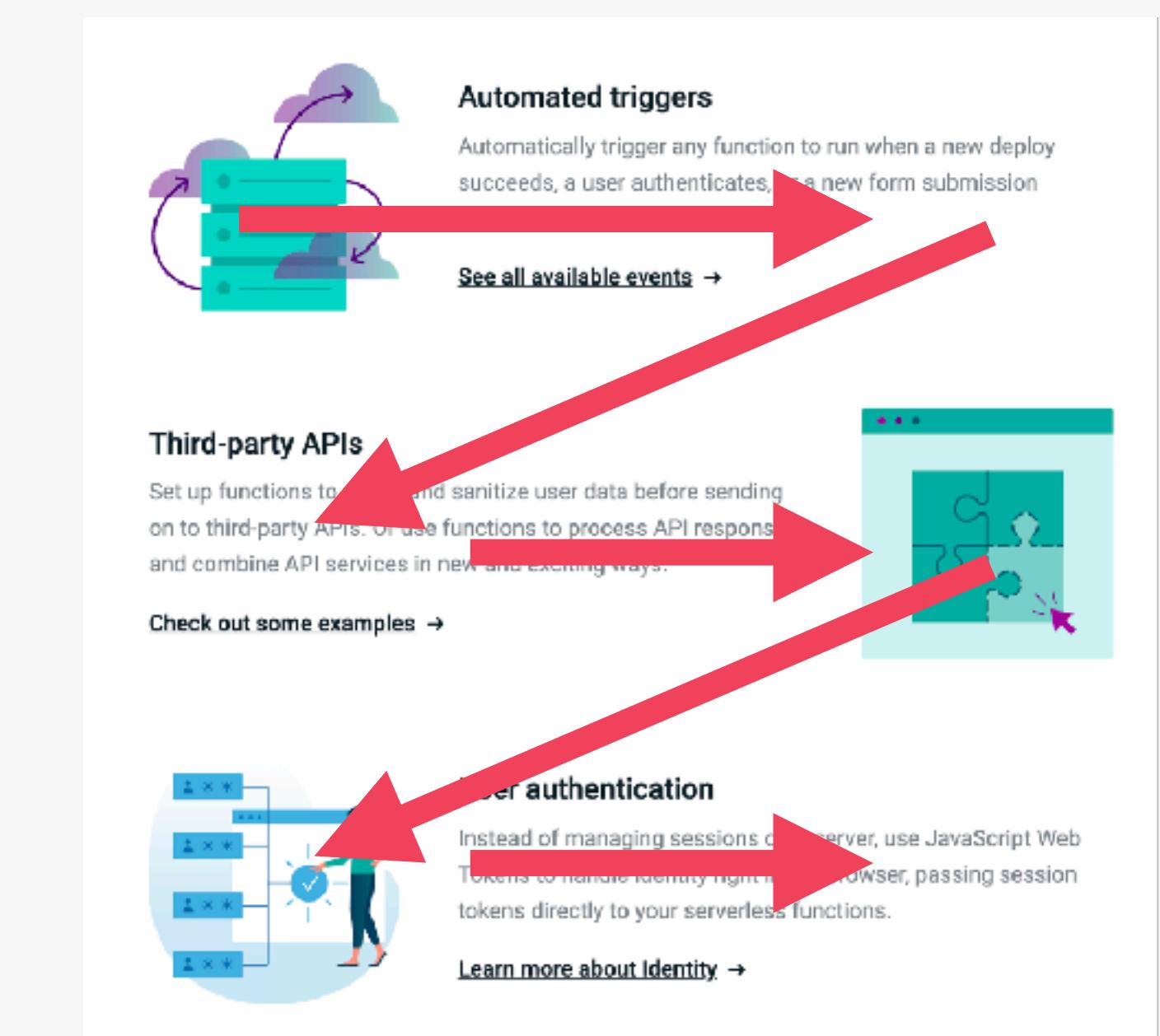
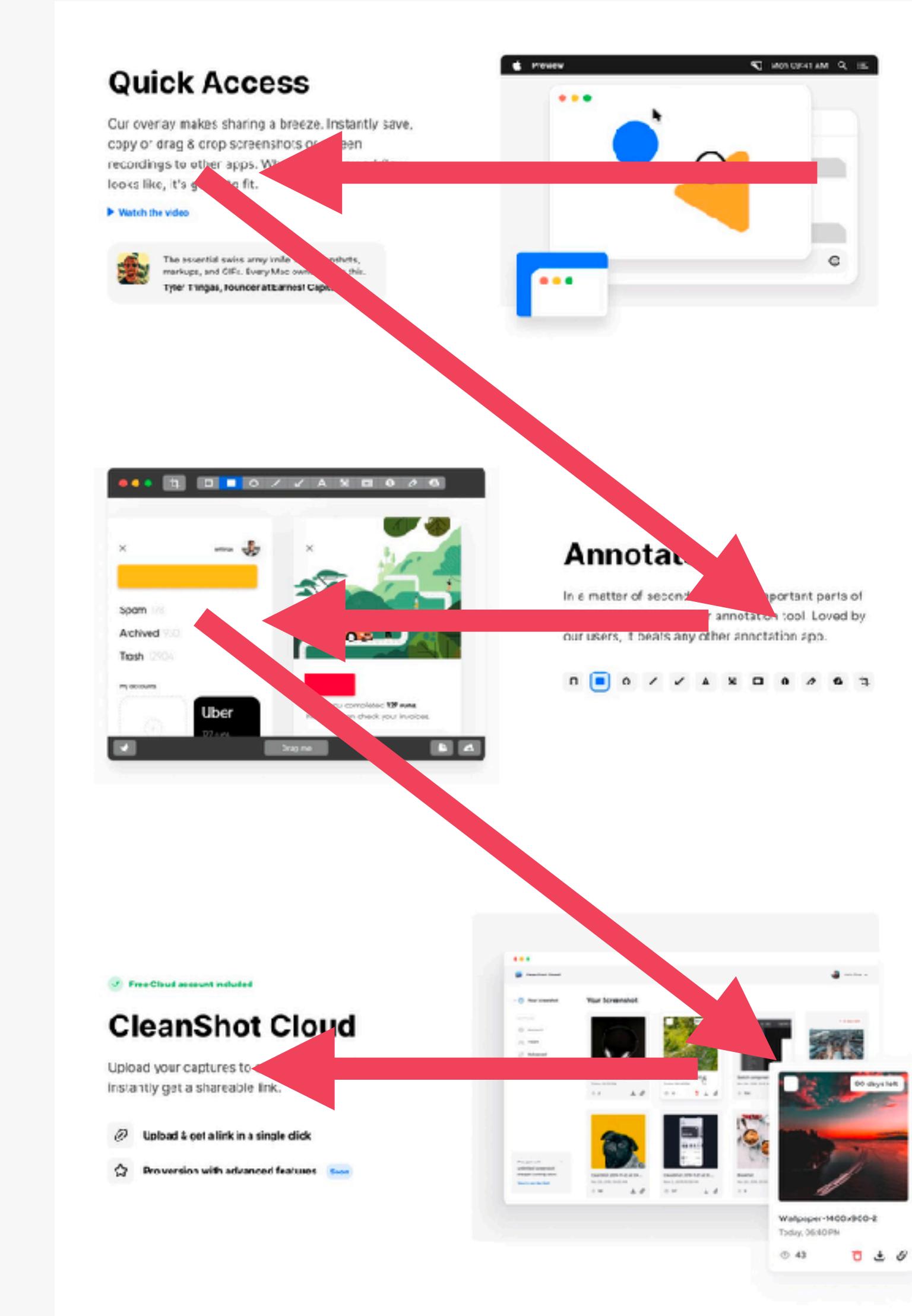
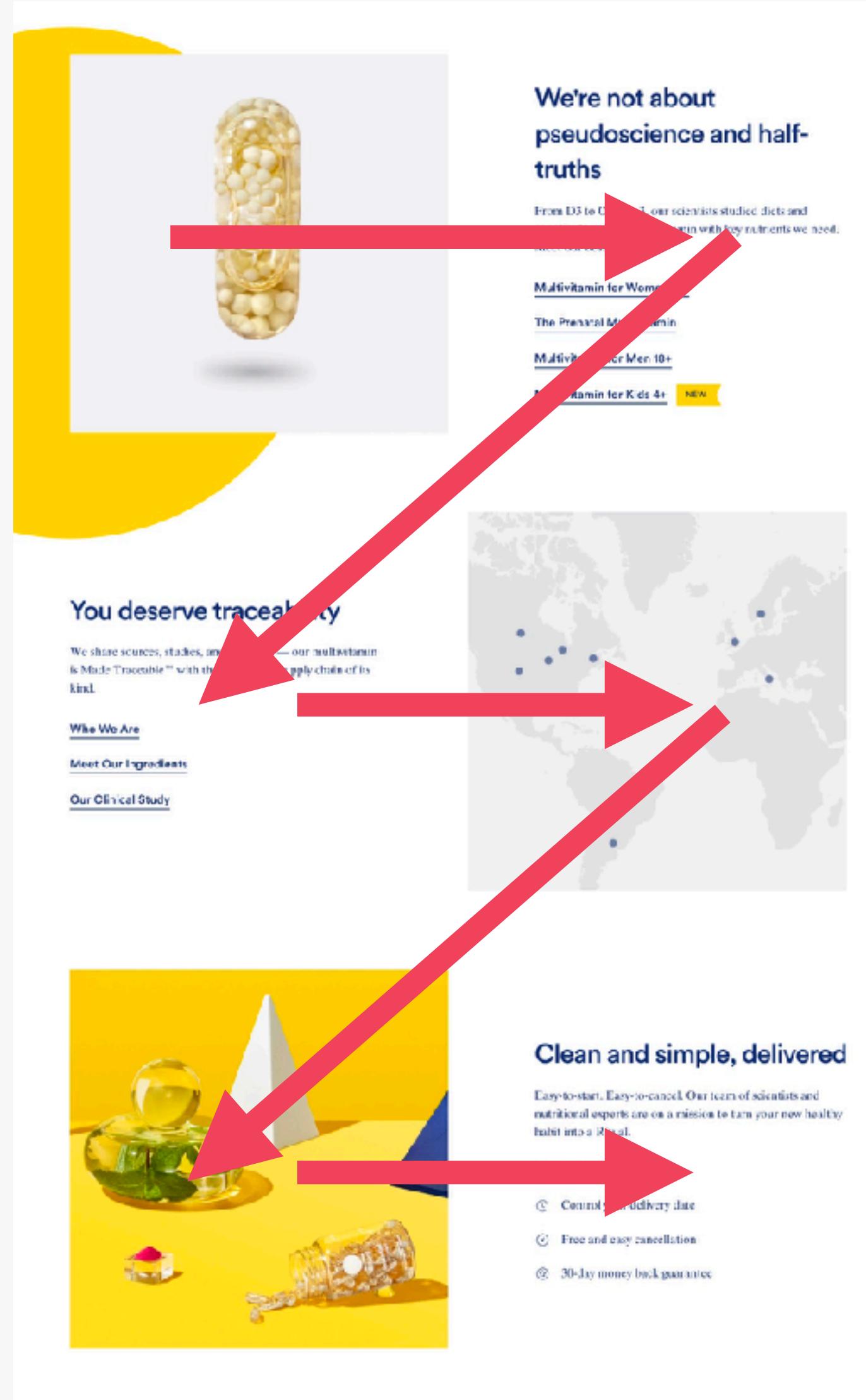


# 03 Z-PATTERN

# D PATTERNS

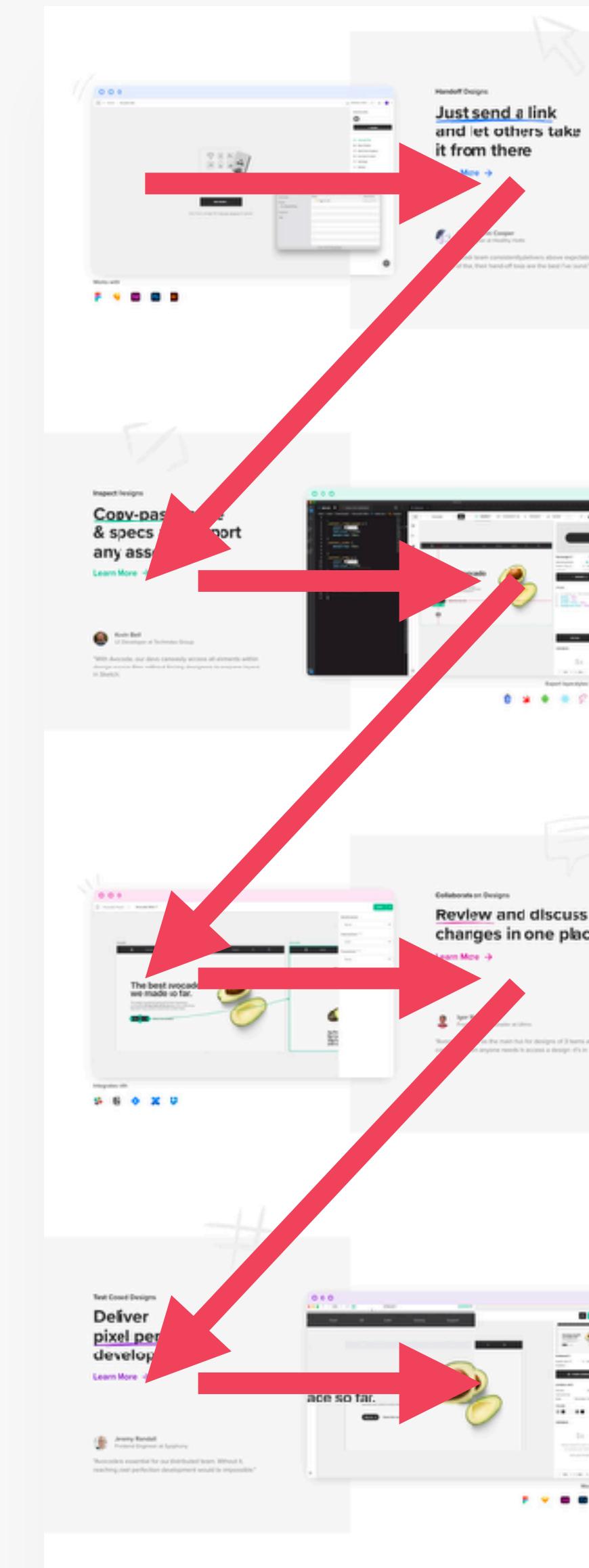


# 03 Z-PATTERN

# D PATTERNS

## Searching for locations

Increase conversions by connecting customers with nearby places and things.

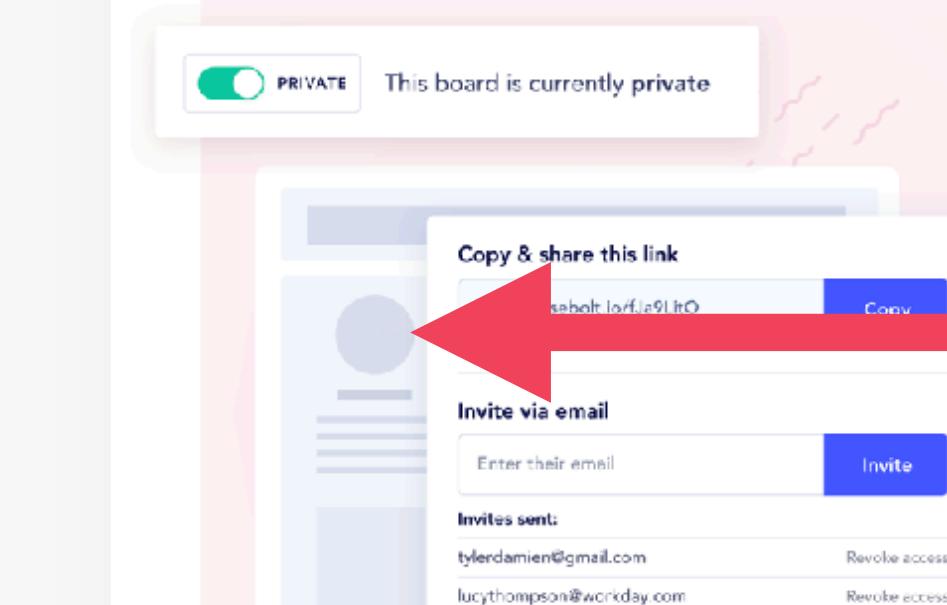


## FEEDBACK

### Collect feedback with one click

Share your generated Bolt boards to begin collecting feedback.

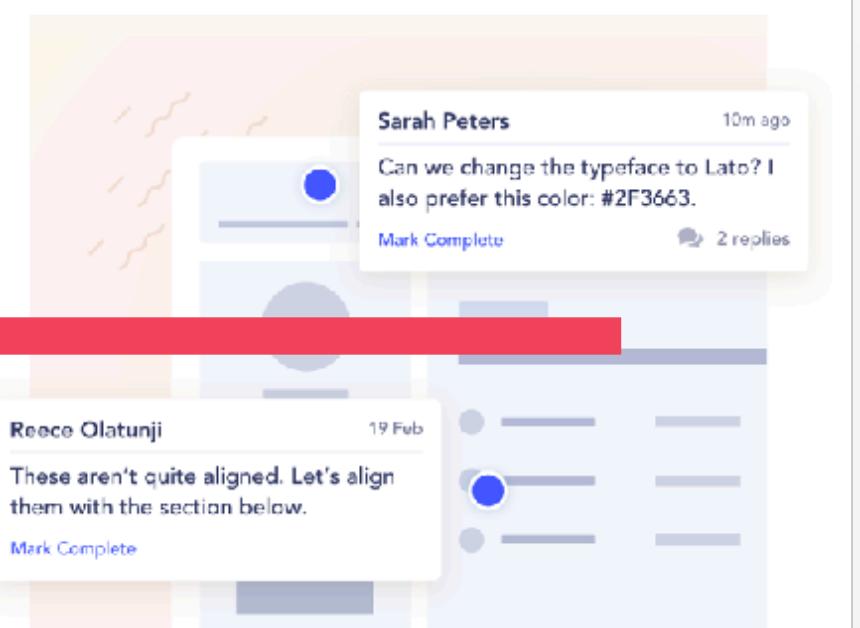
Click on a design to leave feedback and keep all your feedback in one place. No more, no confusion and no more endless emails.



### Share publicly or privately

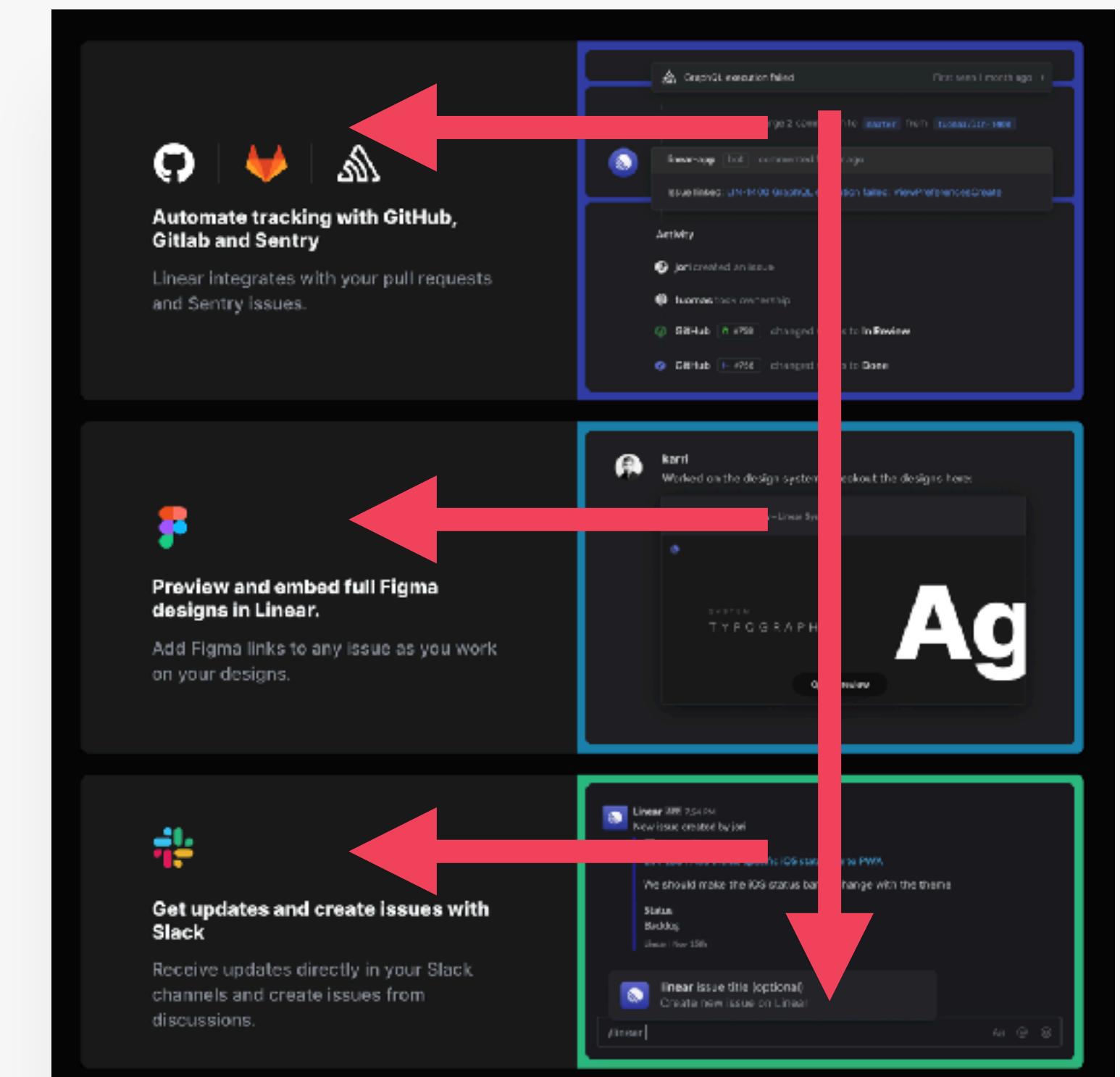
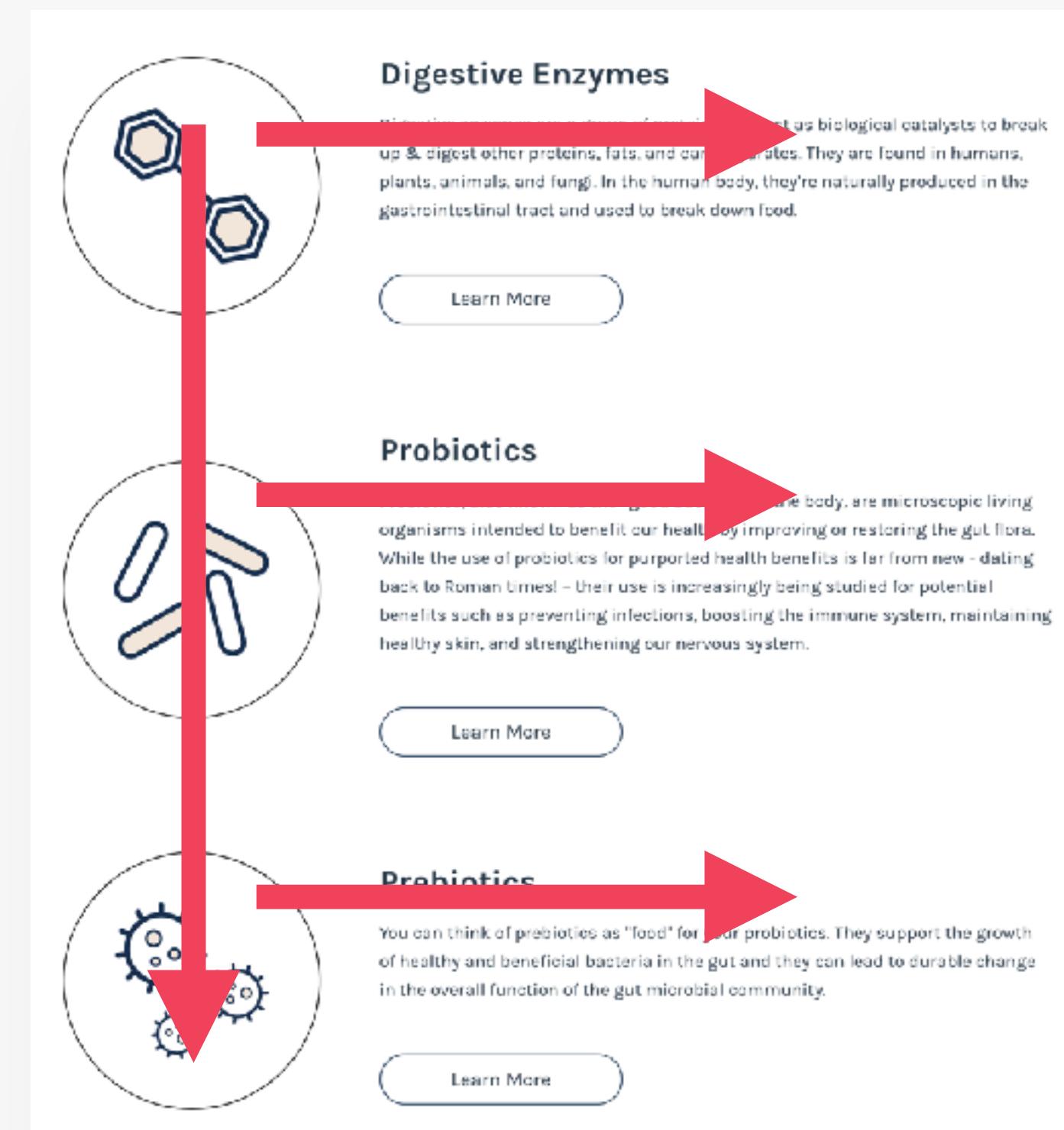
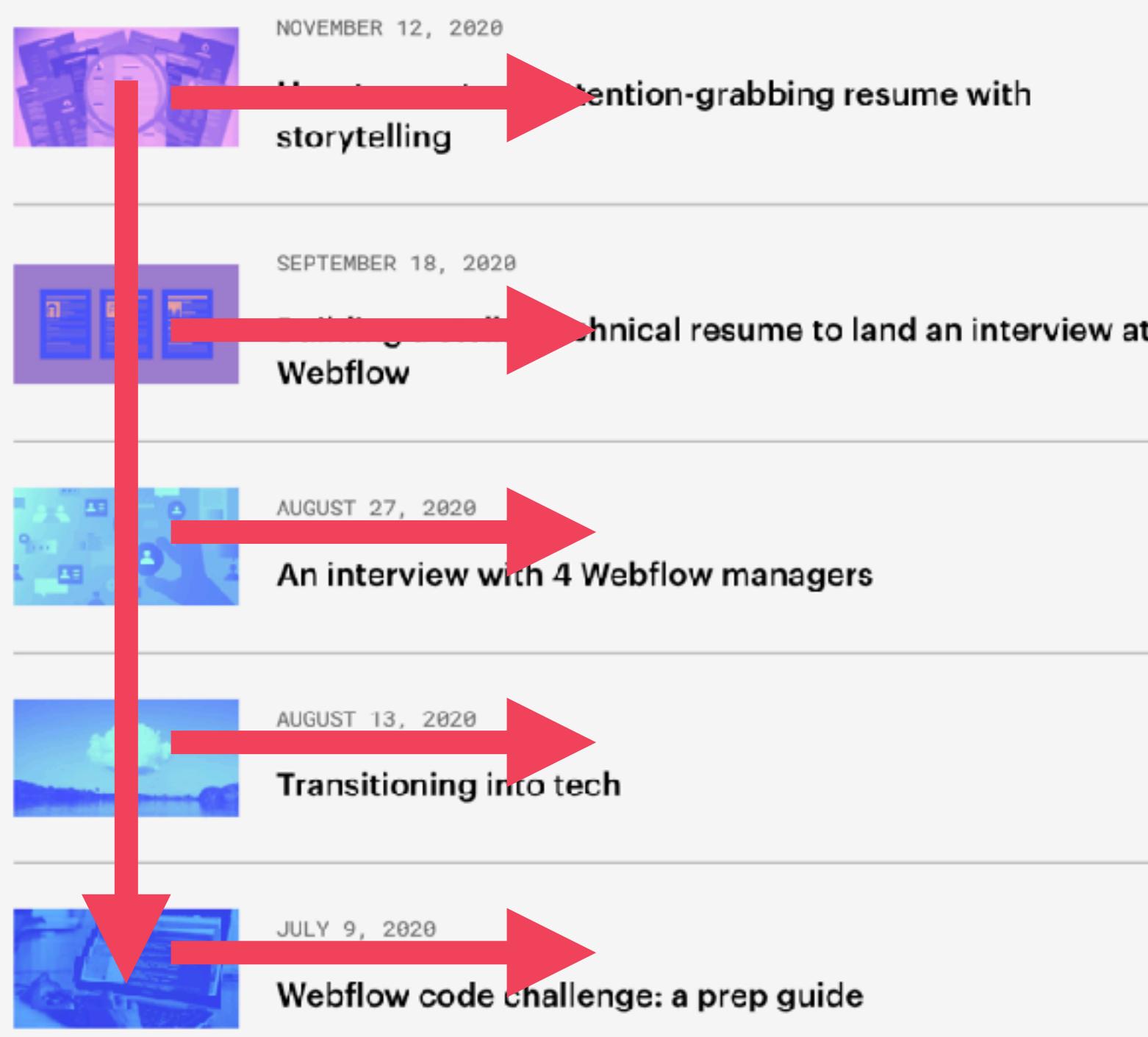
Switch between public and private boards to control who you share your designs with.

Private boards are invite-only in order to keep your designs private. Public boards allow you to share your designs with anyone, using a simple link.



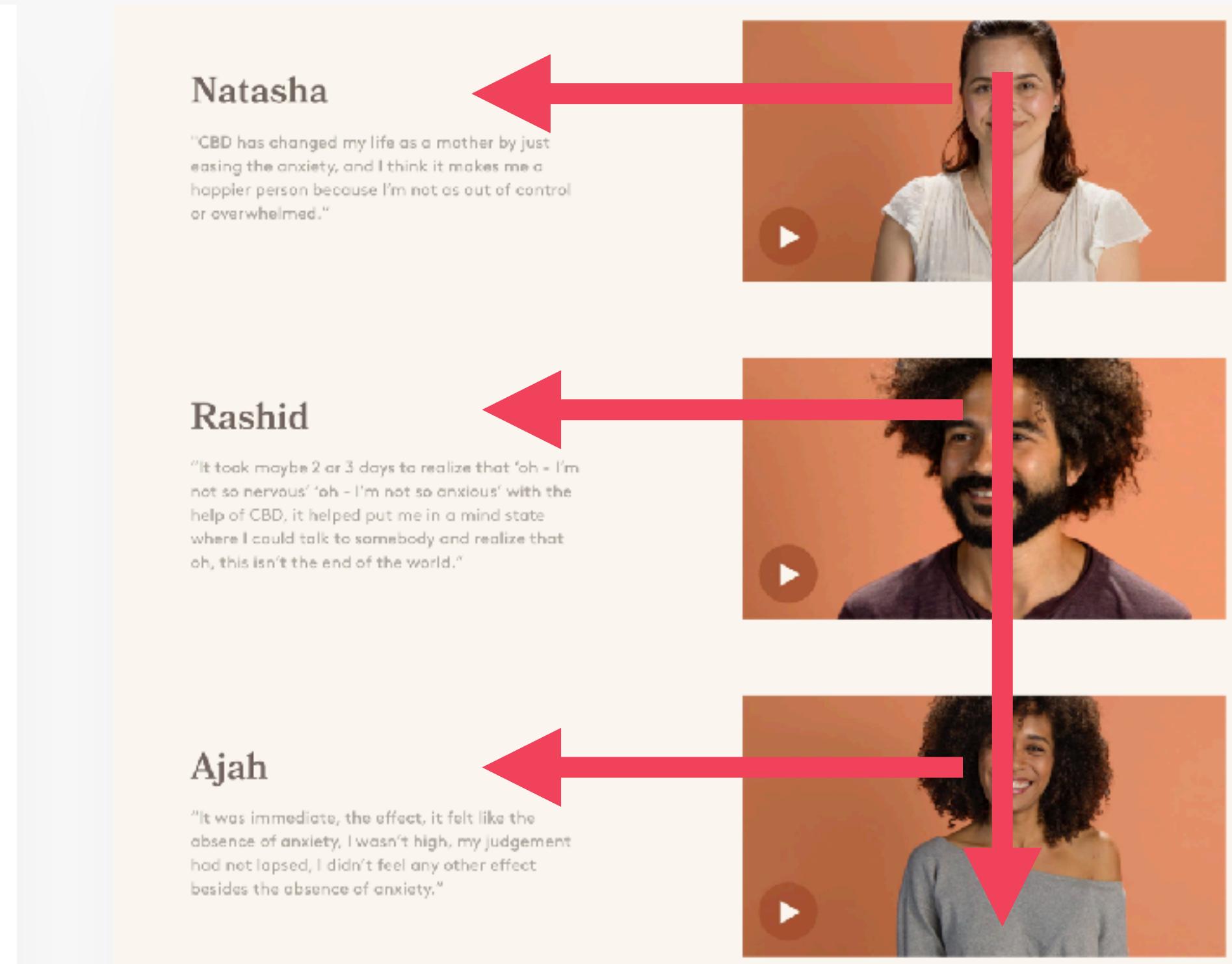
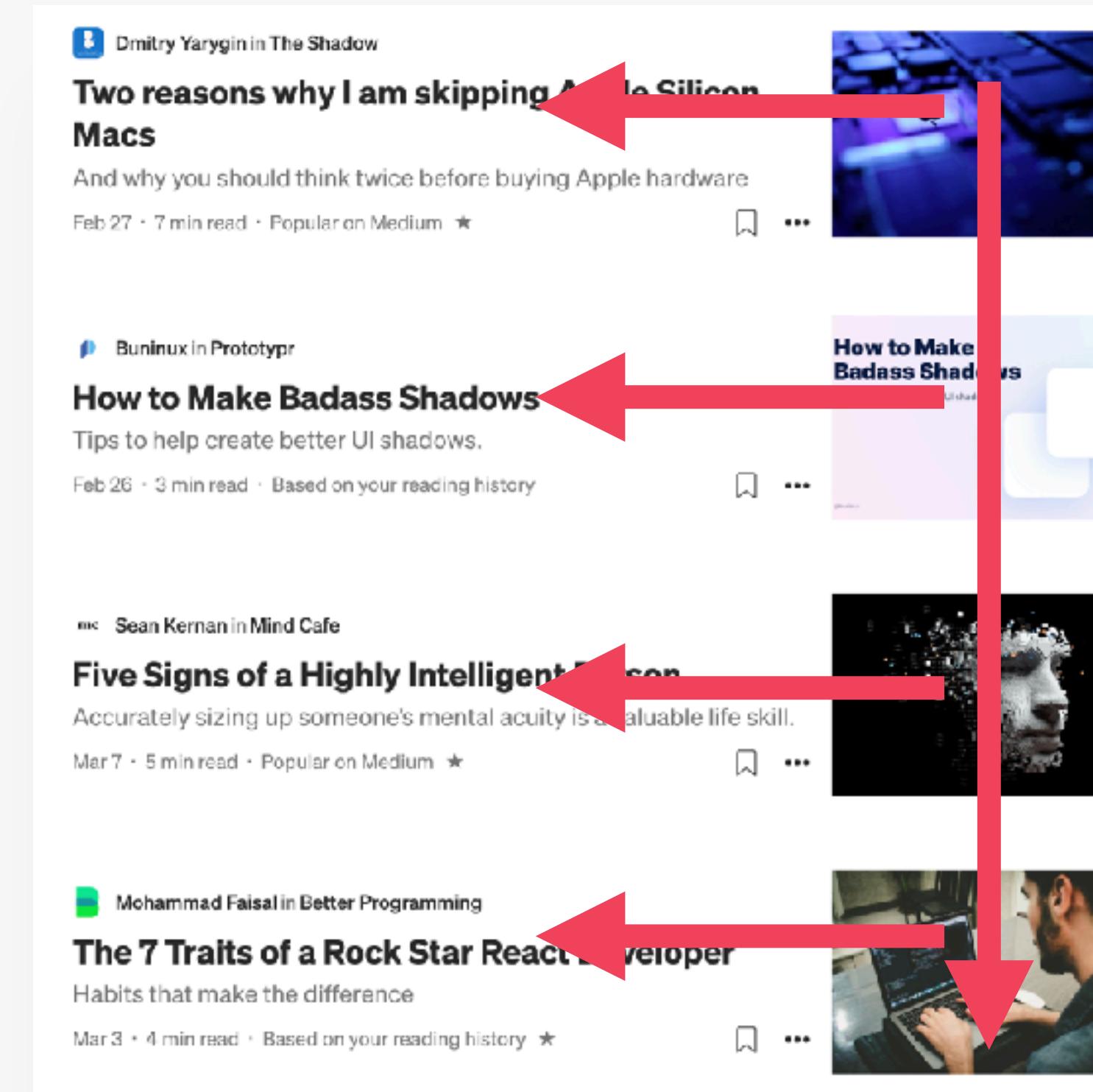
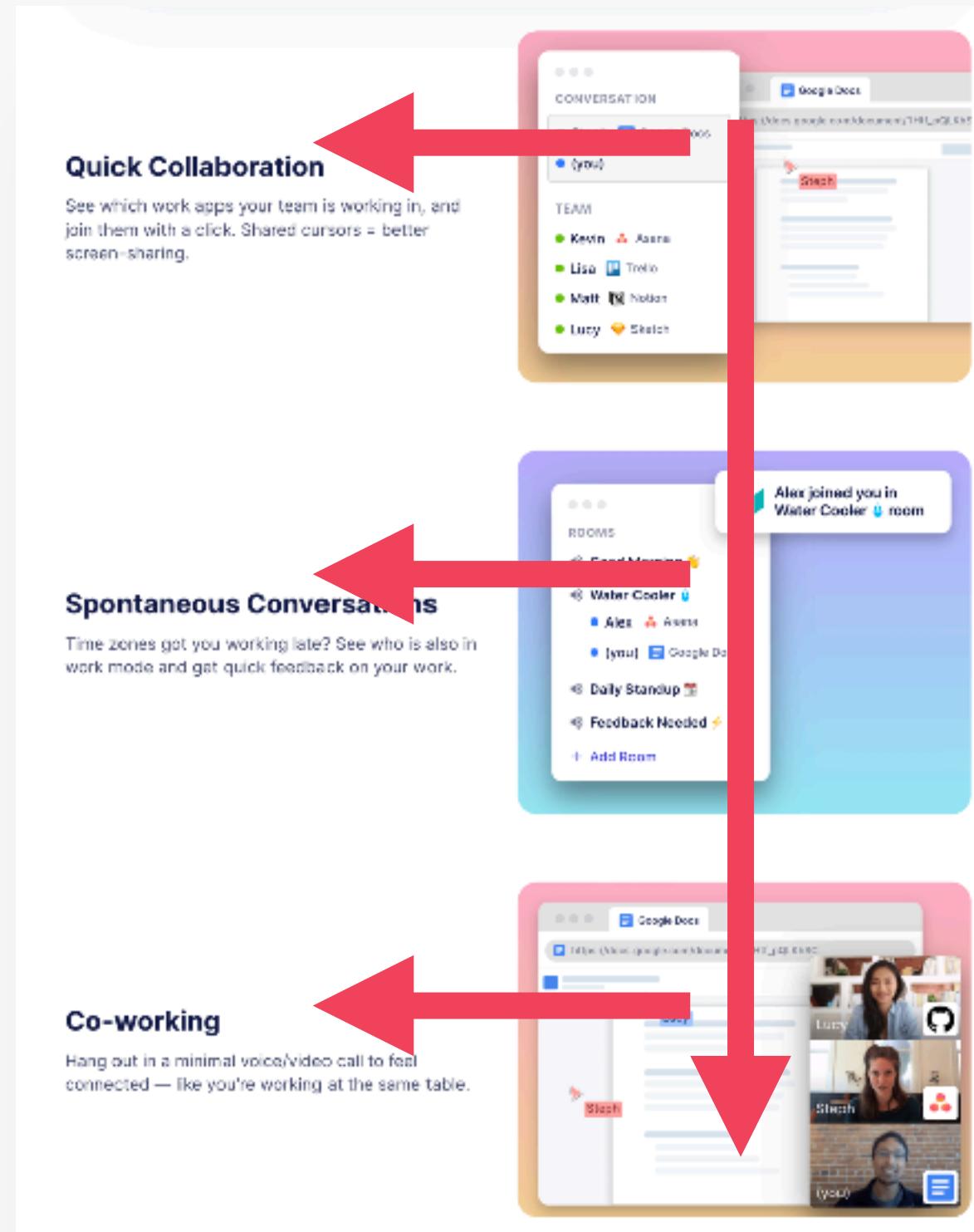
# 04 F-PATTERN

# D PATTERNS



# 04 F-PATTERN

# D PATTERNS



# 05 SINGLE COLUMN

# D PATTERNS

## Texts

One inbox.  
All your messages.

[Sign up with Google](#)

Only sending emails now



All in one.

Text has integrations for all major messaging platforms including Message, SMS (textMessage), WhatsApp, Telegram, Signal, ED Messenger, Twitter, LinkedIn, LinkedIn and Microsoft Teams.

Privacy first.

Messages never touch our servers. They're sent directly to the platforms themselves and to our servers. To make money by charging you a monthly subscription.

Archive. Snooze. Mark as unread.

Never miss a message again. Archive, snooze or mark as unread. Keep check until you respond to them. Choose people that you don't want to get notifications.

Send later.

Schedule messages to be sent at appropriate times when people are active.

Search all messages.

Find lost documents, pictures or video from forever ago easily.

Customizable.

Use the classic G Suite feature to customize Texts to the last pixel.





A HEART FOR INGA

# INGA-SAURUS COLOURING BOOK

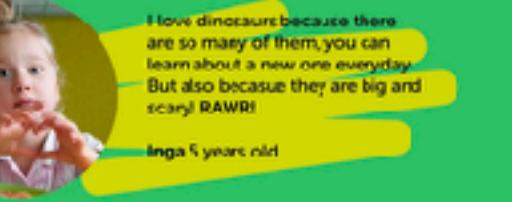
Inga loves dinosaurs, she has a big collection of them, but Inga also has an extremely rare heart defect and needs a life saving operation urgently.

To help raise money for her surgery in the USA - the only place in the world performing such specialist heart surgery - we've created the Ingasaurus colouring book.

We invited artists and illustrators from around the world to donate a dinosaur, creating this awesome collection ready for your colouring fun!

[Download PDF](#)

Or, simply share Ingasaurus with some of your friends:



A heart for Inga  
Inga has an extreme form of Ebstein's anomaly, a rare heart defect. At the moment, she is already halfway through her life without the heart surgery she needs to survive.

This surgery is only available at the Bestent Hospital Center in the isolated town of Inowroclaw, Poland. Her family need to raise £250,000 by the end of March 2020 to fund this lifesaving treatment and give Inga the best possible chance of a healthy, normal life.

Any donation you can give to help Bert's family reach their fundraising goal would be sincerely appreciated.

Your creative colouring  
How you had a morning? Send us a photo of your coloured masterpiece or your creative colouring with us on Facebook and Twitter #Ingasaurus

Huge thanks to all of the amazing artists who have made this book possible.

Gabriel Corrado, Sue Bellamy, Regard Hansen, Sean Brown, Daniel Pingo, Esper Sundström, Hannah Liley, Marissa Moroff, Holly Coates, Alfonso Guerra, Phoebe Kengel, Ben Highmore, Isold Poulsen, Andi Oates, Kimberly Cozzani.

If you're an illustrator, creative or artist and would like to donate your dino-saur, please get in touch: [dinosaurprimate.co.uk](#)

4 Back to blog

## Loading script asynchronously as a Promise in JavaScript

February 3, 2021 • 1 min read

In most projects, an external library must be used (e.g. YouTube Player, Google Maps...), so the idea is to create a function to load the script asynchronously using Promise that will be resolved when the script is loaded. We can then trigger actions in the Promise and ensure that everything is executed correctly when loaded.

```
const loadScript = (src, async = true, type = 'text/javascript') => {
  return new Promise((resolve, reject) => {
    try {
      const tag = document.createElement('script');
      const container = document.head || document.body;

      tag.type = type;
      tag.async = async;
      tag.src = src;

      tag.addEventListener('load', () => {
        resolve({ loaded: true, error: false });
      });

      tag.addEventListener('error', () => {
        reject({
          loaded: false,
          error: true,
          message: `Failed to load script with src ${src}`,
        });
      });

      container.appendChild(tag);
    } catch (error) {
      reject(error);
    }
  });
};
```

Let's try to load a script

```
loadScript('https://www.youtube.com/embed_api')
  .then((data) => {
    console.log(`YouTube script successfully loaded`, data);
  })
  .catch((error) => {
    console.error(error);
  });
};
```

That's it!

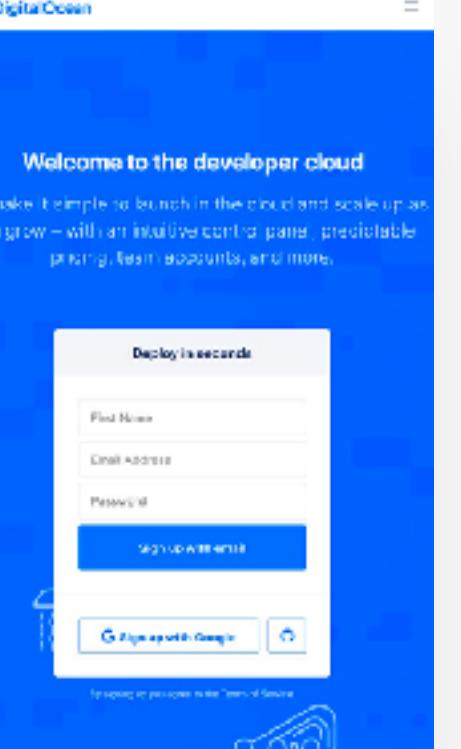
Before you leave... 

Thanks for reading! 

**Read more**

- [Why should you switch to Jamstack?](#)
- [Work on your personal branding as a developer](#)
- [Password protect a Netlify site through GitHub Actions](#)

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Welcome to the developer cloud

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From static websites to serverless, full stack, and managed services. With tools for continuous integration, deployment, and monitoring, you can complete the cycle from code to production.

# 06 SIDEBAR

# D PATTERNS

This screenshot shows a sidebar on an e-commerce platform. On the left, there's a vertical navigation menu with categories like Face Masks, T-Shirts, Tank Tops, Sweatshirts, Women, Kids, and Bags. Below this are color swatches for filtering, followed by sections for Body Type (Men/Unisex, Women, Youth), Material (Cotton, Cotton/Poly Blend, Tri-Blend, Fleece, Other), and a 'Sort by' dropdown set to 'Most Popular'. The main area displays a grid of men's apparel items, each with a thumbnail, name, price, and color information. The first item is 'Alltrade Allmask' at \$12.00, the second is 'Royal Apparel 54051' at \$10.00, and the third is 'Alltrade AL2004' at \$9.00.

This screenshot shows a sidebar from a software integration marketplace. It features a 'All integrations' section with a 'Featured' list including 'Salesforce' (CRM), 'Zapier Connectors' (Integration platforms), 'Integromat' (Integration platforms), 'Zendesk Sell' (CRM), and 'Microsoft Word' (Productivity). Each entry includes a logo, a brief description, and a 'Explore' button. The 'Salesforce' entry also has a 'PREMIUM' badge.

This screenshot shows a project summary page. On the left, there's a 'Project summary' section with a bulleted list of tasks: Furniture and lighting for 83 flats, plus indoor and outdoor amenity spaces; Personal design consultation to create final product specification; An easy approval process for product suggestions on the Clippings platform; Consolidation of furniture and lighting accessories from over 50 suppliers in the Clippings warehouse; and Furniture installation on-site in line with all Covid-19 safety guidelines in May and June 2020. To the right, there's a text block about Quintain Living's approach to new developments, mentioning their start-up mentality and focus on learning. Below this is a photograph of a modern apartment interior with large windows and contemporary furniture.

This screenshot shows a sidebar for a productivity article. It includes a bio for Laura Vanderkam, social media links for LinkedIn and Twitter, and a 'Follow' button. Below these are icons for RBRK, CTR, and a magnifying glass. A 'TABLE OF CONTENTS' section lists several tips: Track your time, Start small, Make a list of advan..., Make a schedule, Test drive an alternate, Maybe don't answ..., and Don't apologize, etc... To the right, there's a preview of another article titled 'The 3 Breaks You Need to Take Every Day' with a small thumbnail image.

**Laura Vanderkam**  
Laura Vanderkam is the author of several time management books including *Off the Clock* and *168 Hours*. She blogs at [LauraVanderkam.com](http://LauraVanderkam.com).

**Follow**

RBRK

CTR

TABLE OF CONTENTS

Track your time

Start small

Make a list of advan...

Make a schedule

Test drive an alternat...

Maybe don't answ...

Don't apologize, etc...

**The 3 Breaks You Need to Take Every Day**  
An easy strategy for being happier and more productive at work  
[forbes.com](http://forbes.com)

But fair is fair. It's likely your workplace is benefiting from you working remotely. Why shouldn't you get something out of it, too? Here's how you can start using during-the-day flexibility to improve your life satisfaction:

**Track your time**  
Work hours don't perfectly correlate with productivity, but if you know that

# 06 SIDEBAR

# D PATTERNS

The first screenshot shows a dark sidebar on the left of a news application. It contains sections for 'SCHEDULE' (Daily 12:00 pm), '0 SOURCES' (with a plus icon), and a list of news sources including 'TheList', 'TwitterTop Links', 'DER SPIEGEL - Zeitung', 'Electrek', 'Bavarian Football Works - All Posts', 'The Verge', 'TechCrunch', 'CSS Tricks', and 'Product Hunt'. Below this is a 'PRIVATE NEWS' section with a 'Private' button, a 'Public' button, and a 'Share' button.

The second screenshot shows a light sidebar on the right of a GitHub repository page for 'facebook/react'. The sidebar includes sections for 'About', 'Code', 'Issues', 'Pull requests', 'Actions', 'Projects', 'Wiki', 'Security', and 'Insights'. It lists various commits and pull requests, such as 'separateImage(jpg) [allow the client to choose if the file is jpg]' and 'fix(react): fix concurrent mode refetch [403d4]'. It also shows sections for 'Releases', 'Rockstars', 'Contributors', and 'Languages'.

The third screenshot shows a dark sidebar on the left of a Google Drive interface. It displays a list of files and folders under 'My Drive > 1\_HTML and CSS'. Items include 'v1' (Last modified Feb 26, 2021 by me), 'Course 1, v2' (Mar 6, 2021 by me), and 'SLIDES-C01v2.key' (Feb 26, 2021 by me). The sidebar also includes sections for 'New', 'Storage', and 'Buy storage'.

The first screenshot shows a dark sidebar on the left of a Twitter profile page for 'Jonas Schmedtmann'. The sidebar features a navigation menu with links to 'Home', 'Explore', 'Notifications', 'Messages', 'Bookmarks', 'Lists', 'Profile', and 'More'. Below this is a 'Tweets' section with a pinned tweet from Oct 20, 2020, and a 'Tweets & replies' section.

The second screenshot shows a light sidebar on the left of a Google Drive interface. It displays a list of files and folders under 'My Drive > 1\_HTML and CSS'. Items include 'v1' (Last modified Feb 26, 2021 by me), 'Course 1, v2' (Mar 6, 2021 by me), and 'SLIDES-C01v2.key' (Feb 26, 2021 by me). The sidebar also includes sections for 'New', 'Storage', and 'Buy storage'.

# 07 MULTI-COLUMN / MAGAZINE

# D PATTERNS

Covid-19: Live updates | Vaccinations by country | Trending: Pele stadium tribute | Namibia's First Lady | Meteor | Ronaldo's error | 'House of Gucci' |

## House set for stimulus vote



LIVE UPDATES

The \$1.9 trillion plan includes up to \$1,400 stimulus checks for some Americans and extends unemployment benefits

**Analysis:** Bill will do more than boost the US economy

**CNN poll:** Biden and his relief bill prove popular

**Analysis:** The US is about to start a massive experiment in progressive government

**Q \$1.9 trillion bill:** Here's what it means for you

### News and buzz

Cristiano Ronaldo commits 'unforgivable error'

Internet has humorous take on the Bidens' dog

Startup secures \$170 million in investment, now valued at over \$1 billion

Rory McIlroy says Tiger Woods is 'doing better' and hopeful to be home in the 'next week or so'

Disney+ reaches a major milestone

In a country where monthly minimum wage is \$0.65, condoms cost \$1 to \$4

Ryan Murphy addresses complaint from Naya Rivera's father over college fund promise

Media freedom fight threatens to escalate UK-China tensions

Here's what we know so far about the massive Microsoft Exchange hack

### Take a closer look

What Dubai looked like before oil money transformed it



A woman found a 19th century tombstone in the yard at her new house

Olympic swimmer Katie Ledecky on training in a backyard pool

Haaland breaks multiple Champions League records as his hot streak continues

5 benefits of apple cider vinegar (and a few duds)

### Featured

Another beautiful Italian town is selling \$1 houses



First looks at Lady Gaga and Adam Driver on set of new movie

Thailand launches yacht quarantine scheme

### Life during the pandemic

Michelle Obama opens up about mental health struggles during Covid pandemic



The world needs doctors. This cancer patient is risking the time she has left to become one

LIVE UPDATES Data suggests variant first identified in UK appears to be more deadly

What can fully vaccinated people do? An expert weighs in

### Covid-19's wider impact

As pandemic lockdowns swept the US, here's how some found the silver linings

Disneyland expects to reopen by late April

How pandemic unfolds in US depends on how Americans act in weeks ahead

What we know as Texas gov. lifts mask mandate

### Take a break

Bahamas private island goes on sale for \$19.5 million



Rio to honor Brazil's most celebrated soccer star

How NFTs are fueling a digital art boom

Jennifer Garner is proud to 'look like a woman who's had three babies'

What to watch: The movies and TV shows we're most excited about

Coronavirus economic impact

## Biden's \$1.9tn stimulus package set for final vote

Passage of sweeping bill would mark a milestone in the new administration's efforts to address the pandemic

NEW 58 MINUTES AGO

- Coronavirus latest: Variants represent more than half of current cases in New York City
- Cathay Pacific: pandemic drag outweighs recovery uplift
- Covid life insurance claims hit profits at LSG



US politics & policy

### Biden turns to infrastructure as stimulus bill nears the finish line

### Greensill Capital

Apollo Greensill bid crumbles as Credit Suisse puts staff on leave

US private equity group halts talks to buy parts of stricken finance company

LIVE Coronavirus pandemic

Coronavirus latest: Variants represent more than half of current cases in New York City

### GameStop Corp

GameStop shares rush higher in echo of January's Reddit frenzy

Video game retailer has jumped more than 100% this week but remains shy of its January peak

NEW 52 MINUTES AGO

### McKinsey

McKinsey elects Bob Sternfels as next leader of crisis-hit partnership

Californian defeats rival Sven Smits in final round of voting to replace ousted Kevin Sneader

### News in-depth Coronavirus pandemic

Vaccine economics: how Covid-19 will disrupt the vaccine market



New York State

How Ron Kim became Andrew Cuomo's nemesis

Special purpose acquisition companies

Retail investor apathy threatens to derail Spac deals

Critical shareholder votes are delayed after investors fail to participate in sufficient numbers

### Coronavirus Pandemic

Add to myFT

#### Covid variant up to twice as lethal as previous strains, UK study shows

Research finds highly infectious B.1.1.7 virus first detected in Kent causes more severe disease

3 HOURS AGO

#### Covid-19 vaccines

Russia seeks to make Sputnik V in Italy as overseas demand surges

Regional chief welcomes foreign tourists even as travel within Spain remains restricted

#### Coronavirus economic impact

Pandemic blamed for falling birth rates across much of Europe

Sharp declines in babies being born 9 months or more from lockdowns in France, Italy and Spain

#### Coronavirus treatment

Vaccine tips and tricks: a start-up industry helps Americans find a shot



# 08 ASYMMETRY / EXPERIMENTAL

# D PATTERNS

**Honk**  
**Real-time messaging.**  
Honk is the all-new way to chat with your friends in real time, with messages show up as you type.  
[App Store](#)

**hey**  
**Live Typing**  
Bowl-line sending. Hello typing. Messages appear live as you type.

**No Send Button**  
Never hit send again. Just type a message and clear it to say something new.

**No Chat History**  
Only two live messages instead of thousands that build up over time.

**React in Real-Time with Huge Emojis**  
See when all your friends are online and free to chat.

**Be Present**  
Always know when someone's in a chat with you—and the moment they leave.

**Just Honk**  
To get someone's attention fast, just Honk them. Once, twice, or as many times as you want.

**Join Honk**  
Get Honk on iOS and stay updated via Twitter.  
[App Store](#) [Twitter](#)

© 2021 Lox Felts Engineering

**WE ARE**  
**Resourceful**  
creative, innovative  
Only two live messages instead of thousands that build up over time.

**WE AREN'T**  
**Ego Driven**  
selfish, always right

**WE ARE**  
**Nerdy**  
passionate, knowledgeable  
A Minneapolis/St. Paul Business Journal Best Place to Work

**WE AREN'T**  
**Party people**  
"Work hard/Play hard"

**WE ARE**  
**Curious**  
innovative, we love puzzles

**WE AREN'T**  
**Work-a-holics**  
balance makes us better

**The Golden Center Apartments**  
Local dining, coffee, the best of downtown Minneapolis are just a few blocks away. It's easy to find a place to eat or go for a walk in the Golden Center and all its amenities.

**Platinum Perfect**  
The Golden Center Apartments are one of the best of the best. DoubleTree by Hilton, Zocalo, and the Golden Center Apartments are all located in the same building.

**Location**  
The Golden Center Apartments are one of the best of the best. DoubleTree by Hilton, Zocalo, and the Golden Center Apartments are all located in the same building.

**Latest news**

**Congratulations! DoubleTree by Hilton**  
DoubleTree by Hilton is now open with modern guest rooms, suites, and meeting space.

**Grand Opening at the Golden Center Apartments**  
The Golden Center Apartments are one of the best of the best. DoubleTree by Hilton, Zocalo, and the Golden Center Apartments are all located in the same building.

**Interior**  
The Golden Center Apartments are one of the best of the best. DoubleTree by Hilton, Zocalo, and the Golden Center Apartments are all located in the same building.

# 08 ASYMMETRY / EXPERIMENTAL

# D PATTERNS

**Poulos Collective**

**ARTICLE** New perspectives as an independent creative

**Hello** Poulos Collective is a design consultancy that specializes in visual design and UX strategy for design systems, mobile applications and desktop platforms.

**VICTOR BOKAS** Bringing Art to Life Redesign and webflow build for renowned artist, Victor Bokas. Victor's work is featured in several galleries and permanent collections and most notably welcomes visitors to Orlando International Airport.

**VISIT SITE**

**Testimonials**

I have been working along side Stefan for just short of 5 years and they've been the most impactful years in my career so far. He's the only person I know in this business who somehow manages to perform like a machine and at the same time stay human. He works harder than anyone I've ever known and cares deeply about the work we do. He's incredibly passionate, has his finger on every pulse of our industry and has a wealth of inspiration and knowledge that's impossible to keep up with. He makes me want to be a better creative and a better person, every day.

Alison Meiland, IDEO

**Hey Sabrina,** We're preparing the best shortcuts to start your Clear experience

**Hey Brad,** Personalization in progress, please wait a sec...

**Hey Emma,** Your security shortcuts are almost there

**Hey Steve,** Your personalized shortcuts are ready!

**How it works**

**I** Simply connect your Instapaper or Pocket account to Alfread\*

1 2 3 4 ARTICLES PER WEEK

Get a gentle reminder when you want. Or where you want

**Set a realistic reading goal for yourself**

**Archive unread articles automatically, 1 month after adding** or keep them if they're your precious

MARKETING SWIFT

APPLE WOODWORKING

ARTICLES READ, WEEKLY

WEEK	ARTICLES READ
Sep 7	3
Sep 14	2
Sep 21	5
Sep 28	7
Oct 5	8
Oct 12	6
Oct 19	5

Celebrate every article that gets read

SMART SEARCH READING INSIGHTS IOS EXTENSION HIGHLIGHTS SYNC TO READWISE



# **SECTION 07 – OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION**



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

THE 7 STEPS TO A GREAT  
WEBSITE

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

1

## DEFINE THE PROJECT

👉 Define **WHO the website is for**. Is it for yourself? For a client of your agency or your freelancing business?

👉 Define **WHAT the website is for**. In other words, define **business and user goals** of your website project (👉 See lecture on UX)

**Business goal example:** Selling premium dog food

**User goal example:** Finding high-quality dog food for good price

👉 Define a **target audience**. Be really specific if possible and if it makes sense for your website (this can come from your client)

**Example:** "Women, 20 to 40 years old, living in Europe, earning over 2000€/month, with a passion for dogs"

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

2

## PLAN THE PROJECT

- 👉 Plan and gather **website content**: copy (text), images, videos etc.
- 👉 Content is usually **provided by the client**, but you also can help them produce and find some content (simply finding free images is easiest, but if they want copy, charge them extra)
- 👉 For bigger sites, plan out the **sitemap**: what pages the site needs, and how they are related to one another (content hierarchy)
- 👉 Based on the content, plan what **sections** each page needs in order to convey the content's message, and in which order
- 👉 Define the **website personality** (👉 See web design section)

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

3

## SKETCH LAYOUT AND COMPONENT IDEAS

- 👉 Think about what **components** you need, and how you can use them in **layout patterns** (👉 *Get inspiration in web design section*)
- 👉 **Get ideas out of your head:** sketch them with **pen and paper** or with some design software (e.g. Figma - 👉 This is an **iterative process:** experiment with different components and layouts, until you arrive at a first good solution
- 👉 You don't need to sketch everything, and **don't make it perfect.** At some point, you're ready to jump into HTML and CSS

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

4

## DESIGN AND BUILD WEBSITE

- 👉 Use decisions, content and sketches from Steps 1, 2 and 3 to **design and build the website with HTML and CSS** ("designing in the browser")
- 👉 You already have the **layout** and **components** that you selected in Step 3. In this step, you need to design the actual **visual styles**
- 👉 Create the design based on selected **website personality**, the **design guidelines** I showed you, and **inspiration** (👉 See web design section)
- 👉 Use the **client's branding** (if it exists already) for design decisions whenever possible: **colors, typography, icons**, etc.

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

5

## TEST AND OPTIMIZE

- 👉 Make sure website works well in **all major browsers** (Chrome, Firefox, Safari, Edge, maybe even old IE 😱)
- 👉 Test the website on **actual mobile devices**, not just in DevTools
- 👉 Optimize all **images**, in terms of dimensions and file size (👉 See *lecture on images*)
- 👉 Fix simple **accessibility** problems (e.g. color contrast issues)
- 👉 Run the **Lighthouse** performance test in Chrome DevTools and try to fix reported issues
- 👉 Think about **Search Engine Optimization** (SEO)

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

6

## LAUNCH THE MASTERPIECE

- 👉 Once all work is done, everything is perfect, and you got approval from your client (or yourself 😊), it's time to **share your masterpiece with the world!**
- 👉 Upload your website files to a **hosting platform**. There are countless platform, we will use one with a free plan (Netlify 
- 👉 Choose and buy a great **domain name**, one that represents the brand well, is memorable and easy to write

# THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

7

## MAINTAIN AND KEEP UPDATING WEBSITE

- 👉 Launching is not the end...
- 👉 Keep the website content **updated over time**. If you're working with a client, you can create a monthly maintenance contract (recurring revenue 💰)
- 👉 Install **analytics software** (e.g. Google Analytics or Fathom) to get statistics about website users. This may **inform future changes** in the site structure and content.
- 👉 A **blog** that is updated regularly is a good way to keep users coming back, and is also good for SEO.





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

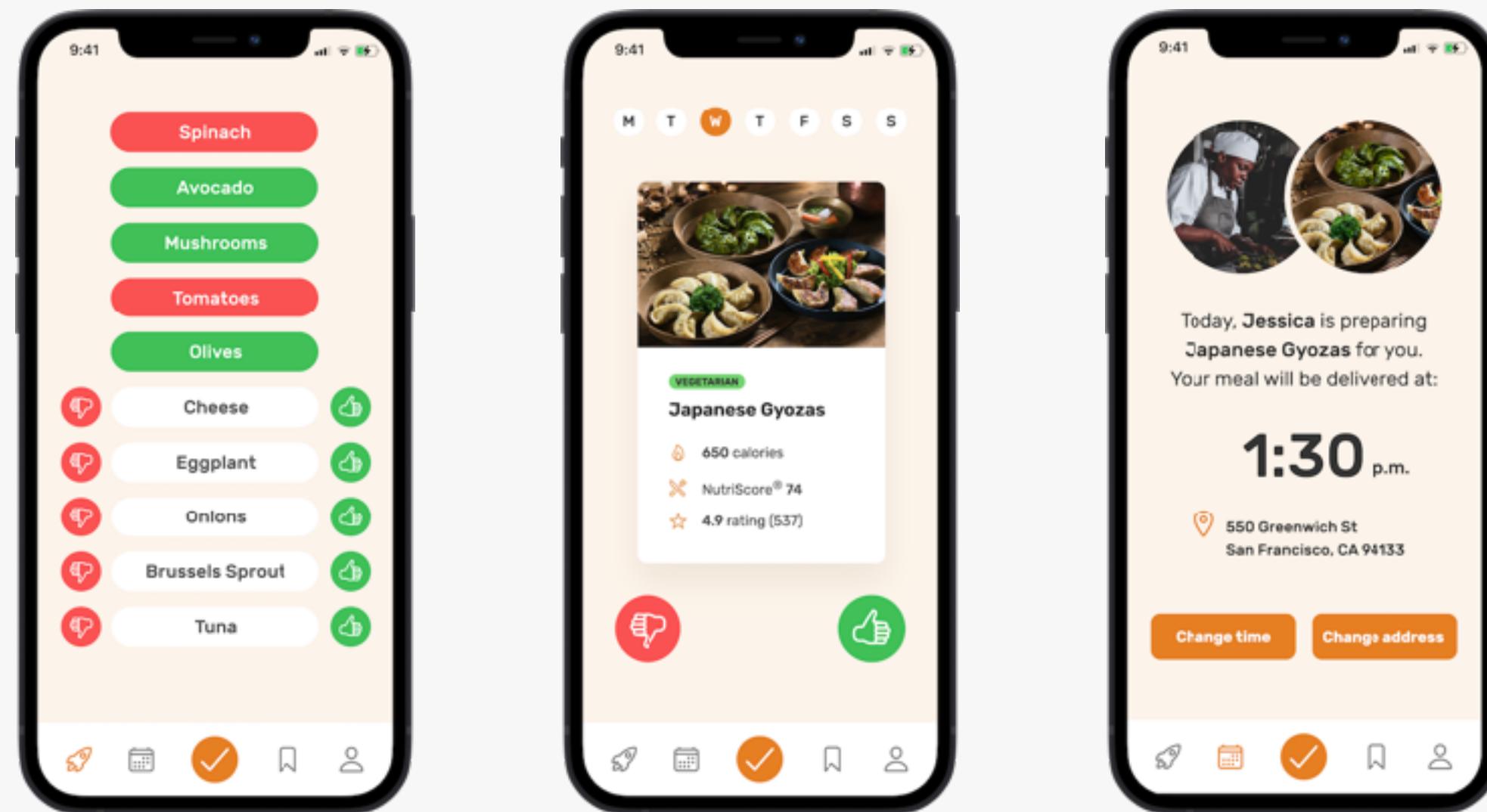
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

DEFINING AND PLANNING THE  
PROJECT (STEPS 1 AND 2)

# YOUR FIRST REAL-WORLD PROJECT



👉 Your first “job”!

👉 You were hired to design and build a website for a fictional company called Omnifood

👉 Omnifood is startup that uses AI to create and deliver custom healthy meal plans

👉 They provided us with all the content for the website (content.md)

# STEP 1: DEFINE THE PROJECT

## 👉 Define WHO the website is for

For a client

## 👉 Define WHAT the website is for

**Business goal:** Selling monthly food subscription

**User goal:** Eating well effortlessly, without spending a lot of time and money

## 👉 Define target audience

Busy people who like technology, are interested in a healthy diet, and have a well-paying job

## ✓ From provided content file:

*"We are a technology company first, but with a major focus on consumer well-being through a healthy diet.*

*Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach.*

*Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All*

*this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."*

# STEP 2: PLAN THE PROJECT

## Plan and gather website content

## Plan out the sitemap

We will just build a **one-page marketing website** (oftentimes called a landing page), so no sitemap

## Define website personality

Based on the tech-centered target audience, as well as the actual product being sold, we will use the **startup/upbeat** personality. We might add some elements of the **calm/peaceful** personality, since the product is all about consumer well-being as well

## Plan page sections

## From provided content file:

*"We are a technology company first, but with a major focus on consumer well-being through a healthy diet."*

*Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."*





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

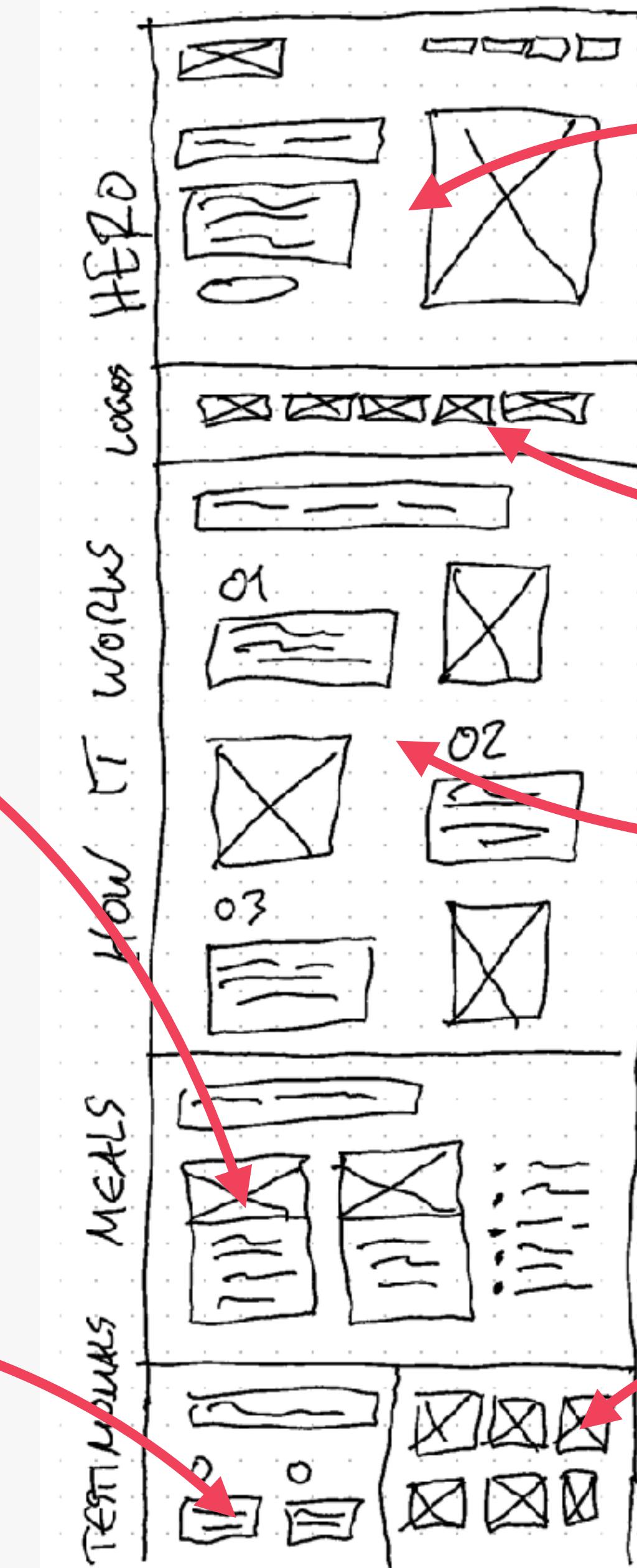
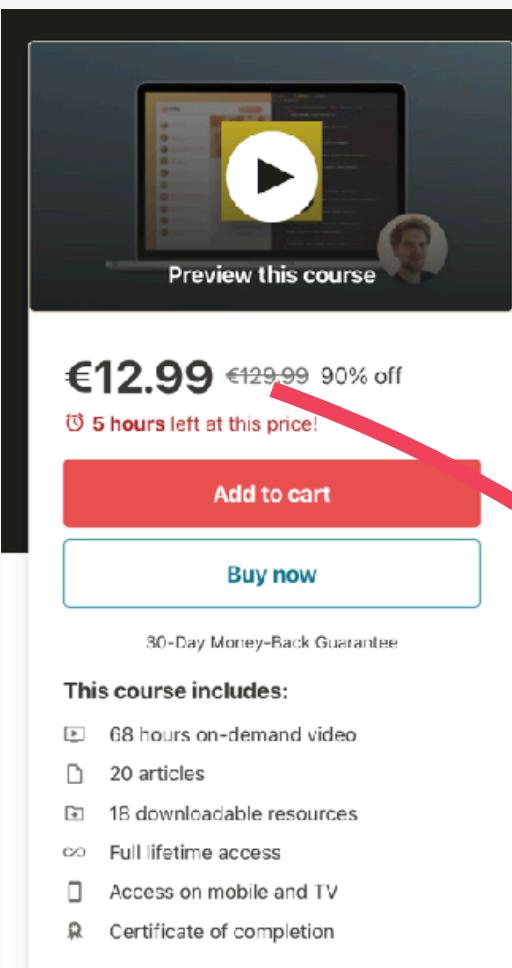
OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

SKETCHING INITIAL LAYOUT  
IDEAS (STEP 3)

# FIRST IDEAS AND SKETCH

- 👉 Logo + Navigation
- 👉 Hero
- 👉 Featured in
- 👉 How it works
- 👉 Meals (and list of diets)
- 👉 Testimonials + gallery
- 👉 Pricing + features
- 👉 CTA
- 👉 Footer



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**startups** "Digitising the lunch experience"

**TechCrunch** "Netflix for food!"

**Forbes**

**CITY MATTERS** "Making lunch meetings healthier"

**01**  
Any product, any website  
Right-click on any image on any website and click [Save to project]

**02**  
Save it to Clippings  
Add details and select your project. The product will be added to the board.

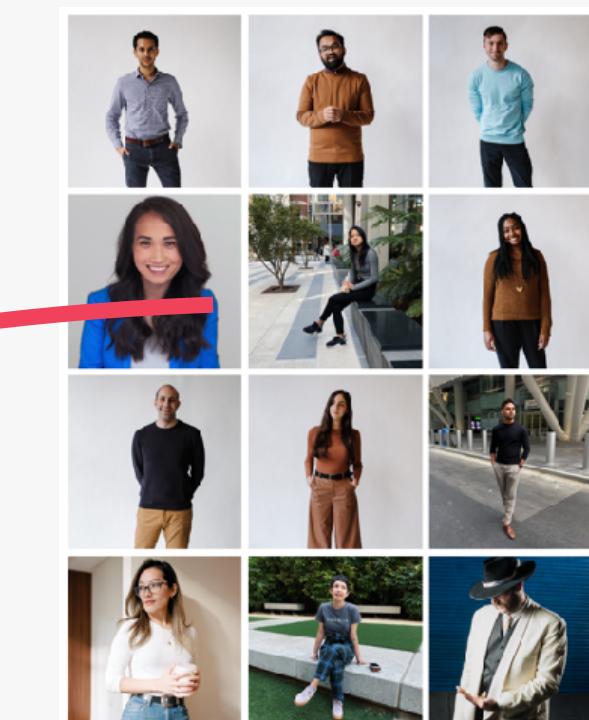
**03**  
We'll source it for you  
Request a quote on Clippings, and our team will source it for you.\*

I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog it really gives you all the traffic metrics you could need.  
Joel Gascogne, CEO of Buffer

I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use: it shows me everything I want to know about my site's performance, and nothing I don't!  
Charli Marie, creative director of ConvertKit

Fathom is the perfect privacy-based Analytics solution for us. We can provide the metrics that our clients need and reassure them that their customers' data isn't being shared with faceless companies.  
Darren Pinder, owner of Vatu

Developers are pretty tech-savvy people, and these days very privacy-cautious—they understand how scripts follow you across the internet, that's why we choose Fathom, because they don't do that.  
Oskar Krawczyk, cofounder of JSFiddle







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

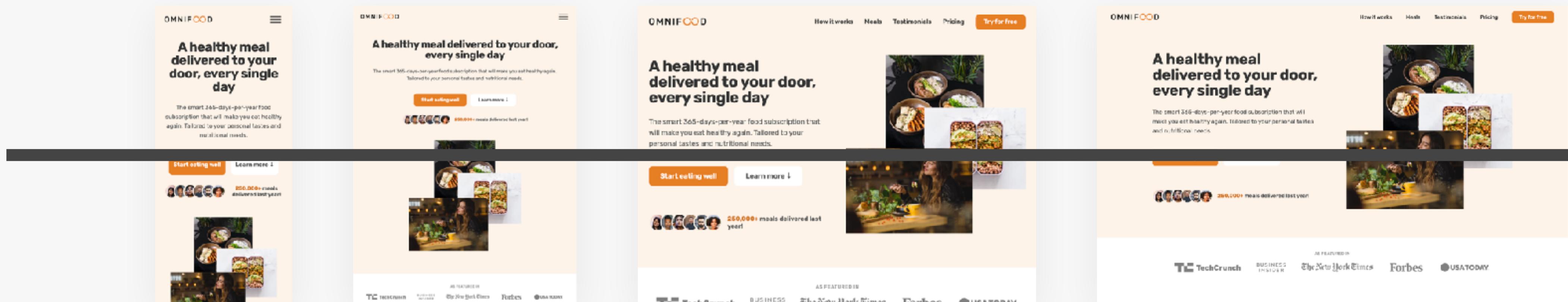
## LECTURE

RESPONSIVE DESIGN PRINCIPLES

# WHAT IS RESPONSIVE DESIGN?

## RESPONSIVE DESIGN

- 👉 Design technique to make a webpage adjust its layout and visual style to **any possible screen size** (window or viewport size)
- 👉 In practice, this means that responsive design makes websites usable on all devices, such as **desktop computers, tablets, and mobile phones**.
- 👉 It's a set of practices, **not a separate technology**. It's all just CSS!



VIEWPORT  
WIDTH

# RESPONSIVE DESIGN INGREDIENTS

1

## FLUID LAYOUTS

- 👉 To allow webpage to adapt to the **current viewport** width (or even height)
- 👉 Use % (or vh / vw) unit instead of px for elements that **should adapt to viewport (usually layout)**
- 👉 Use max-width instead of width

2

## RESPONSIVE UNITS

- 👉 Use rem unit instead of px for most lengths
- 👉 To make it easy to **scale the entire layout down** (or up) automatically
- 👉 **Helpful trick:** setting 1rem to 10px for easy calculations

3

## FLEXIBLE IMAGES

- 👉 By default, images **don't scale automatically** as we change the viewport, so we need to fix that
- 👉 Always use % for image dimensions, together with the max-width property

4

## MEDIA QUERIES

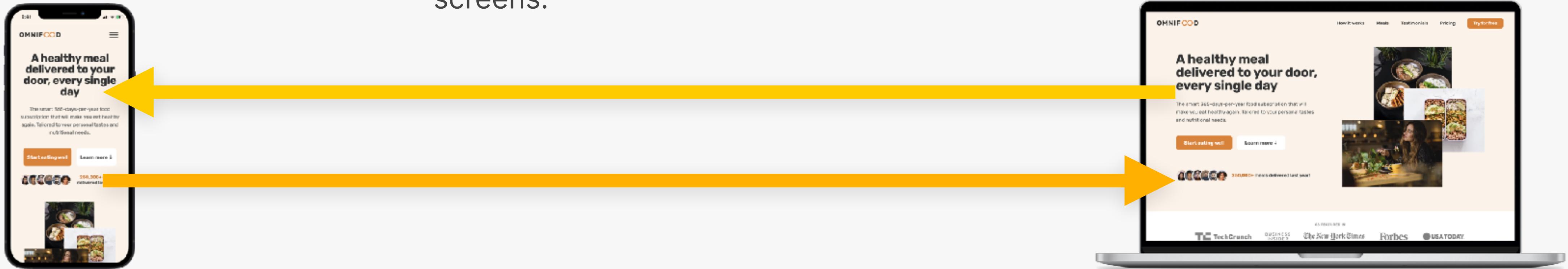
- 👉 Bring responsive sites to life!
- 👉 To change CSS styles on **certain viewport widths** (called breakpoints)

We will learn how to use media queries and how to select breakpoints in the next section

# DESKTOP-FIRST VS. MOBILE-FIRST DEVELOPMENT

- 👉 Start writing CSS for the desktop: **large screen**
- 👉 Then, media queries **shrink design** to smaller screens.

**DESKTOP-FIRST**



**MOBILE-FIRST**

- 👉 Start writing CSS for mobile devices: **small screen**
- 👉 Then, media queries **expand design** to a large screen
- 👉 Forces us to reduce websites and apps to the **absolute essentials**.

We will do **desktop-first** in this project.  
It's easier to learn!





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

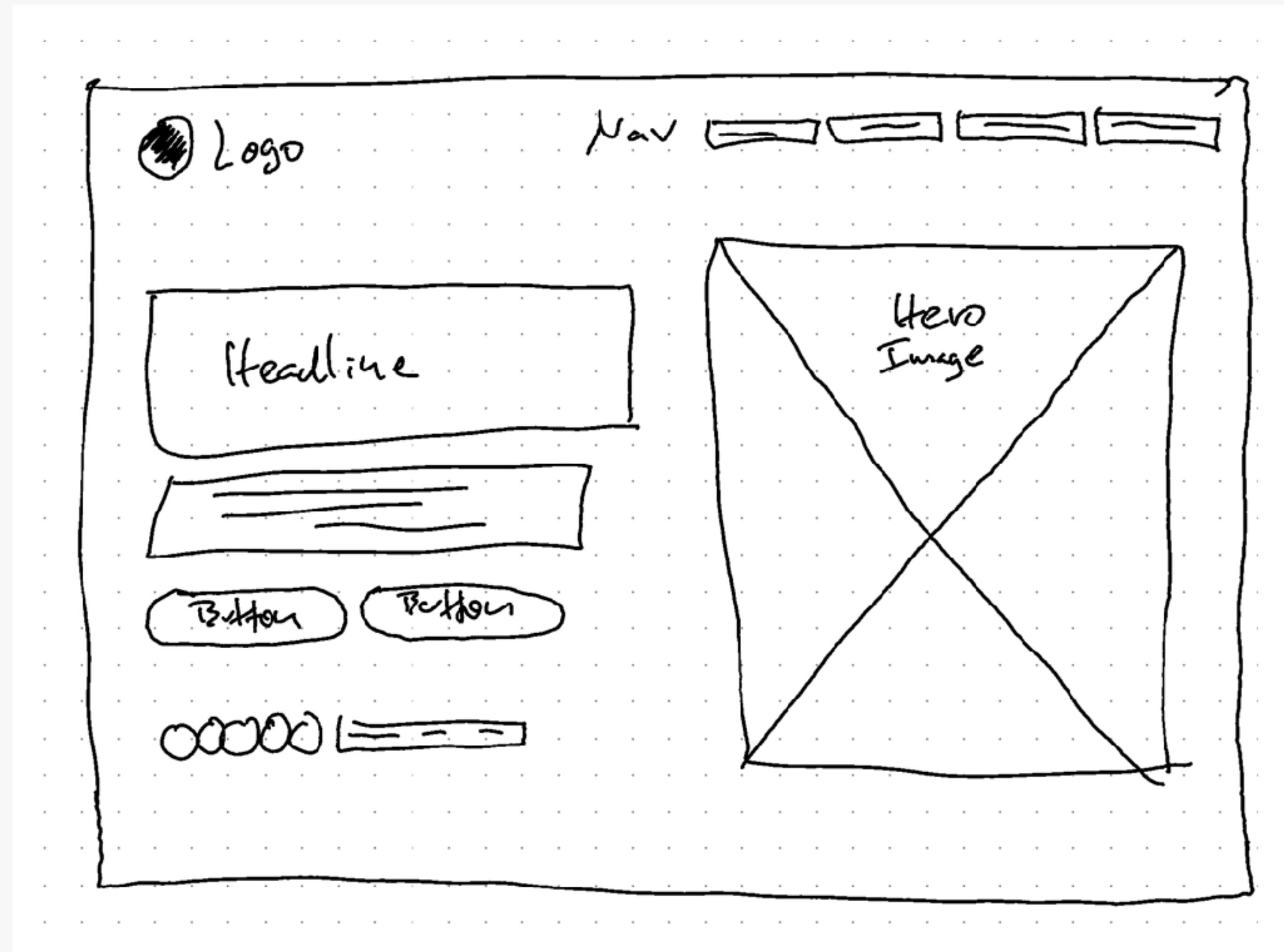
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE HERO - PART 1

# BUILDING THE HERO



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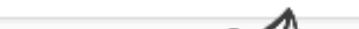
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# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

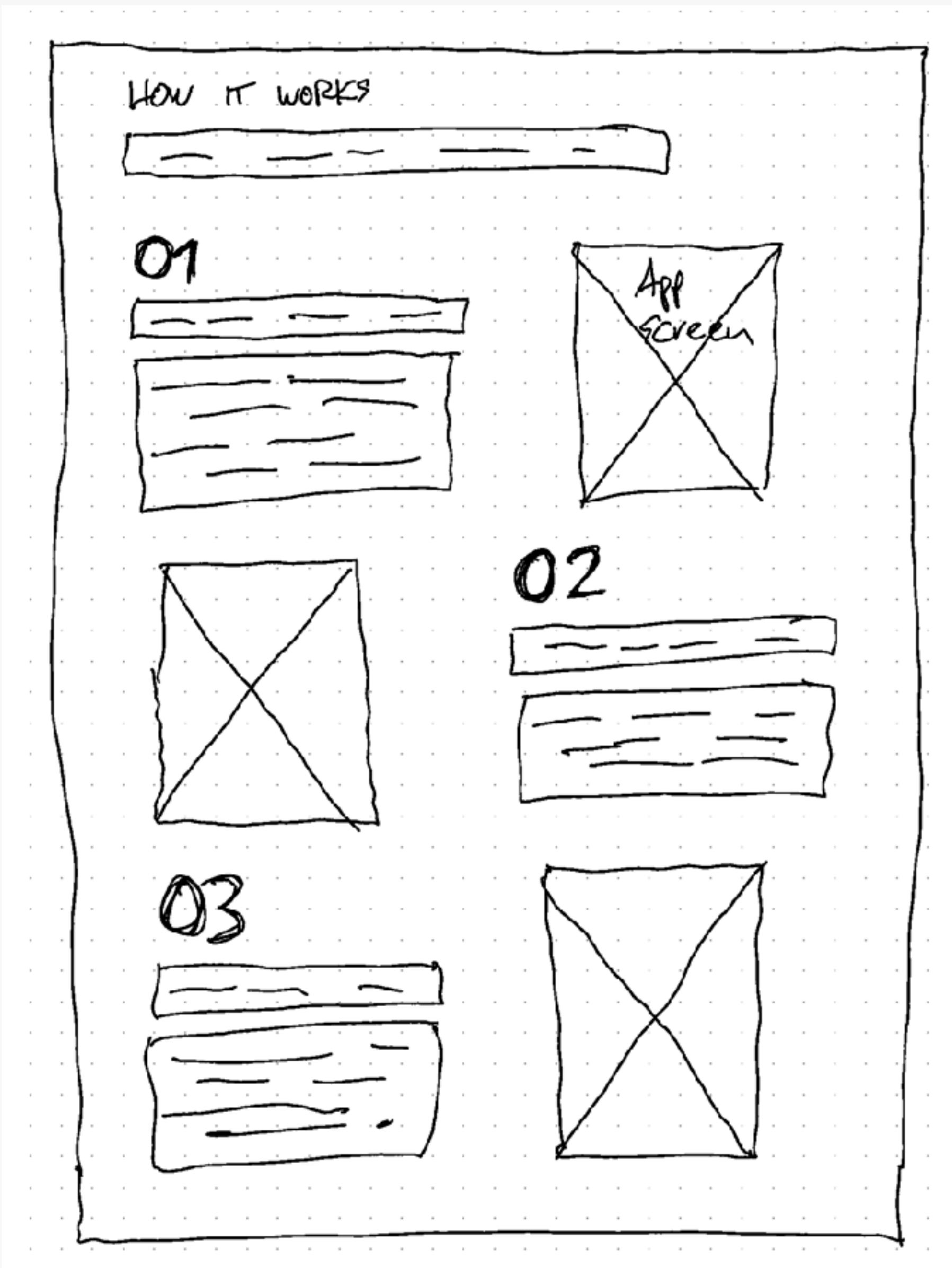
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE HOW-IT-WORKS  
SECTION - PART 1

# BUILDING THE HOW-IT-WORKS SECTION



## 01

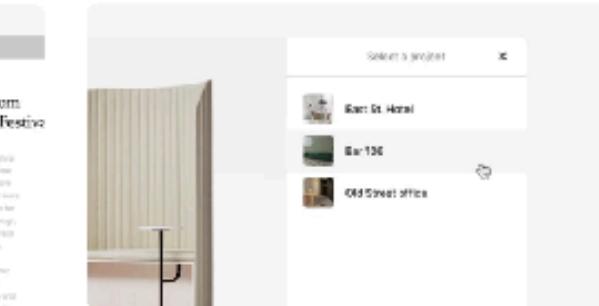
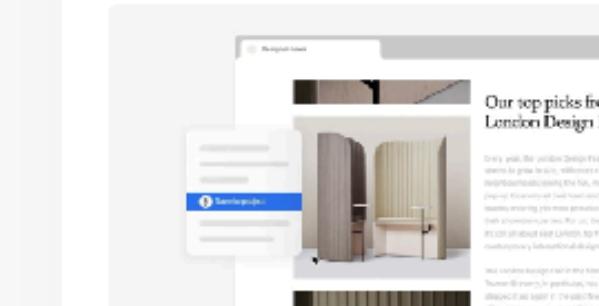
Any product, any website

Right-click on any image on any website and click **Save to project**

## 02

Save it to Clippings

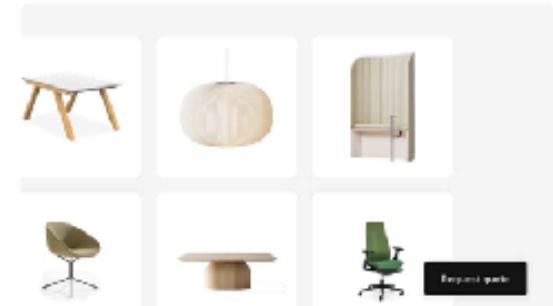
Add details and select your project. The product will be added to the board.



## 03

We'll source it for you

Request a quote on Clippings, and our team will source it for you.\*



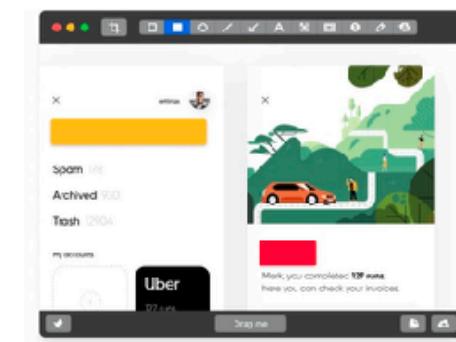
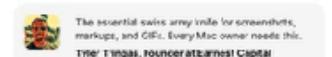
**GET A QUOTE**

## Get started with Cover today.

### Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

[Watch the video](#)



### Annotate

In a matter of seconds highlight important parts of your screenshot with our annotation tool. Loved by our users, it beats any other annotation app.

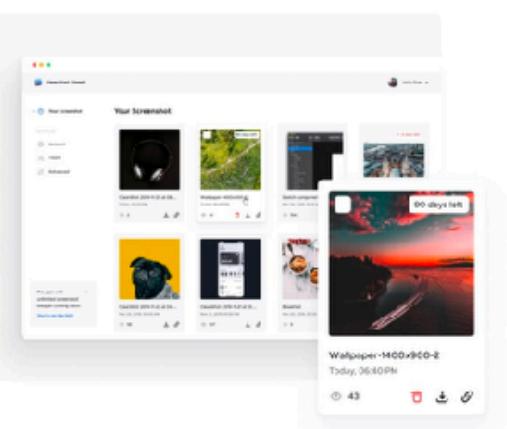


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[Pro version with advanced features](#)







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

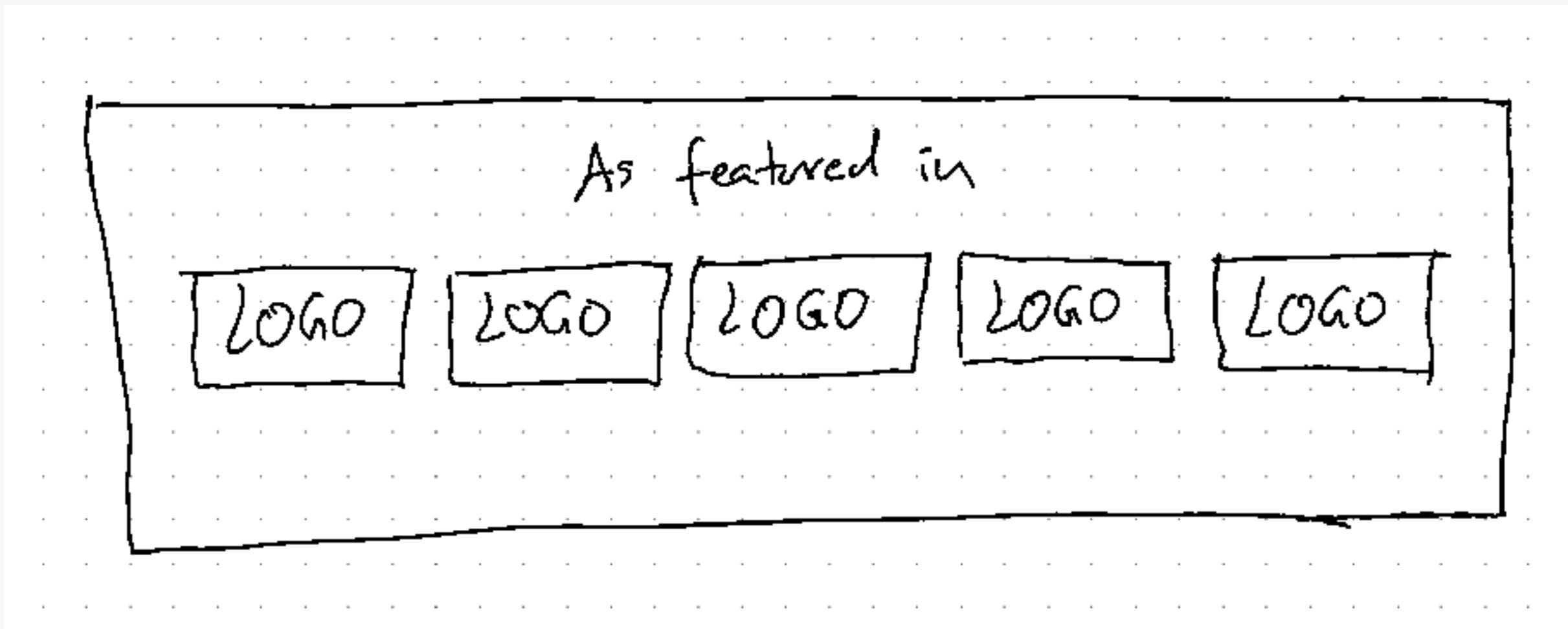
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

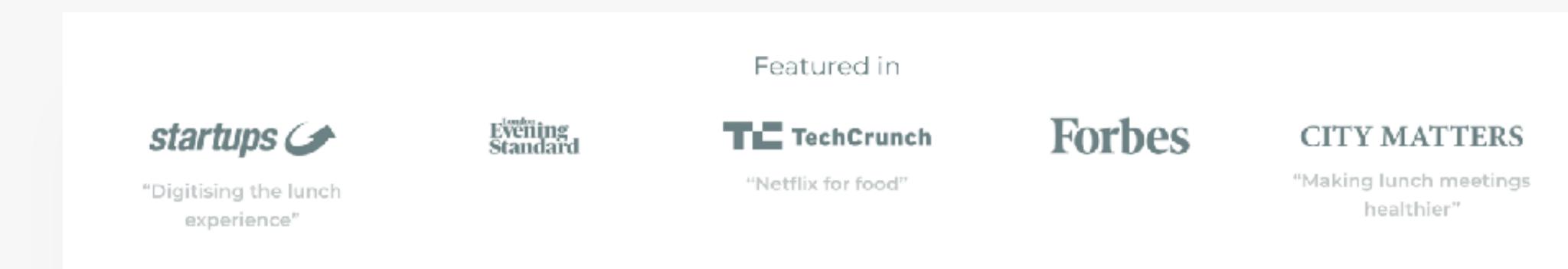
## LECTURE

BUILDING THE FEATURED-IN  
SECTION

# BUILDING THE FEATURED-IN SECTION



- Logo + Navigation
- Hero
- Featured in
- How it works
- Meals (and list of diets)
- Testimonials + gallery
- Pricing + features
- CTA
- Footer







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

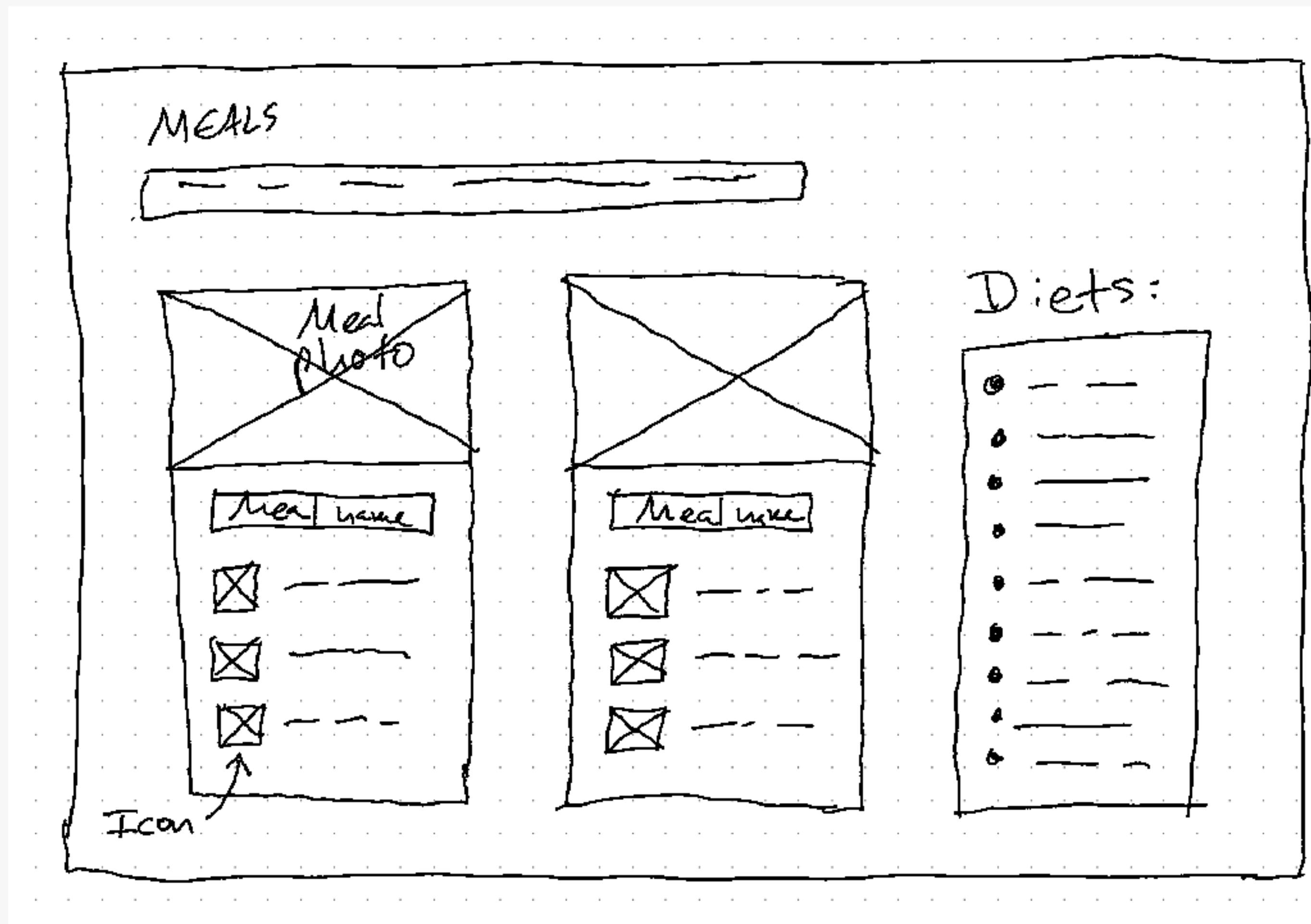
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE MEALS SECTION –  
PART 1

# MEALS + DIETS SECTION



A screenshot of a course landing page. At the top is a video thumbnail with a play button and the text 'Preview this course'. Below the video is the price '€12.99' (with '€129.99' and '90% off' in smaller text), a red 'Add to cart' button, and a blue 'Buy now' button. A '30-Day Money-Back Guarantee' badge is present. The 'This course includes:' section lists the following features:

- 68 hours on-demand video
- 20 articles
- 18 downloadable resources
- Full lifetime access
- Access on mobile and TV
- Certificate of completion

At the bottom are 'Apply Coupon' and '\$8'.

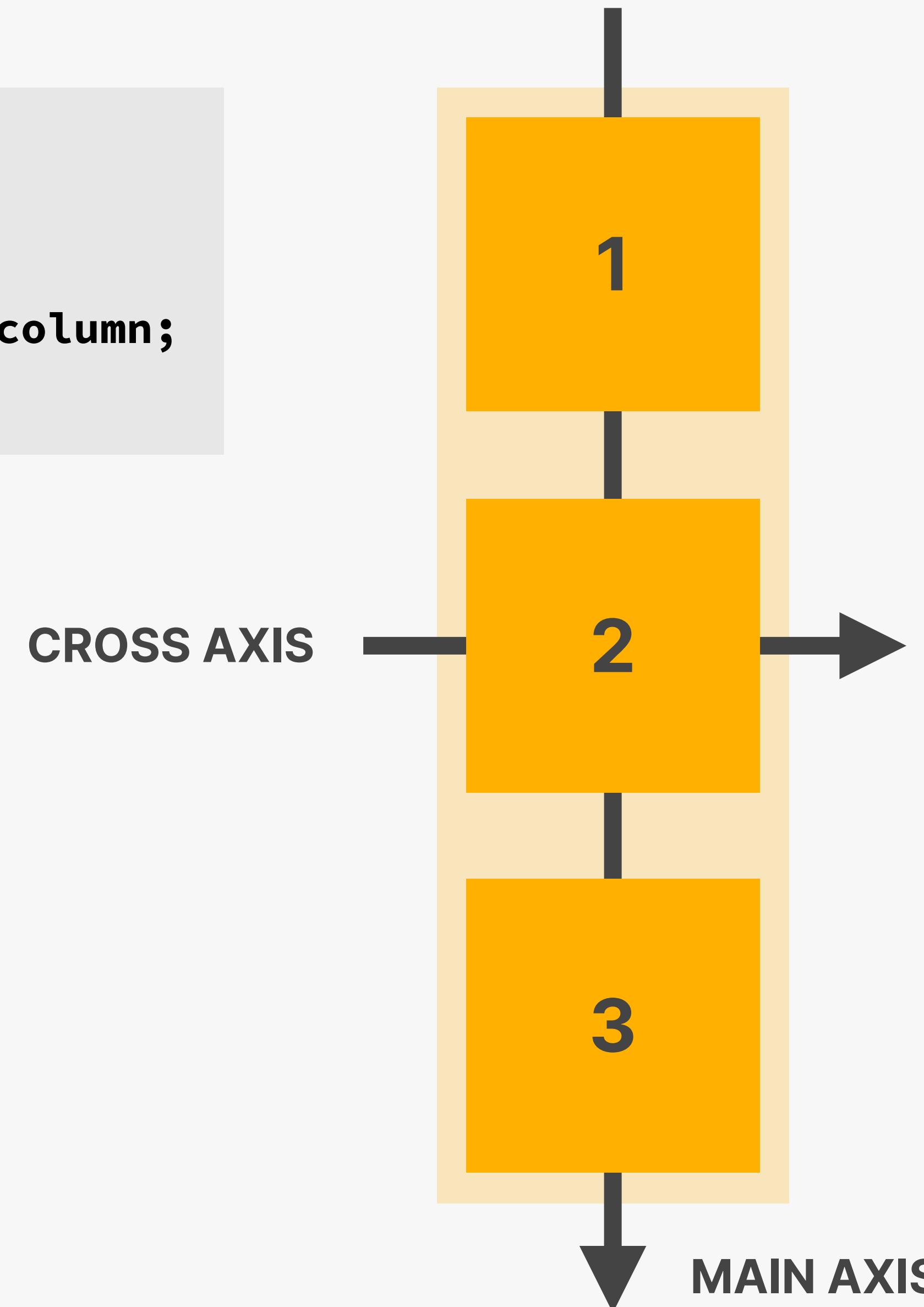
A screenshot of a product listing for 'Magnesium' by 'The Dream Weaver'. The product image shows a blue supplement bottle. The product name 'Magnesium' is in large blue text, followed by the subtitle 'The Dream Weaver'. Below the title is a bulleted list of product details:

- From Irish seawater
- Includes 72 trace minerals
- High solubility
- Essential mineral for over 300 reactions in the body

The price '\$8' is shown in red at the bottom right.

# SWITCHING FLEX-DIRECTION TO COLUMN

```
.meal-attributes {  
  display: flex;  
  gap: 2rem;  
  flex-direction: column;  
}
```



**WITH FLEX-DIRECTION SET  
TO COLUMN:**

- 👉 align-items aligns items **horizontally**, no longer vertically
- 👉 justify-content aligns items **vertically**, no longer horizontally
- 👉 gap acts like **margin-bottom**, no longer like margin-right





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

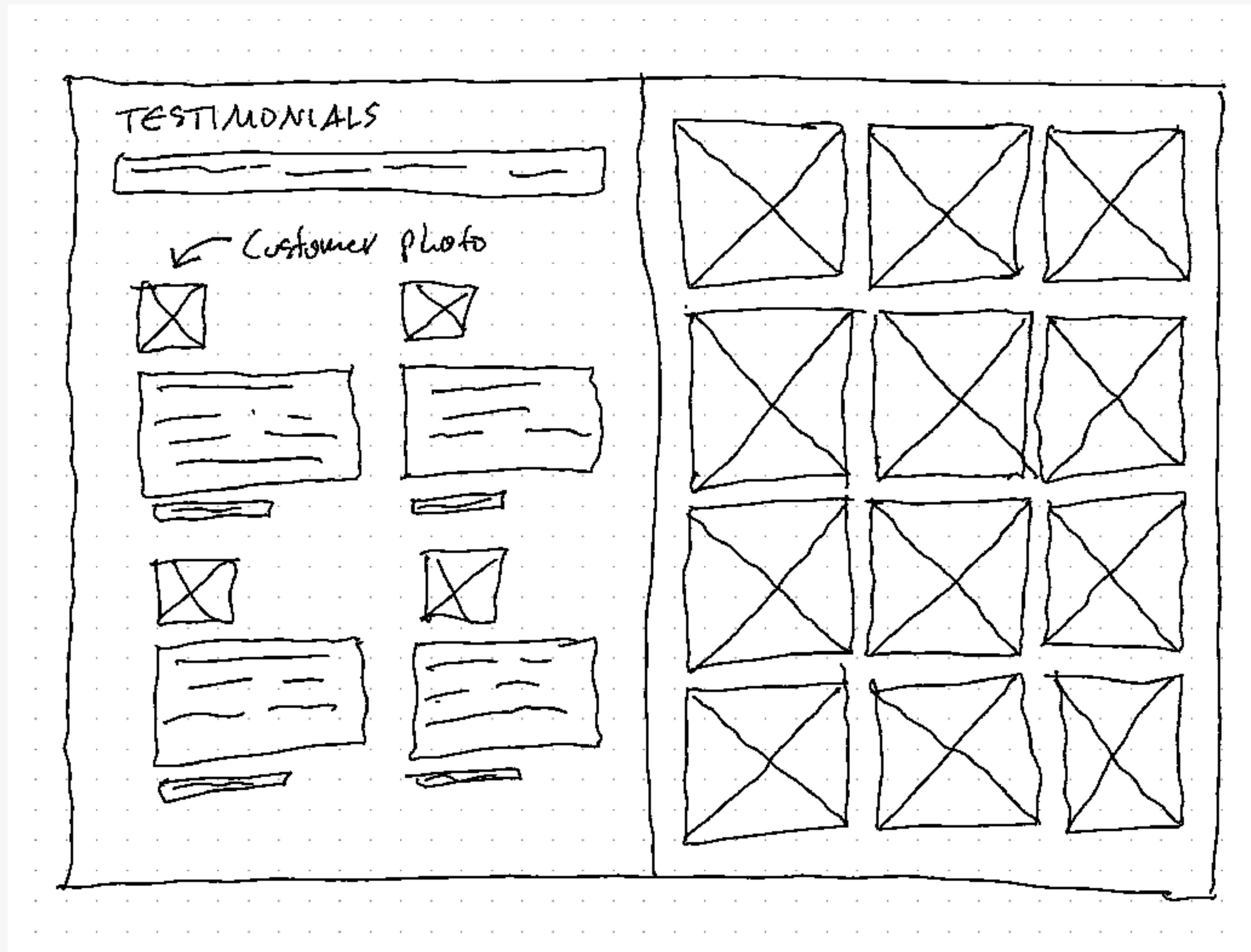
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE TESTIMONIALS  
SECTION - PART 1

# BUILDING THE TESTIMONIALS + GALLERY SECTION





I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog it really gives you all the traffic metrics you could need.

Joel Gascoigne, CEO of Buffer



I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use: it shows me everything I want to know about my site's performance, and nothing I don't!

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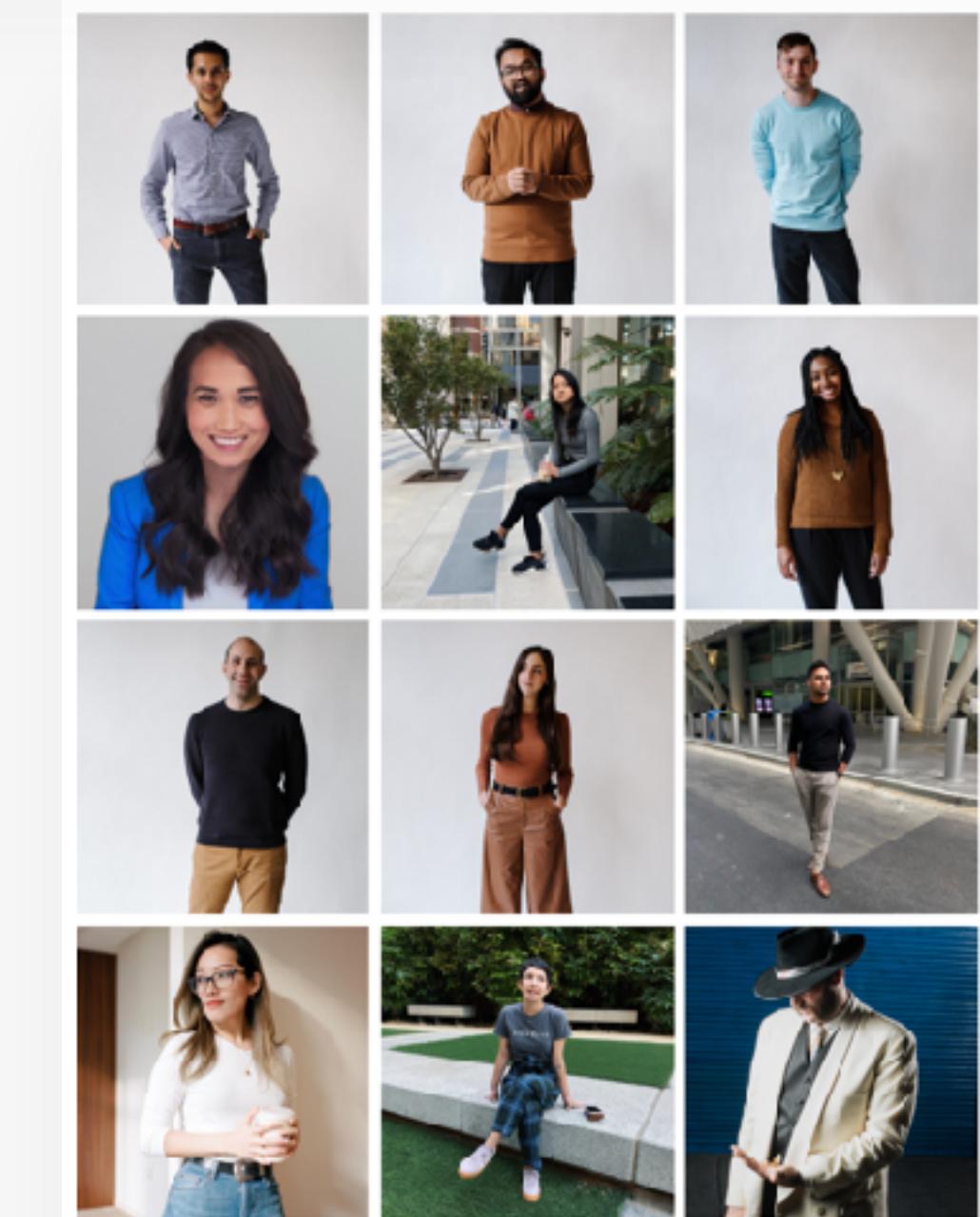
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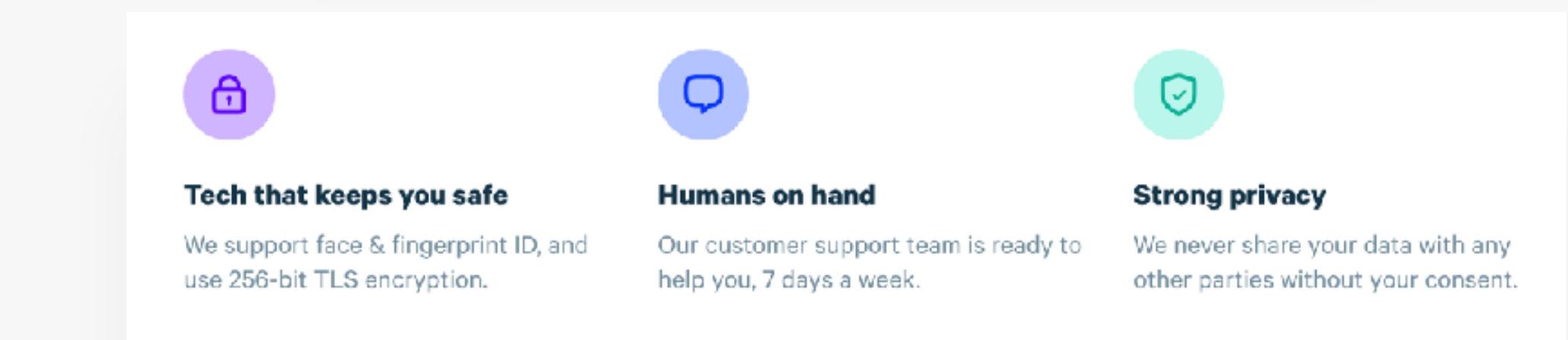
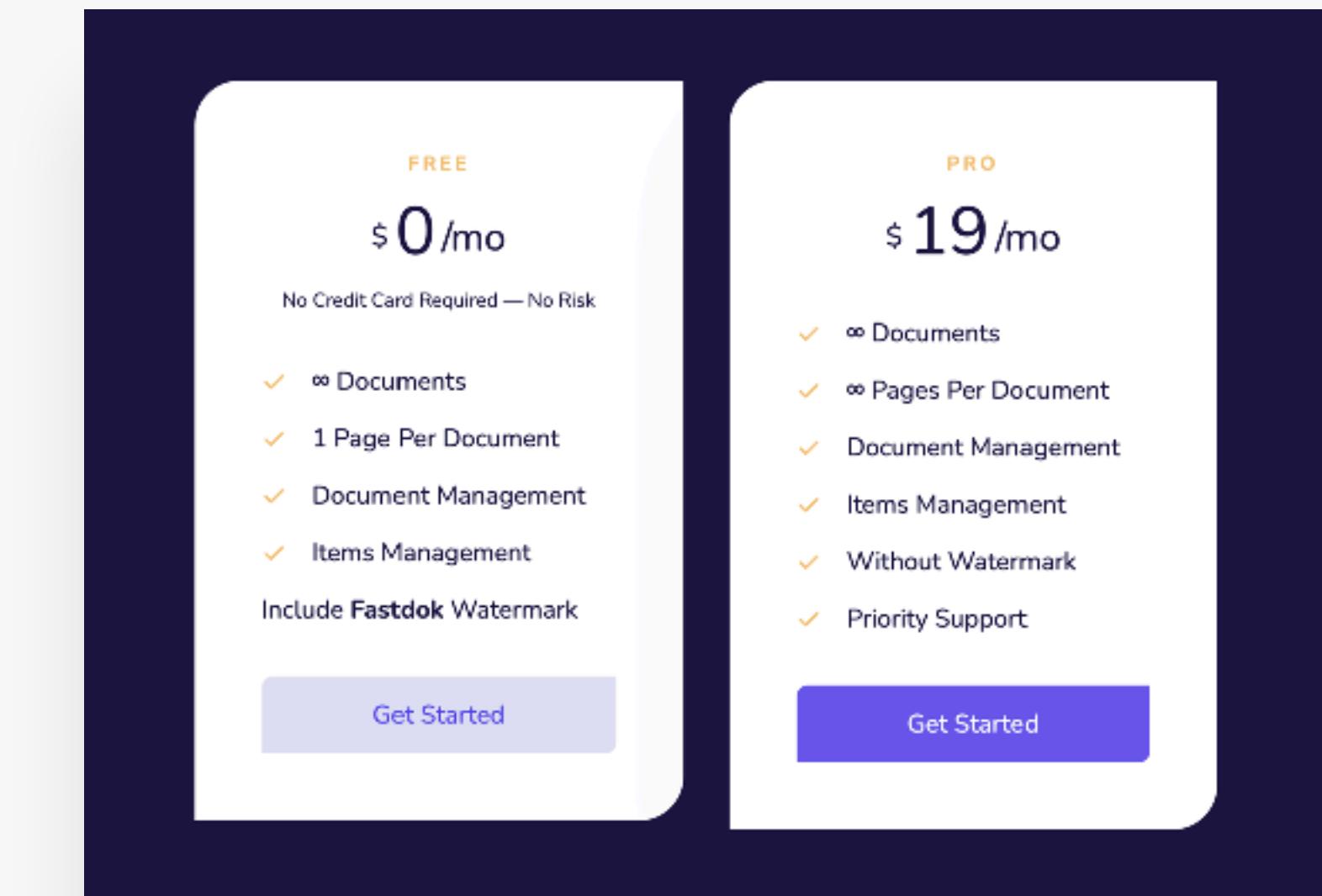
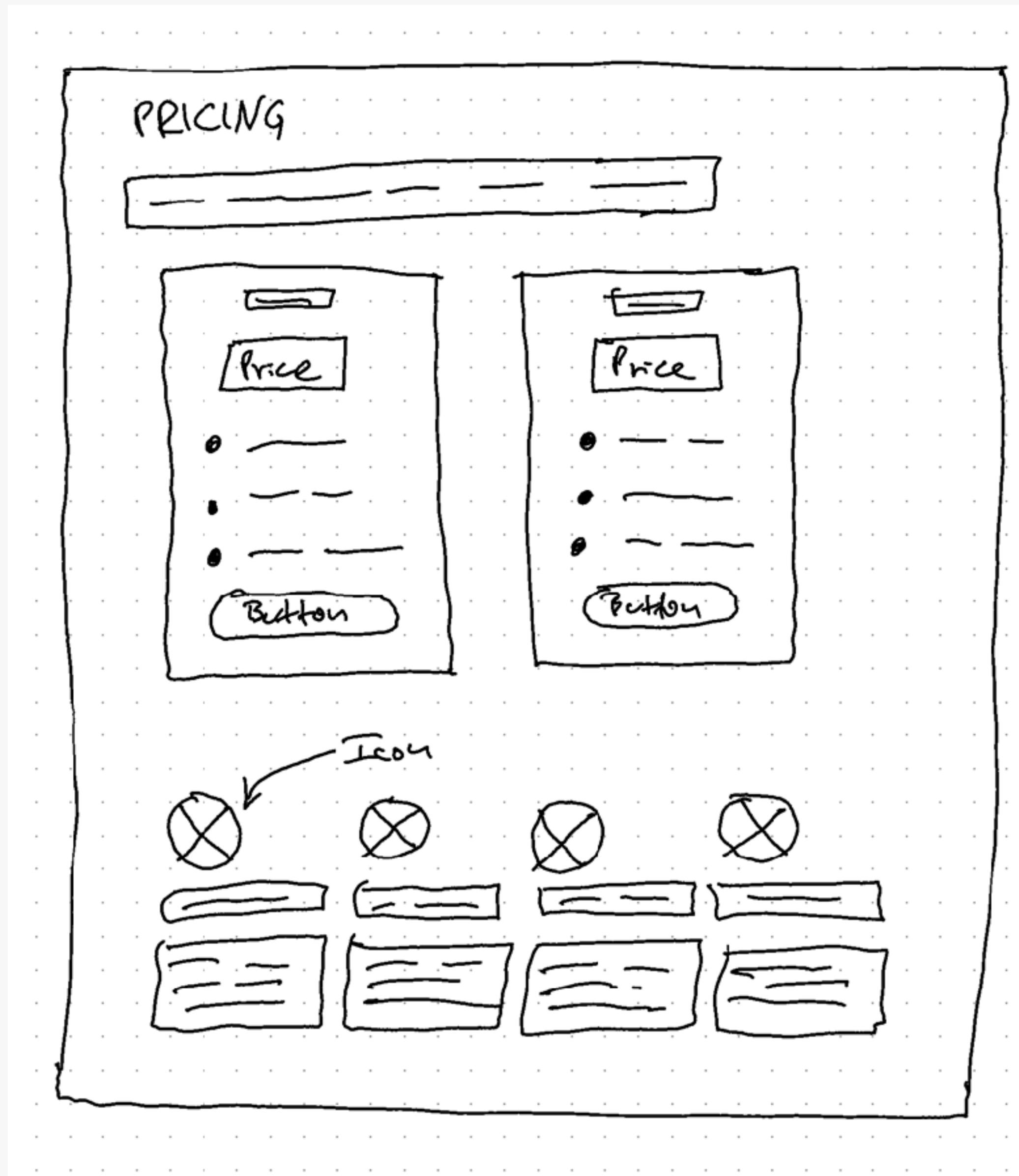
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE PRICING SECTION -  
PART 1

# BUILDING THE PRICING + FEATURES SECTION







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

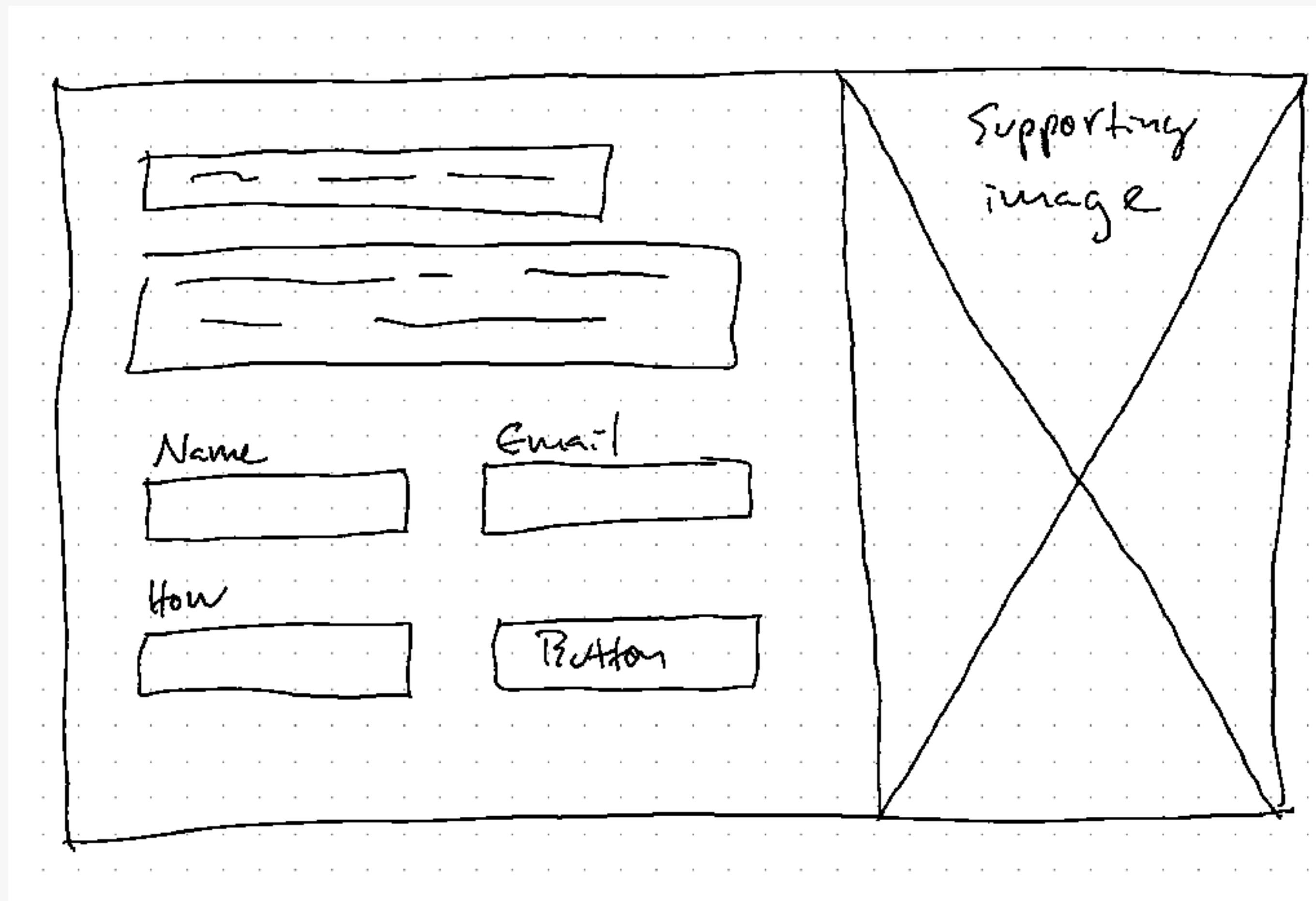
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE CALL-TO-ACTION  
SECTION - PART 1

# CTA SECTION



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**Write to us**

Full Name  Work Email   
Phone Number  Company   
Company Size  Country   
How can we help? (optional)

**Send Message**





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

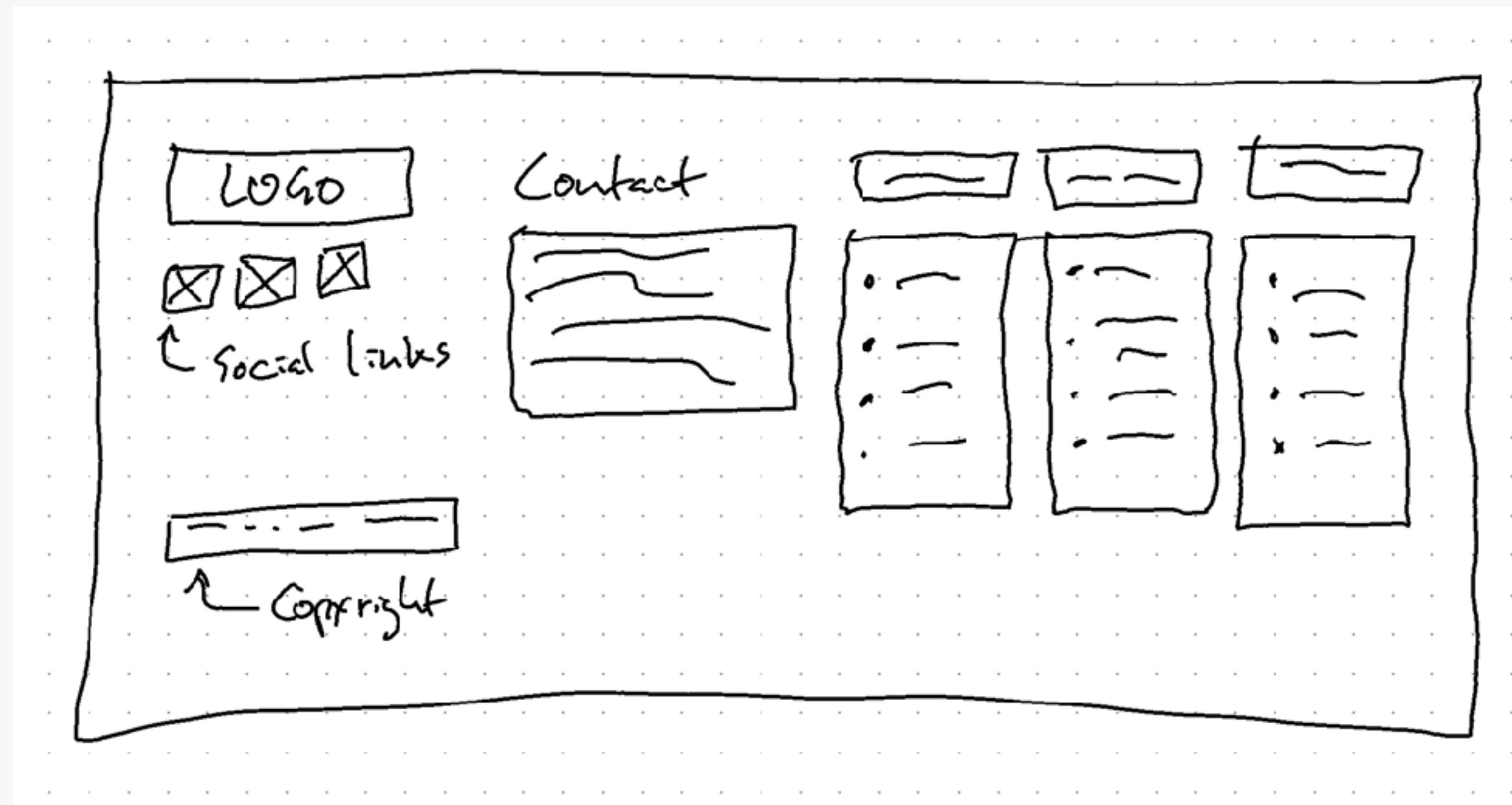
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE FOOTER - PART 1

# FOOTER SECTION



The screenshot shows the footer of the VisualEyes website, which includes:

- The VisualEyes logo and copyright notice: Copyright © 2020 Loceye.
- Social media links: LinkedIn, Twitter, Facebook, YouTube, and others.
- Navigation links: Create Account, Log In, Pricing, Status, Company, Tools & Resources, and Policy.
- Additional links: About, Community, Contact, Remote Eye-Tracking, and Use Cases.
- A world map graphic.



# SECTION 08 – OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT –  
RESPONSIVE WEB DESIGN

## LECTURE

HOW MEDIA QUERIES WORK

# HOW MEDIA QUERIES WORK (WITH MAX-WIDTH)

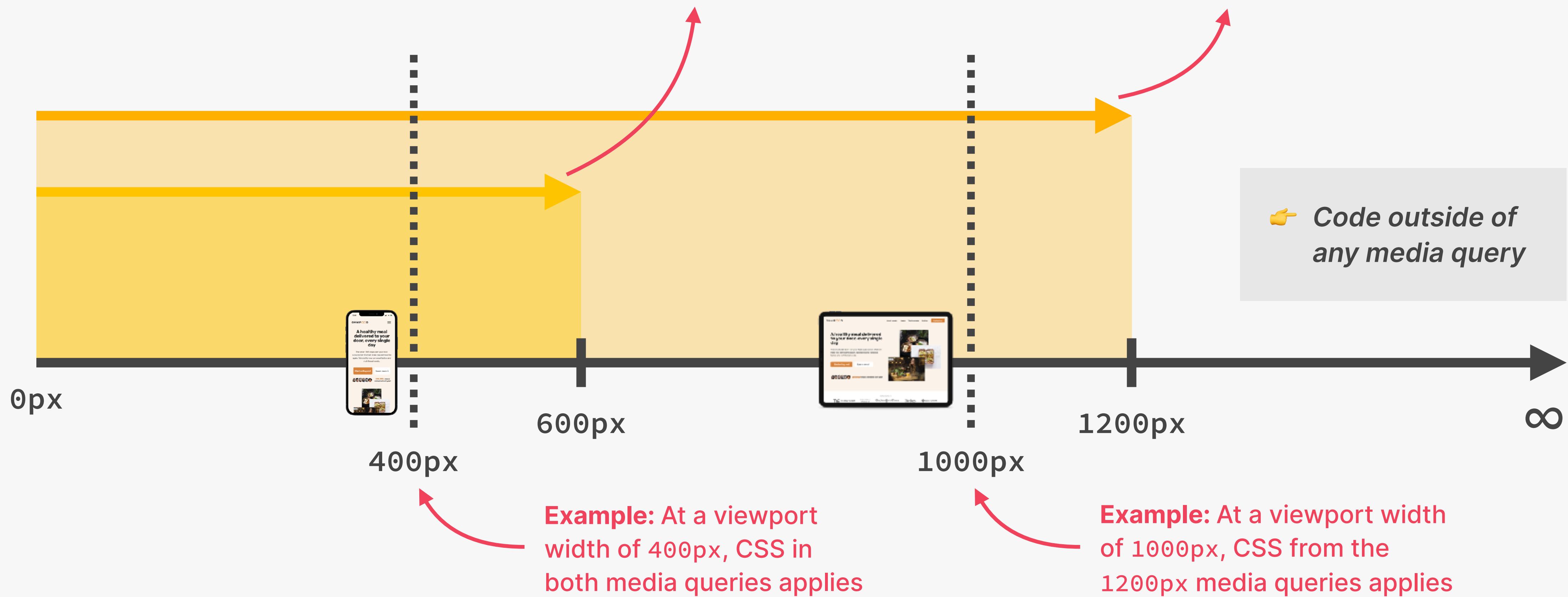
*Maximum width at which media query still applies*

`@media (max-width: 600px)`

👉 “Is width  $\leq$  600px ?”

`@media (max-width: 1200px)`

👉 “Is width  $\leq$  1200px ?”







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT –  
RESPONSIVE WEB DESIGN

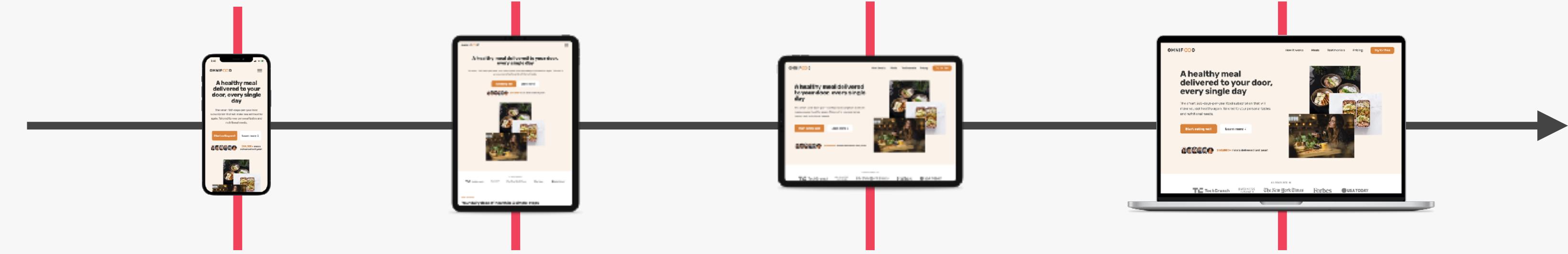
## LECTURE

HOW TO SELECT BREAKPOINTS

# STRATEGIES FOR SELECTING BREAKPOINTS

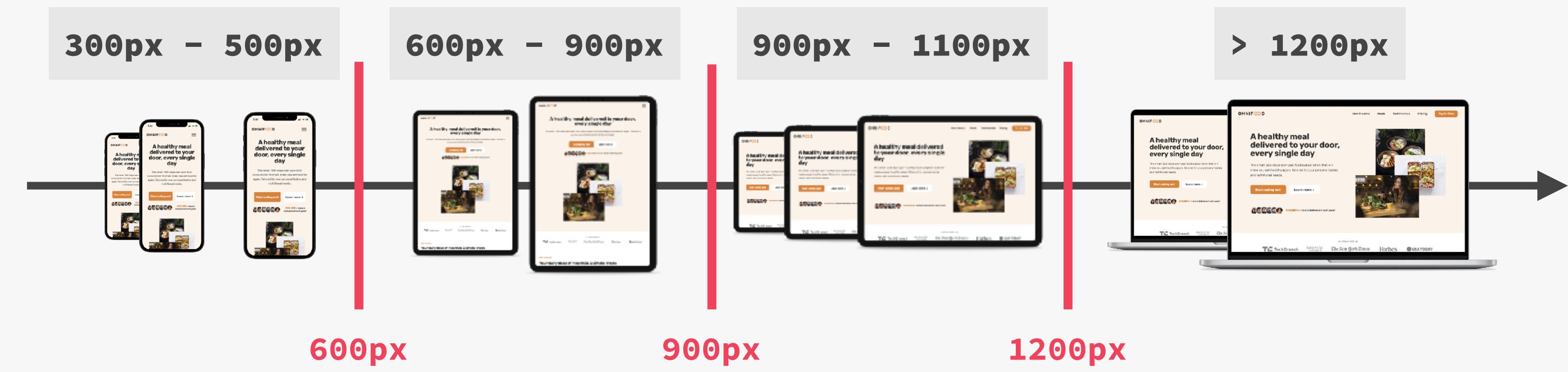
**BAD**

Based on popular devices



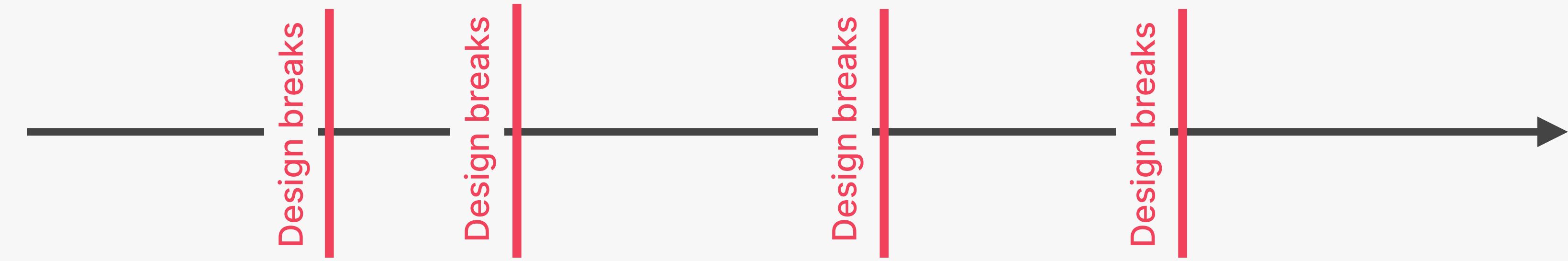
**GOOD**

Based on screen width ranges



**PERFECT**

When design breaks down





**THE END!**