart of Paris. Located in the heart of Paris, in the Invalides area, near the Eiffel Tower and the Louvre. The flat is modern, spacious and well-furnished. It has 2 bedrooms, 2 bathrooms, a large living room with a fireplace, a fully equipped kitchen, and a terrace with a barbecue. Perfect for a family or a group of friends. Book now!" (Very COOL flat // Heart of Paris. Located in the heart of Paris, in the Invalides area, near the Eiffel Tower and the Louvre. The flat is modern, spacious and well-furnished. It has 2 bedrooms, 2 bathrooms, a large living room with a fireplace, a fully equipped kitchen, and a terrace with a barbecue. Perfect for a family or a group of friends. Book now!)

# Div & Box model

...is made of div

The image displays two versions of a web application interface side-by-side, illustrating the concept of the Div & Box model.

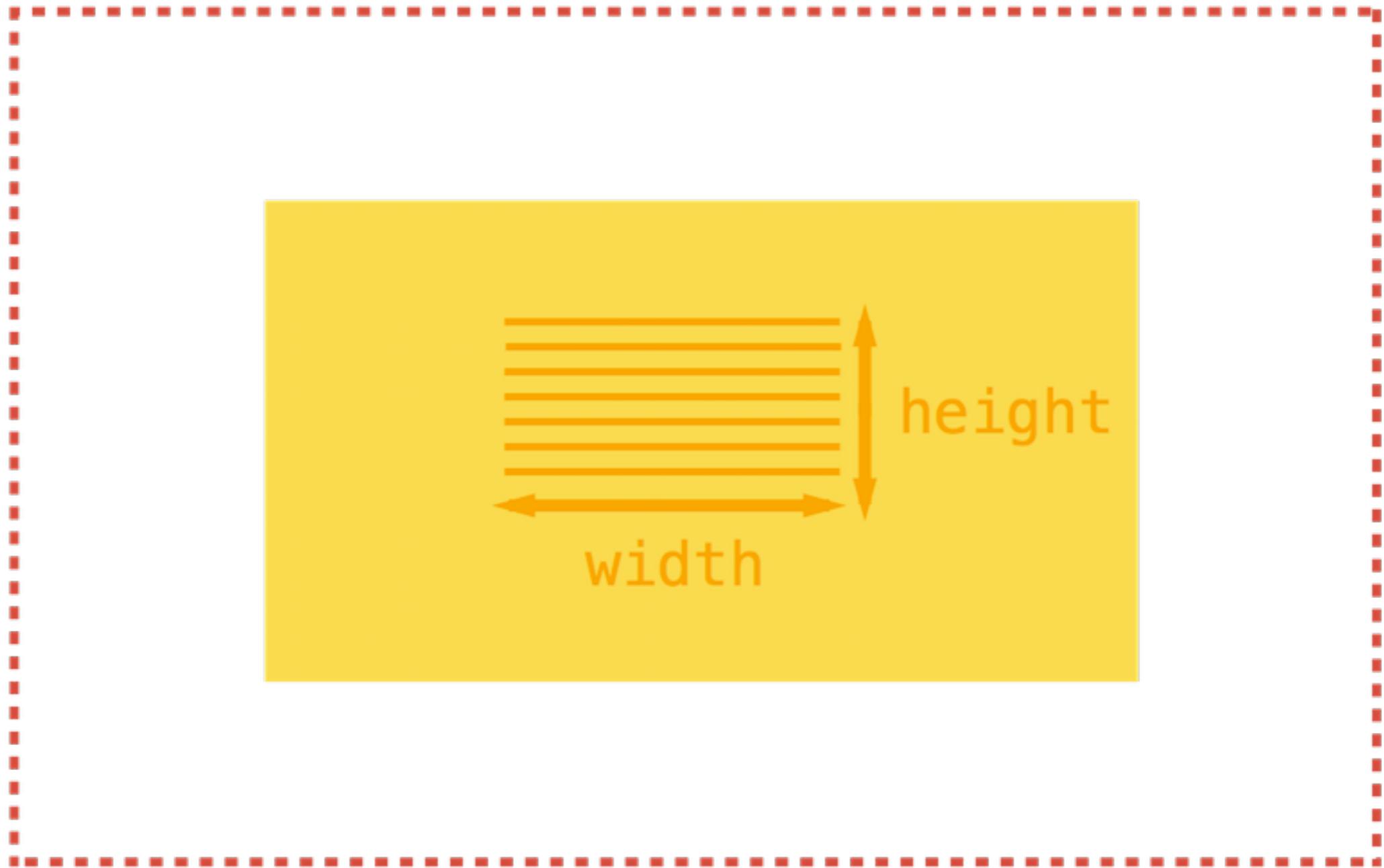
**Left Side (Original Airbnb Interface):**

- Header:** The top bar features the Airbnb logo, a search input field containing "Paris", and a blue search button.
- Map:** A map of the Paris region showing numerous pink location pins indicating available listings.
- Footer:** Standard navigation and search controls typical of a search engine.

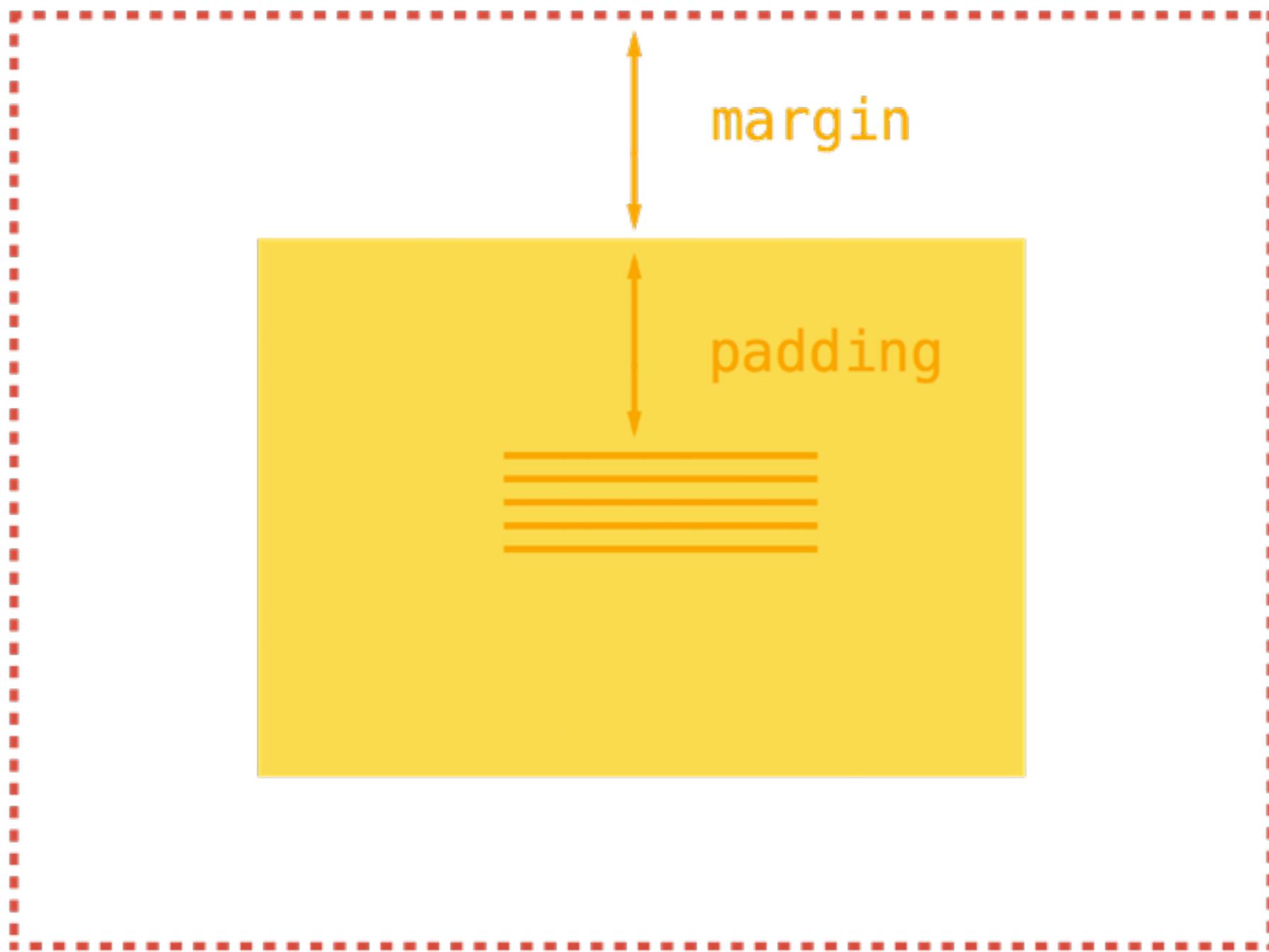
**Right Side (Modified Interface with 'div' Watermark):**

- Header:** The same header as the left side, with the addition of a user profile icon for "Boris" and a message center icon with 5 notifications.
- Content:** The main content area contains several listing cards, each featuring a large red "div" watermark.
  - First Listing:** "Chambre d'étudiant, vue tour eiffel" (Student room, Eiffel Tower view).
    - Thumbnail: Shows the Eiffel Tower.
    - Description: "Logement entier Tour Eiffel - Champ de Mars,..."
    - Price: 36€ Par nuit
  - Second Listing:** "Very COOL flat // Heart of Paris."
    - Thumbnail: Shows a modern interior.
    - Description: "Logement entier Invalides - Ecole Militaire, Paris"
    - Price: 160€ Par nuit
  - Third Listing:** "2 connexions sociales".
    - Thumbnail: Shows a social gathering.
    - Description: "2 connexions sociales"

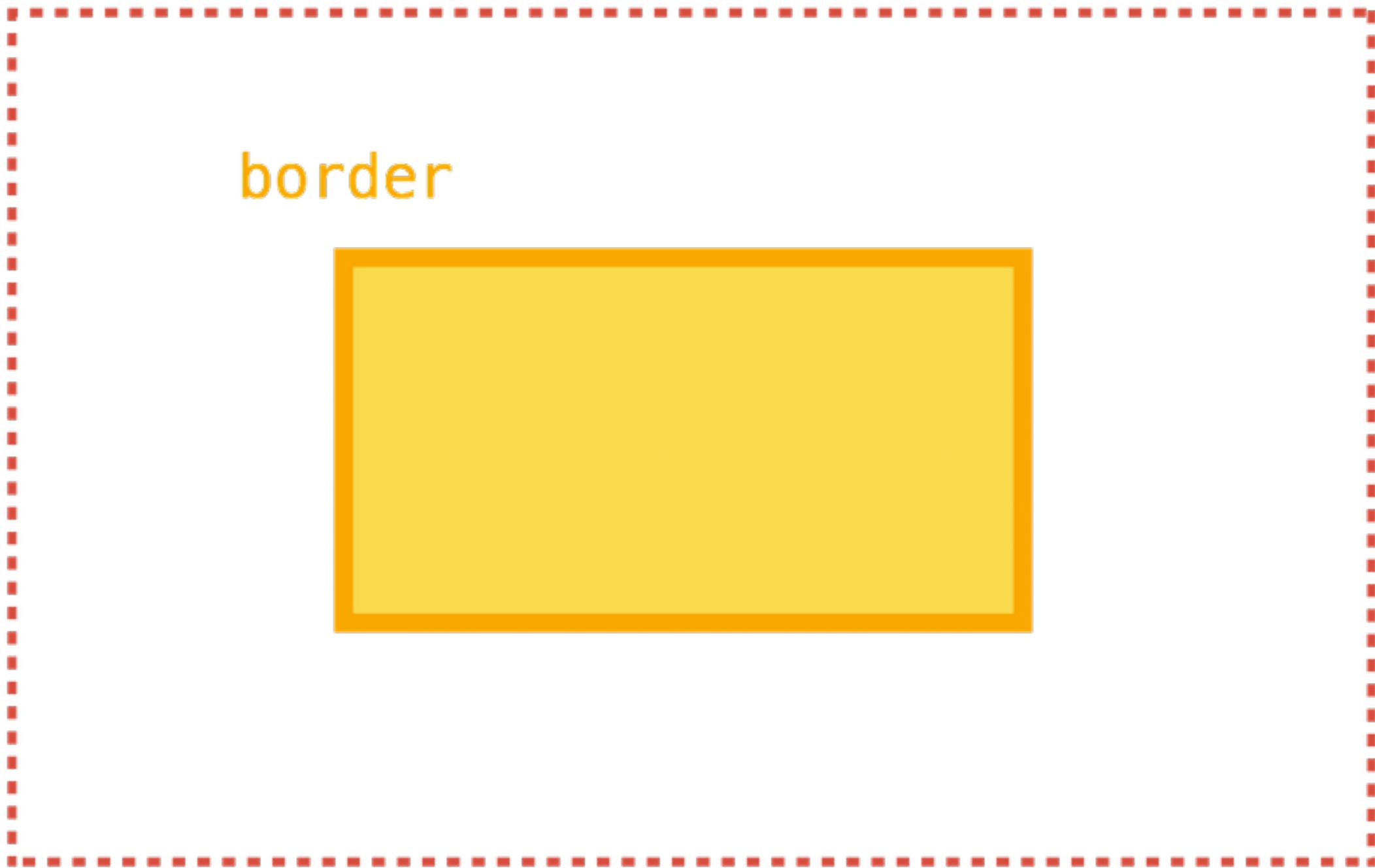
# Box model - content



# Box model - margins



# Box model - border



# Box model - border

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

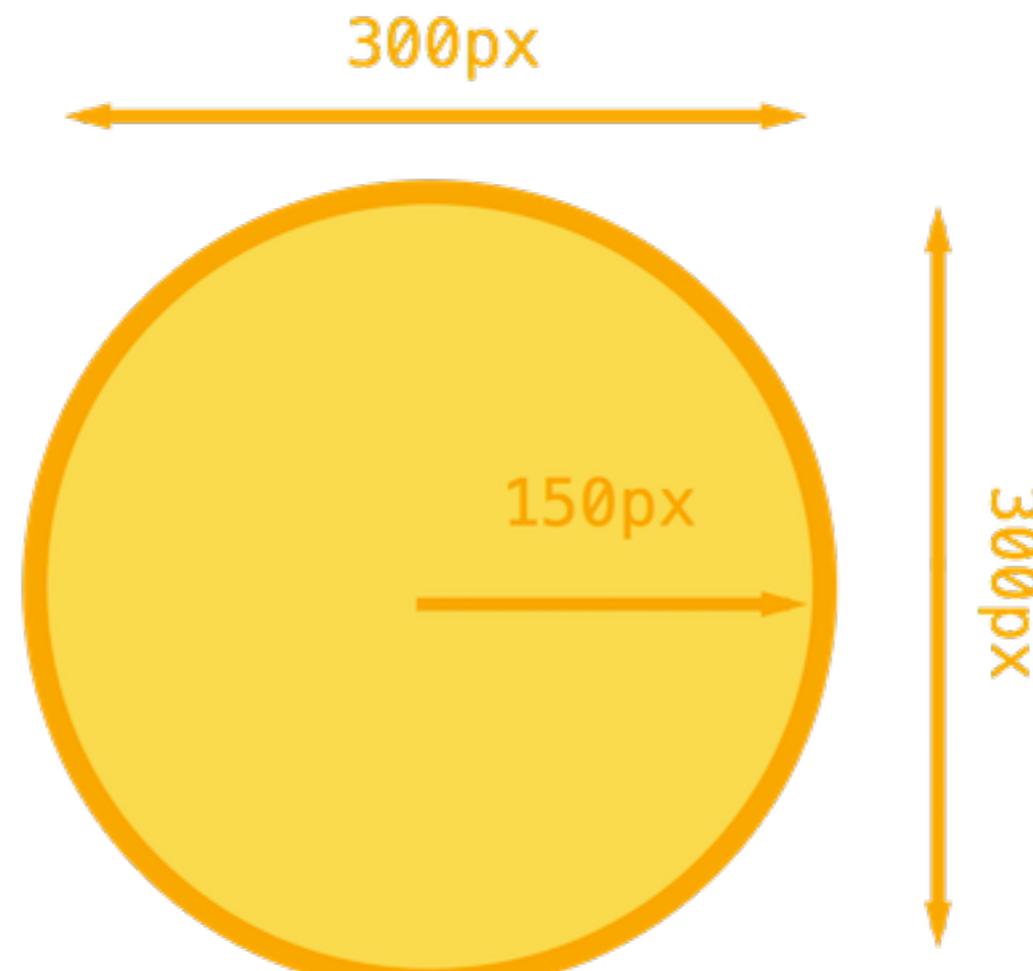


# Box model - radius



`border-radius: 5px;`

# Box model - radius



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

# Box model - shadow



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

# Your turn - body

```
<div>
  <h1>My playground app</h1>
  <p>A toy app to practice</p>
</div>

<div>
  <h2>Quick</h2>
  <p>A quick app, <strong>very quick</strong> app</p>
  
</div>

<div>
  <h2>Simple</h2>
  <p>A simple app, <strong>very simple</strong> app</p>
  
</div>

<div>
  <p>A playground footer</p>
</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>
```

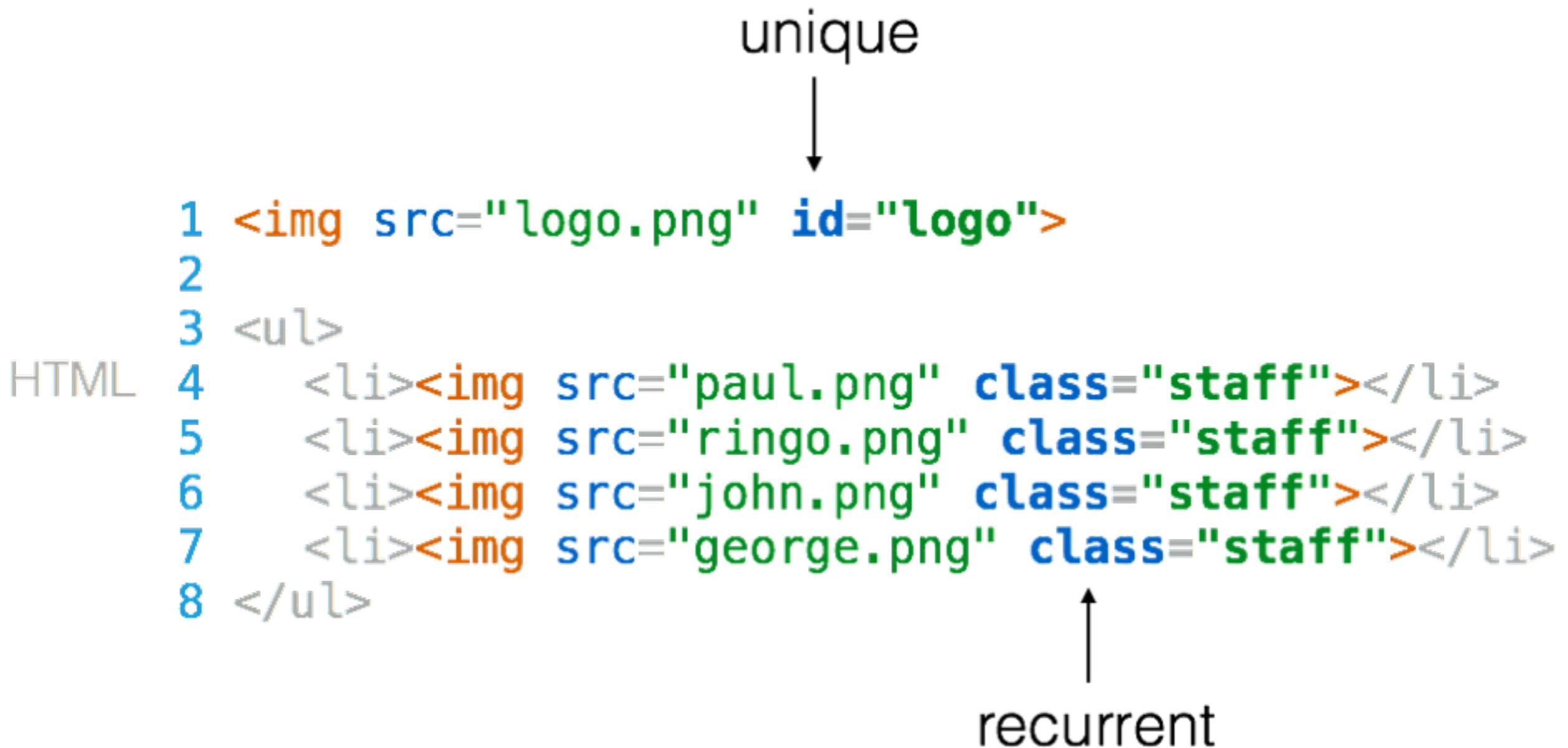
# how do you style staff pictures only?

```
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 }
```



# Your turn - body

```
<div id="header">
  <h1>My playground app</h1>
  <p>A toy app to practice</p>
</div>

<div class="feature">
  <h2>Quick</h2>
  <p>A quick app, <strong>very quick</strong> app</p>
  
</div>

<div class="feature">
  <h2>Simple</h2>
  <p>A simple app, <strong>very simple</strong> app</p>
  
</div>

<div id="footer">
  <p>A playground footer</p>
</div>
```

# Your turn - CSS

```
#header {  
    text-align: center;  
    background-image: url("http://lorempixel.com/1300/600/");  
    background-size: cover;  
    padding: 150px;  
    color: white;  
    text-shadow: 1px 1px 3px black;  
}  
  
.feature {  
    padding: 50px;  
    font-weight: 300px;  
}
```



# Fontawesome

You **don't want** .png or .jpg files  
You **want** a font of icons

# Your turn - head

```
<link href="https://maxcdn.bootstrapcdn.com/font-awesome/4.6.3/css/font-awesome.min.css">
```

# Your turn

Add social links to your footer

```
<ul>
  <li><a href="#"><i class="fa fa-twitter"></i></a></li>
  <li><a href="#"><i class="fa fa-facebook"></i></a></li>
  <li><a href="#"><i class="fa fa-instagram"></i></a></li>
  <li><a href="#"><i class="fa fa-github"></i></a></li>
</ul>
```

```
#footer a {
  color: lightgrey;
}
```

```
#footer a:hover {
  color: white;
}
```



# Set up

Create a new **index.html** file

Copy/paste our **boilerplate**

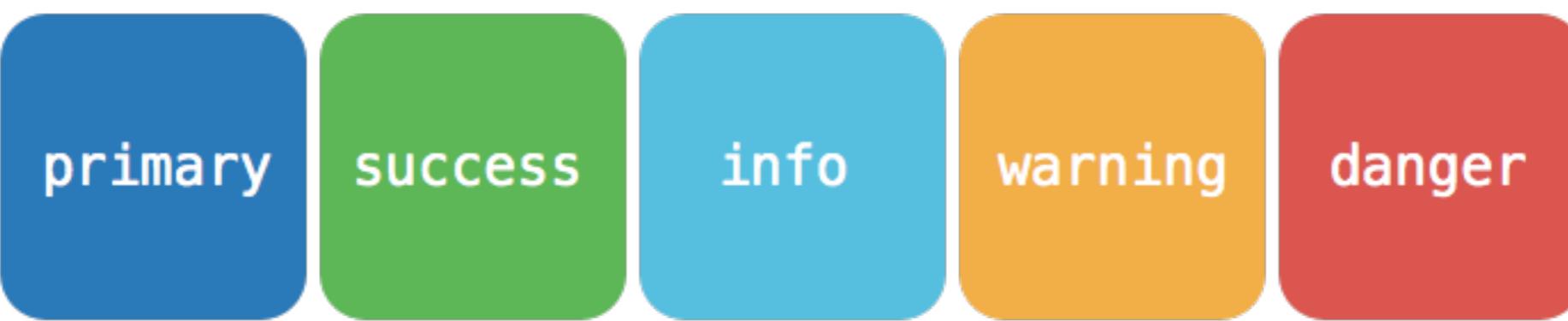
<https://github.com/lewagon/bootstrap-boilerplate>

Add the link to your style.css **after the link to Bootstrap**

Copy/paste your title and google fonts links

Copy/paste your <body> in your new page

# Semantic scheme



# Text classes



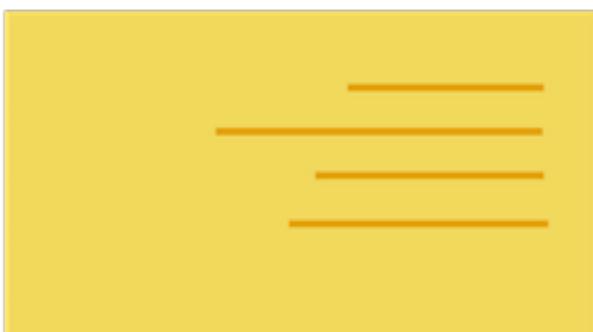
```
<div class='text-justify'></div>
```



```
<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 (<p>)

"list-inline" on your social list (<ul>)

"btn btn-primary" for your subscribe button

# Grid system



# Responsive



# Mobile first

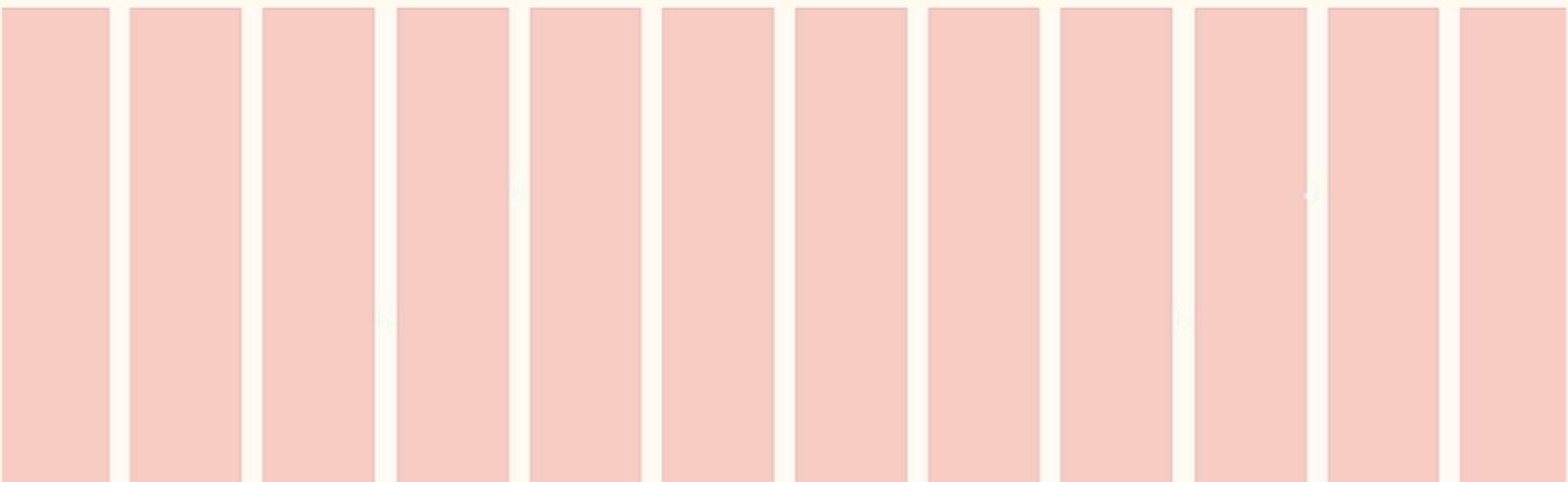


**How does it work?**

# Container

always start with a **container**

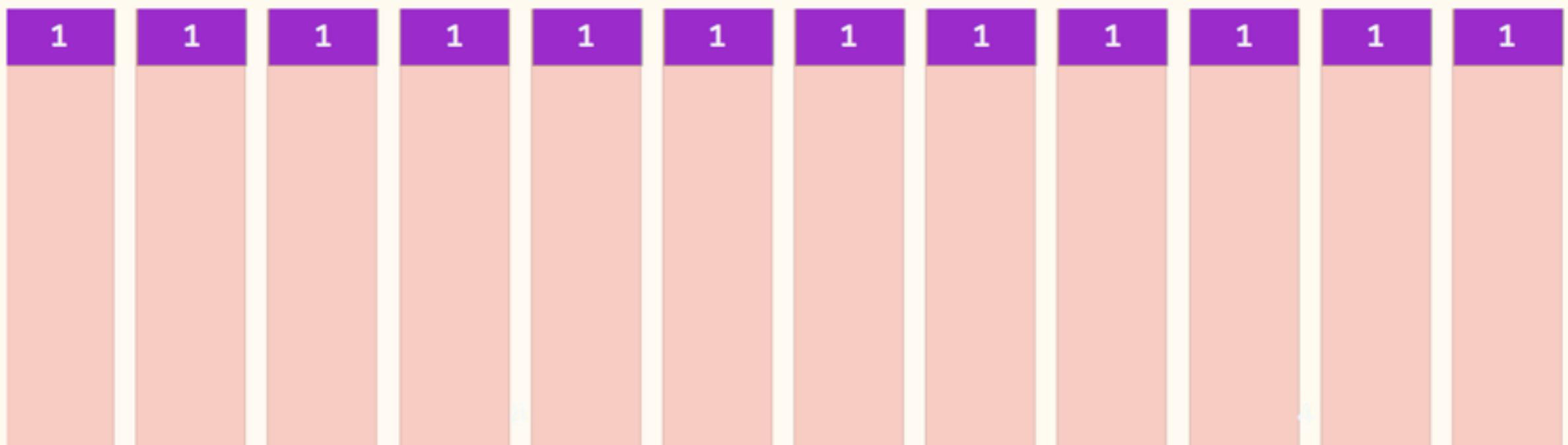
```
<div class="container">  
    <!--Define a container-->  
</div>
```



# Rows

then insert **rows**

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



# Rows

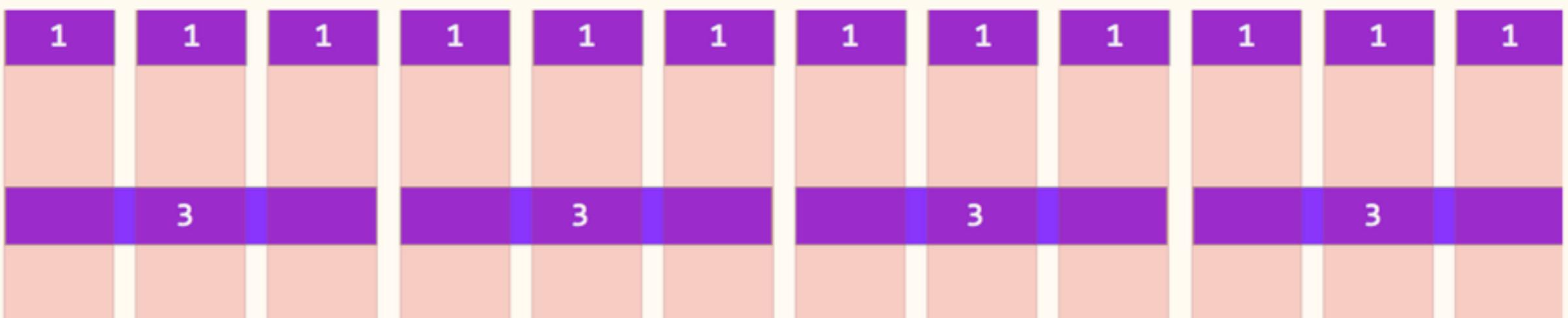
then insert rows

```
<div class="container">

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

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

</div>
```



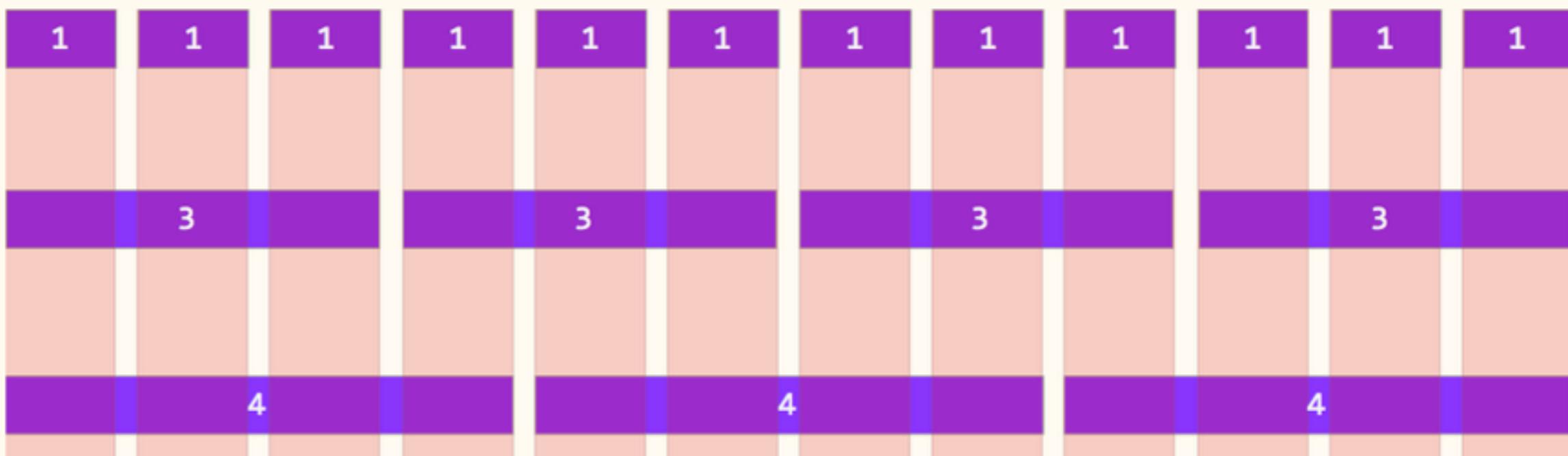
# Rows

```
<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>
```

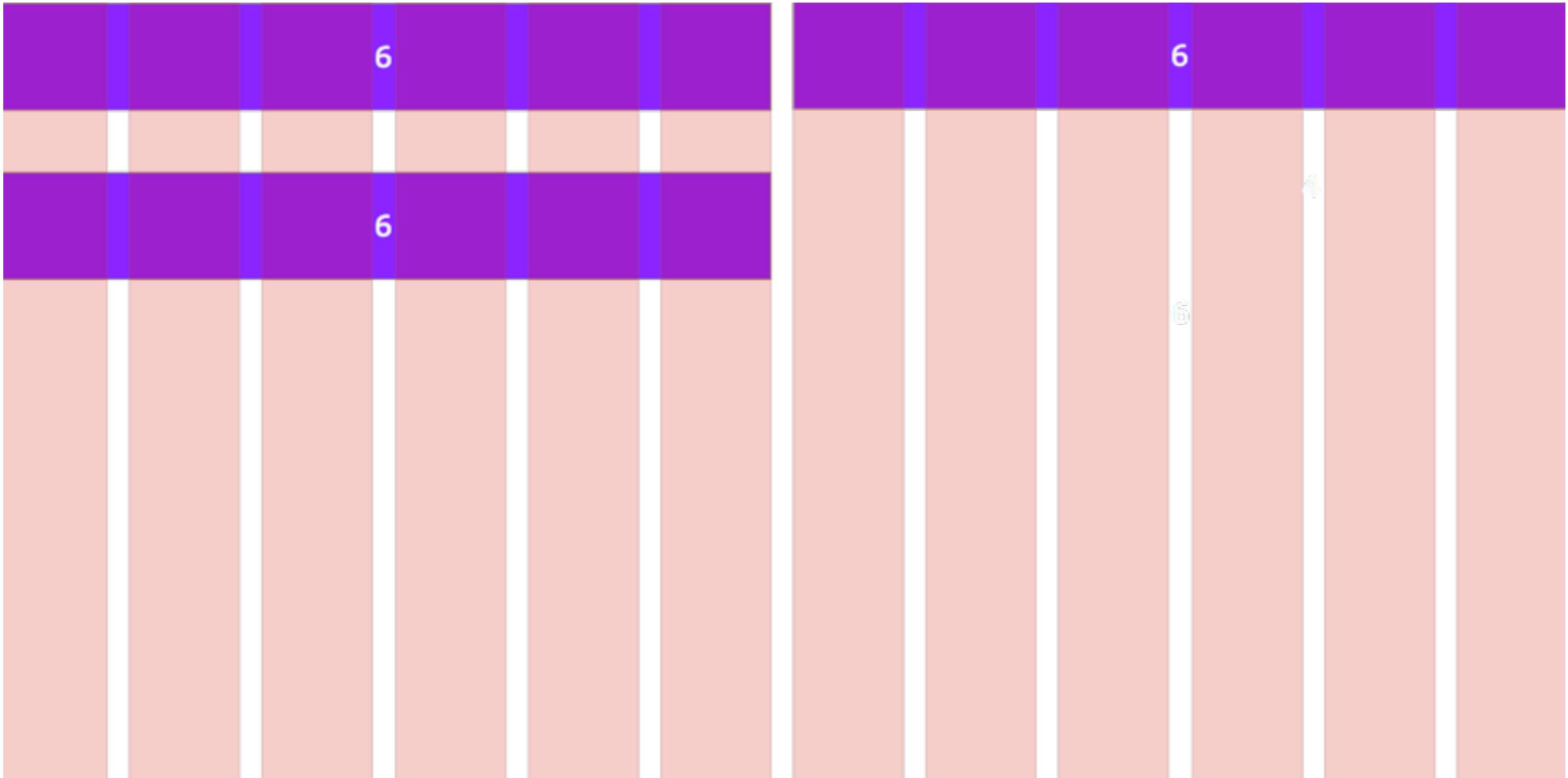
# What happens?

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

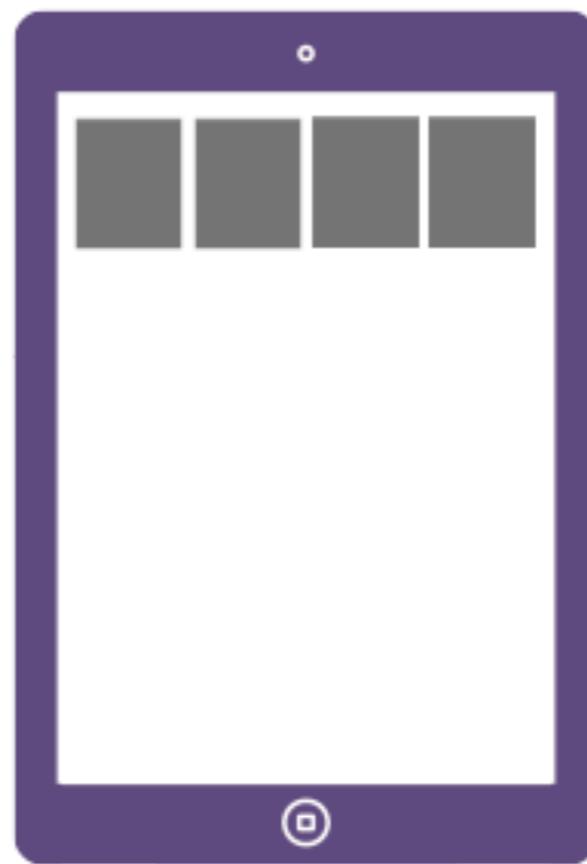
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </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>
```

# Your turn

Start with **raw initial grid**

```
<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>
```

Insert **each feature** in a col

```
<div class="col-xs-6 col-sm-3">
  <div class="feature">
    ...
  </div>
</div>
```

# Go further

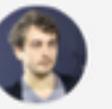
[ondemand.lewagon.org/nantes](https://ondemand.lewagon.org/nantes)



le wagon



Codez votre premier site web



Créez et designez votre site avec HTML/CSS et Bootstrap. Mettez-le en ligne, configurez votre nom de domaine et suivez votre traffic sur Google Analytics.

[Accéder aux cours →](#)



Devenez développeur front-end

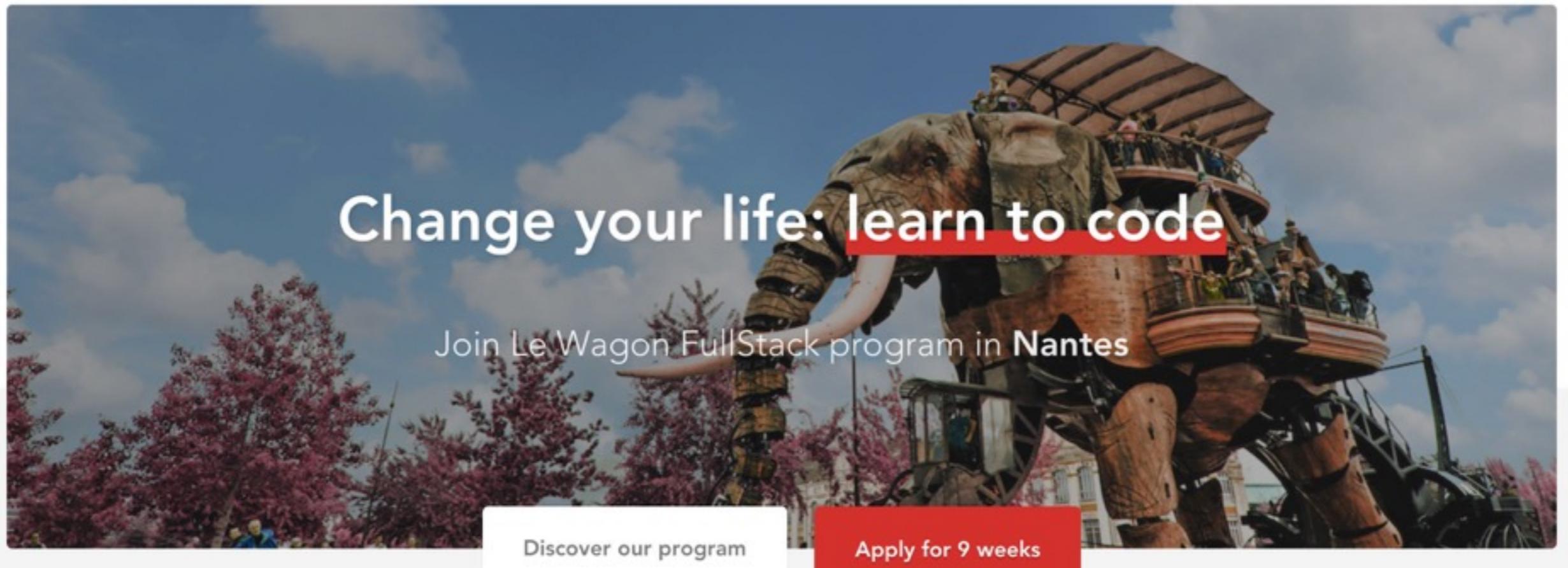


Passez la vitesse supérieure ! Créez vos propres icônes, designez et animez vos sites avec SASS & jQuery. Codez vite des sites beaux, propres & maintenables.

# Go beyond

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

**next batch** : 30 janvier au 31 mars



**Thank you!**