

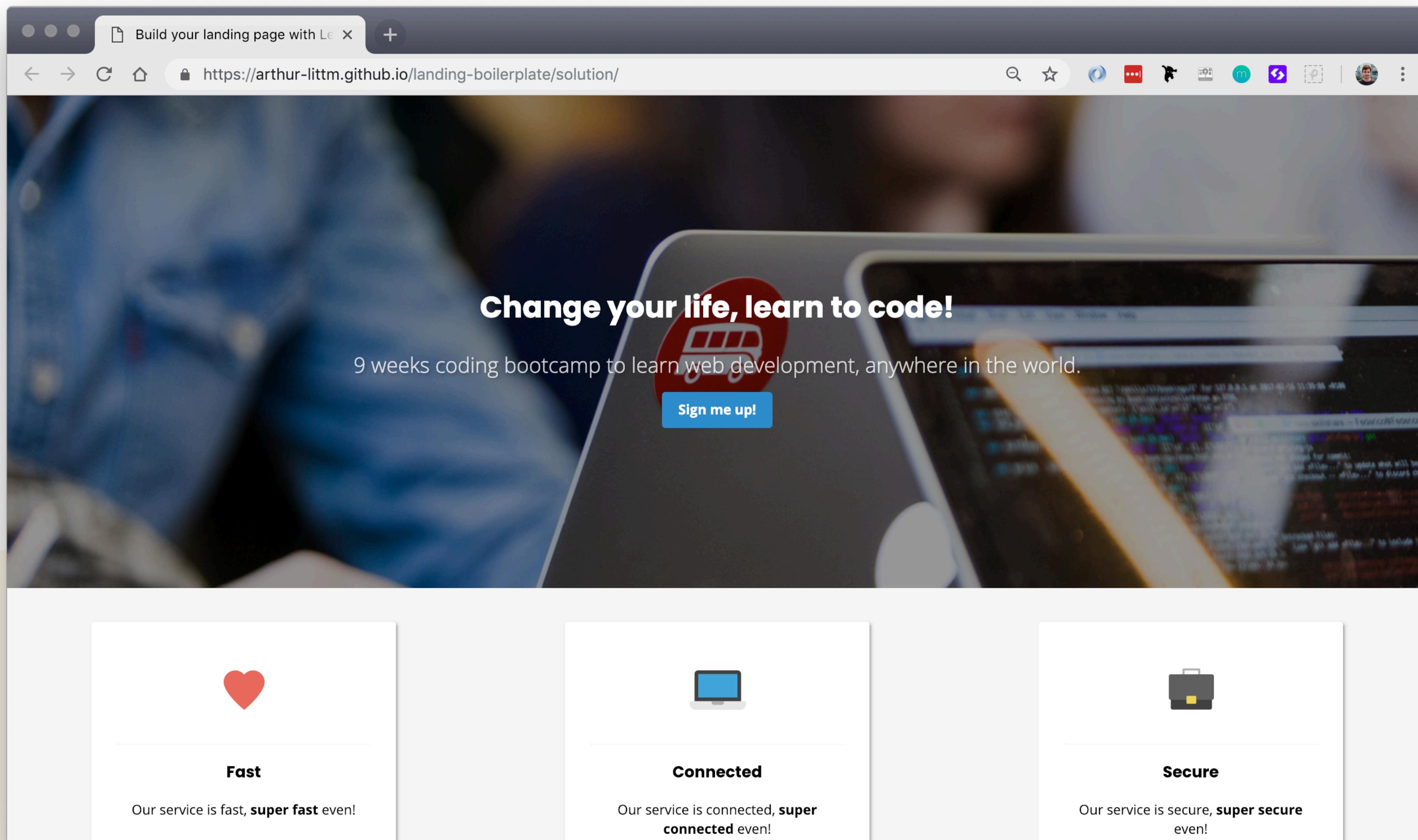
Build your landing page.

In just 2 hours.



Today's objective

Code and design this page



Getting started

github.com/arthur-littm/landing-boilerplate

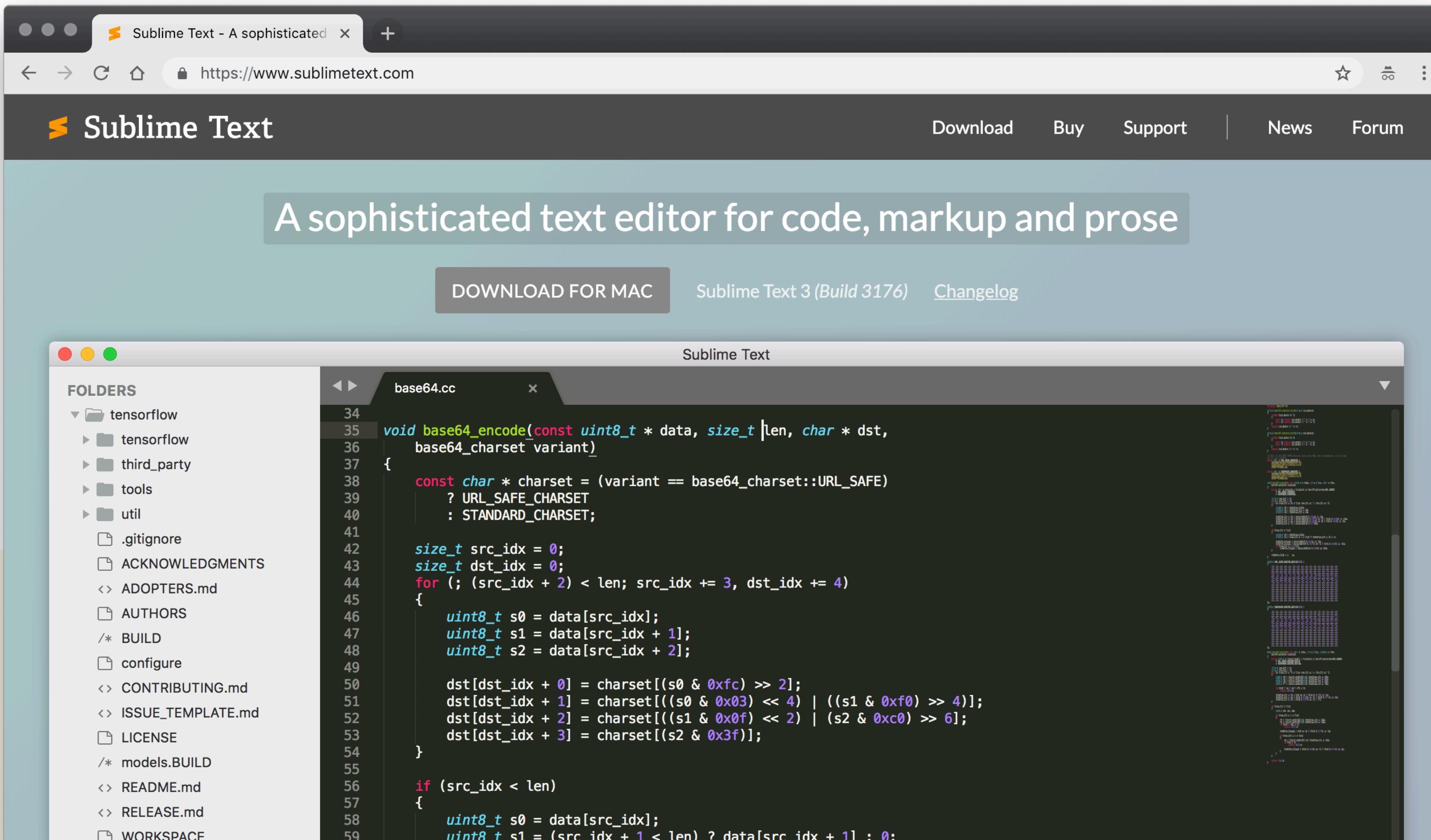
The screenshot shows a GitHub repository page. At the top, there's a navigation bar with links to 'Why GitHub?', 'Business', 'Explore', 'Marketplace', 'Pricing', a search bar, and 'Sign in/Sign up' buttons. Below the header, the repository name 'arthur-littm / landing-boilerplate' is displayed, along with 'Watch 0', 'Star 0', and 'Fork 0' buttons. A navigation bar below the repository name includes 'Code' (which is selected), 'Issues 0', 'Pull requests 0', 'Projects 0', and 'Insights'. The main content area shows a summary bar with '9 commits', '2 branches', '0 releases', and '1 contributor'. It also shows a dropdown for 'Branch: master' and a 'New pull request' button. On the right, there's a 'Find file' and a green 'Clone or download' button. Below this, a list of commits is shown:

Commit	Description	Date
arthur-littm slides-new-date	initial setup with boilerplate and solution	5 months ago
landing	last minutes changes for typo and refacto	5 months ago
.gitignore	initial setup with boilerplate and solution	5 months ago
landing-slides.pdf	slides-new-date	4 months ago

At the bottom of the page, there are links for 'Contact GitHub', 'Pricing', 'API', 'Training', 'Blog', and 'About'. A red circular icon with a white bus icon is located in the bottom-left corner.

Download your coding tool

Sublime text



Outline.

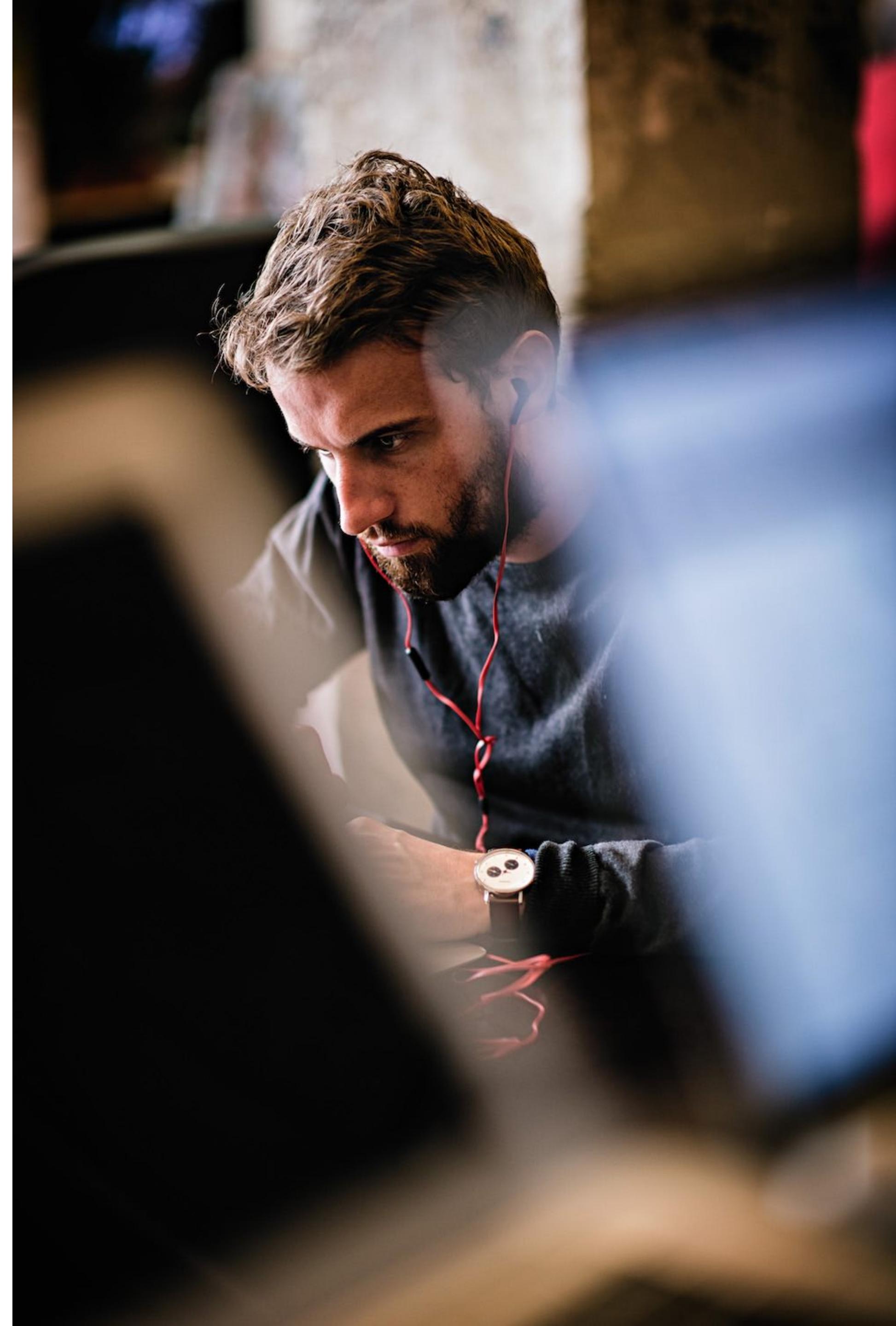
Frontend 101

HTML basics

CSS basics

Structuring a page

Custom design 😎



Front-end 101.

General knowledge about
the front-end languages



Front-end languages.

HTML



Content
+ Structure

CSS



Style

JS



Dynamism
+ Usability



Content & Structure

with HTML.

All the content displayed on the page, and what Google cares about (SEO).

HTML



Design with **CSS.**

How do you want your content to look like ?



CSS



Dynamic behaviour with **JavaScript**.

Animate things on the screen (not covered today).



HTML Basics.

All you need to know about
HTML.



HTML tags

Help you identify different content

some text content..

some other content..

some third content..



HTML tags

Help you identify different content

some text content..

h1

some other content..

h2

some third content..

p



HTML tags

Your browser will apply default style

some text content..

h1

some other content..

h2

some third content..

p



HTML tags

Of course you can apply your own style rules

some text content..

h1

some other content..

h2

some third content..

p



>

HTML

basic syntax

```
<element> Content </element>
```

```
<element attr="value"> Content </element>
```

```
<a href="http://lewagon.com"> Le Wagon </a>
```



HTML skeleton

```
<!DOCTYPE html>  
<html>  
  <head>  
    Page's intelligence (meta data)  
  </head>  
  <body>  
    Page's content (displayed in browser)  
  </body>  
</html>
```

HTML

head

```
<head>  
    <title> Page Title </title>  
    <meta name="description" content="desc...">  
    <meta charset="UTF-8">  
</head>
```

HTML headers

<h1> Main title </h1>

<h2> Subtitle </h2>

<h3> Section title </h3>

<h4> Section subtitle </h4>

Etc...

HTML

paragraph

```
<p>
```

```
    Lorem ipsum dolor sit amet,  
    consectetur adipisicing  
    elit.Veritatis laboriosam
```

```
</p>
```

HTML

strong

```
<p>
```

 Lorem ipsum dolor sit amet,

 consectetur

 adipisicing elit.Veritatis

 laboriosam

```
</p>
```

HTML

unordered list

```
<ul>  
  <li> Bread </li>  
  <li> Milk </li>  
  <li> Butter </li>  
</ul>
```

HTML

ordered list

```
<ol>  
  <li> France </li>  
  <li> Uruguay </li>  
  <li> Belgium </li>  
</ol>
```

HTML

images

```

```

15 minutes

Sprint 1



- Start with the **boilerplate**
- Take your time to **setup** (browser/sublime)
- Add the **content** you want on the page
- Don't worry about design!

CSS basics.

First design layer, fonts & colours.



A web page =

Content and structure



+

Design



Linking a stylesheet



index.html

```
<head>  
    <link href="style.css" rel="stylesheet">  
</head>
```

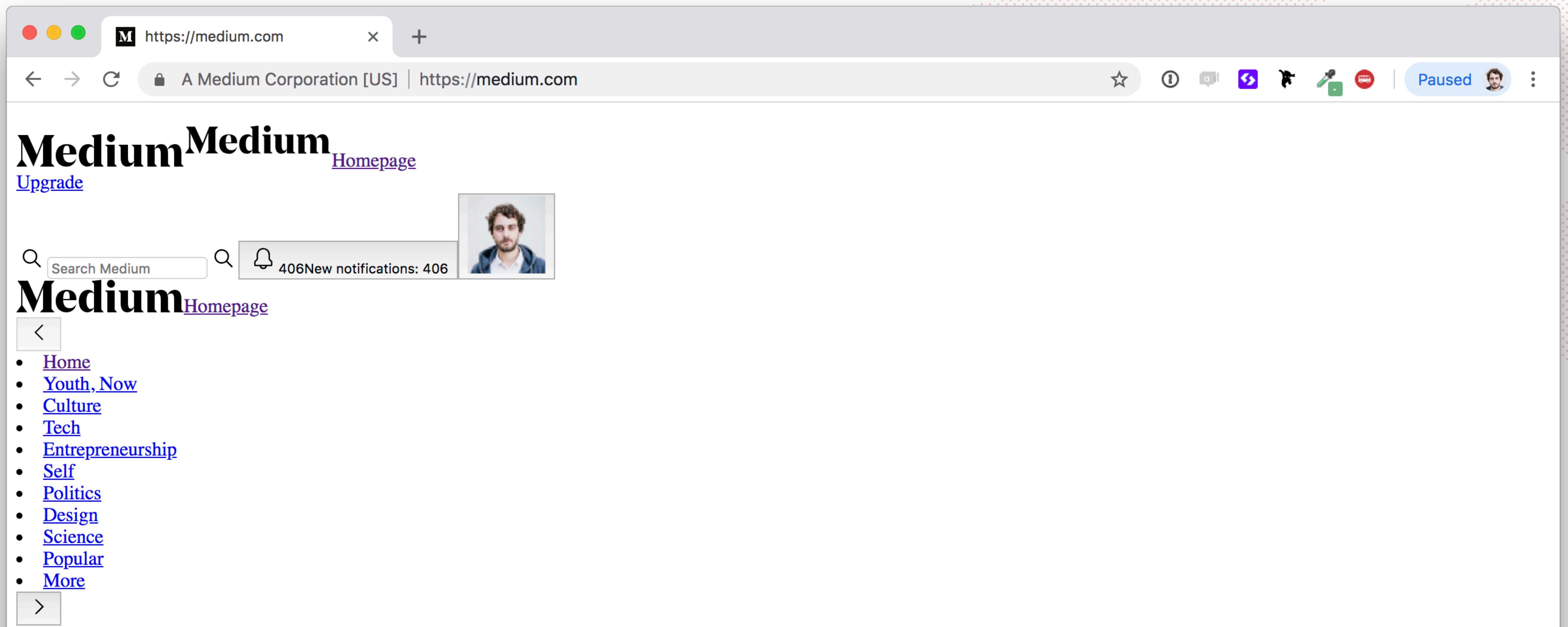


style.css

```
h1 {  
    color: red;  
}
```

Web without CSS

Let's check a website without CSS



[Conservatives Hate Postmodernism, and Liberals Don't Understand Why](#)

Right-leaning intellectuals toss around the artsy term both as an attack and defense of their values.

CSS

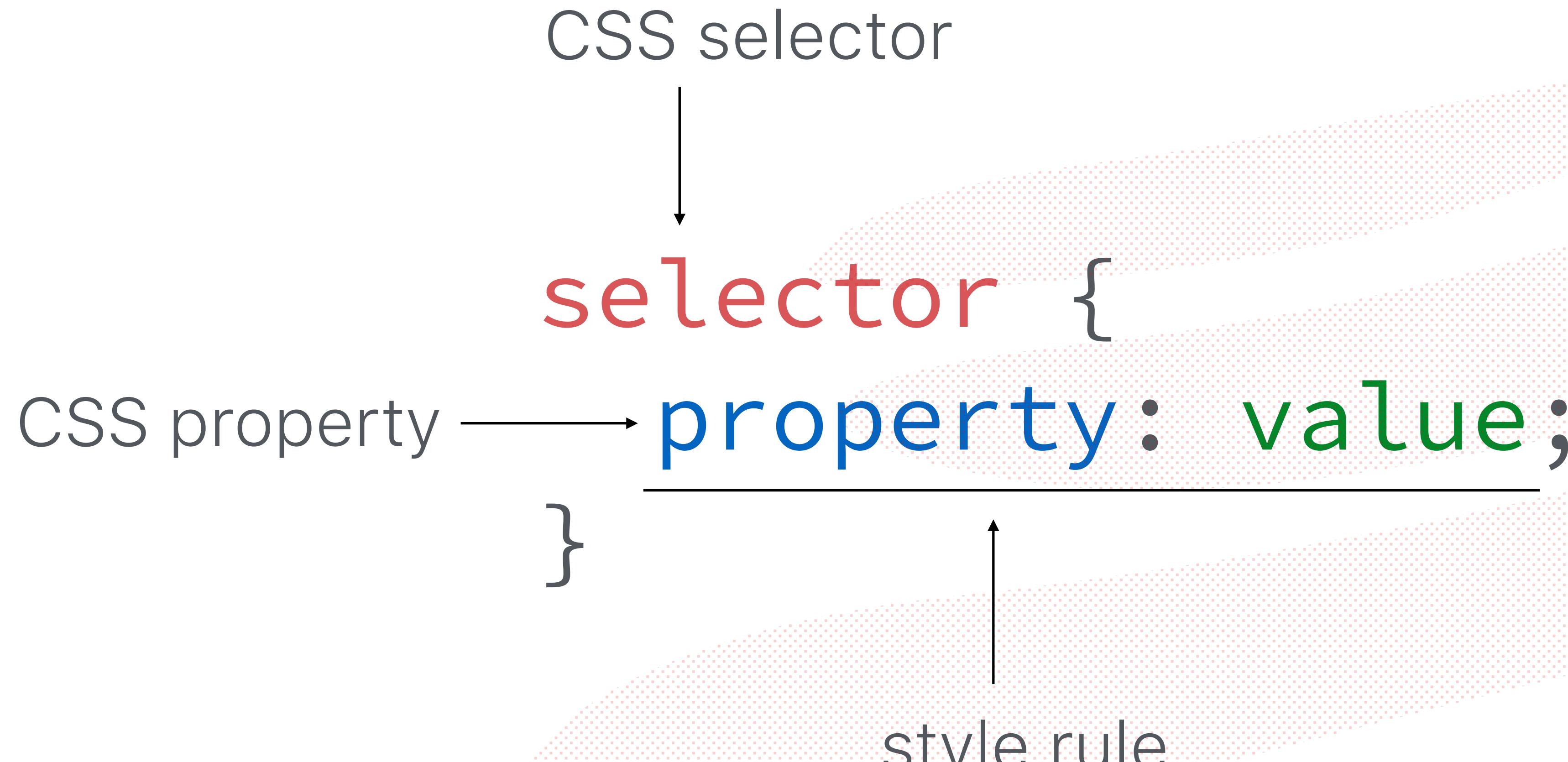
syntax

```
selector {  
    property: value;  
    property: value;  
}
```

```
h2 {  
    color: red;  
    font-size: 24px;  
}
```

CSS

vocabulary



CSS

colours

```
h2 {  
    color: red;  
    background-color: yellow;  
}
```

CSS

colours

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



CSS

grey scale

```
h2 {  
    color: rgb(0, 0, 0);  
    color: rgb(255, 255, 255);  
    color: rgb(30, 30, 30);  
    color: rgb(230, 230, 230);  
}
```

CSS

font-family

```
body {
```

```
    font-family: Times, serif;
```

```
    font-family: Arial, serif;
```

```
    font-family: Courier, monospace;
```

A
B
C

A
B
C

A
B
C

```
}
```

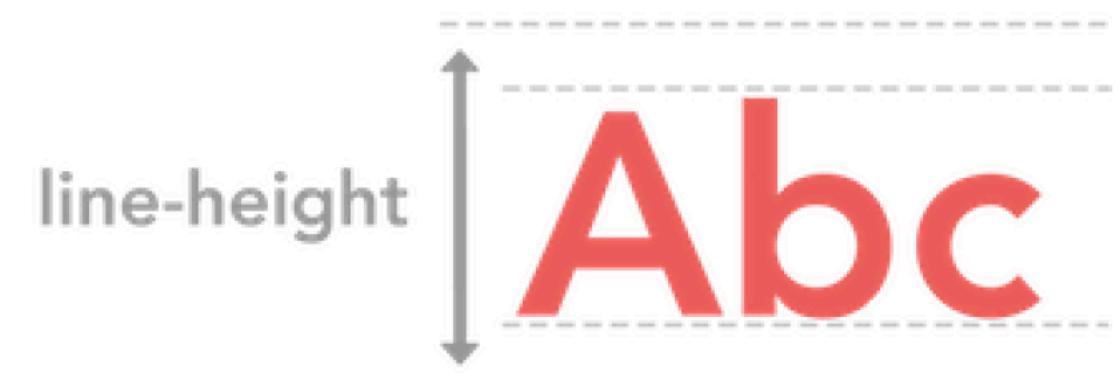
CSS

font size and spacing

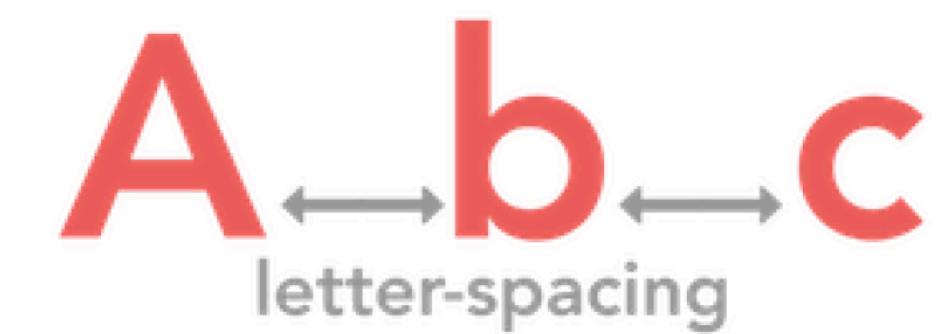
```
body {  
    font-size: 30px;  
  
    line-height: 1.6;  
  
    letter-spacing: 10px;  
}
```



A red word "Abc" is enclosed in a dashed rectangular box. A double-headed vertical arrow labeled "font-size" indicates the height from the baseline to the top of the box.



A red word "Abc" is enclosed in a dashed rectangular box. A double-headed vertical arrow labeled "line-height" indicates the height from the baseline to the bottom of the box.



The letters "A", "b", and "c" are shown in red, separated by horizontal arrows pointing towards each other. A double-headed horizontal arrow labeled "letter-spacing" spans the distance between the centers of "A" and "b", and between "b" and "c".

CSS

font weight

```
body {  
    font-weight: 100;  
    /* from 100 to 900 */  
  
    font-weight: lighter;    Light text  
  
    font-weight: bold;      Bold text  
}
```

CSS

decoration and alignment

```
a {  
    text-decoration: none;  
}
```

sign up
↓
sign up

```
p {  
    text-justify: center;  
    text-justify: justify;  
}
```

This is a centered
paragraph aligned
with text-align

This is a justified
paragraph aligned
with text-align

10 minutes

Sprint 2

- Pick 2 **fonts** from Google Fonts (body / headers)
- Pick 1 primary **color** from Coolors or Color Hunt
- Define **CSS rules** for fonts and colors
- Design the **a:hover** state

Structuring our page

Using the new tag

div



A real website is made of <div>

The screenshot shows a web browser window for Airbnb in Paris, France. The URL is https://www.airbnb.co.uk/s/Paris--France/. The page displays search filters at the top, followed by a grid of six listing cards and a map of the Paris region on the right.

Search Filters:

- Room type, Price range, Instant Book, More filters
- Guests: 2 guests

Map:

Search as I move the map

Language and currency

Listing Cards (Top Row):

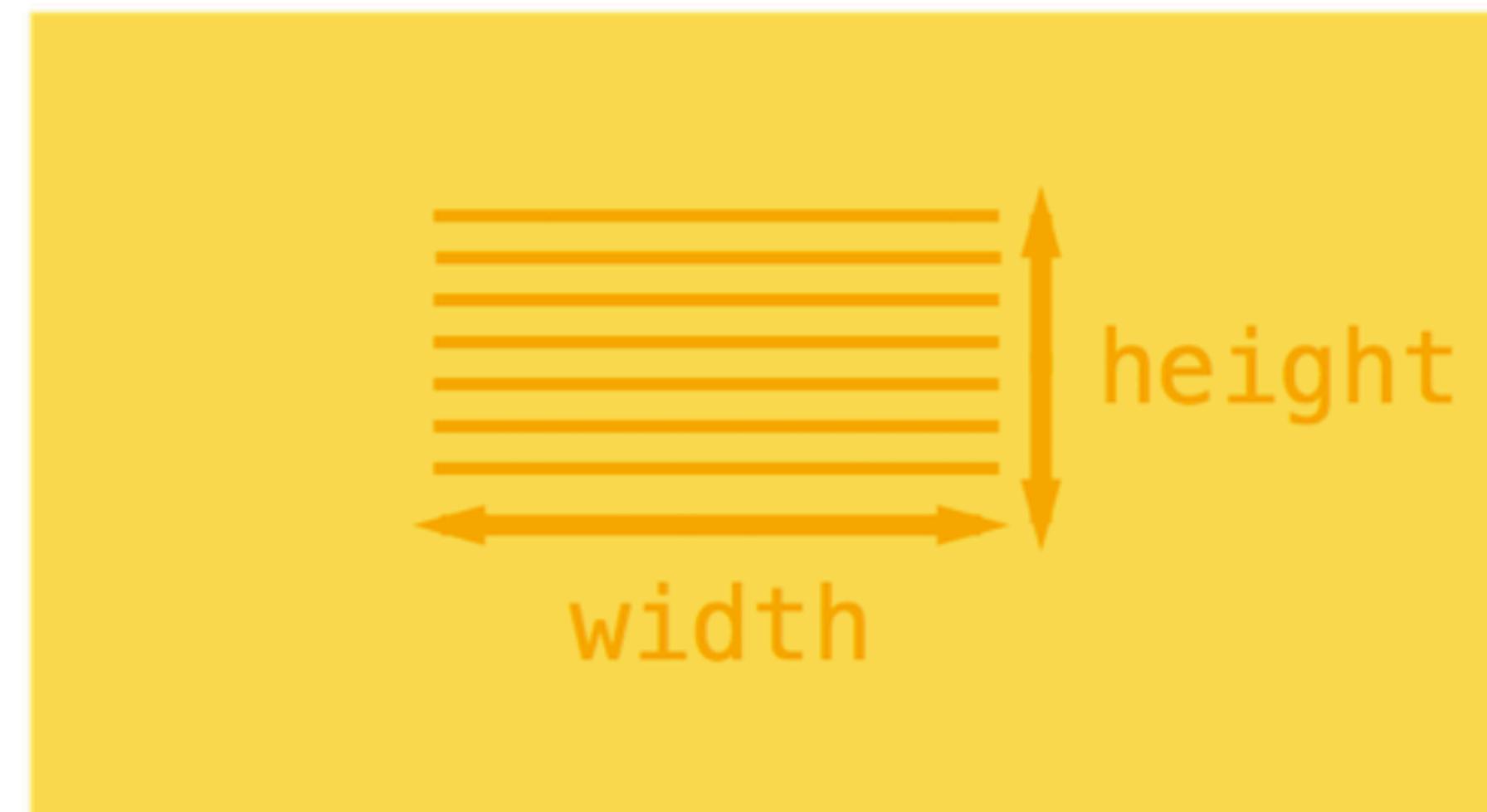
- From £28 - Studio sur cour, calme, proche T. Entire condominium - 1 bed. 4.5 stars
- From £28 - Studio rdc à Paris centre Proche... Entire flat - 1 bed. 4.5 stars
- From £37 - ❤️ Cosy studio for couples ❤️ Vie... Entire flat - 1 bed. 4.5 stars

Listing Cards (Bottom Row):

- From £50 - Eiffel Tower-tiny studio 14m² Entire flat - 1 bed. 4.5 stars
- From £28 - Studio 21m² calme entre la ville ... Entire flat - 1 bed. 4.5 stars
- From £46 - Cosy 25m² in Paris 11th Entire flat - 2 beds. 4.5 stars

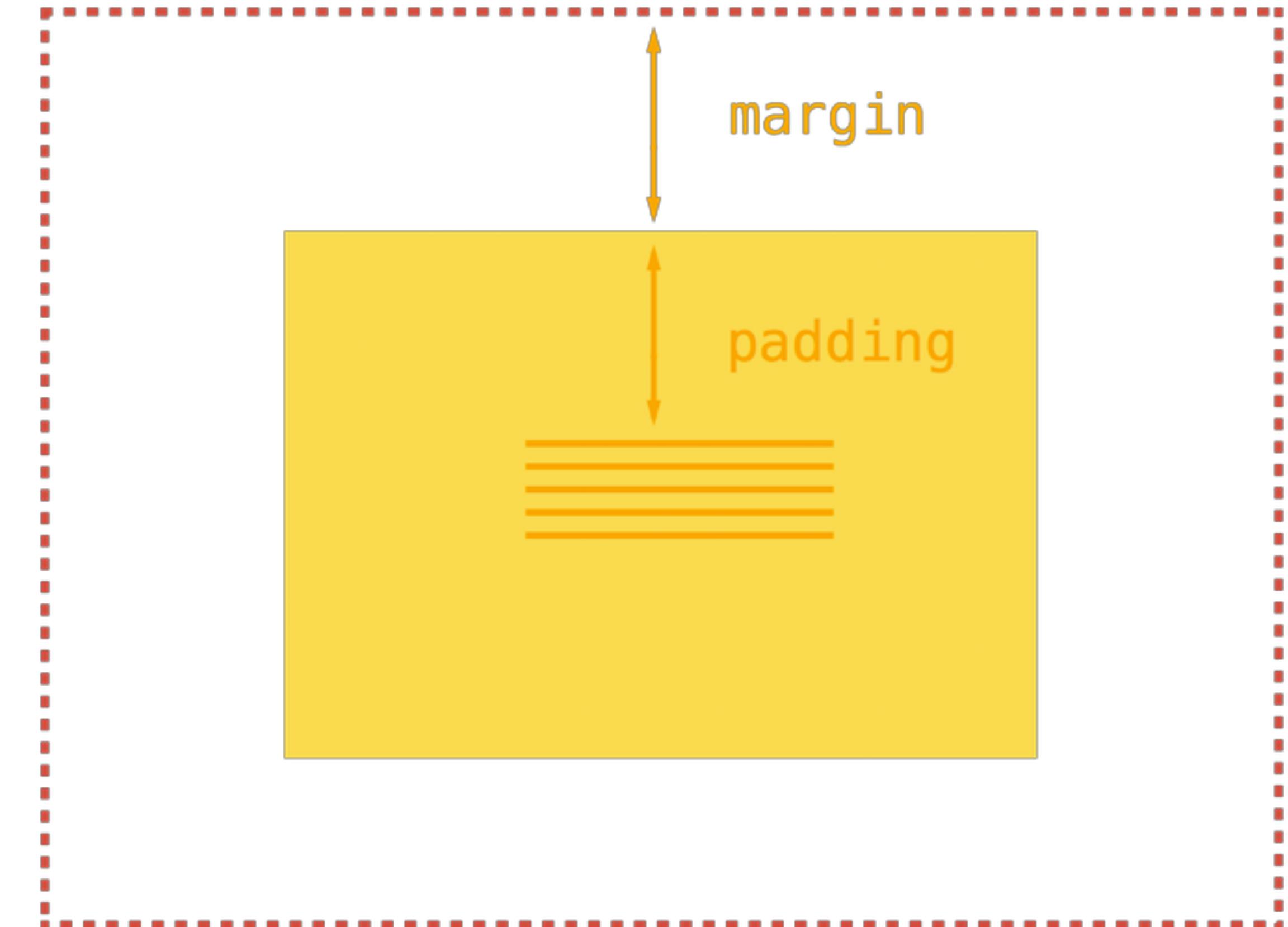
div width and height

```
div {  
width: 300px;  
height: 150px;  
}
```



div margin / padding

```
div {  
  margin: 30px;  
  padding: 10px 20px;  
}
```



div border



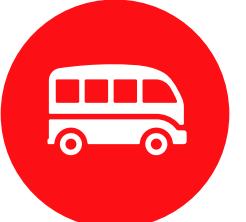
`border: 1px solid yellow;`



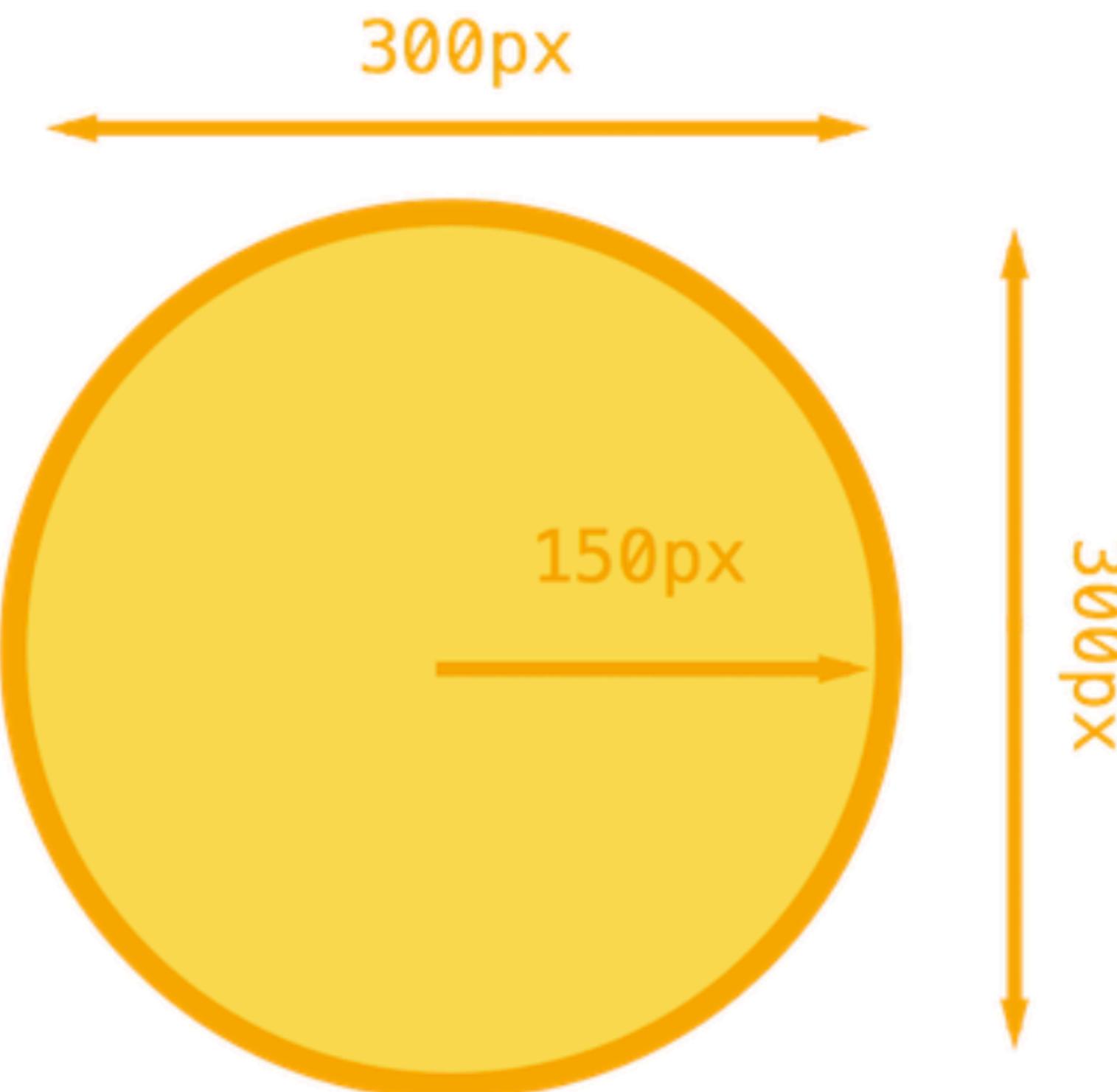
div border radius



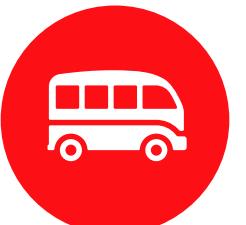
border-radius: 5px;



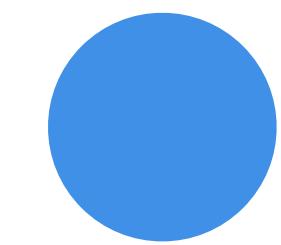
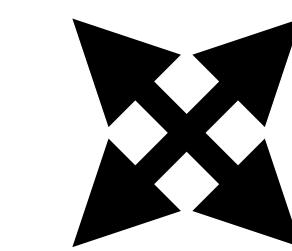
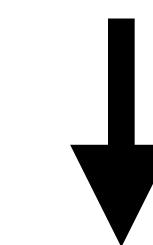
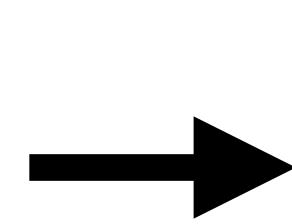
div border radius



border-radius: 50%;



div box shadow



box-shadow: 10px 20px 30px blue;



Let's structure our page with

div



5 minutes

Sprint 4



- Add div around your content for better structure



Custom design 😎

Using id & classes



What is the problem?



How to resize the logo **only** ?



index.html

```
  
  
<ul>  
  <li></li>  
  <li></li>  
  <li></li>  
  <li></li>  
</ul>
```



style.css

```
img {  
  width: 100px;  
}
```

How to resize the logo **only** ?



index.html

```
  
  
<ul>  
  <li></li>  
  <li></li>  
  <li></li>  
  <li></li>  
</ul>
```



style.css

```
#logo {  
  width: 100px;  
}
```



How to make staff pictures circle?



index.html

```
  
  
<ul>  
  <li></li>  
  <li></li>  
  <li></li>  
  <li></li>  
</ul>
```



style.css

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



unique adjustment

10% of your CSS



```

```

```
<ul>
  <li></li>
  <li></li>
  <li></li>
  <li></li>
</ul>
```



re-usable design

90% of your CSS



Combining classes



```

```

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

```
.bordered-red {  
    border: 5px solid red;  
}
```

Class naming convention

class="element-design"

Examples

class="text-center"

class="button-red"

class="list-inline"

class="img-circle"

class="form-horizontal"

Demo



Designing with class

Let's design the following elements

`class="banner"`

`class="btn-blue"`

`class="card-white"`

`class="footer"`

`class="list-inline"`

Let's finish the design using

id & classes



20 minutes

Sprint 5



- Name the HTML elements you want to design with **class & id**
- Then add the corresponding **CSS rules** to get final result! (we'll see how to make cards horizontal after)

How can we display our cards horizontally?

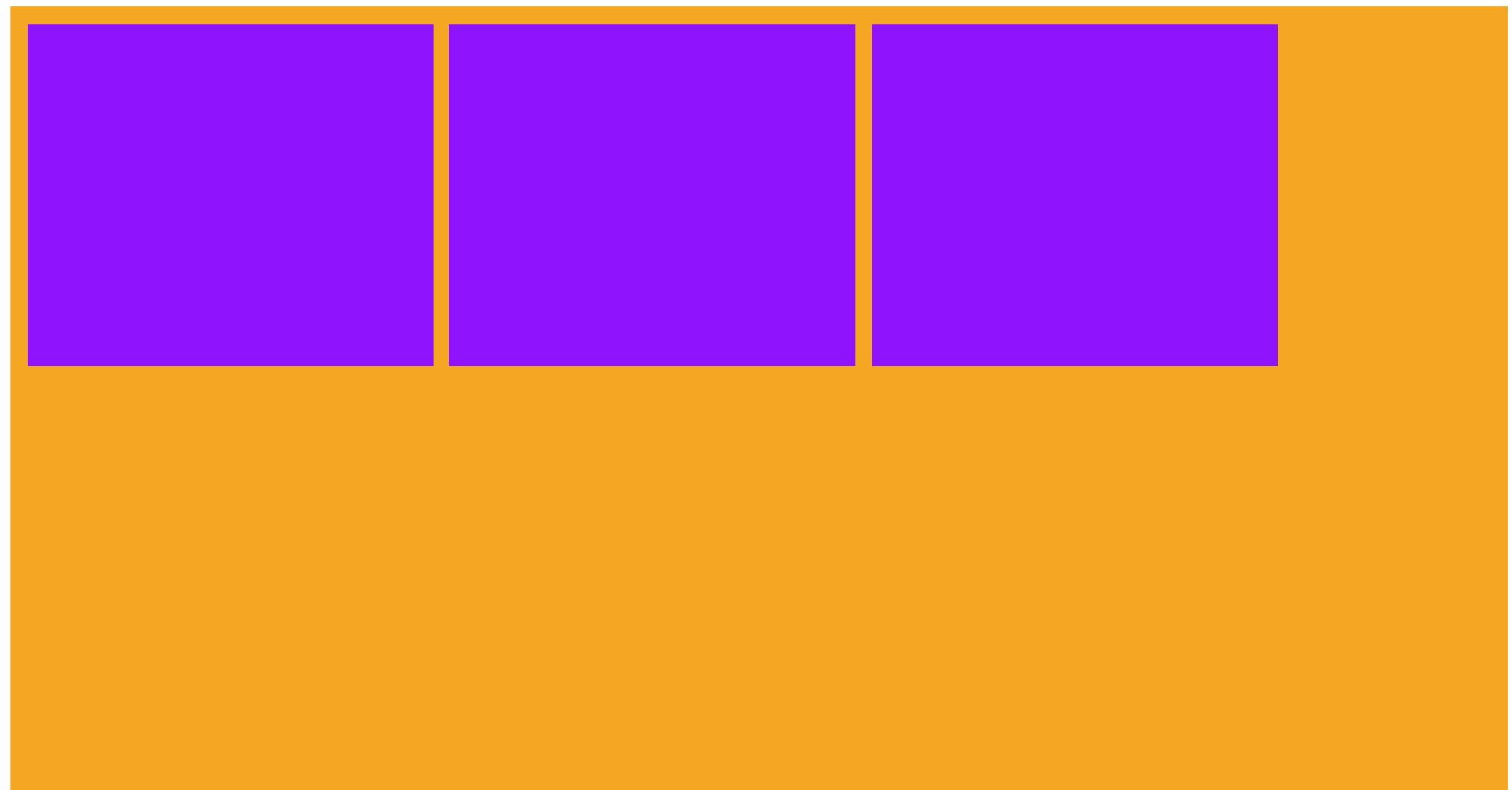


We can using

flexbox

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

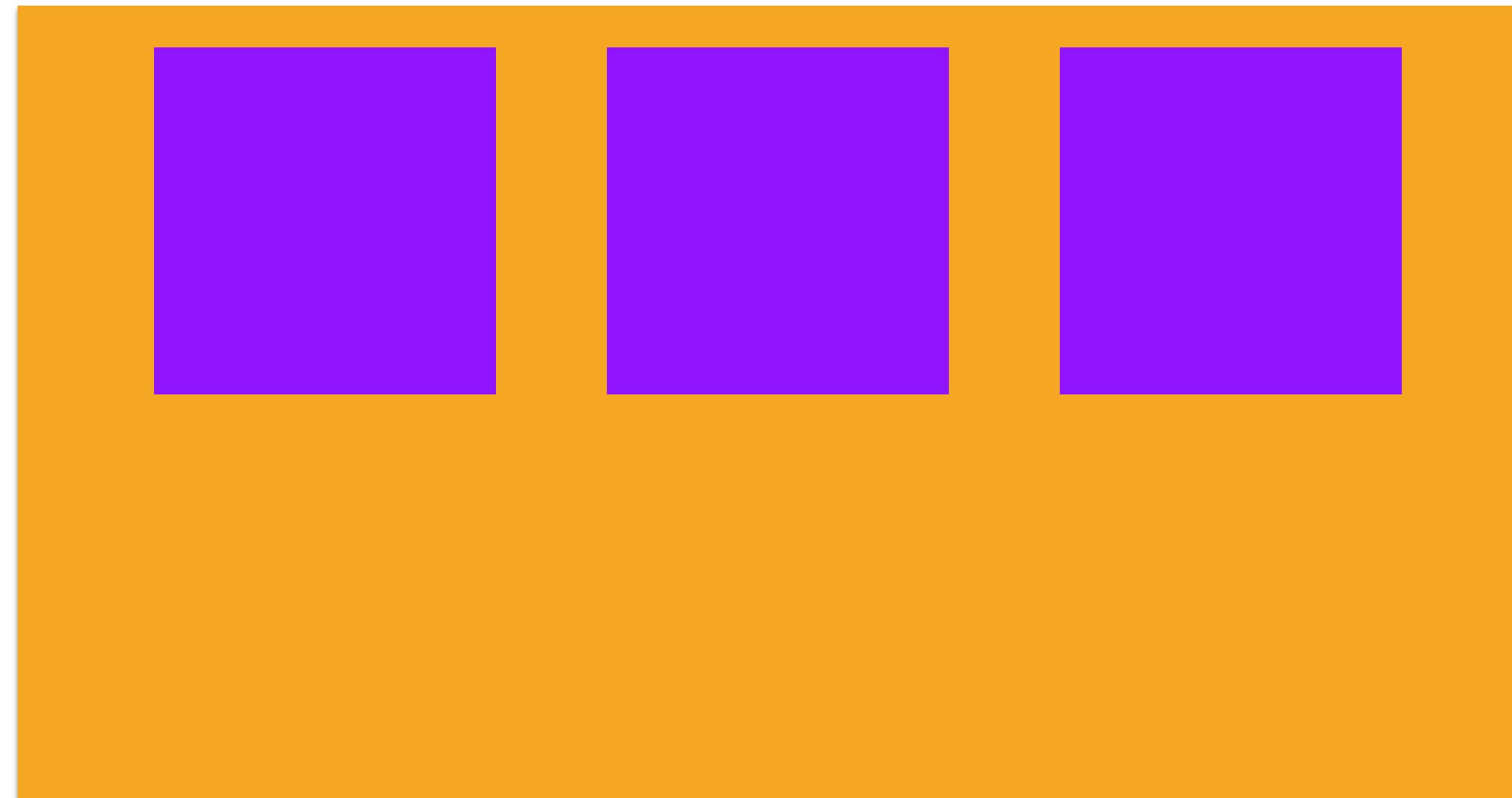
.cards



We can also center the cards

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

.cards



Thank you.

Want to go further ? Head over to

www.lewagon.com

