

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



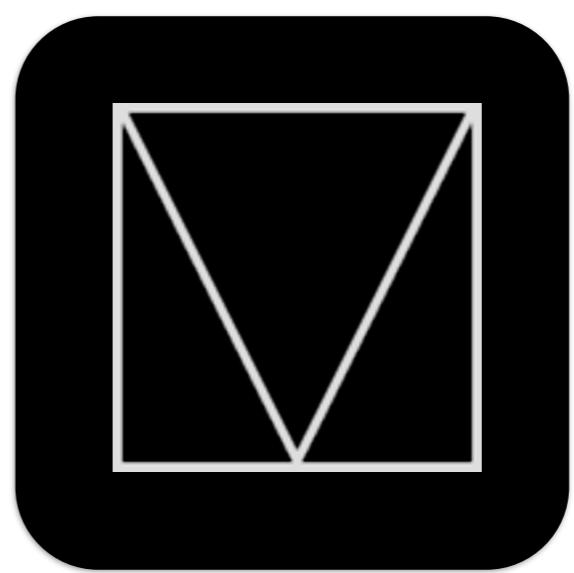
style

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

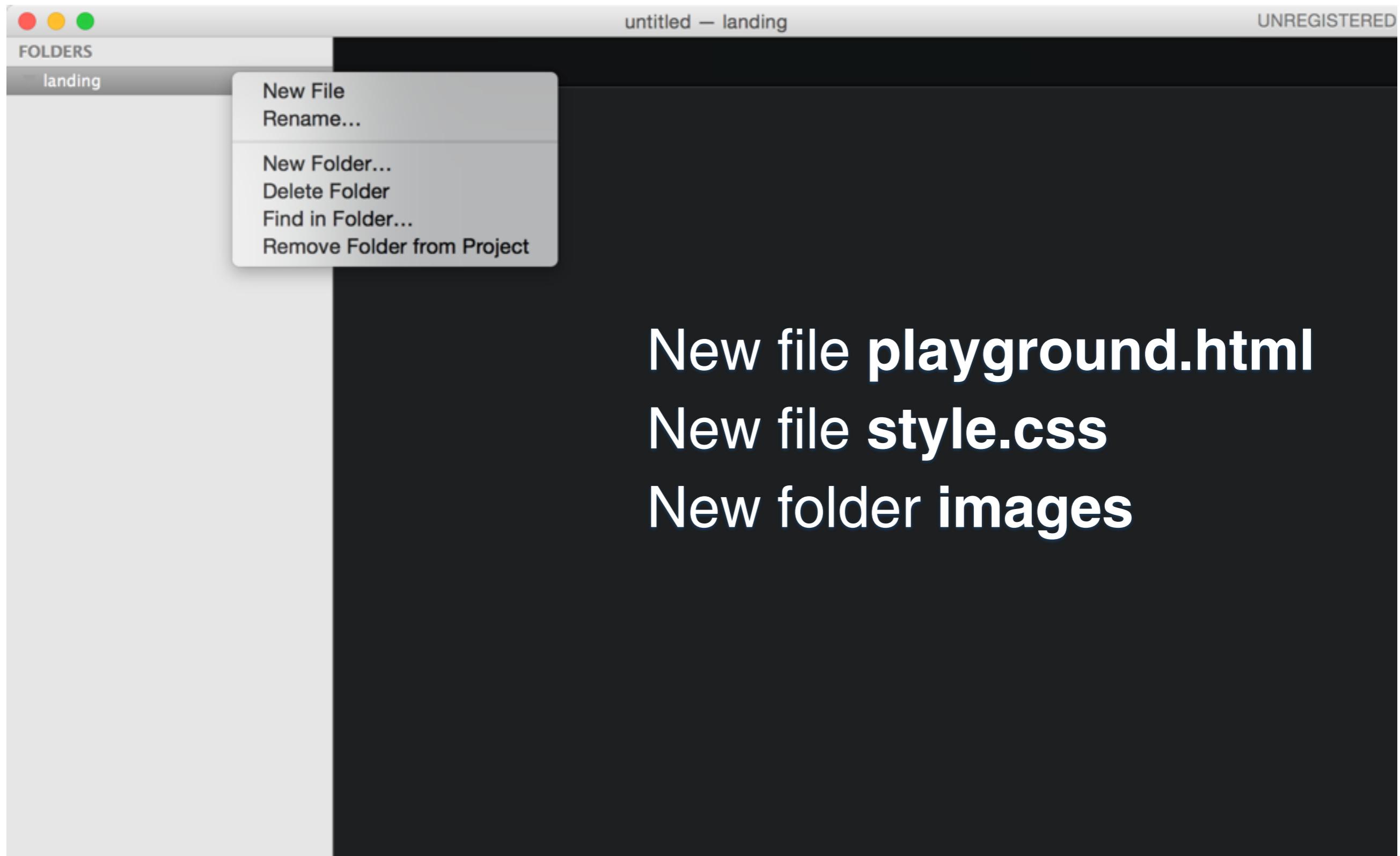


landing

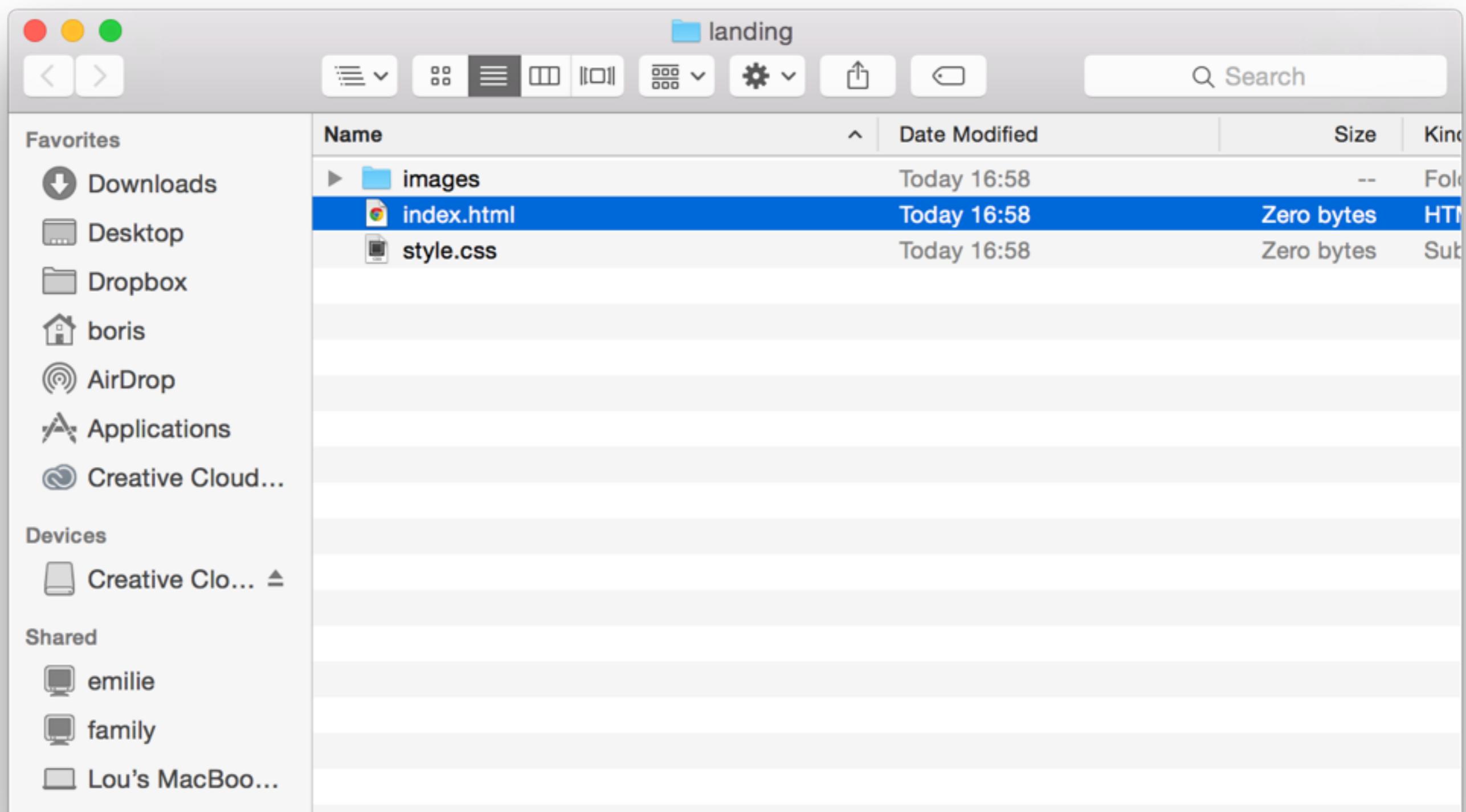


Create a folder
Sublime Text > New file
Drag & drop folder

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

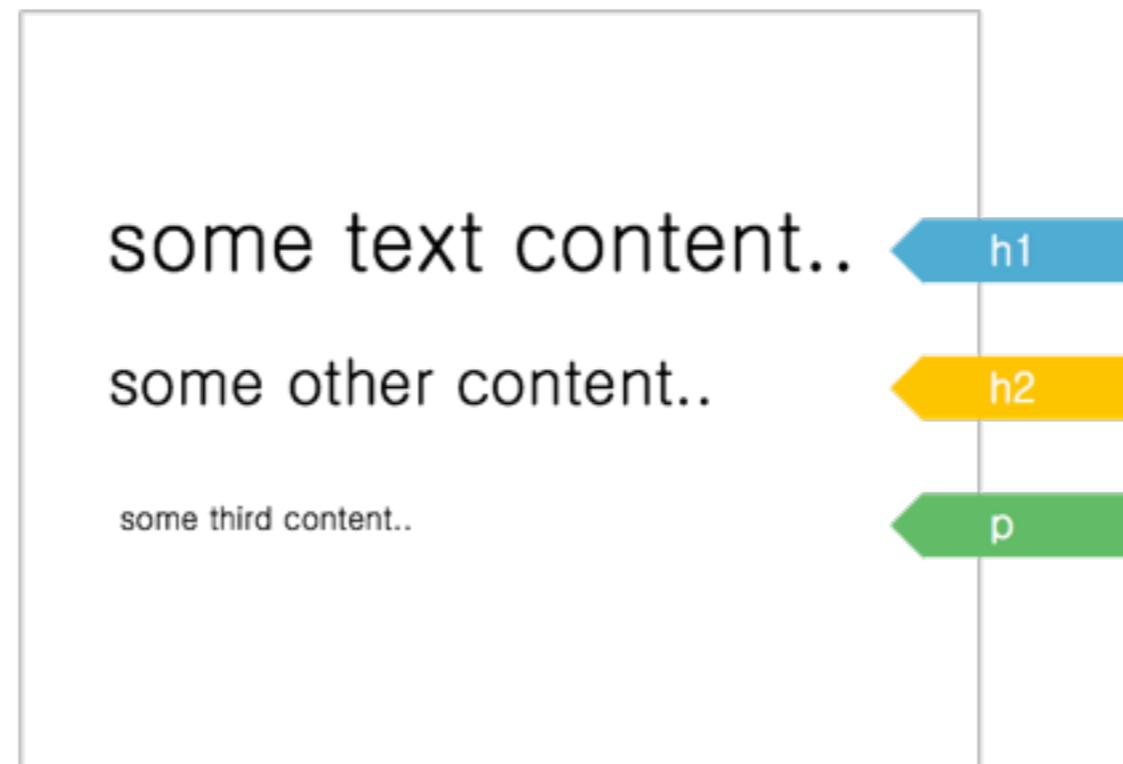
some other content..

h2

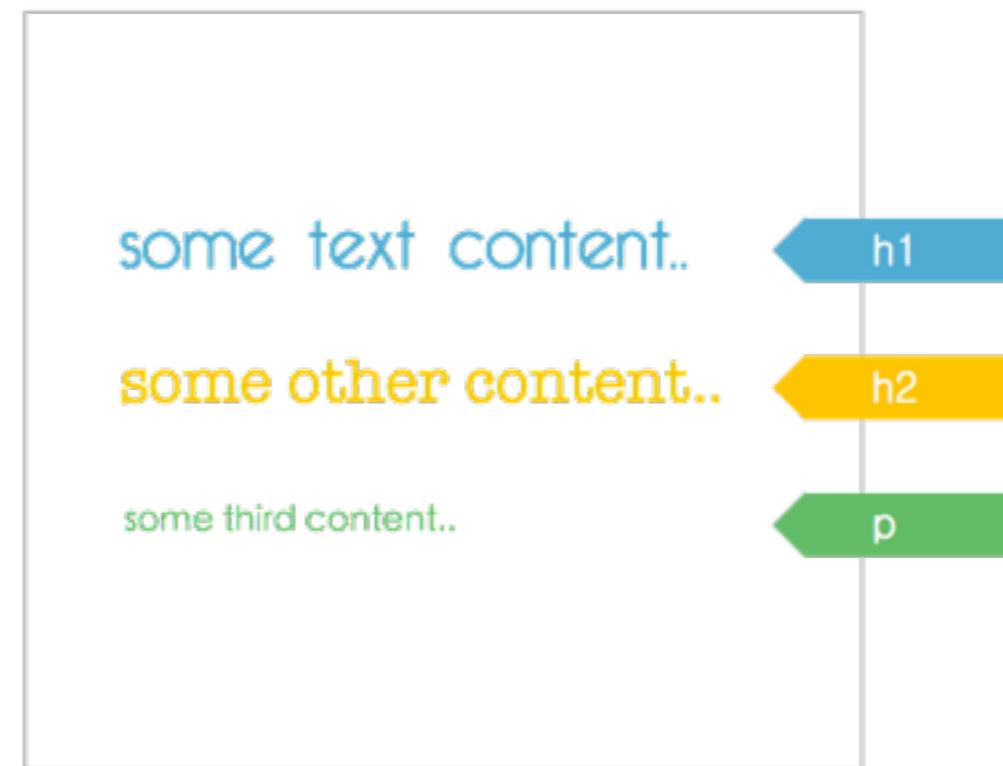
some third content..

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/ ▾

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

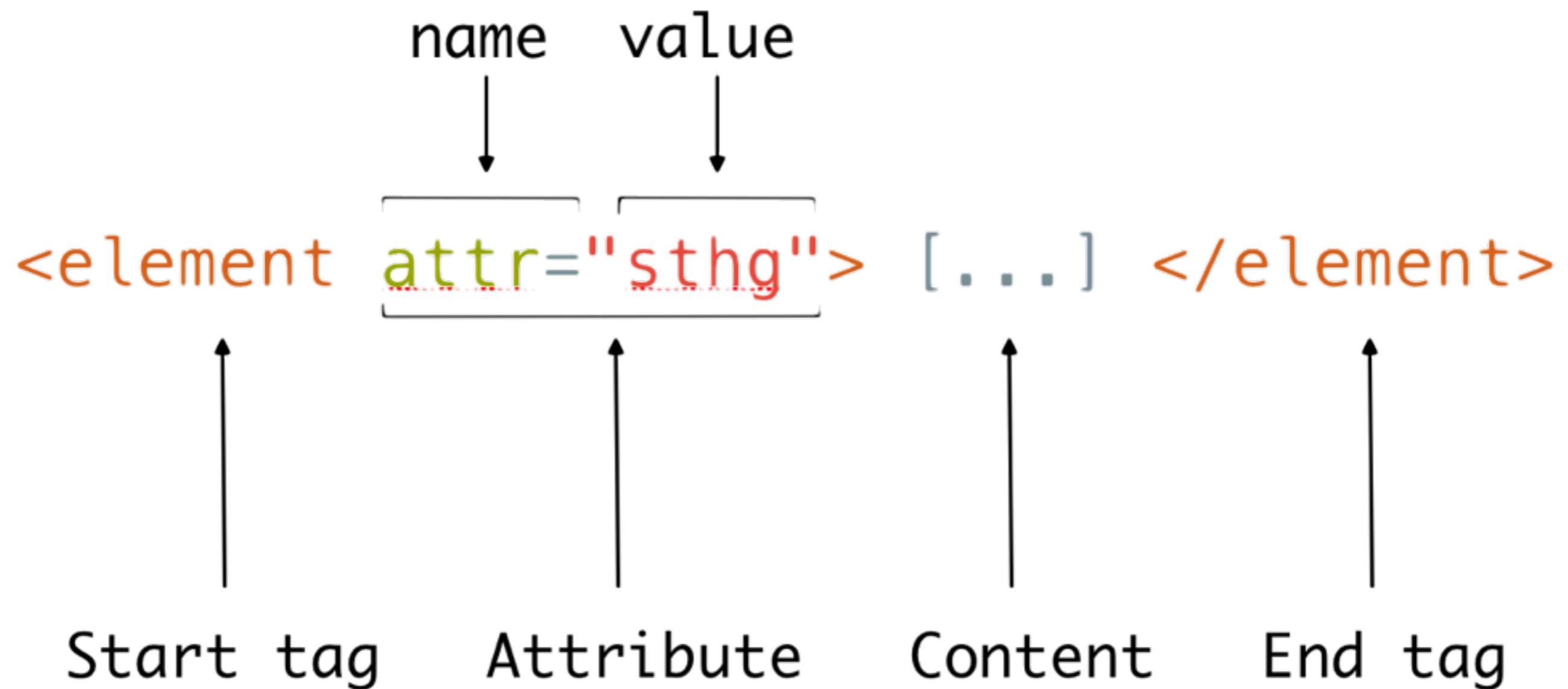
<head>

```
<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>
```

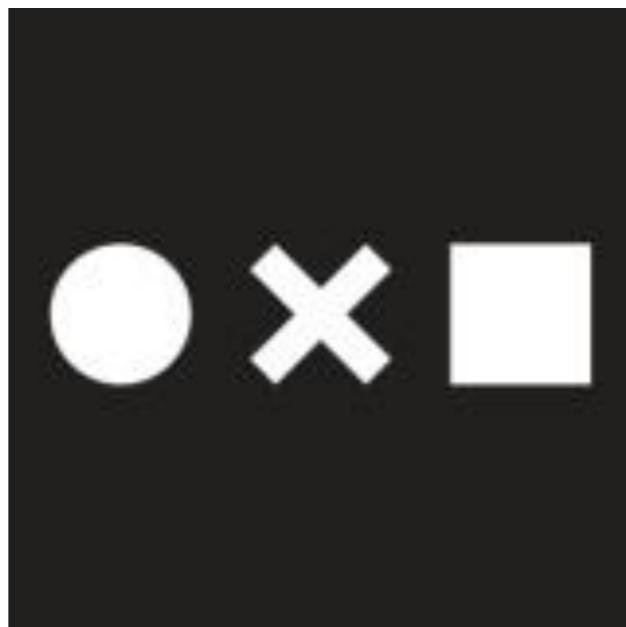
```

```

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

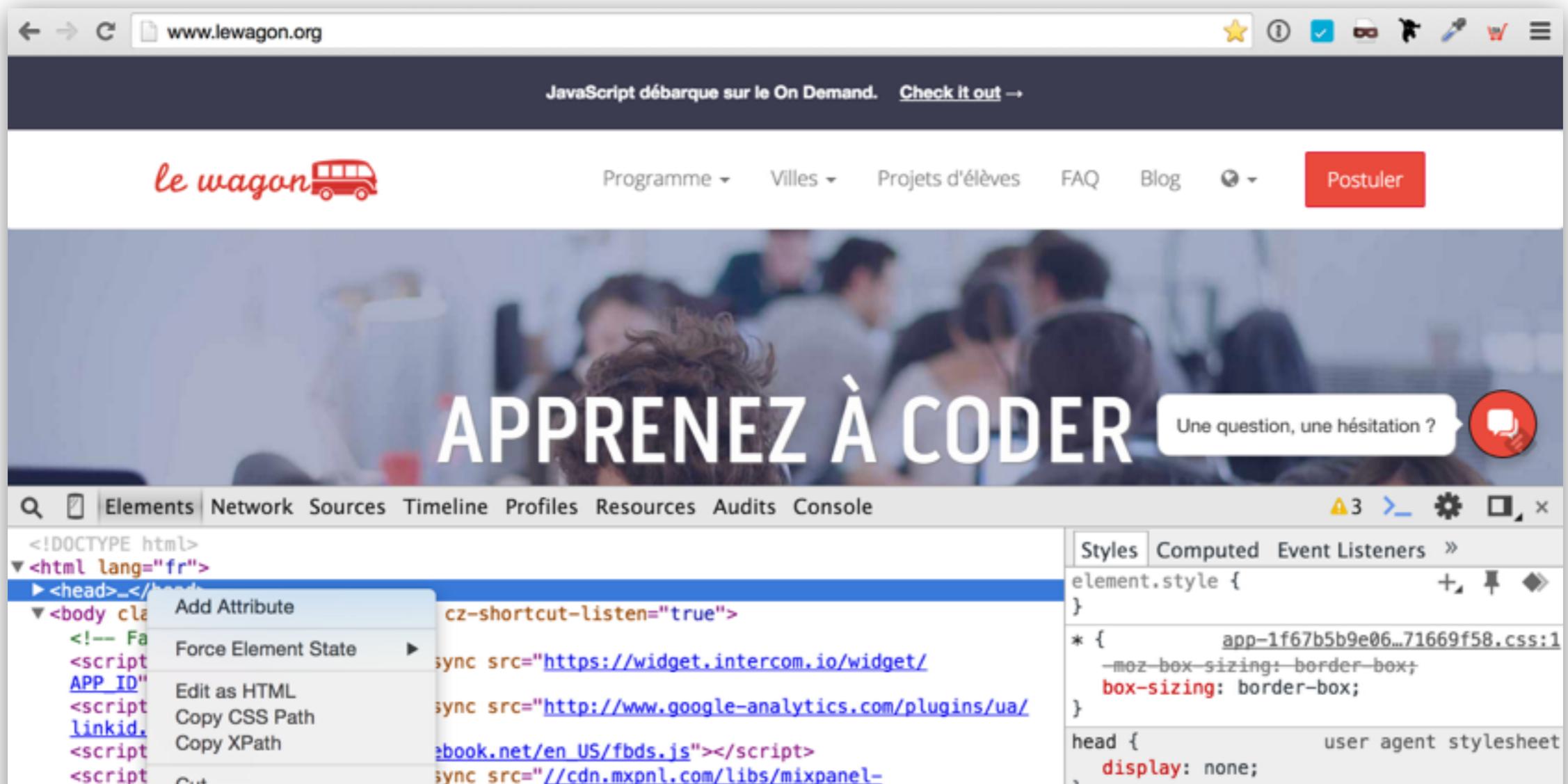
Your turn - PNG

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



CSS

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



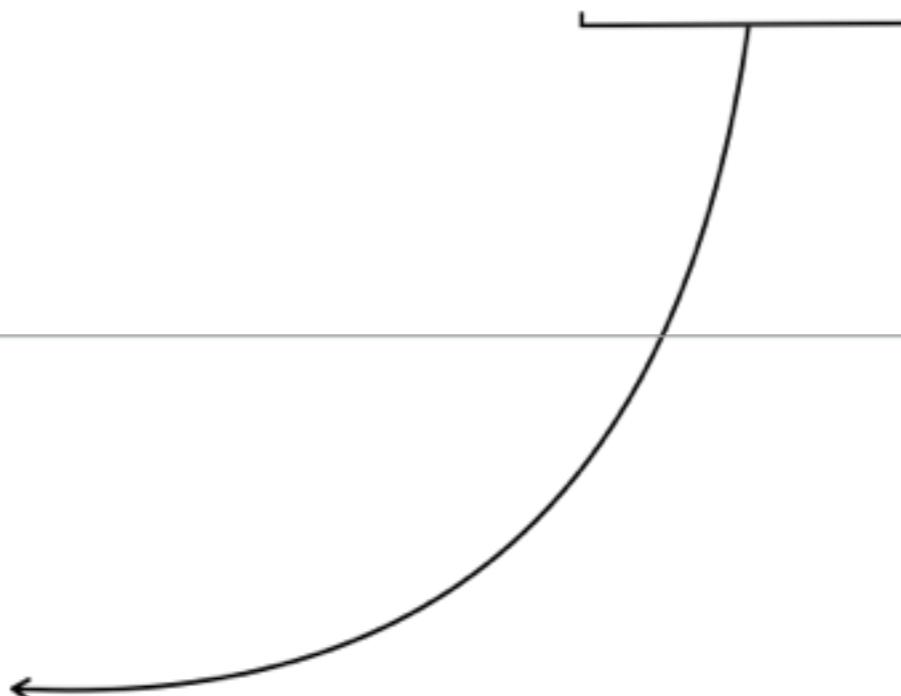
Linking stylesheets

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

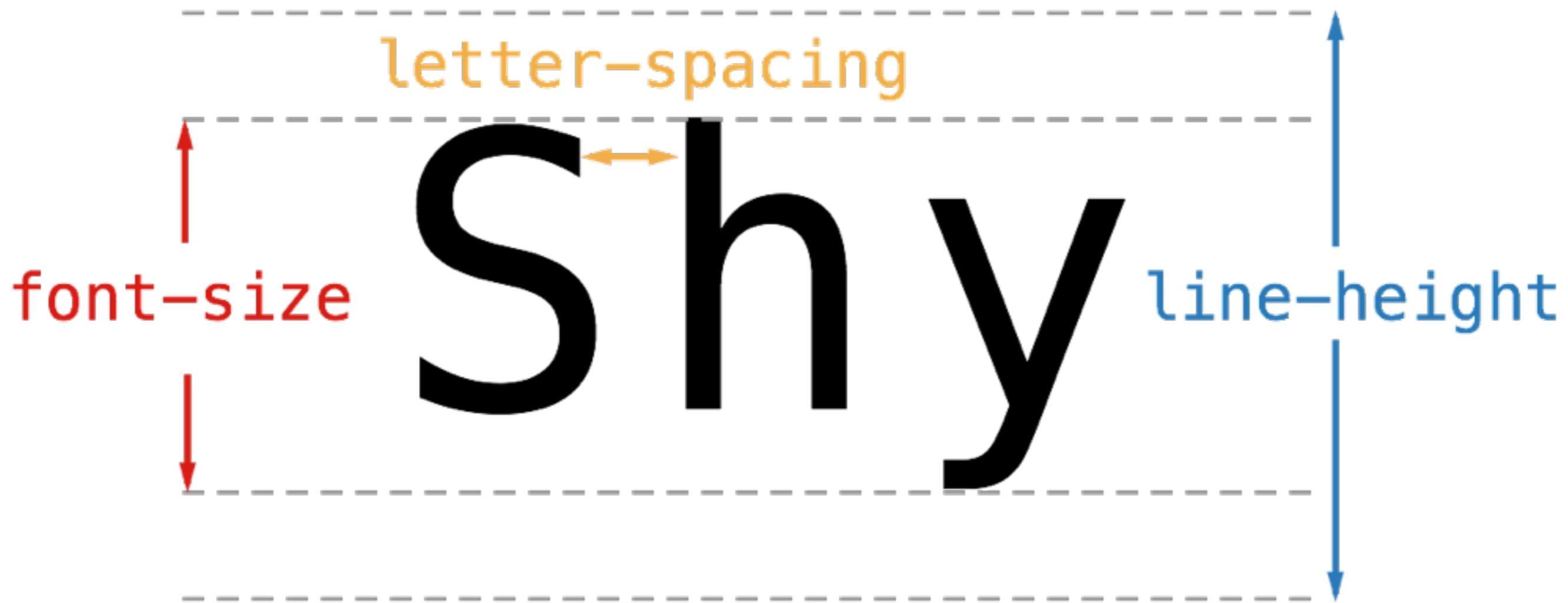
Font family

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.)

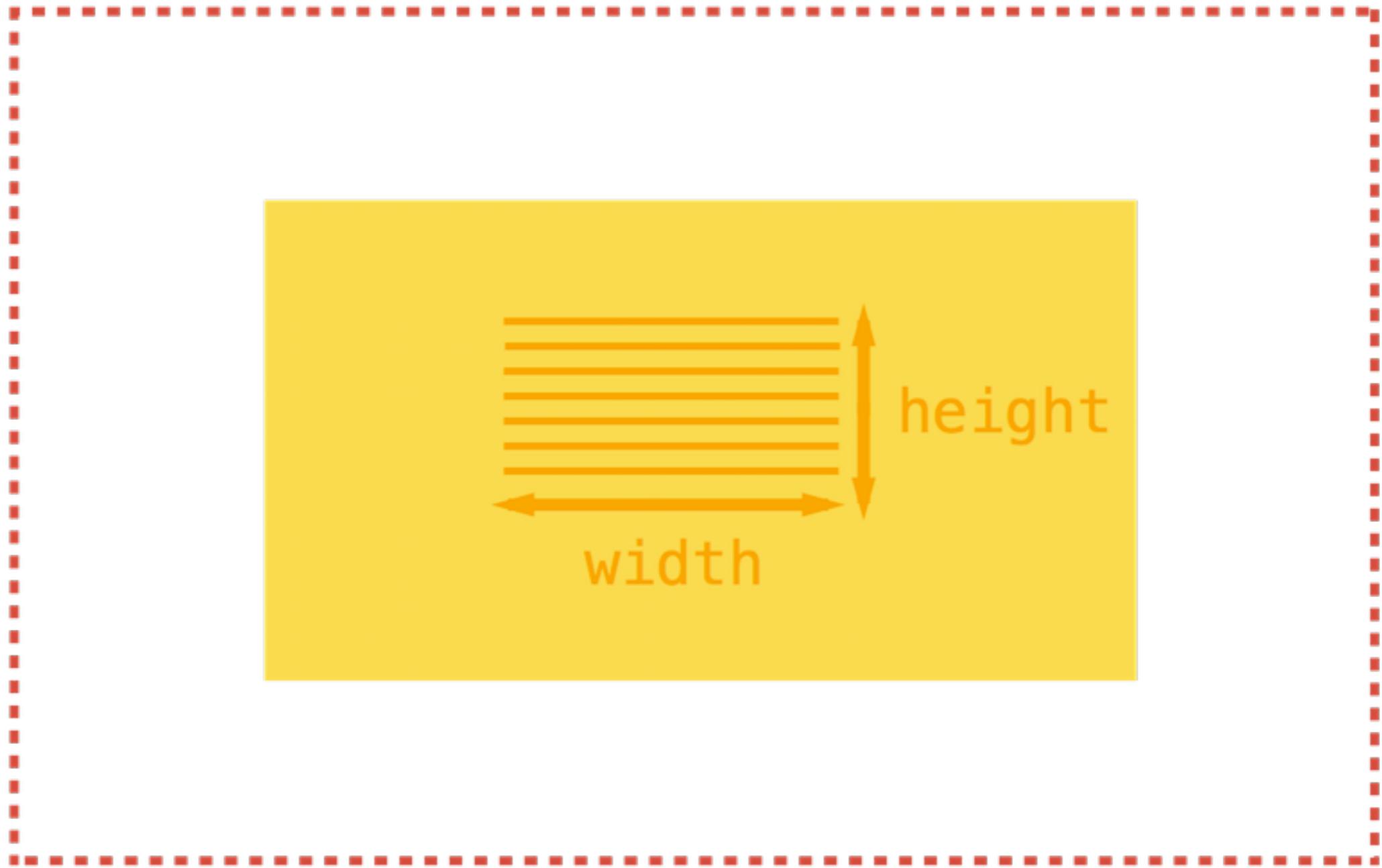
Listing 2: **Very COOL flat // Heart of Paris.** Logement entier (Entire place) in Invalides - Ecole Militaire, Paris. Price: 160€ Par nuit. Description: "Logement entier dans un très beau appartement dans le coeur de Paris. Situé dans le quartier des Invalides, à proximité de l'École Militaire et de la Tour Eiffel. L'appartement est très lumineux et offre une belle vue sur la ville. Il dispose d'une grande terrasse privative avec une belle vue sur la Seine et les quais. L'intérieur est très bien aménagé et moderne. Il comprend une chambre à coucher, une salle de bain, une cuisine équipée et un salon-salle à manger. Il est idéal pour une escapade à Paris ou pour un séjour en famille." (Entire place in a very nice apartment in the heart of Paris. Located in the Invalides quarter, near the Military School and the Eiffel Tower. The apartment is very bright and offers a beautiful view of the city. It has a large private terrace with a nice view of the Seine and the quays. The interior is well-furnished and modern. It includes a bedroom, a bathroom, a fully equipped kitchen, and a living-dining room. It is ideal for a weekend in Paris or a family stay.)

Div & Box model

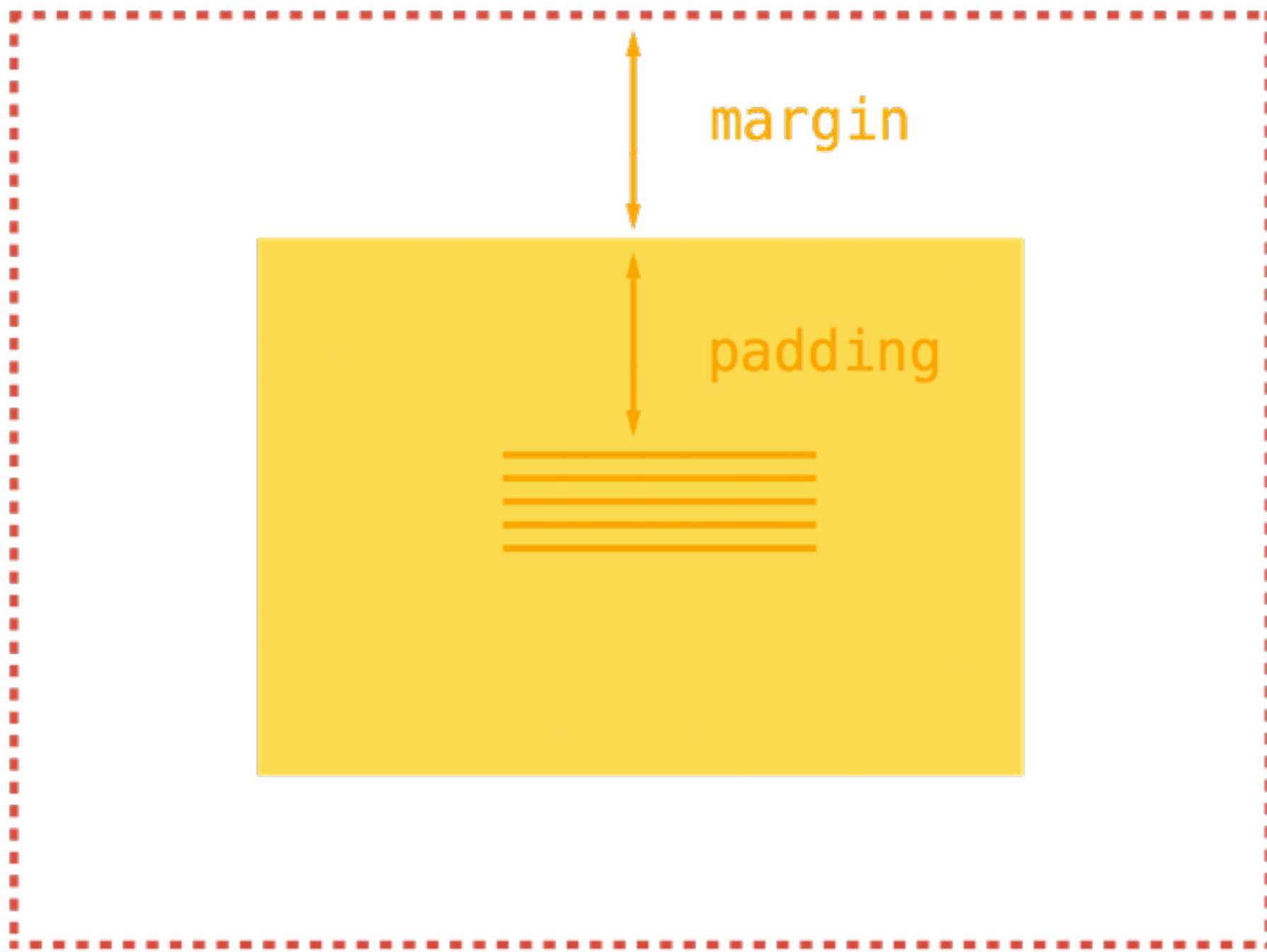
...is made of div

The image displays two side-by-side screenshots of the Airbnb website. The left screenshot shows a map of the Paris region with numerous pink location pins. The right screenshot shows a grid of three Airbnb listing cards. The top card is for a student room with a view of the Eiffel Tower, priced at 36€ per night. The bottom-left card is for a very cool flat in the heart of Paris, priced at 160€ per night. The bottom-right card is partially visible. Both screenshots are framed by a thick red border, highlighting the modular nature of the page's structure.

Box model - content



Box model - margins



Box model - border



Box model - border

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

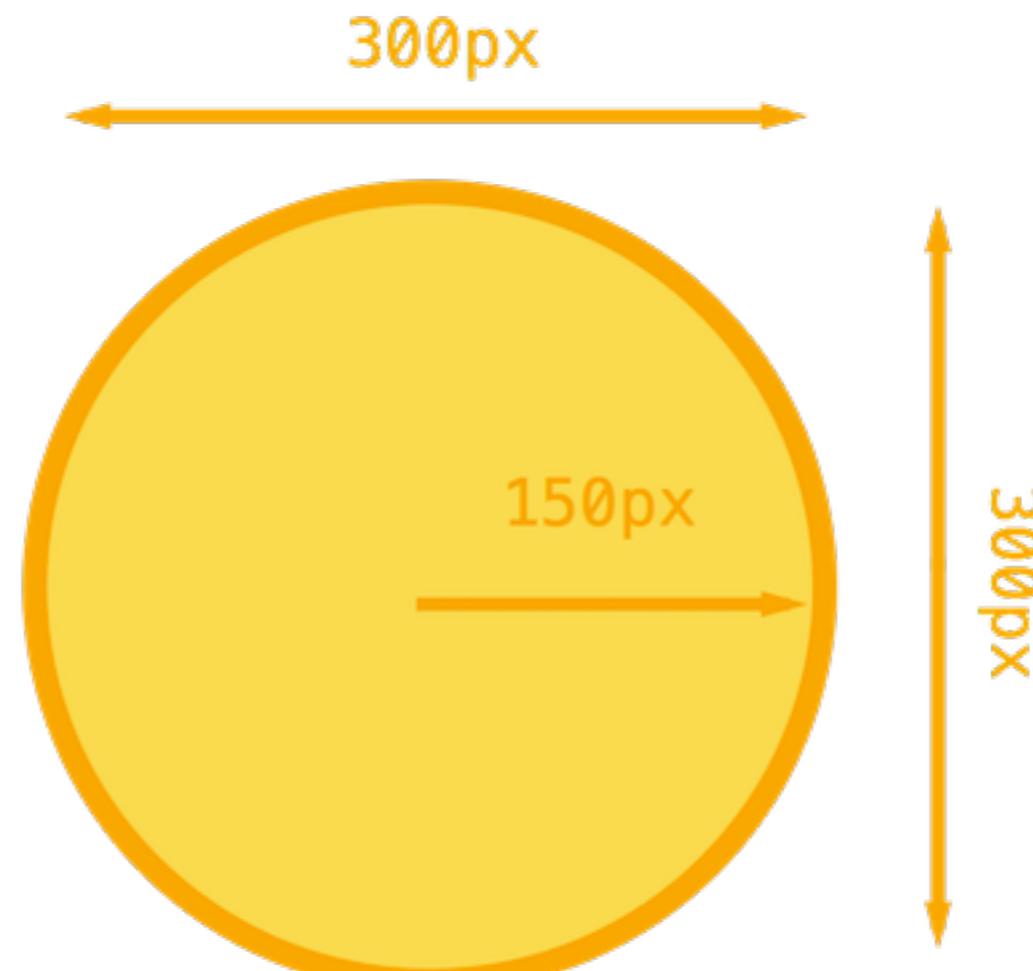


Box model - radius



`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>
```

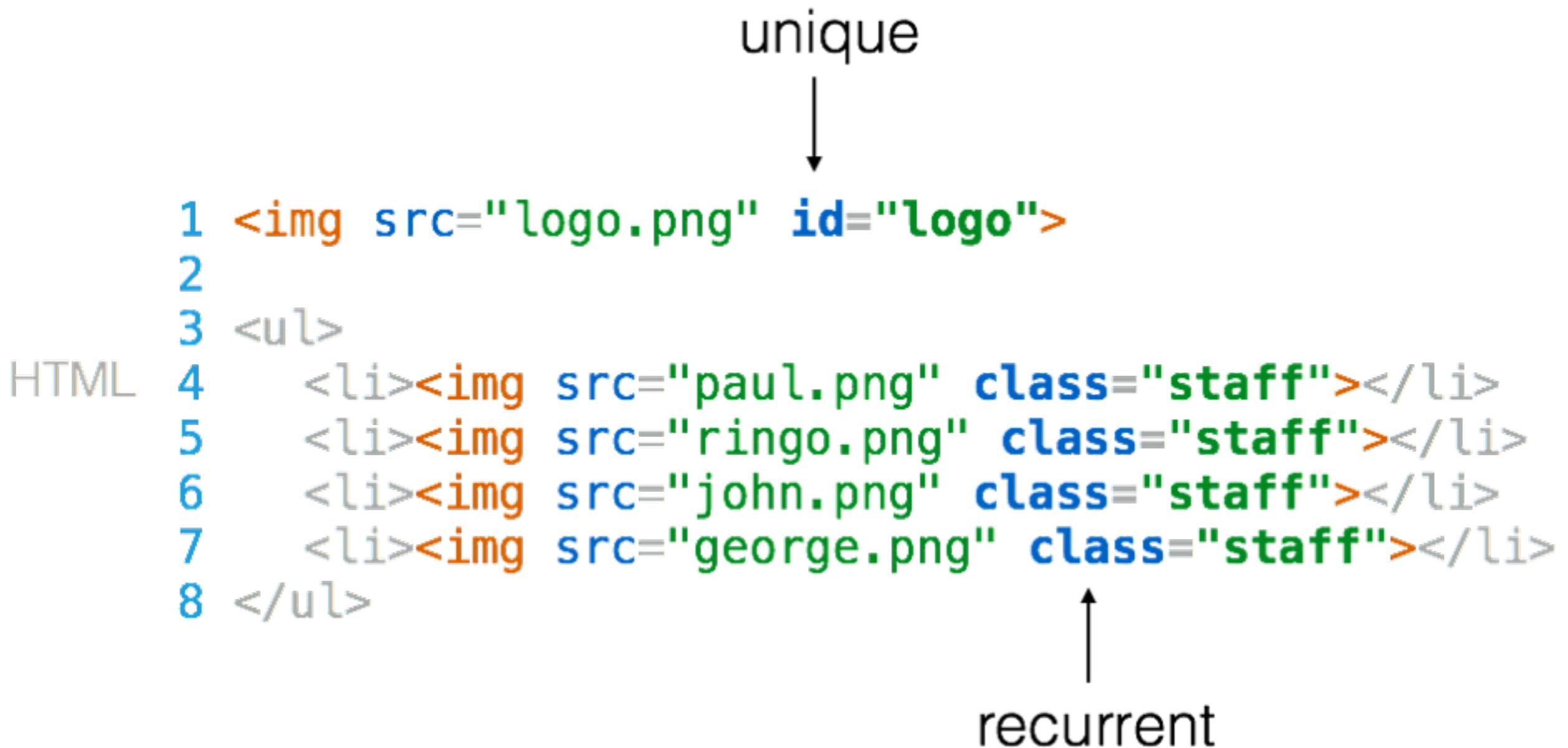
how do you style staff pictures only?

```
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="http://maxcdn.bootstrapcdn.com/font-awesome/4.2.0/css/font-awesome.min.css" rel="stylesheet">
```

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**

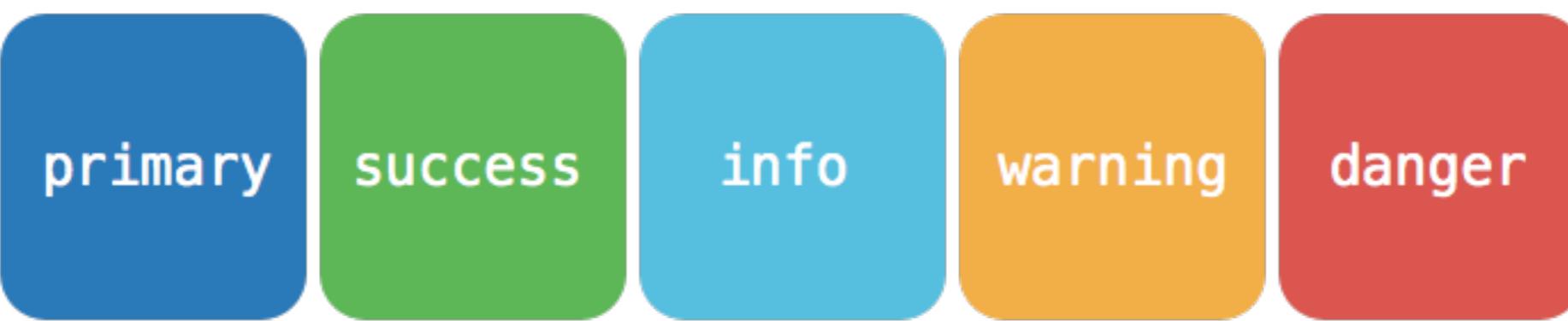
<https://github.com/lewagon/bootstrap-boilerplate>

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



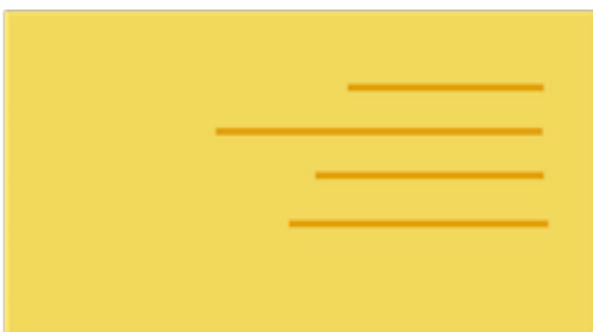
```
<div class='text-justify'></div>
```



```
<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 ()

"btn btn-primary" for your subscribe button

Grid system



Responsive



Mobile first

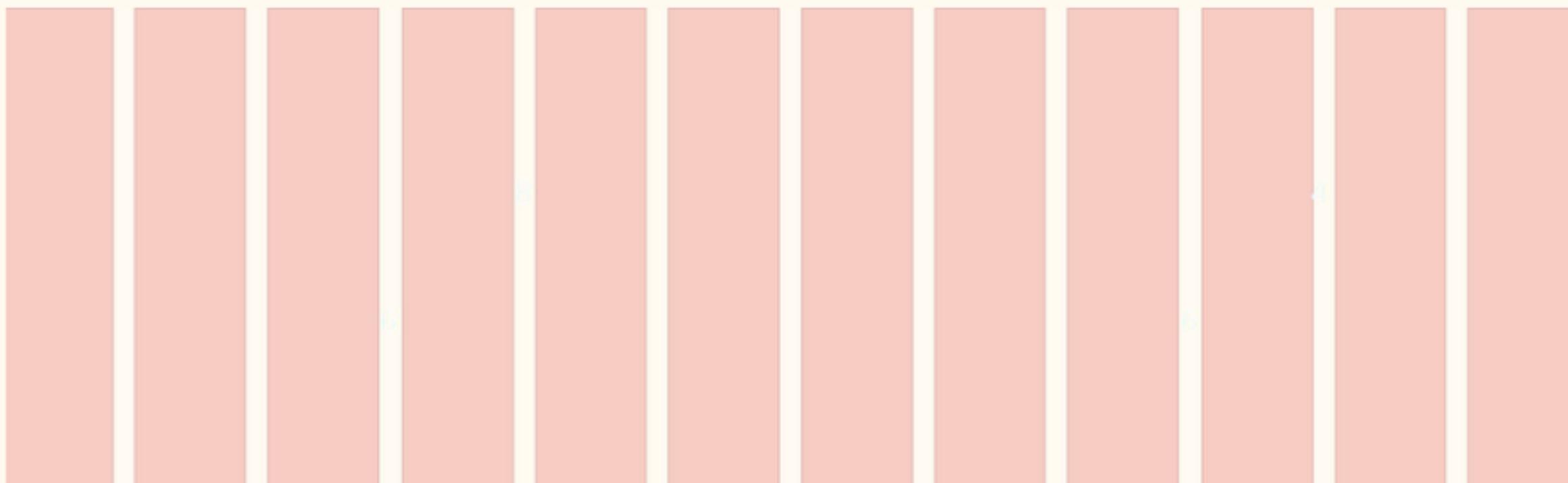


How does it work?

Container

always start with a **container**

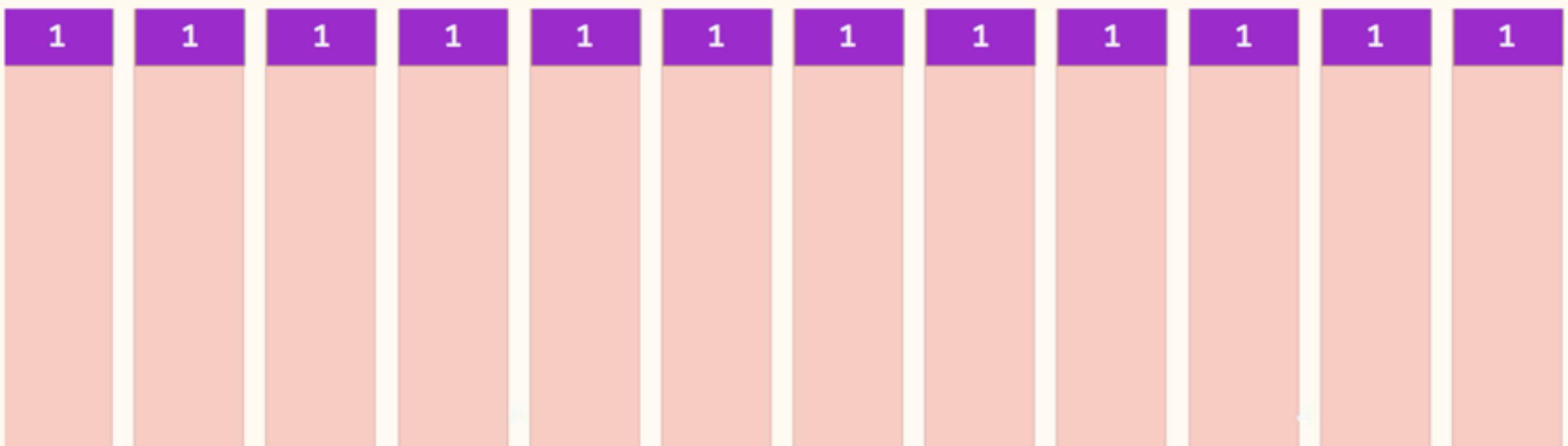
```
<div class="container">  
    <!--Define a container-->  
</div>
```



Rows

then insert **rows**

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



Rows

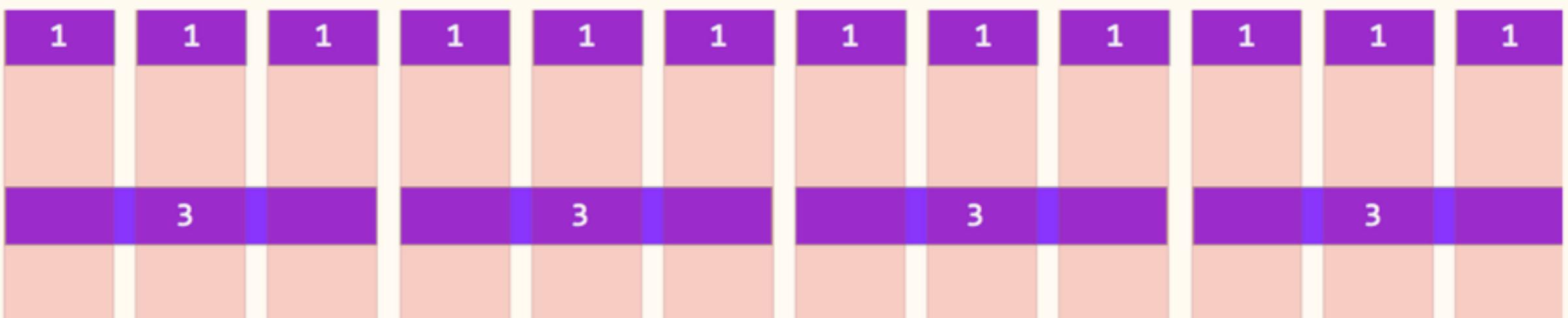
then insert rows

```
<div class="container">

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

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

</div>
```



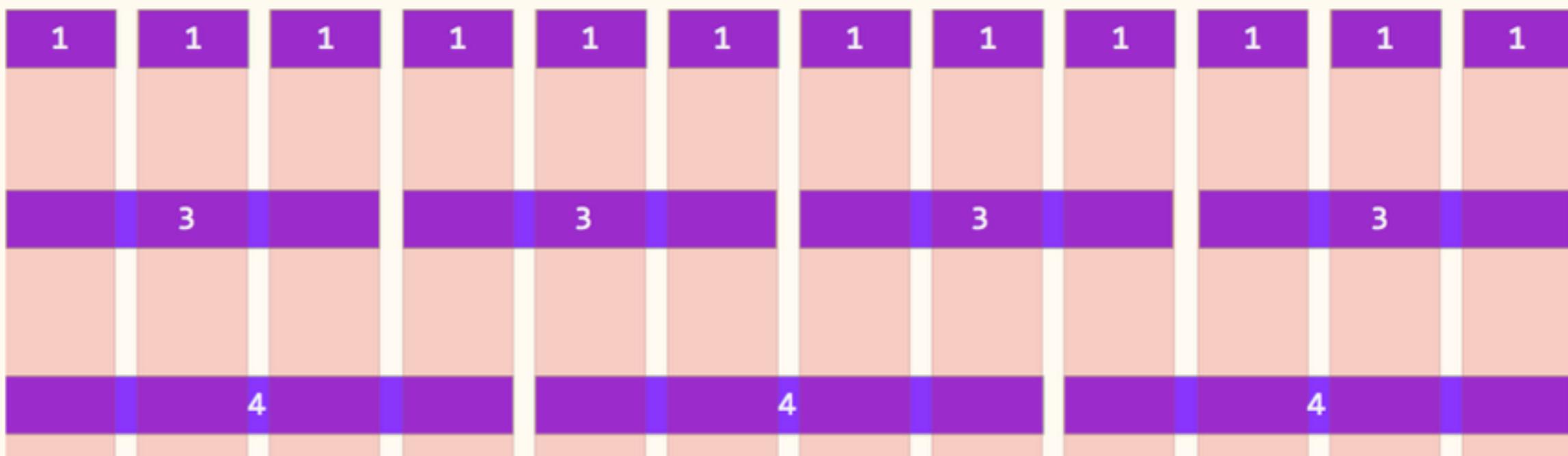
Rows

```
<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>
```

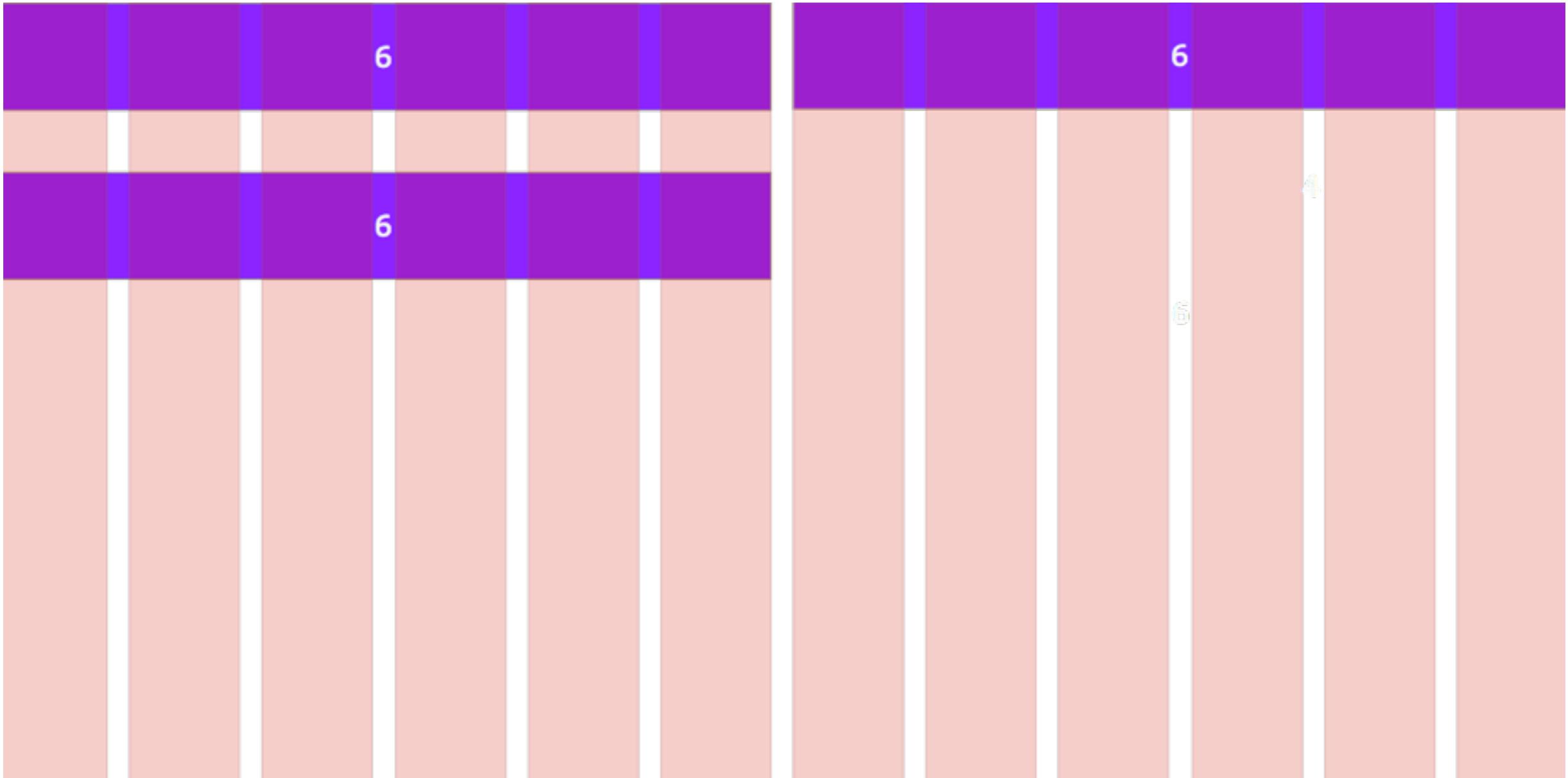
What happens?

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

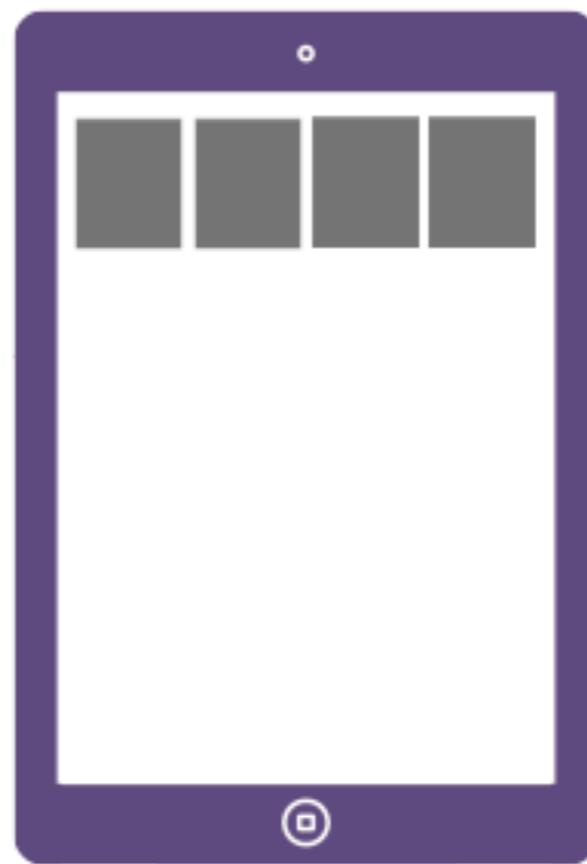
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </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

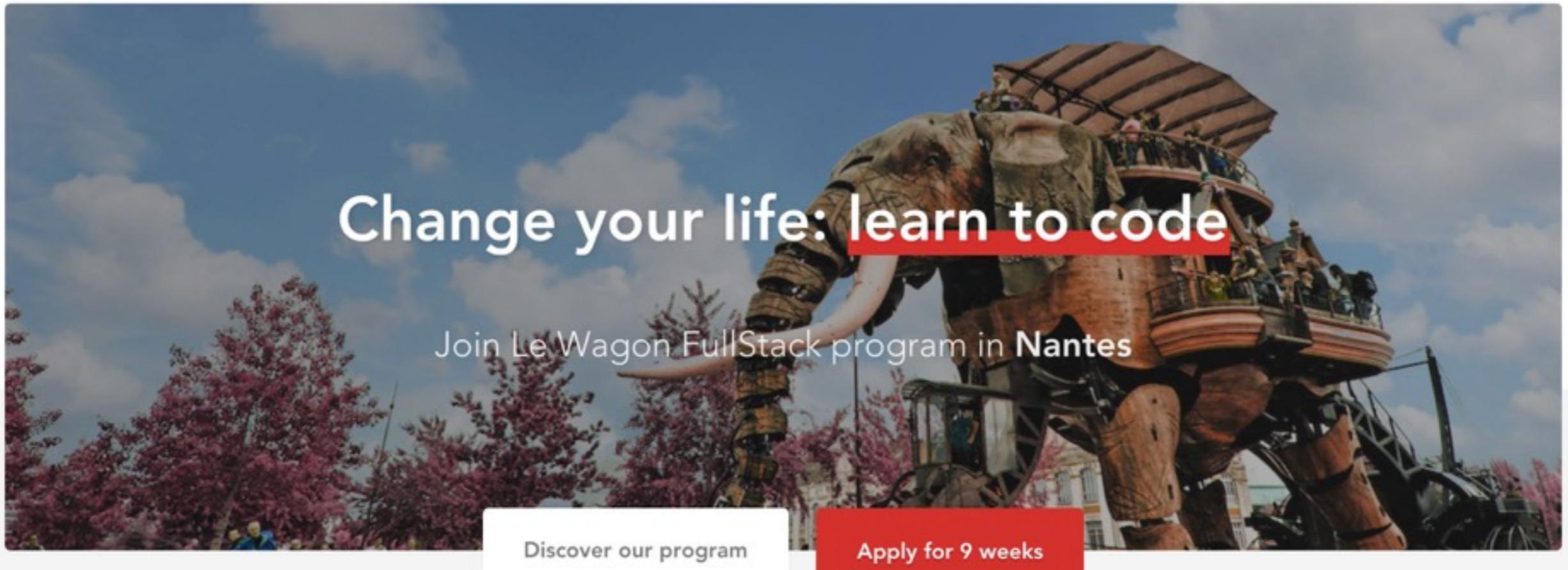
Go beyond

lewagon.com/nantes

#1 batch : 30 mai au 29 juillet

#2 batch : 17 octobre au 16 décembre

#3 batch : 16 janvier au 17 mars



Thank you!