

# 2h-landing



**le wagon**

# **Landing page**

**C**lear proposition value

**C**lean design

**C**all-to-Action

**C**RM first milestone

# Landing page tools

*strikingly*

 SQUARESPACE

 unbounce

la**un**ch**rock**

# Coding languages

**HTML**



content  
+ structure

**CSS**



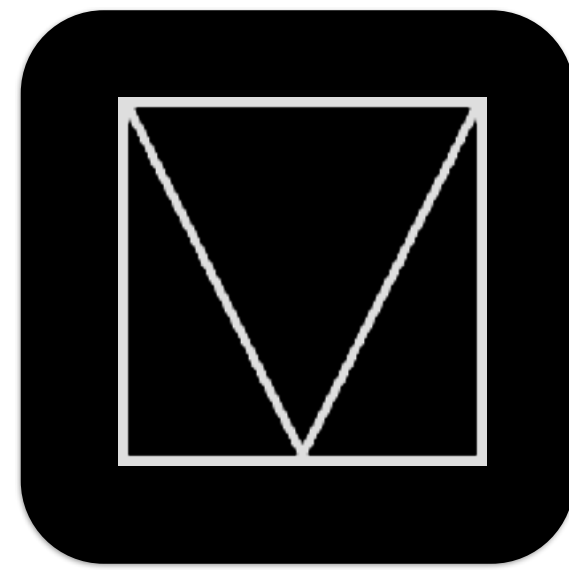
style

**JS**



dynamism  
+ usability

# CSS libraries



# Workshop outline

## Theoretical intros

Basic concepts to understand

## Live-code demos

We code, you don't :)

## Your turn

Have fun

# Setup



**Action 1.**

**Let's set up**



# Front-end languages

**HTML**



**CSS**



**JS**



# **S**tructure

## **HTML**



**Structure your content**

# **D**esign

## **CSS**



## **Design your content**

# **A**animation

**JS**



**Animate your content**

# HTML

**Without structure, no design**

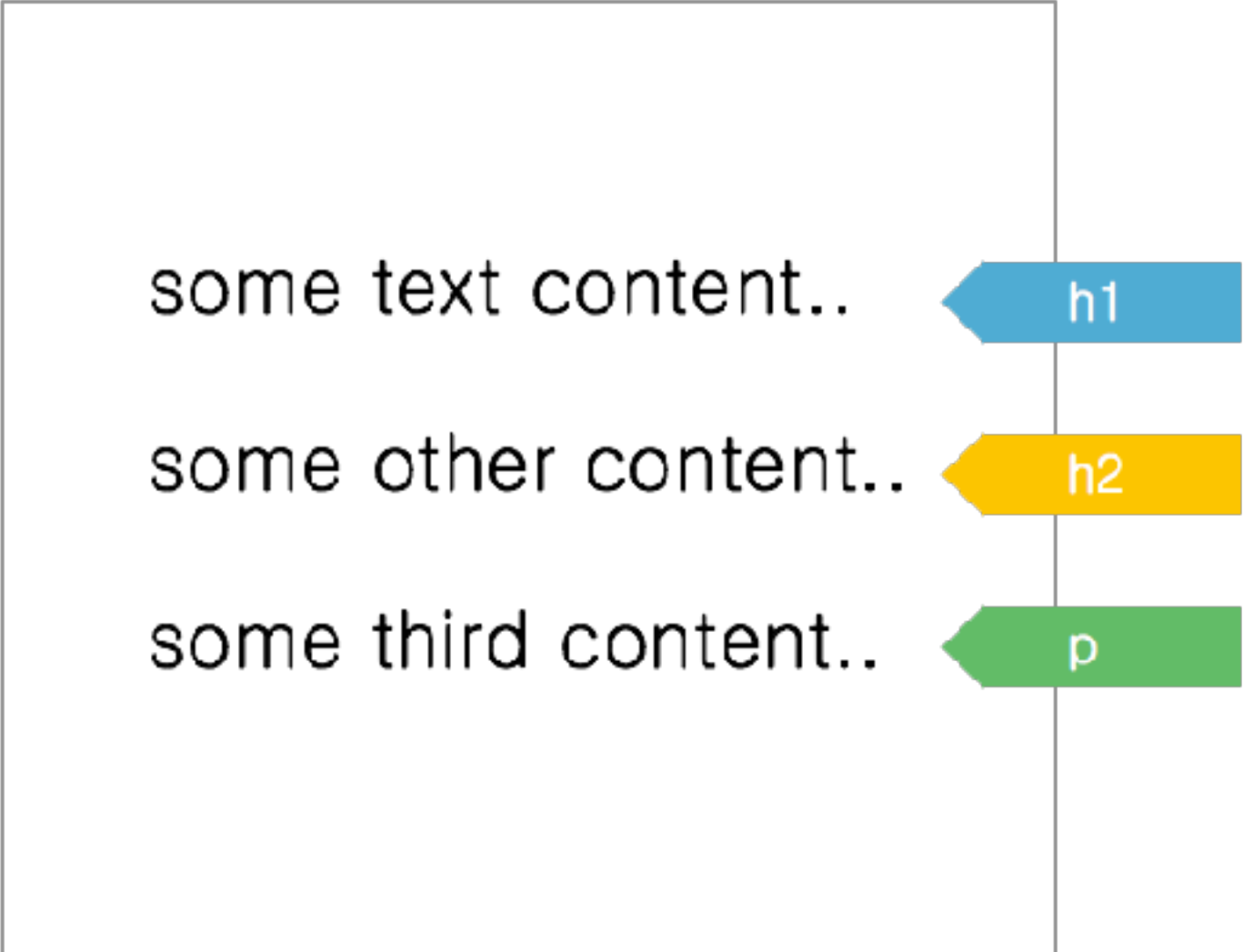
# Different contents

some text content..

some other content..

some third content..

# Tag them



The diagram illustrates the process of tagging text content. It features a light gray rectangular box containing three lines of text. To the right of each line is a colored arrow pointing left, with an HTML tag label inside it. The first line, 'some text content..', is paired with a blue arrow labeled 'h1'. The second line, 'some other content..', is paired with a yellow arrow labeled 'h2'. The third line, 'some third content..', is paired with a green arrow labeled 'p'. A thin vertical line runs down the right side of the gray box, passing through the center of each arrow.

some text content.. h1

some other content.. h2

some third content.. p

# Browser apply defaults

some text content..

h1

some other content..

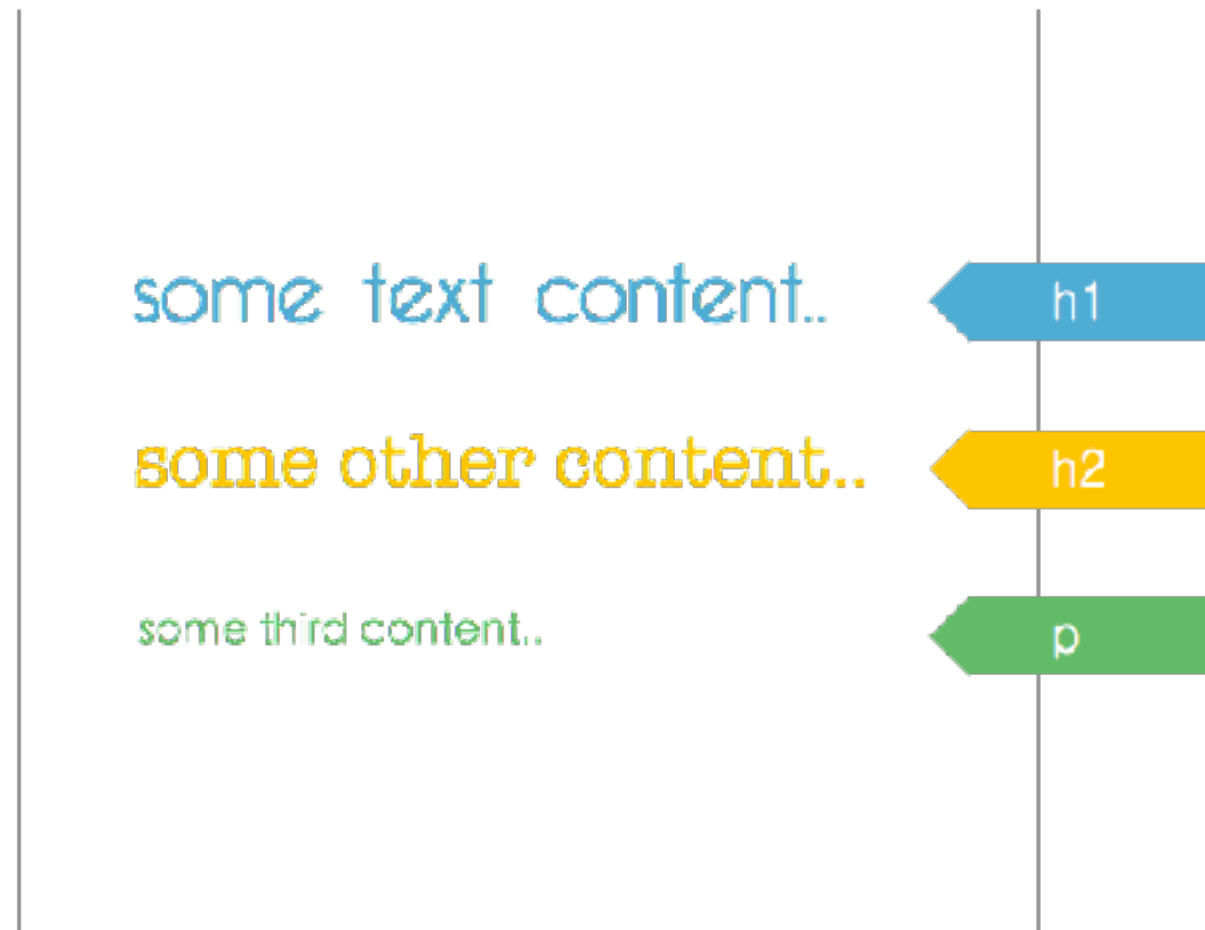
h2

some third content..

p



# Over-ride with CSS



# Skeleton

```
<html>
```

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

```
</html>
```

# Head & body

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

# Title

```
<html>
  <head>
    <title>Landing</title>
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
```

# Head & search

```
<head>
```

```
<title>Le Wagon - Learn to code...</title>
```

```
<meta name="description" content="Le Wagon is...">
```

```
</head>
```

Le Wagon - Learn to code - Bootcamp in Ruby on Rails, HTM...

<https://www.lewagon.com/> ▼

Le Wagon is Europe's best coding school for entrepreneurs. Checkout for yourself the projects developed by our students.

# Head & social

<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>

Check out <http://lewagon.org/en>

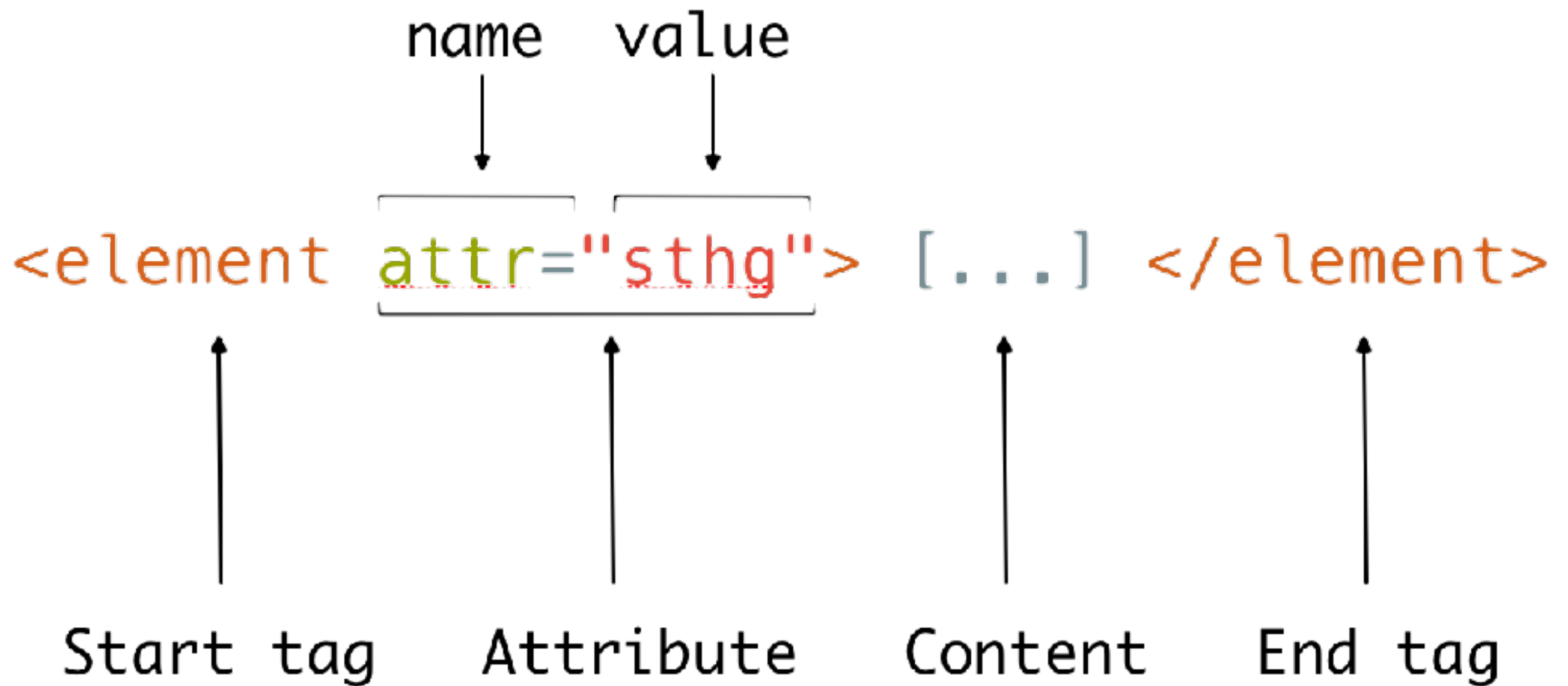


## Le Wagon - The French innovative coding school

Le Wagon is the best French coding school for entrepreneurs. Checkout by yourself the projects of our students. You will be impressed.

[WWW.LEWAGON.ORG](http://WWW.LEWAGON.ORG)

# Core syntax



# Syntax example

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

Le Wagon

```
</a>
```



Le Wagon

What is the tag name?

What is the content?

What are the two attributes?



# HTML - titles

<h1>[...]</h1>

<h2>[...]</h2>

<h3>[...]</h3>

<h4>[...]</h4>

<h5>[...]</h5>

<h6>[...]</h6>

# HTML - paragraph

`<p>`

Lorem ipsum dolor sit amet, consectetur  
adipiscing 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

```

```

## Action 2.

**Let's add HTML content now.**

# 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>
```

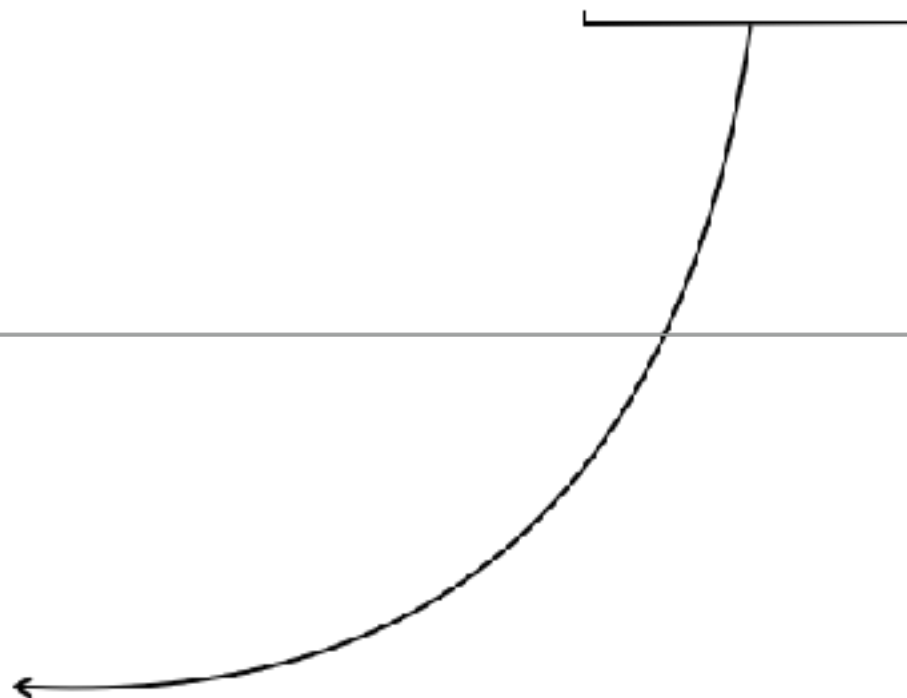
---

 style.css

---

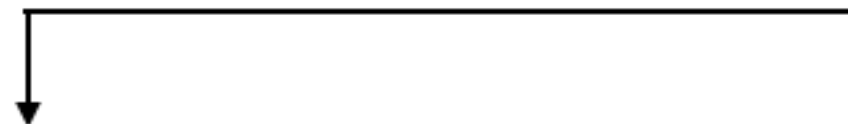
```
1 h1 {
2   color: red;
3 }
```

---



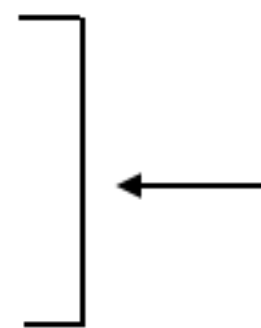


# CSS syntax



selection of one or more elements of the page..

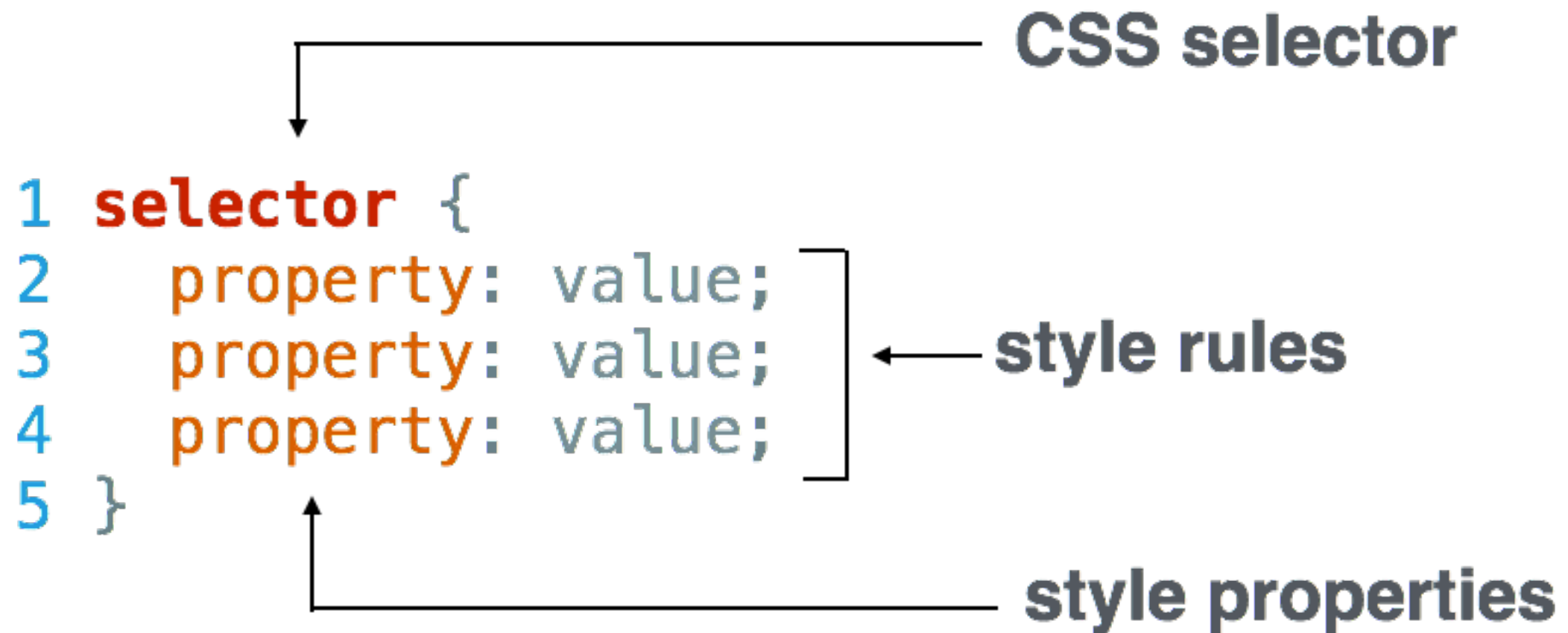
```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```



..on which we define style rules

The diagram illustrates the components of a CSS rule. A horizontal line with a downward arrow points from the text 'selection of one or more elements of the page..' to the 'selector' part of the code block. A bracket on the right side of the code block groups the three 'property: value;' lines, with an arrow pointing from the text '..on which we define style rules' to this bracket.

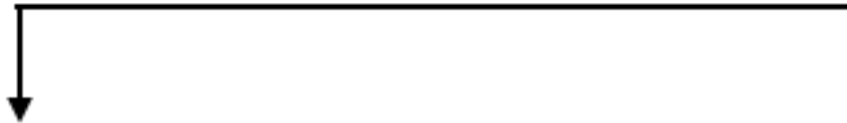
# CSS vocabulary



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 }
```

This is headline 2

# C Colors

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

This is headline 2

# RGB tips



# Text vs. Background



text color

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

background color

The diagram illustrates the difference between text color and background color in CSS. It shows a code block with four lines. The first line is '1 body {' where 'body' is green. The second line is '2 color: orange;' where 'color:' is orange and 'orange;' is green. The third line is '3 background-color: yellow;' where 'background-color:' is orange and 'yellow;' is green. The fourth line is '4 }'. An arrow points from the text 'text color' to the 'color:' property. Another arrow points from the text 'background color' to the 'background-color:' property.

# Background images

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

background-image



# Font family

```
1 body {  
2   font-family: Times, serif;  
3 }
```

Abc

```
1 body {  
2   font-family: Arial, sans-serif;  
3 }
```

Abc

```
1 body {  
2   font-family: Courier, monospace;  
3 }
```

Abc



# Font decoration

```
1 p {  
2   text-decoration: underline;  
3 }
```

Abc

```
1 a {  
2   text-decoration: none;  
3 }
```

sign up  
↓  
sign up

# Font alignment

```
1 p {  
2   text-align: center;  
3 }
```

This is a centered  
paragraph aligned  
with text-align

```
1 p {  
2   text-align: justify;  
3 }
```

This is a justified  
paragraph aligned  
with text-align

# Font size & spacing

```
1 body {  
2   letter-spacing: 10px;  
3 }
```



```
1 body {  
2   font-size: 30px;  
3 }
```



```
1 body {  
2   line-height: 1.6;  
3 }
```



# Font weight

```
1 body {  
2   font-weight: 100;  
3   // from 100 to 900.  
4 }
```

Light text

```
1 body {  
2   font-weight: bold;  
3 }
```

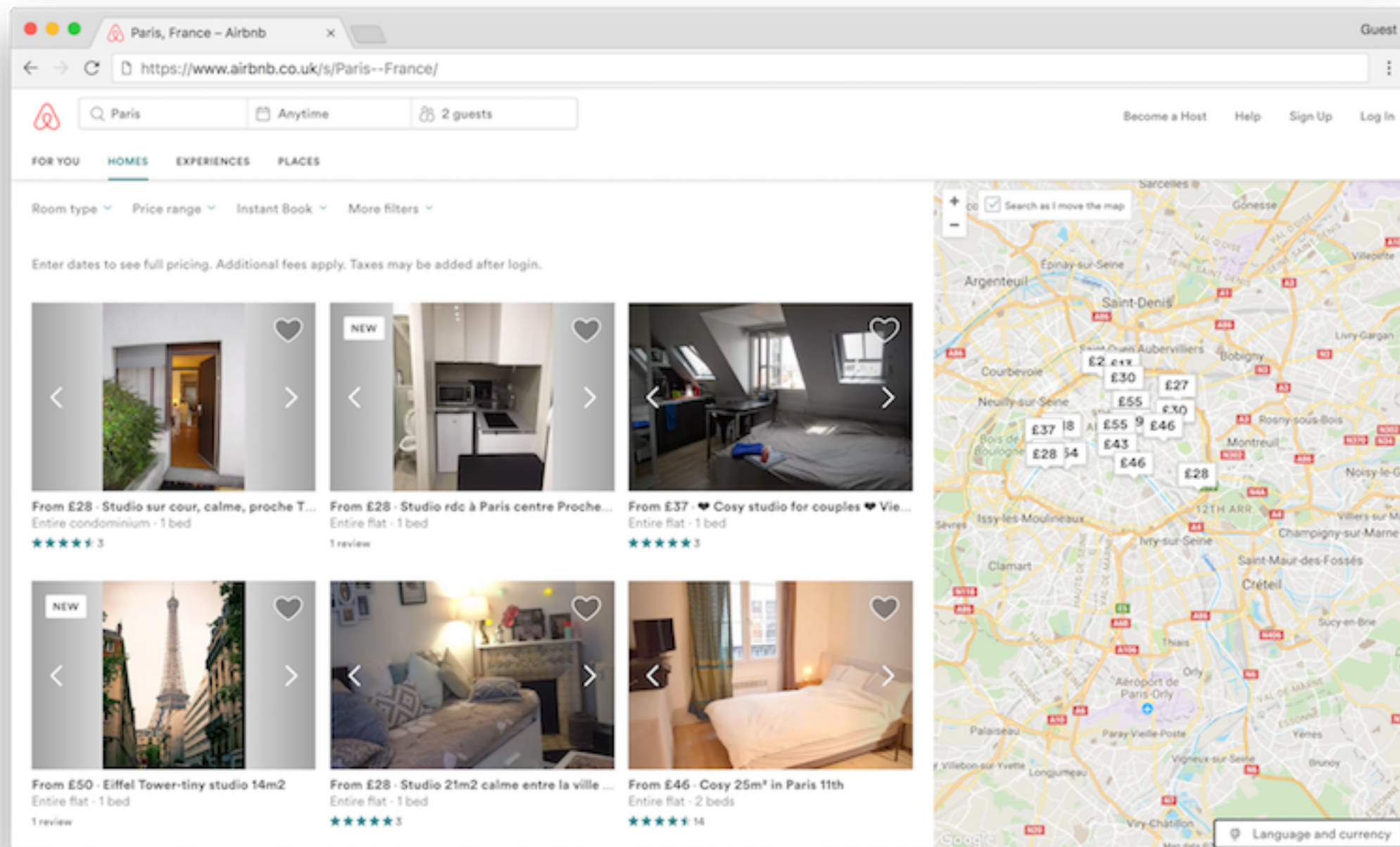
**Bold text**

**Action 3.**

**CSS for Fonts & Colors**

# Div & Box model

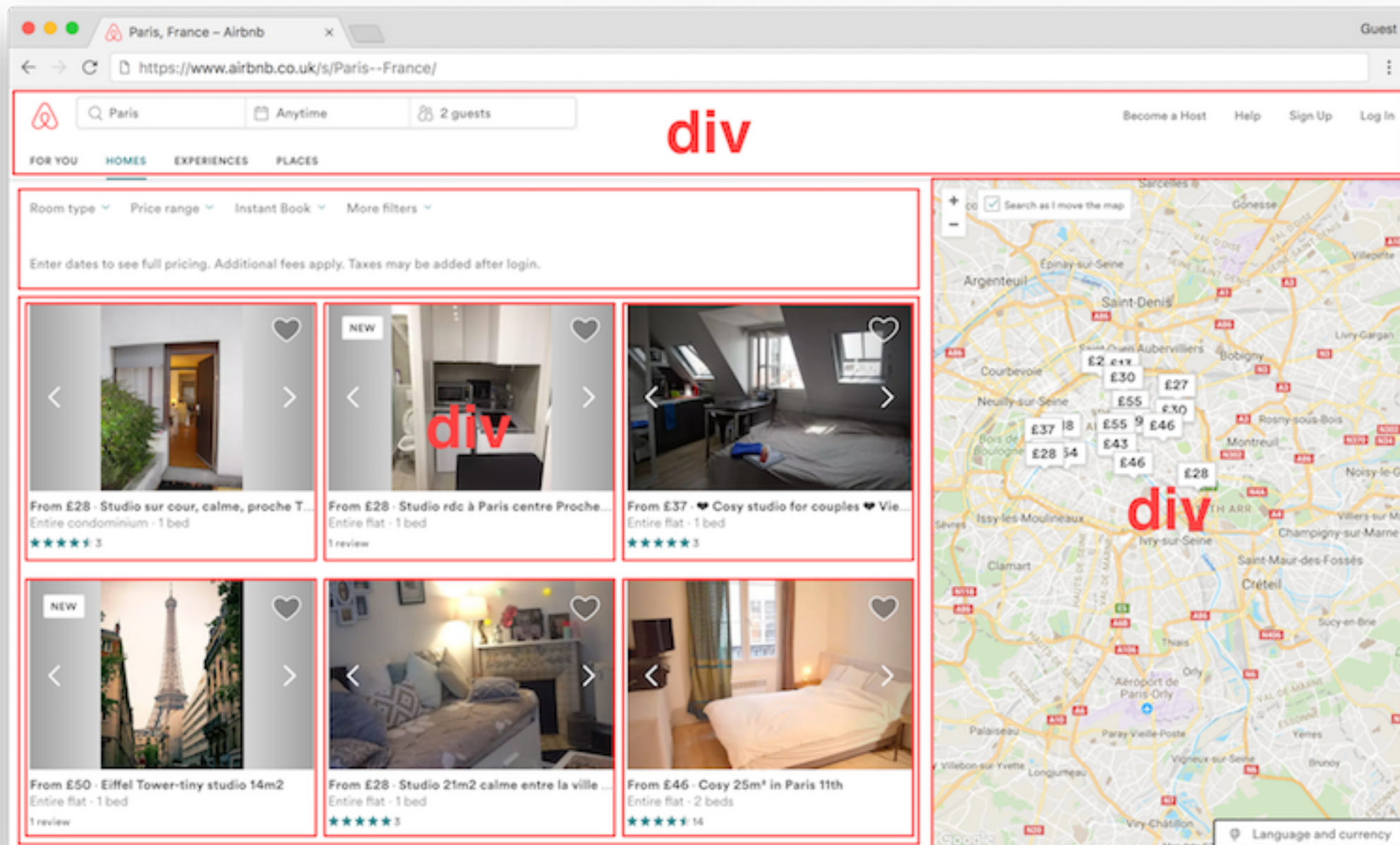
Real-life...



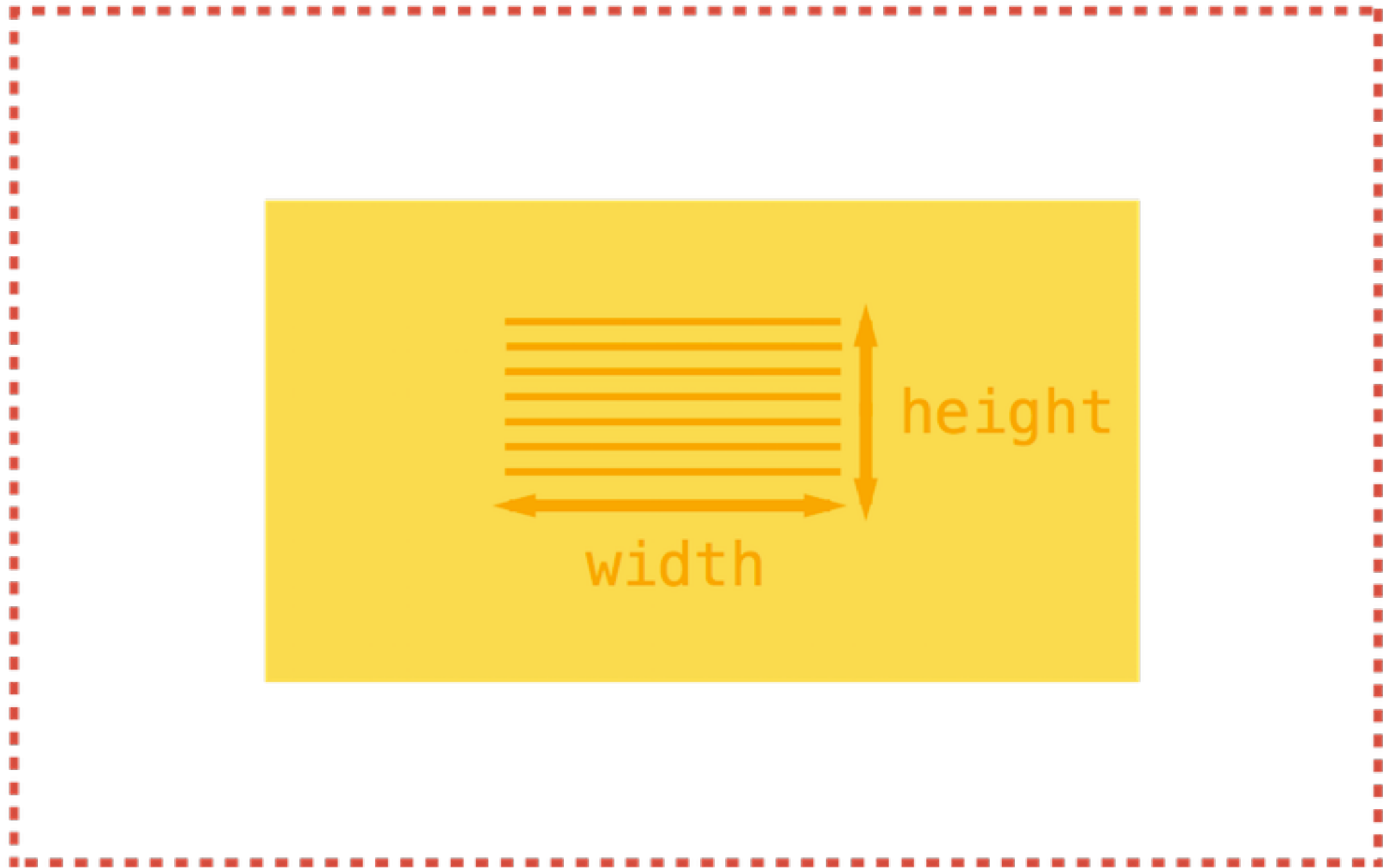


# Div & Box model

...is made of div

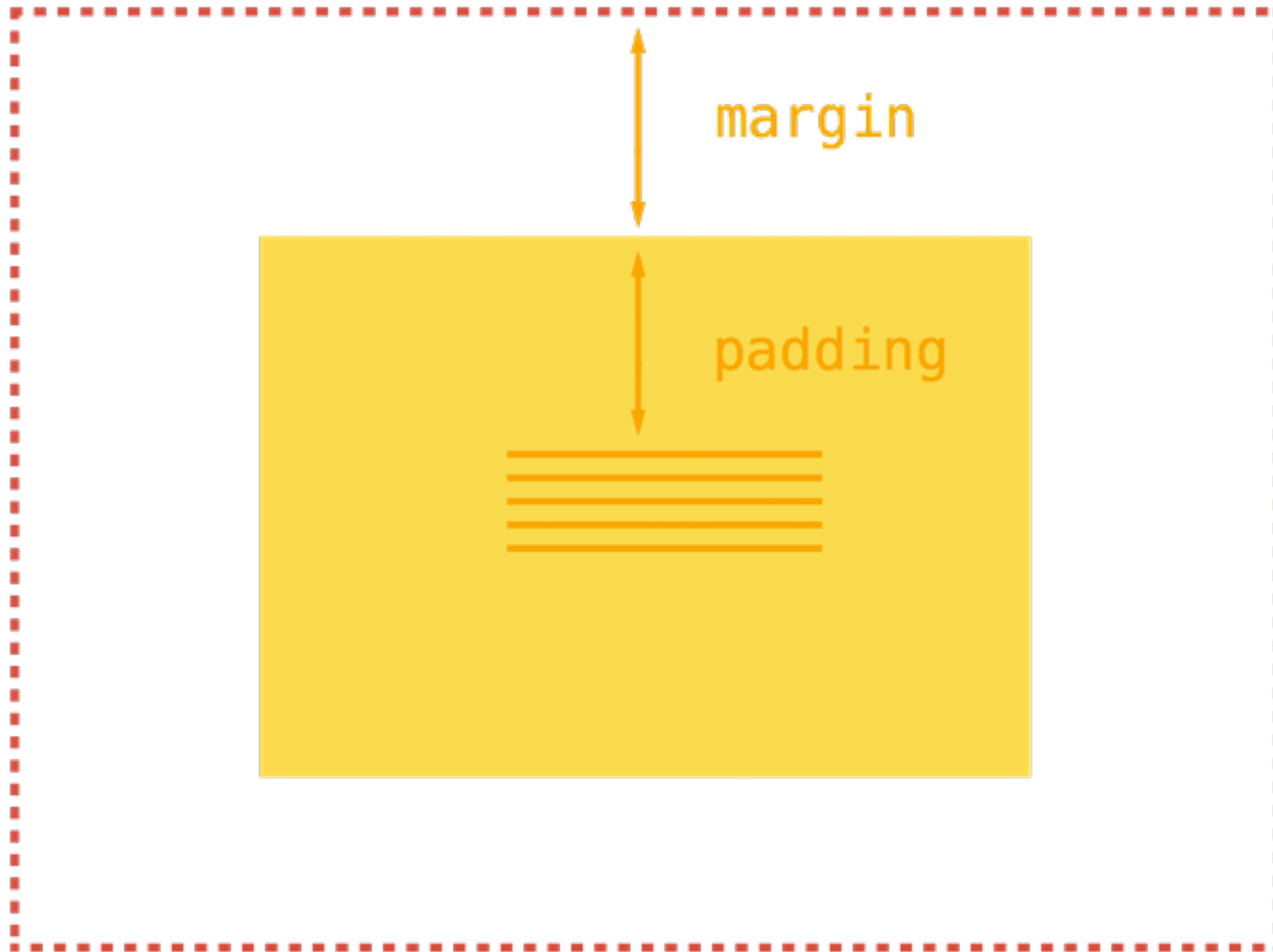


# Box model - content





# Box model - margins



# Box model - border



# Box model - border

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



# Box model - radius



```
border-radius: 5px;
```

# Box model - shadow



→ ↓ ↗ ↘ ●

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

**Action 4.**

**Wrap with div**

**i**d & 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?

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

# how do you style staff pictures only?

HTML

```
1 
2
3 <ul>
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?

unique



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

HTML

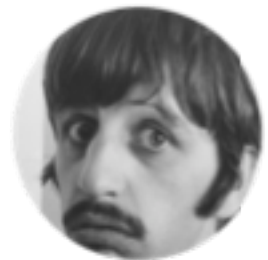


recurrent

# 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 `}`

CSS 4  
5 `.shadow {`  
6 `box-shadow: 5px 5px 3px black;`  
7 `}`  
8  
9 `#lead {`  
10 `border: 5px solid red;`  
11 `}`



**Action 5.**  
**Name your tags**



# Fontawesome

For UI elements,  
you don't want .png or .jpg files  
You want a font of icons

<http://fontawesome.io/icons/>

**Action 6.**


**Fontawesome**

# Follow us



# Feedbacks



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