

LEARN WEB

ale66

MORE FRAMES

THE STATIC LANDING PAGE

The landing page's job is to explain the product or service and to induce the user to perform some action, such as buy the item, subscribe to the service, or sign up for a newsletter.



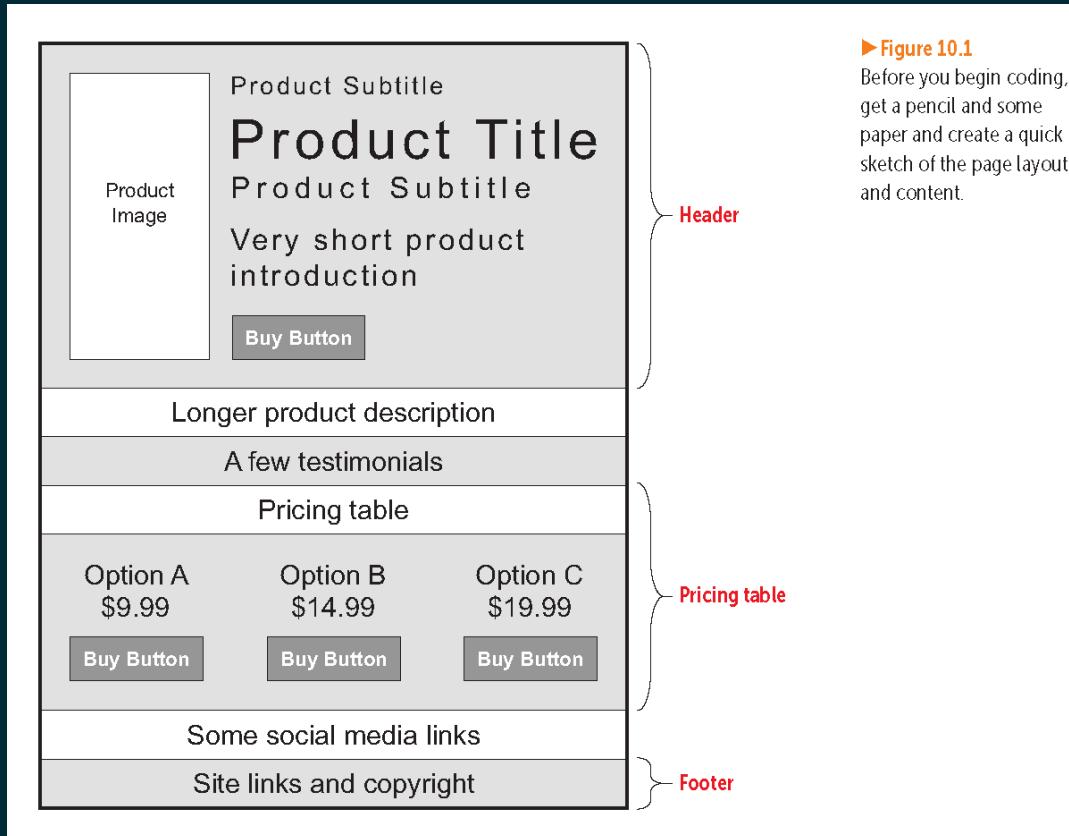
LAB EXPERIENCES SO FAR

1. hero image, hero text, then some text, links and the occasional picture
2. landing page, with picture-in-picture and claims, all in the upper part
3. copy styles from the main page: the **unimi.it** page and its 48 CSS files

THE DESIGN OF LANDING PAGES

SKETCH IDEAS ON PAPER

Work on a landing for MA COM: it deserves a dedicated one



►Figure 10.1

Before you begin coding, get a pencil and some paper and create a quick sketch of the page layout and content.

ask a colleague to go over the concept: can you explain it?

SELECT A COLOR SCHEME

Apply the color scheme consistently across your site.

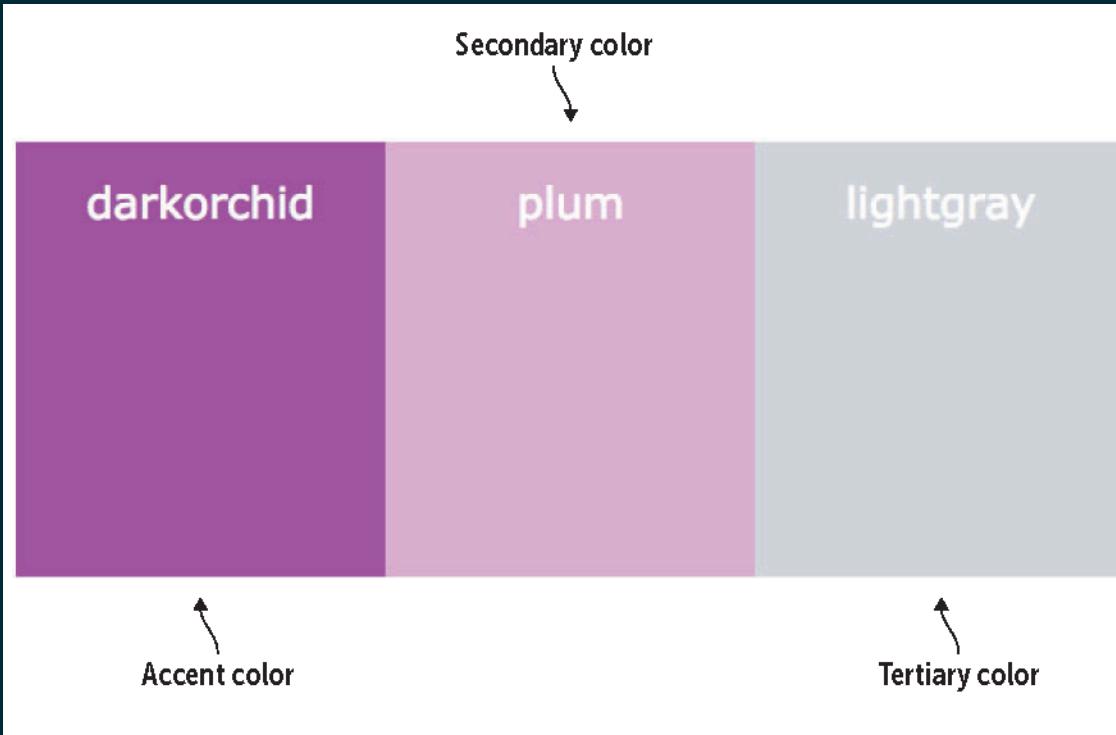
Choosing a Color Scheme

Because the landing page uses a single typeface, you need to turn to other page elements to add some dynamism and contrast. A good place to do that is the color scheme:

- *Accent color*—This color is used as the background for page elements such as the call-to-action buttons and text that you want to make sure the reader doesn't miss. As such, it should be a bold, unmistakable hue that stands out.
- *Secondary color*—This color is mostly used as the background for some of the content bands. It should be similar to the accent color: bold enough to tell the reader that the content is important but not so bold that it clashes with or overshadows the accent color.
- *Tertiary color*—This color is used as the background for content that's less important.

SELECT A COLOR SCHEME, 2

Spazio70: punchy but on-topic.



Idea: continue colors seen in an important picture for your thesis, one which is likely to become the *hero picture*.

LIVING PHILOSOPHERS, 1

Michel Onfray: materialism, hedonism, neo-paganism etc.



black, white, pink-ish?

LIVING PHILOSOPHERS, 2

Bernard-Henry Lévy: something about democracy?



white, grey, green?

THE MAKING OF THE HERO HEADER, 1

The hero needs work AND plenty of space at the top.

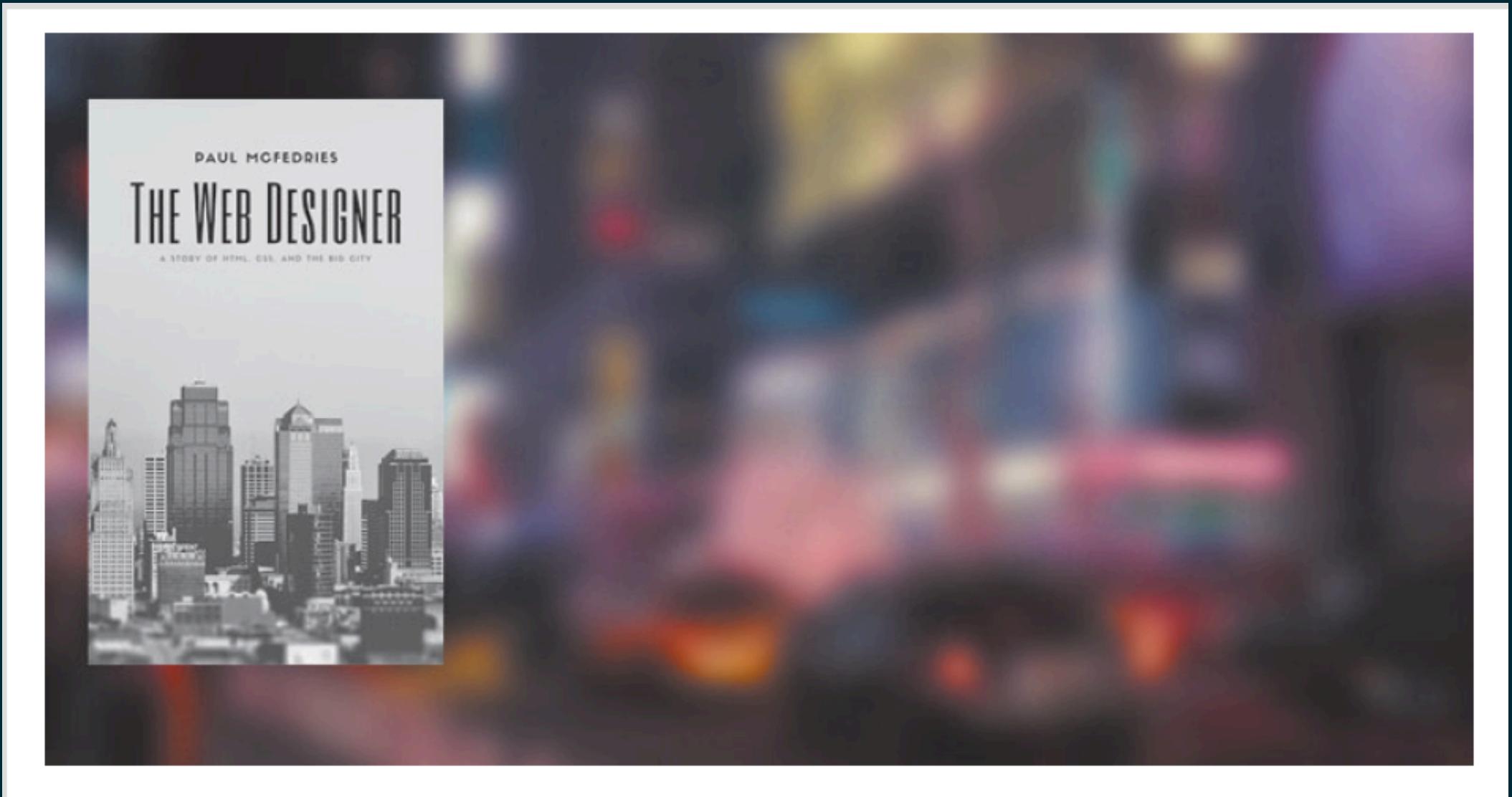
Only captured visitors are going to scroll down if it needs to.

The diagram illustrates the creation of a hero header. It features a light blue rectangular area divided into four quadrants. The top-left quadrant is pink and labeled 'CSS' in red. The bottom-left quadrant is also pink and labeled 'HTML' in blue. The top-right quadrant is white and contains the CSS code for the hero header. The bottom-right quadrant is white and contains the corresponding HTML code. A red arrow points from the handwritten note to the 'background-attachment: fixed;' line in the CSS code.

```
.header {  
    background: url(/images/landing-page-header-bg.jpg);  
    background-attachment: fixed; ← Prevent the hero  
    background-position: right center;  
    background-size: cover;  
    padding-bottom: 1em;  
    width: 100vw;  
    height: 100vh;  
}  
  
<div class="header">  
</div>
```

A specific `div` puts the hero image up.

THE MAKING OF THE HERO HEADER, 2



Ok, float this one left

CSS

```
.header-image {  
    float: left;  
    width: 33%;  
    margin-top: 3em;  
    padding-right: 3em;  
    text-align: right;  
}
```

The CSS code
for the image

HTML

```
<div class="header">  
    <div class="header-image">  
          
    </div>  
</div>
```

The image
is added as
a standard
HTML img
element.

THE MAKING OF THE HERO HEADER, 3

The image is a composite of two parts. On the left, there is a photograph of the physical book 'The Web Designer' by Paul McFedries. The book has a white cover with a black and white photograph of a city skyline at the bottom. The title 'THE WEB DESIGNER' is printed in large, serif capital letters, and the author's name 'PAUL MCFEDRIES' is above it in smaller letters. Below the title, a small line of text reads 'A STORY OF HTML, CSS, AND THE BIG CITY'. On the right, there is a promotional image for the book. It features a blurred background of a city at night with bokeh lights. Overlaid on this background is the title 'The Web Designer' in a large, bold, serif font. Above the title, the words 'COMING SOONISH!' are written in a smaller, sans-serif font. Below the title, the subtitle 'A story of HTML, CSS, and the big city' is displayed in a smaller, sans-serif font. To the left of the promotional text, a portion of the book cover from the left side of the image is visible.

COMING SOONISH!

The Web Designer

A story of HTML, CSS, and the big city

She knew HTML. She knew CSS. But did she know love? Read this destined-to-be-remaindered novel that *The New York Times Book Review* described as “reasonably grammatical” and the *Times Literary Supplement* called “bathroom-worthy.” Pre-order your paperback copy now for just \$14.99.

Float text right:

CSS

```
.header-info {  
    float: right;  
    width: 67%;  
    margin-top: 4em;  
    color: white;  
}
```

The CSS code for the product info div

HTML

```
<div class="header">  
    <div class="header-image">  
          
    </div>  
    <div class="header-info">  
        <div class="surttitle">Coming Soonish!</div>  
        <h1 class="title">The Web Designer</h1>  
        <h3 class="subtitle">  
            A story of HTML, CSS, and the big city</h3>  
        <p class="intro">  
            She knew HTML. She knew CSS. But did she know love?  
            Read this destined-to-be-remaindered novel that <em>The New  
            York Times Book Review</em> described as &ldquo;reasonably  
            grammatical&rdquo; and the <em>Times Literary Supplement</em>  
            called &ldquo;bathroom-worthy.&rdquo; Pre-order your paperback  
            copy now for just $14.99.  
        </p>  
    </div>  
</div>
```

The info is added within a div element.

THE FOOTER

Links to social media are *de rigueur*

Find .tif icons online

The screenshot shows a website footer with three 'Order Now!' buttons (two grey, one purple) and a section to follow Logophilia Books on social media with links to Facebook, Twitter, Google+, and LinkedIn. Below this is a code editor displaying the CSS and HTML for the social media links.

```
.social {  
    padding: 1em 0;  
    font-size: 1.5em;  
    text-align: center;  
}  
#A  
.social-links {  
    margin-top: .75em;  
}  
.social-link {  
    margin: 0 .25em;  
}  
  
<div class="social">  
    <div>  
        Follow Logophilia Books on social media:  
    </div>  
    <div class="social-links">  
        <a href="#" class="social-link"></a>  
        <a href="#" class="social-link"></a>  
        <a href="#" class="social-link"></a>  
        <a href="#" class="social-link"></a>  
    </div>  
</div>
```

The CSS code for the social media links

The HTML code for the social media links

The uni logo may go on the footer, preferably on the left:

```
1 <a href="https://www.unimi.it/"><img source="./images/unimi-logo.png"></a>
```

By direct linking:

```
1 <a href="https://www.unimi.it/"><img source="https://www.unimi.it/sites/default/fi
```

it is a signature but not as *institutional* as on the upper left

A METHOD FOR YOUR PROJECTS

Summary

- Sketch out the page you want to build.
- Choose the typeface for the text.
- Choose a color scheme.
- Build the initial page structure: the barebones HTML tags and the global CSS properties.
- Fill in and style each section one by one: header, description, testimonials, pricing table, social media links, and footer.

A METHOD, 2

Summary

- Sketch out the page you want to build.
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- Fill in and style each section one by one: header, description, testimonials, pricing table, social media links, and footer.

In summary:

Landing area with hero, links, one or more text articles/sections, possibly a navigation panel on a side then a footer with logo and social media links