

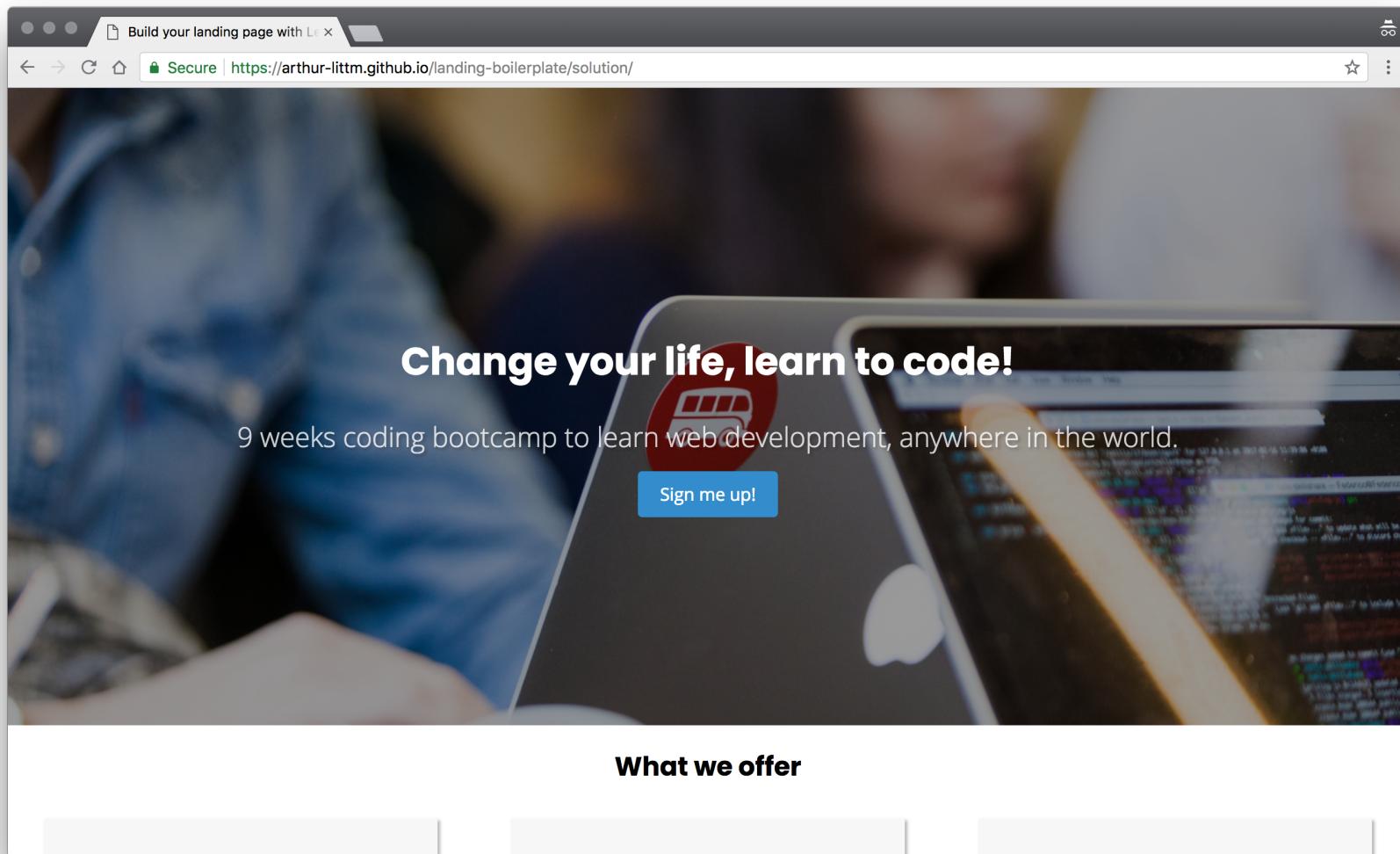
Build your landing page in 2 hours.

24th July, Le Wagon at Shoreditch House

arthur@lewagon.com

Today's objective

Code and design [this page](#)



Getting started

Download the sprint material on [Github](#)

The screenshot shows a GitHub repository page for 'arthur-littm/landing-boilerplate'. The repository has 1 commit, 2 branches, 0 releases, and 1 contributor. It contains files named 'landing', 'solution', and '.gitignore'. A modal window is open, showing cloning options: 'Clone with SSH' (with a copy icon) and 'Use HTTPS' (with a copy icon). Buttons for 'Open in Desktop' and 'Download ZIP' are also visible. At the bottom, there's a note to add a README and a 'Add a README' button.

Build your landing page with Landing Boilerplate

GitHub, Inc. [US] | https://github.com/arthur-littm/landing-boilerplate

Arthur

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1 commit 2 branches 0 releases 1 contributor

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arthur-littm initial setup with boilerplate and solution

landing initial setup with boilerplate and solution

solution initial setup with boilerplate and solution

.gitignore initial setup with boilerplate and solution

Clone with SSH Use HTTPS

git@github.com:arthur-littm/landing-boilerplate

Open in Desktop Download ZIP

Help people interested in this repository understand your project by adding a README. Add a README

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<https://github.com/arthur-littm/landing-boilerplate/archive/master.zip>

Outline

1. Front-end 101
2. HTML basics (page structure, syntax & common tags)
3. CSS basics (fonts & colors)
4. Structuring a page with `div`
5. Custom design with `id` and `class`

1. Front-end 101

General knowledge about front-end languages

Frontend Languages

The languages your browser speaks

HTML



content
+ structure

CSS



style

JS



dynamism
+ usability

Content & Structure

HTML



This is what Google cares about. Think of SEO.

Design

CSS



How it looks like.

Dynamic behavior



Animate stuff on screen (e.g. client-side form validation)

2. HTML Basics

All you need to know about HTML

HTML tags help you identify content

some text content..

h1

some other content..

h2

some third content..

p

Hence, browser default styles apply

some text content..

h1

some other content..

h2

some third content..

p

You can also apply your own style rules

some text content..

h1

some other content..

h2

some third content..

p

HTML Skeleton

```
<!DOCTYPE html>
```

```
<!-- end of file -->
```

HTML Skeleton

```
<!DOCTYPE html>
<html>

</html>
<!-- end of file -->
```

HTML Skeleton

```
<!DOCTYPE html>
<html>
  <head>

    </head>
    <body>

      </body>
    </html>
    <!-- end of file -->
```

HTML Skeleton

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <title>Title of your page</title>
  </head>
  <body>

  </body>
</html>
<!-- end of file -->
```

HTML Skeleton - head & Google

```
<head>
  <!-- Google result's text-->
  <title>Coding Bootcamp Le Wagon | Europe's Best Coding Bootcamp
  <!-- Google result's description-->
  <meta name="description" content="Le Wagon is Europe's Best Coding Bootcamp">
</head>
```

Coding Bootcamp Le Wagon | Europe's Best Coding Bootcamp

<https://www.lewagon.com/> ▾

Le Wagon is Europe's best coding bootcamp for creative people & entrepreneurs. Learn to code in 9 weeks with our fullstack coding bootcamp.

Paris

My name is Anne-Sophie, and I was part of Le Wagon Batch ...

Program

Apply Now - FAQ - Demoday - Alumni - Le Wagon Berlin - Bali

FAQ

We know you have questions about our program. That's why ...

Apply Now

9 weeks to learn ruby on Rails, HTML/CSS, Javascript, and ...

HTML Skeleton - head & Facebook

```
<head>
  <meta property="og:title" content="Coding Bootcamp Le Wa
  <meta property="og:image" content="facebook-card.jpg">
  <meta property="og:description" content="Le Wagon is the
  <meta property="og:site_name" content="Le Wagon"/>
</head>
```

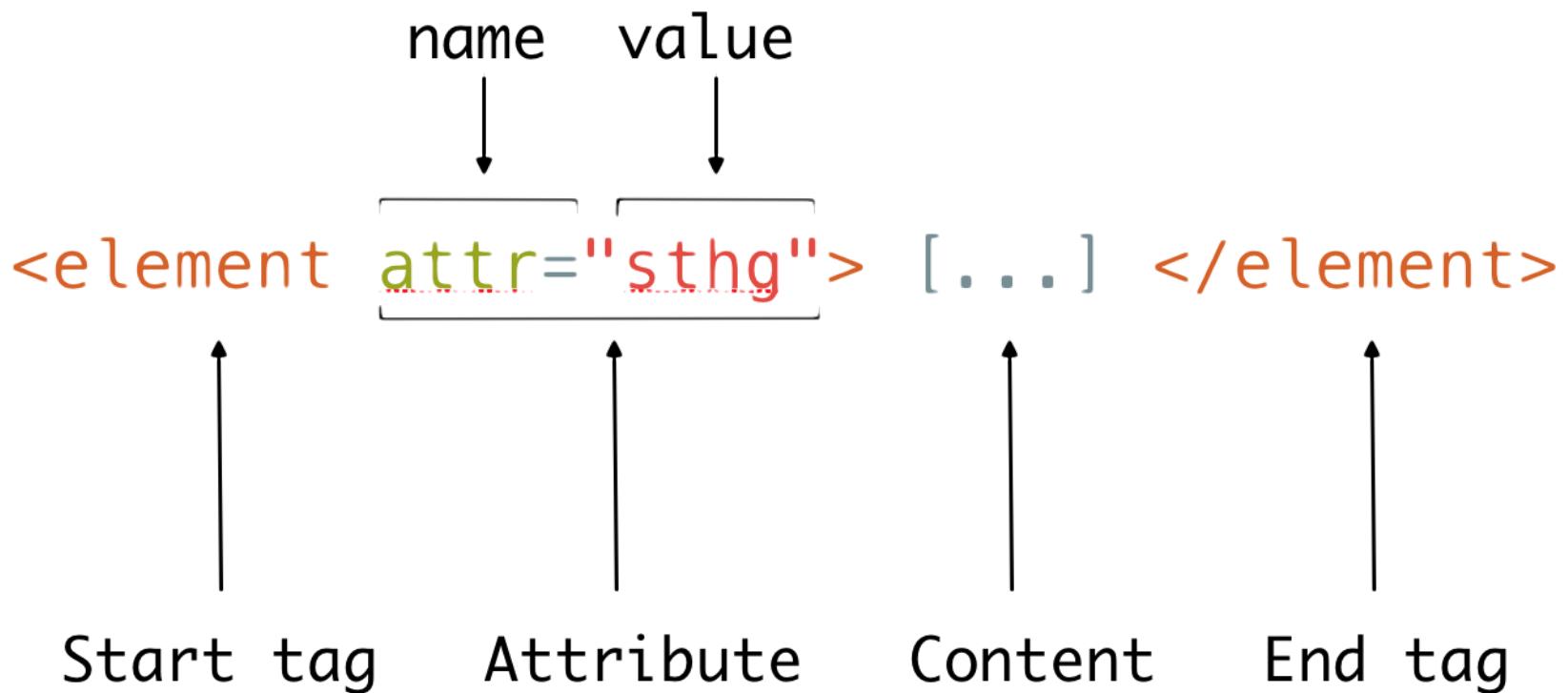


HTML Skeleton - body

`body` is where you write content displayed on the page.

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <title>Hello world</title>
  </head>
  <body>
    <h1>Hello buddies!</h1>
  </body>
</html>
<!-- end of file -->
```

HTML Syntax



Example

```
<a href="https://www.lewagon.com" target="_blank">  
  Le Wagon  
</a>
```

Result: Le Wagon

Questions:

- What is the element's name?
- What is the element's content?
- What are the 2 attributes (name and value)?

Titles

```
<h1>[...]</h1>    <!-- Only one per page! SEO important -->  
<h2>[...]</h2>  
<h3>[...]</h3>  
<h4>[...]</h4>  
<h5>[...]</h5>  
<h6>[...]</h6>
```

Paragraphs

```
<p>
```

```
    Lorem ipsum dolor sit amet, consectetur adipisicing eli  
    Veritatis laboriosam mollitia autem at ab omnis iure qu  
    asperiores inventore eos nam aut iusto officiis deserun  
    nihil, sequi tempore impedit quae?
```

```
</p>
```

Emphasize

```
<p>
```

You can emphasize `some words`,
and even `more if needed`

```
</p>
```

Lists

```
<!-- Bullet points -->
<h2>Shopping List</h2>
<ul>
  <li>Milk</li>
  <li>Butter</li>
</ul>

<!-- Numbers -->
<h2>World Cup 2018</h2>
<ol>
  <li>France</li>
  <li>Uruguay</li>
  <li>Belgium</li>
  <li>England</li>
</ol>
```

Images

```

```

Forms

```
<form>
  <input type="email">
  <input type="password">
  <input type="submit" value="Sign up">
</form>
```

Sprint #1 (30 minutes)

- Start with the `boilerplate`
- Take your time for the setup (Sublime Text / Google Chrome)
- Replace current `images` with personal ones
- **Focus on the content (texts and images) of the result page we want.** Don't worry about the design right now.
- Your time to code the HTML content of your page.

3. CSS Basics

Style rules for fonts, colors, images & links.

Web without CSS?

Let's cut the `<head>` on facebook.com with Chrome dev tool.

This is how a website looks like without CSS.

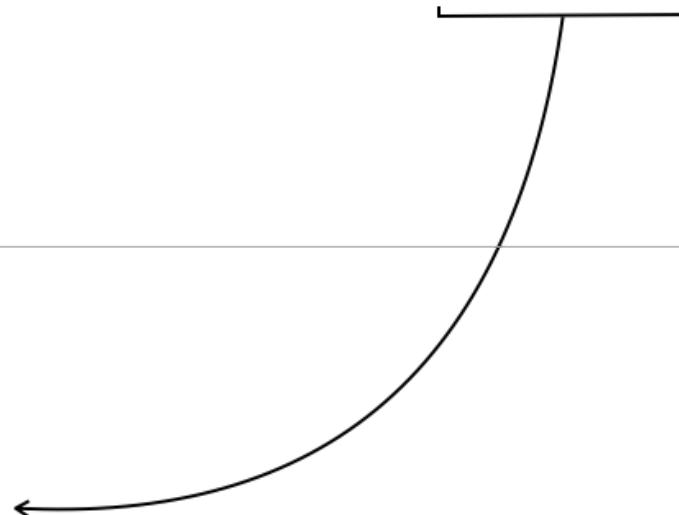
Linking a stylesheet

📄 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

CSS Example

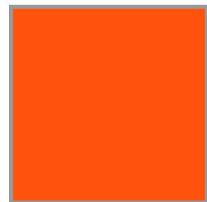


we select
all <h2> of the page

```
1 h2 {  
2   color: red;  
3   font-size: 20px;  
4   font-family: arial;  
5 }
```

CSS Colors

```
color: #FF530D;  
color: rgb(255, 83, 13);  
color: rgba(255, 83, 13, 1.0);
```



Tips for grey scale

```
body {  
  color: rgb(10, 10, 10);  
}
```



0



50



87



162



209

255

Text vs. Background

```
body {  
    color: rgb(10, 10, 10);  
}
```

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

text color

background color

Fonts - 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

Fonts - size & spacing

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

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

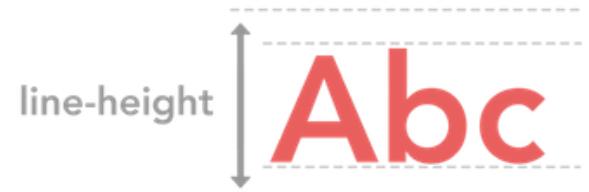
```
1 body {  
2   line-height: 1.6;  
3 }
```



A ← b ← c
letter-spacing



font-size
A B C



line-height
A B C

Fonts - decoration

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

Abc

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

sign up
↓
sign up

Fonts - 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

Fonts - weight

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

Light text

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

Bold text

Sprint #2 (15 minutes)

- Pick two fonts on [Google fonts](#) (1 for `body` + 1 for `h1, h2, h3`) and embed them into the `head` section.
- Don't forget to `link` your `style.css` in the `head` as well.
- Pick a color scheme on [Color Hunt](#) or [Coolors](#).
- Define CSS rules for colors & fonts: `body` , `h1` , `h2` , `h3` , `a` .
- Also design the `a:hover` state.

4. Structuring a page with `div`

You need to split your page into sections.

Real life...

Screenshot of the Airbnb website for Paris, France.

The search bar shows "Paris, France - Airbnb".

Filters: Room type, Price range, Instant Book, More filters.

Map view showing locations in the Paris region, including Sarcelles, Gonesse, Argenteuil, Courbevoie, Neuilly-sur-Seine, Bobigny, Rosny-sous-Bois, Montreuil, Noisy-le-Grand, Issy-les-Moulineaux, Clamart, Thiais, Orly, Palaiseau, Longjumeau, Viry-Châtillon, Vigneux-sur-Seine, and Brunoy.

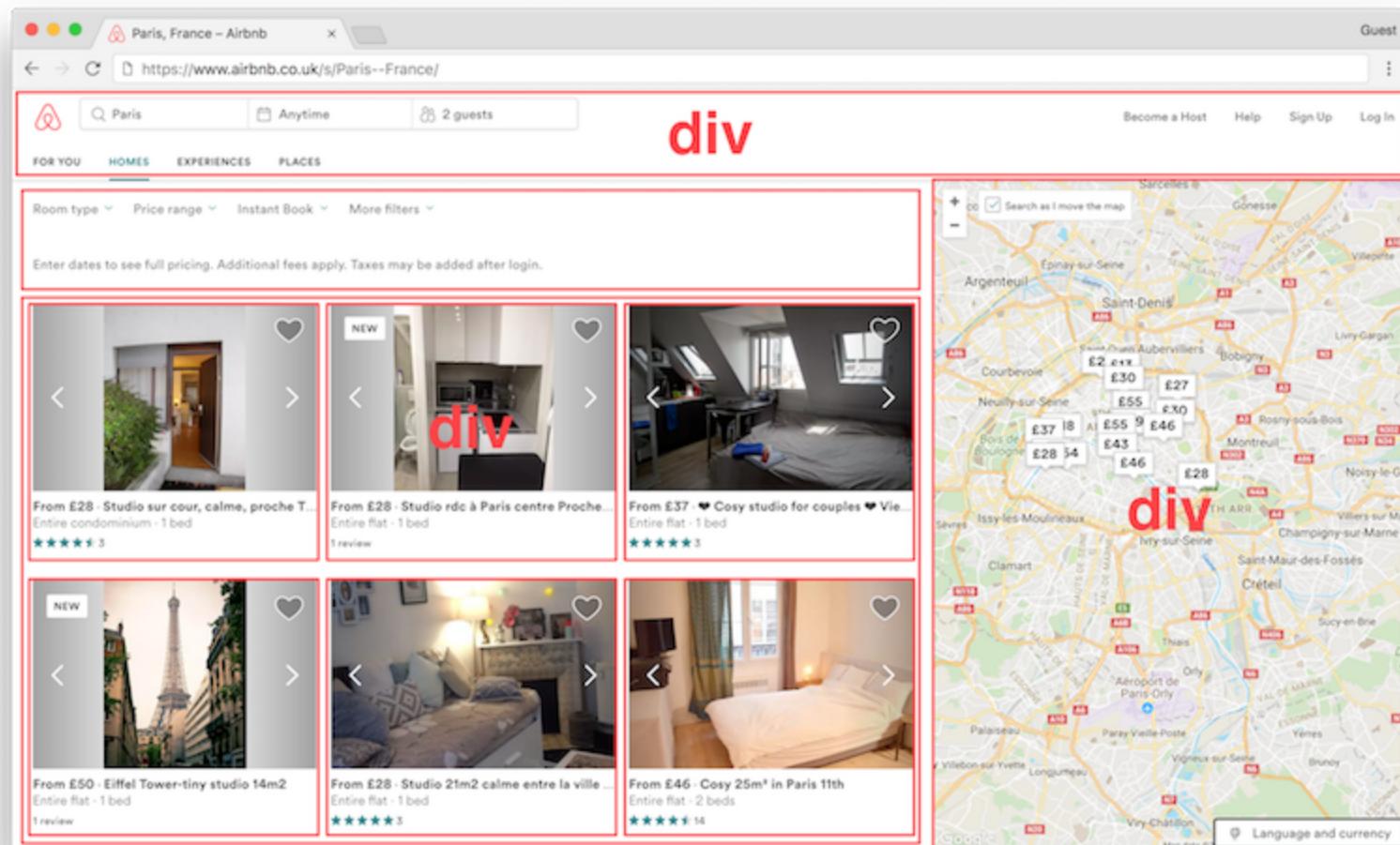
Language and currency: English, GBP (£)

Guest count: 2 guests

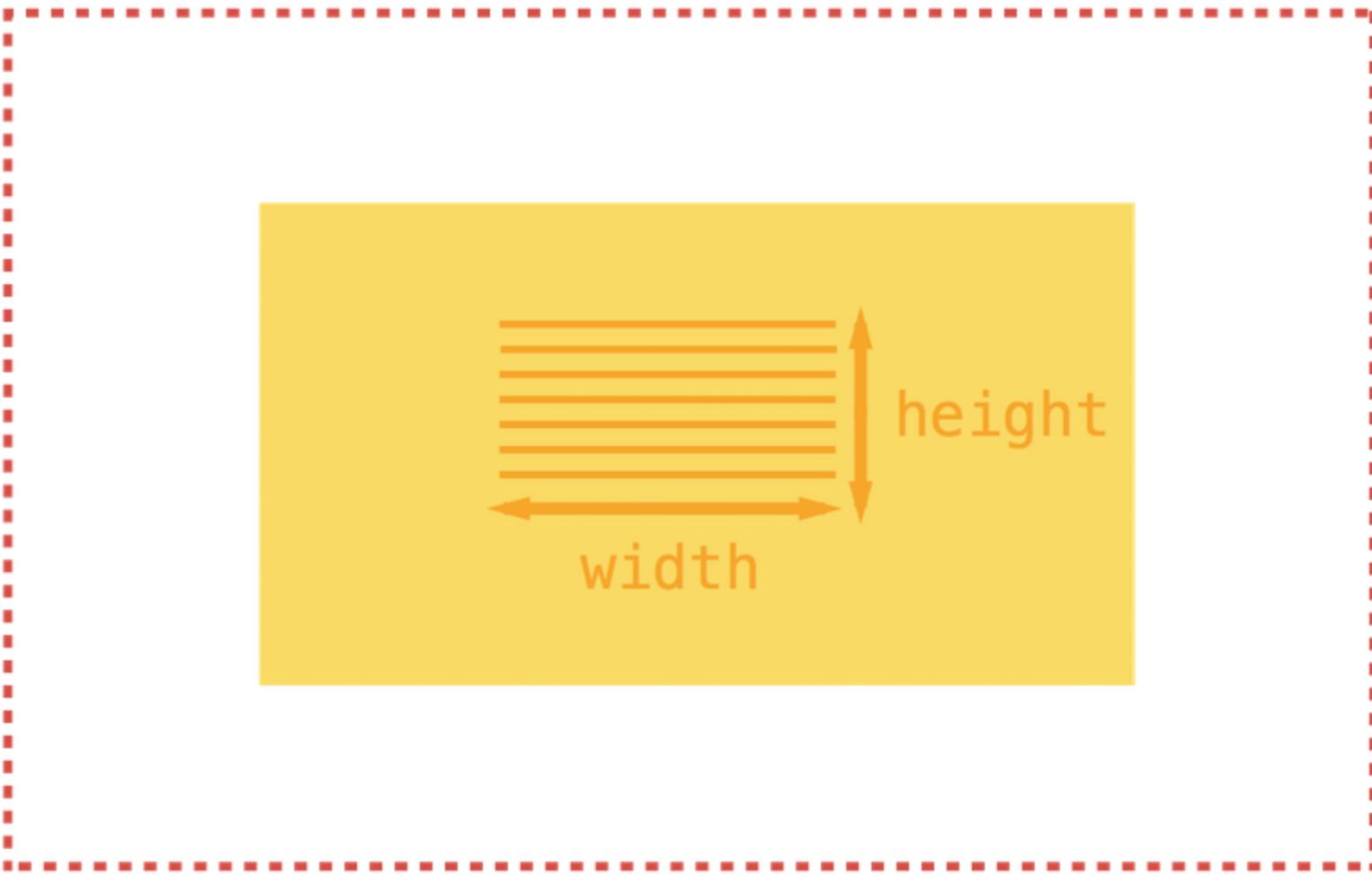
Room types displayed:

- From £28 - Studio sur cour, calme, proche T... Entire condominium - 1 bed. 1 review. ★★★★ 3.
- From £28 - Studio rdc à Paris centre Proche... Entire flat - 1 bed. 1 review. NEW
- From £37 - ❤️ Cosy studio for couples ❤️ Vie... Entire flat - 1 bed. 5 reviews. ★★★★★ 3.
- From £50 - Eiffel Tower-tiny studio 14m2 Entire flat - 1 bed. 1 review. NEW
- From £28 - Studio 21m2 calme entre la ville ... Entire flat - 1 bed. 5 reviews. ★★★★ 3.
- From £46 - Cosy 25m² in Paris 11th Entire flat - 2 beds. 14 reviews. ★★★★★ 4.

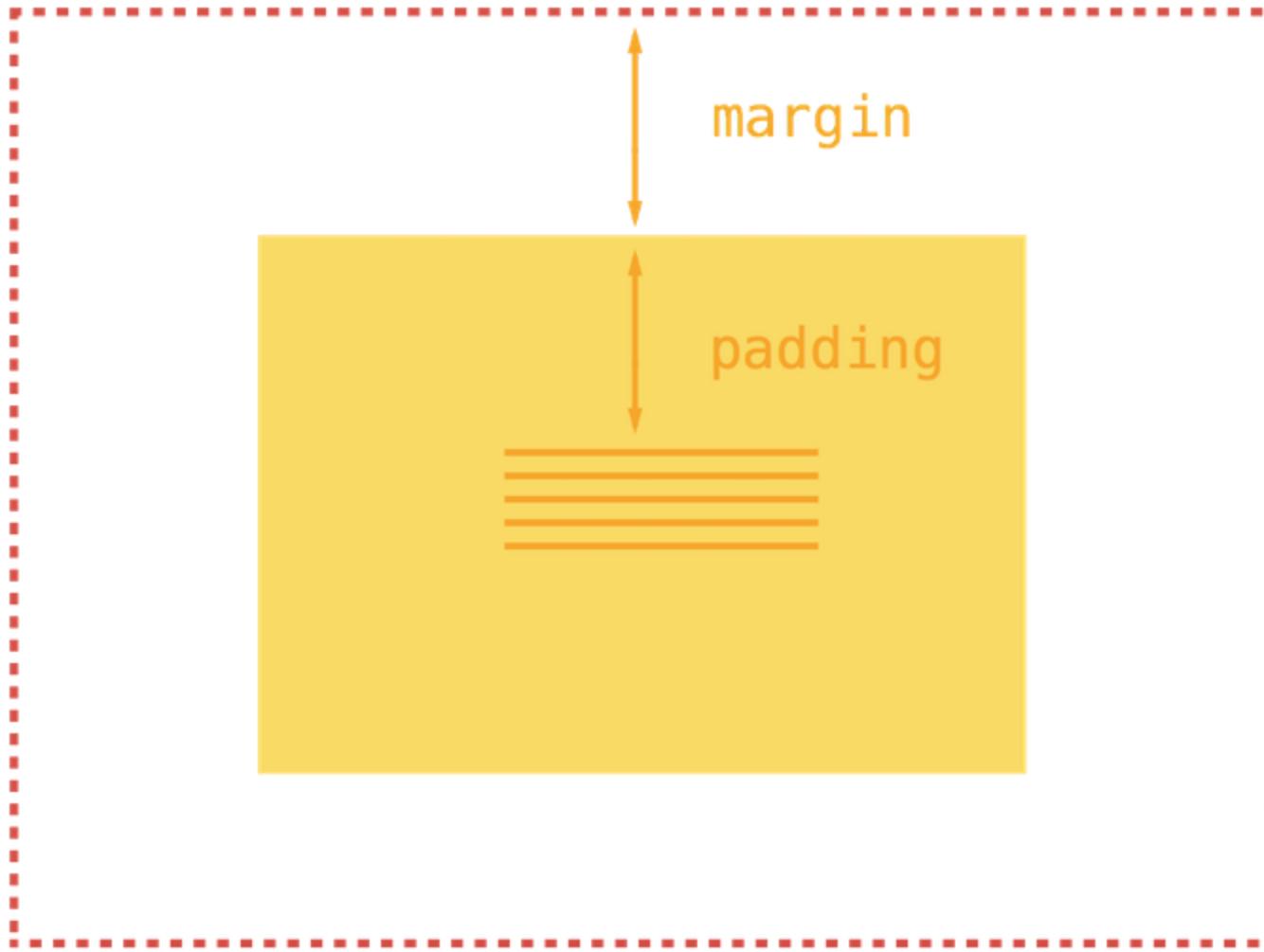
...is made of <div>



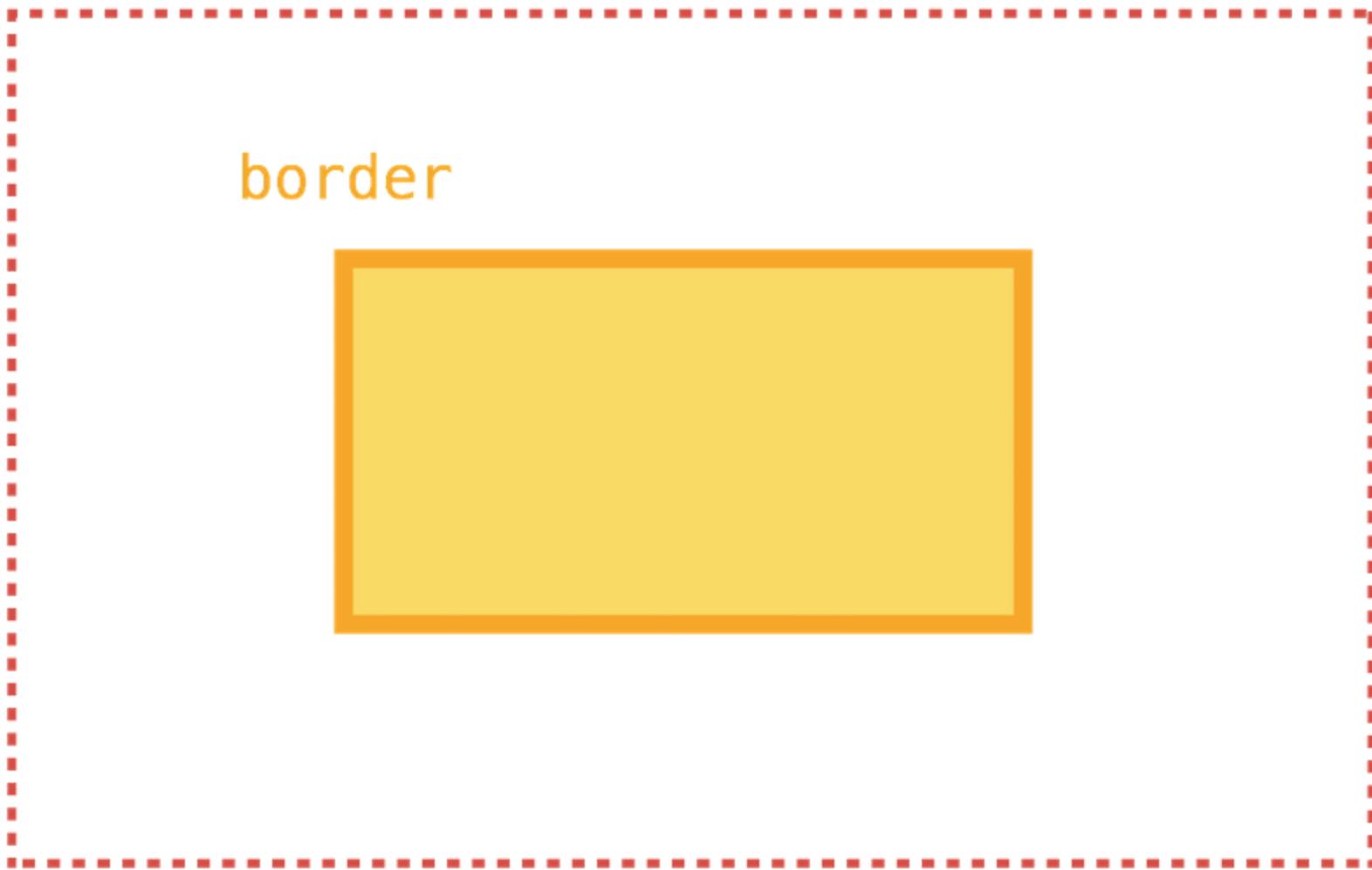
Box model - content



Box model - padding & margin



Box model - border

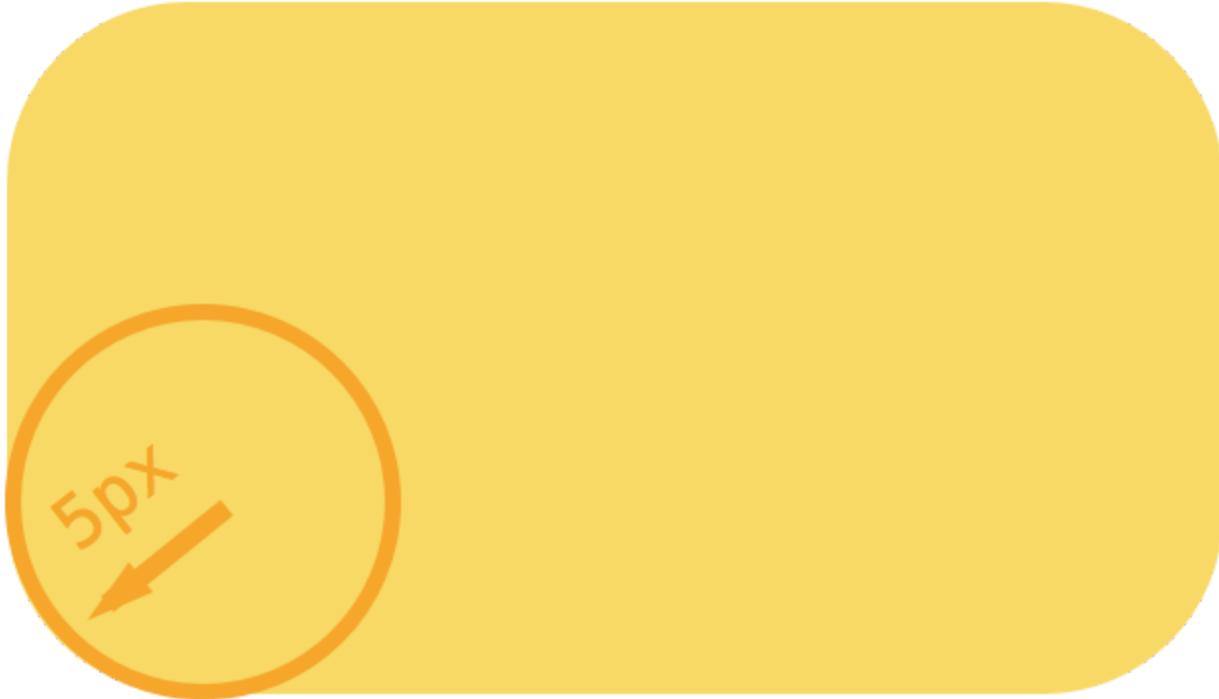


Border's syntax

```
div {  
    border-top: 1px solid red;  
    border-right: 2px dotted black;  
    border-bottom: 1px dashed green;  
    border-left: 2px dotted black;  
}
```



Border radius



border-radius: 5px;

Box shadow



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

Units

```
/* Absolute */
div {
    width: 50px;
}

/* Relative to parent */
div {
    width: 50%;
}

/* Relative to font size */
div {
    width: 2em;
```

Classic <div> design

```
background: white; /* White background */
padding: 30px; /* Internal space */
border-radius: 4px; /* Small radius */
box-shadow: 0 15px 35px rgba(50,50,93,.1); /* Stripe shadow */
```

An example of this design here.

<div> centering technique

```
width: 300px; /* Fix the width */  
margin: 0 auto; /* Set automatic margins for left & right
```

Classic centering
technique.

Sprint #3 (10 minutes)

- Look carefully at our result to understand the `<div>` structure of the page.
- Once you have it, quickly add the `<div>` in your HTML to wrap the relevant content.

Correction for <div> structure

```
<body>
  <div> <!-- Container (to center content) -->
    <div> <!-- Header -->
      ...
    </div>
    <div> <!-- Section -->
      ...
    </div>
    <div> <!-- Section -->
      ...
    </div>
    <div> <!-- Section -->
      ...
    </div>
    <div> <!-- Footer -->
      ...
    </div>
  </div>
</body>
```

5. Custom design with `id` and `class`

Let's do some real design.

What's the issue?

How do you style only the logo?

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 }
```



Name your element with an `id`

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 only team pictures?

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

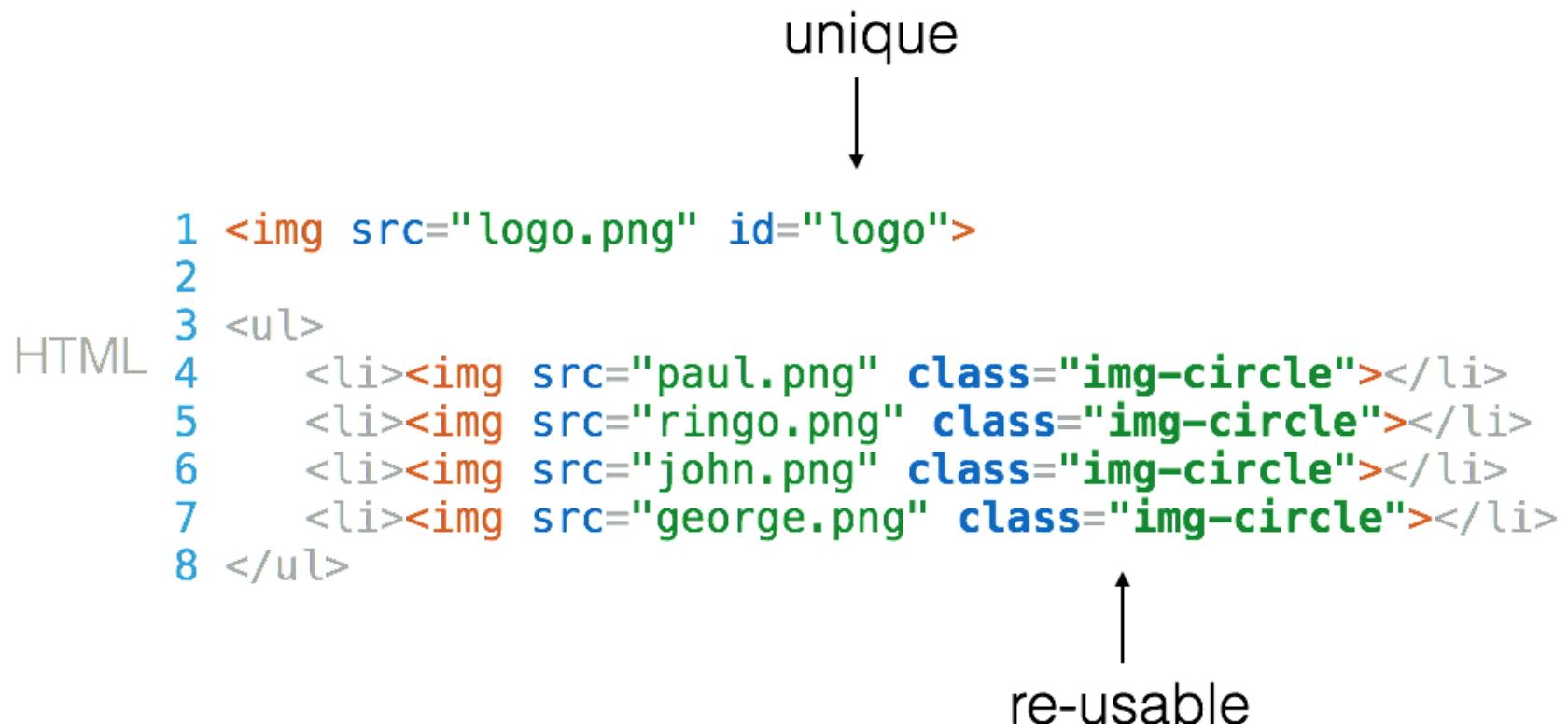
Name your elements with a `class`

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

```
1 .img-circle {
2   border-radius: 50%;
3 }
```



id or **class** ?



You can combine them

HTML 1



CSS 1 .img-circle {
2 border-radius: 50%;
3 }

You can combine them

HTML 1

CSS
1 .img-circle {
2 border-radius: 50%;
3 }
4
5 .shadowed {
6 box-shadow: 5px 5px 3px black;
7 }



You can combine them

HTML 1

```
1 .img-circle {  
2   border-radius: 10px;  
3 }  
4
```

CSS 5 .shadowed {
6 box-shadow: 5px 5px 3px black;
7 }
8

```
9 #leader {  
10  border: 5px solid red;  
11 }
```



What's your intuition?

What are the best `class` names?

- `.btn-red` or `.btn-signup` ?
- `.background-blue` or `.background-home` ?
- `.img-user` or `.img-circle` ?

Tip: think graphical

A classic naming convention

```
/* Convention */
;element-design

/* Examples*/
.text-center
.text-justify
.btn-red
.btn-green
.btn-big
.list-inline
.form-horizontal
.img-rounded
.img-circle
```

Let's rehearse our CSS selectors

Element selectors

```
<!-- index.html -->
[...]
<body>
  <h1>Hello World</h1>
</body>
```

combined with

```
/* style.css */
h1 {
  color: red;
  font-weight: bold;
}
```

makes the `h1` elements red and bold.

Class selectors

```
<!-- index.html -->
[...]
<body>
  <p>This paragraph is not justified</p>
  <p class="text-justify">This one is</p>
  <p class="text-justify">This one also</p>
</body>
```

combined with

```
/* style.css */
.text-justify {
  text-align: justify;
}
```

makes only the second and third paragraphs justified.

Id selectors

```
<!-- index.html -->
<body>
  <div id="banner">
    <h1>Le Wagon</h1>
    <p>We bring tech skills to creative people</p>
  </div>
</body>
```

combined with

```
/* style.css */
#banner {
  background-image: url("example.jpg");
  background-size: cover;
}
```

puts an image background on the unique div with `id="banner"`.

Descendant selectors

```
<!-- index.html -->
<body>
  <div id="banner">
    <h1>Le Wagon</h1>
    <p>We bring tech skills to creative people</p>
  </div>
</body>
```

combined with

```
/* style.css */
#banner h1 {
  color: white;
}
```

h1 children of the element `id="banner"` will be white.

Grouping

```
/* style.css */
h1, h2, h3 {
    font-weight: bold;
}
```

is a shortcut syntax for

```
/* style.css */
h1 {
    font-weight: bold;
}
h2 {
    font-weight: bold;
}
[...]
```

Pseudo-class

```
/* style.css */
a {
    color: red;
    text-decoration: none;
}

a:hover {
    text-decoration: underline;
}
```

will make links underlined when the mouse hovers over them.

Quiz

Do you get it? Let's see!

Question #1

What's the text color?

```
<!-- index.html -->
<body>
  <p class="text-red">
    Lorem ipsum dolor sit amet, consectetur adipisicing e
  </p>
</body>
```

combined with

```
/* style.css */
p {
  color: black;
}
.text-red {
  color: red;
}
```

Question #2

What's the text color?

```
<!-- index.html -->
<body>
  <p id="bio" class="text-red">
    Lorem ipsum dolor sit amet, consectetur adipisicing e
  </p>
</body>
```

combined with

```
/* style.css */
.text-red {
  color: red;
}
#bio {
  color: green;
}
```

Specificity of selectors

```
p {                                     /* least specific */
  color: black;
}
.text-red {                         /* at */
  color: red;
}
#bio {                               /* most specific */
  color: green;
}
```

Check out the [specificity calculator](#)

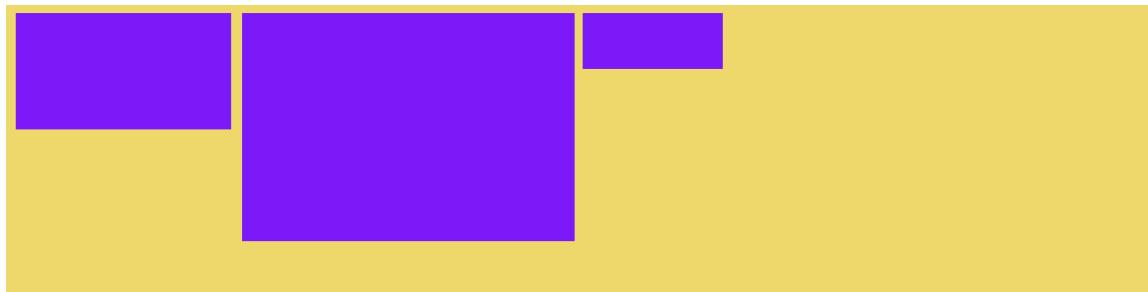
Sprint #4 (30 minutes)

- Name the elements you want to design with `class` and `id`
- Code like a pro and use the naming convention `.element-design` when choosing your `class` names.
- Once you've added all your `class` and `id` in the HTML, it's time to design the corresponding elements in the CSS and finalize your design to get exactly [this result](#).

How can we make our cards horizontal?

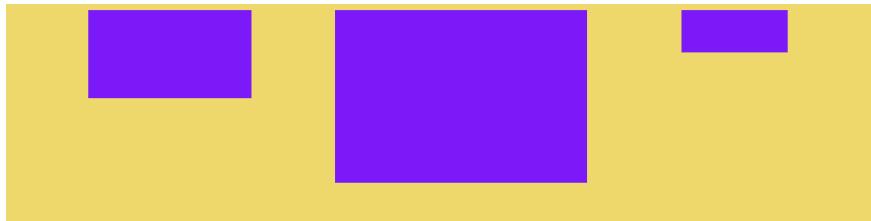
We can use **flexbox** !

Flexbox - Basics



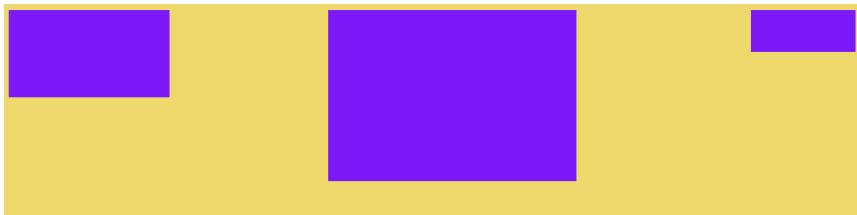
```
.flexbox {  
  display: flex;  
}
```

Flexbox - space around



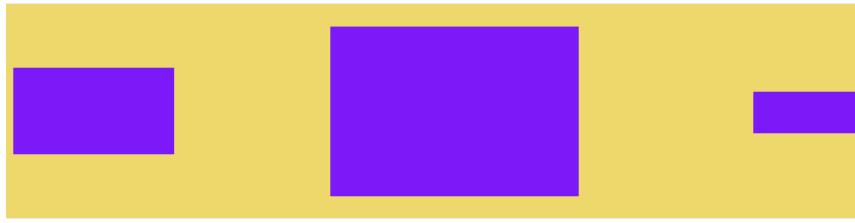
```
.flexbox {  
  display: flex;  
  justify-content: space-around;  
}
```

Flexbox - space between



```
.flexbox {  
  display: flex;  
  justify-content: space-between;  
}
```

Flexbox - align items



```
.flexbox {  
  display: flex;  
  justify-content: space-between;  
  align-items: center;  
}
```

Solution

```
<!-- index.html -->
<div class="cards-flex">
  <div class="card">
    <!-- content of card... -->
  </div>
  <div class="card">
    <!-- content of card... -->
  </div>
  <div class="card">
    <!-- content of card... -->
  </div>
</div>
```

combined with this CSS

```
/* style.css */
.cards-flex {
  display: flex;
  justify-content: space-around;
}
```

Thank you!

- Want to go further ? have a look at our [fullstack program](#).
- Follow us on [meetup](#) to come to our other workshops like **Ruby for beginners, Javascript for beginners, API for beginners** and many more!