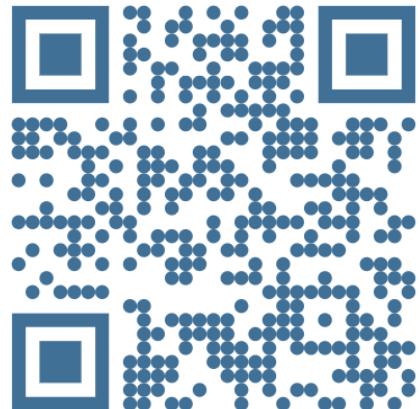


```
</div>
</div>
</div>
</div>
<div class="wrap_2stroke">
<div class="second">
<div class="second_content">
<div class="slide">
<h3>0010000000000000</h3>
<img alt="Screenshot of a game" data-bbox="100 100 400 300"/>

```

Slide Deck



HTML 101



Who am I?

Software Engineer
Little Rock, AR
The Crossing, EPC

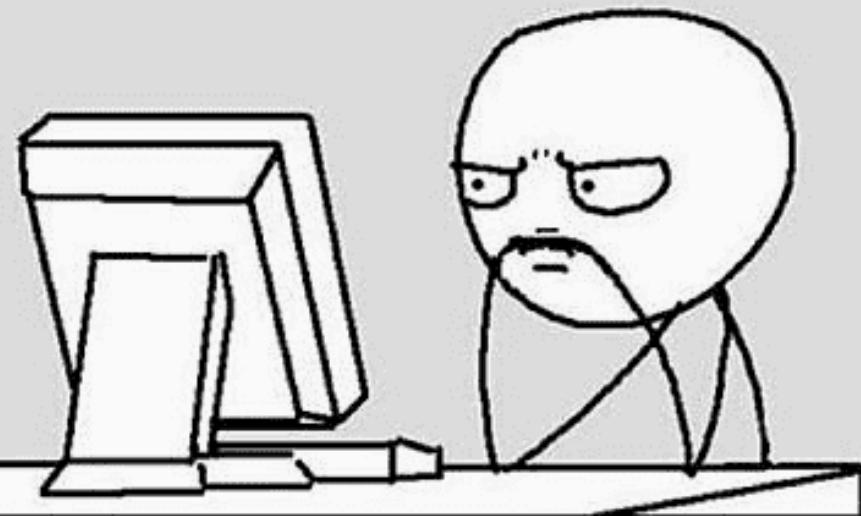


What is this about?

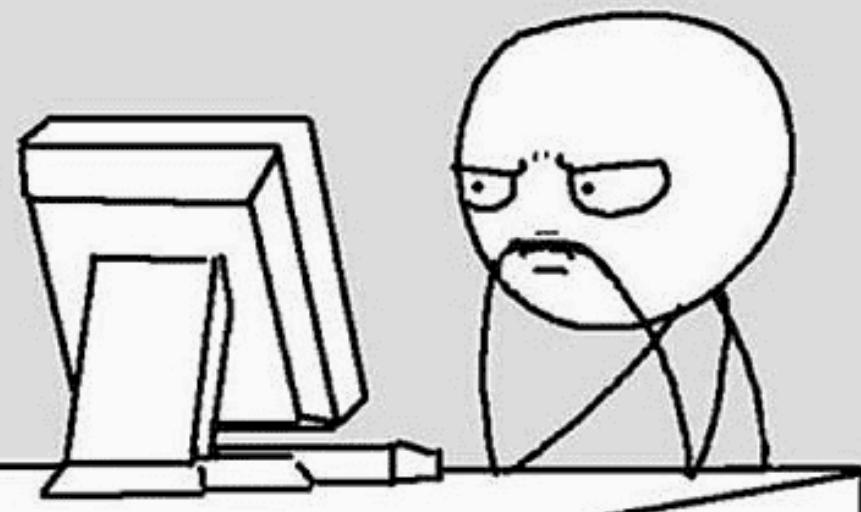
What is HTML?
How do you write HTML?
Where can it be used in Rock?



It doesn't work..... why?



It works..... why?

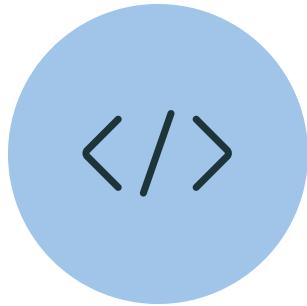


Agenda

- 1 **What Is HTML?**
- 2 **Where Is HTML Used in Rock?**
- 3 **How Do You Write HTML and CSS?**
- 4 **How Is HTML Applied to Emails?**
- 5 **Resources for Writing HTML**

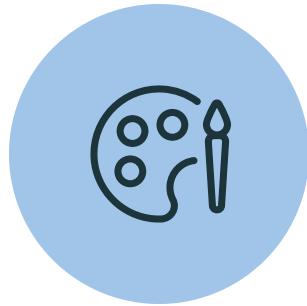
What Is HTML?

There Are Three Basic Components to a Web Page



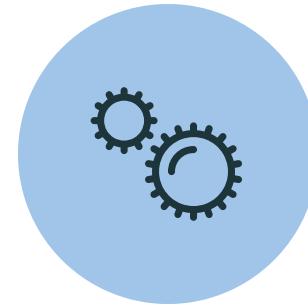
HTML

Hypertext Markup Language is a markup language defined by sets of matching tags that determine the structure and format of webpages as we view them.



CSS

Cascading Style Sheets is a style sheet language that gives the browser information about how the HTML elements on the page should be presented.



JavaScript

(JS) A programming language that executes code directly in the user's browser. It allows your site to be interactive.

○ ○ ○

Booking Form

Name

Contact Name

Email Date

Adults Childrens

[Check Availability](#)

○ ○ ○

Booking Form

Name

Contact Name

Email Date

Adults Childrens

[Check Availability](#)

○ ○ ○

Booking Form

Name

Contact Name

Email Date

Adults Childrens

[Check Availability](#)

HTML

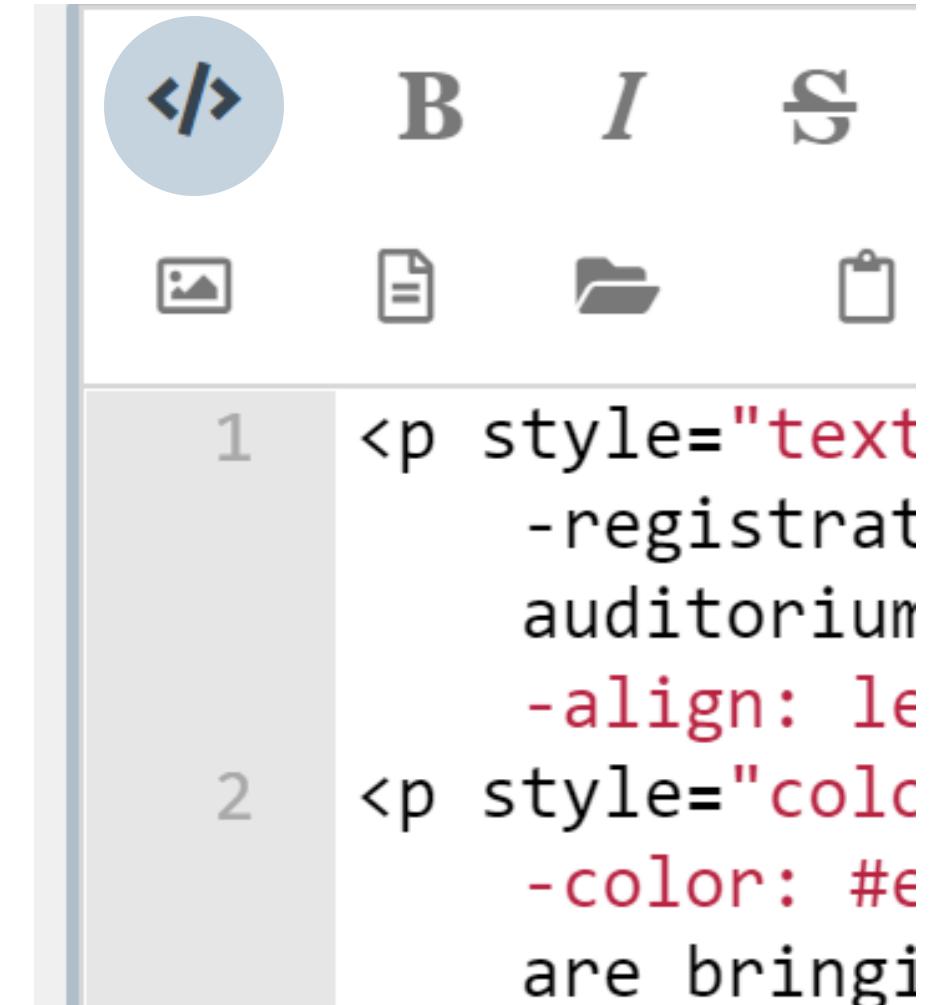
CSS

JavaScript

Where Is HTML Used in Rock?

HTML Editing Is Available In:

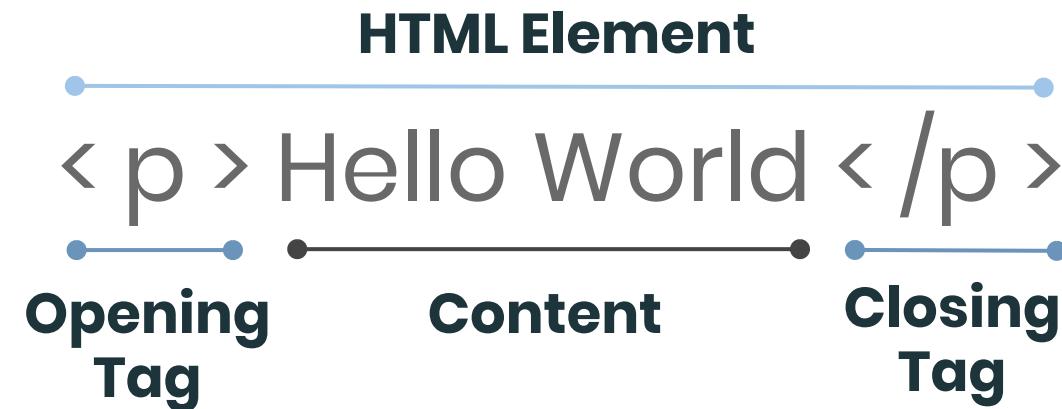
- **CMS**
HTML Blocks, Content Channels, Content Components
- **Events and Calendars**
- **Communications**
*HTML in email is not exactly the same as web pages
- **Attributes**
- **Workflows**
- **Reports**



How Do You Write HTML and CSS?

HTML is a document defined by tags

It can either be a matching set of tags to define the beginning and end of their content or a self-closing tag



HTML Hierarchy is Described with Familial Terms

```
• <div>  <!-- The top level parent div -->  
    • <p>Content of the first paragraph.</p>  
    • <div> <!-- A child and parent div -->  
        • <p>Content of the second paragraph.</p>  
    • </div>  
• </div>
```

- A **child element** is inside the tags of its **parent element**
- A **sibling** lives at the same level as another element

Common HTML Tags

- **Paragraph**

```
<p>Hello World</p>
```

- **Header**

```
<h1>Big Header</h1>
<h6>Small Header</h6>
```

- **Division (section)**

```
<div>Hello World</div>
```

- **Image**

```
<img />
```

- **Inline Frame (youtube)**

```
<iframe></iframe>
```

- **Line Break**

```
<br/>
```

- **Anchor (link)**

```
<a>Open Google</a>
```

Anatomy of a Card



Media

Card title

Secondary text

Greyhound divisively hello coldly wonderfully
marginally far upon excluding.

ACTION 1 ACTION 2

Title

Content

Actions

Build the Skeleton for a Serving Card

```
<div>
  <img />
  <div>
    <h3>Serve at Camp!</h3>
    <p>
      Shepherd young hearts and mind to Jesus.
      Break
      an arm on the ropes course! You can do it
      all
      at camp.
    </p>
    <a href="#">Sign Up</a>
  </div>
</div>
```

Container Element
Card Media
Content Element
Card Title
Card Content
Card Actions

Serve at Camp!

Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can do it all at camp.

[Sign Up](#)

HTML Attributes Provide Information About Elements

Opening and Self-Closing Tags can contain attributes.

Attributes are written in the format: **AttributeName="Attribute Value"**

- **style**

inline styling for the element

css-property-name: property-value;

```
<div style="background-color: blue;">Foo</div>
```

- **id**

a unique identifier for that element

id="profile-picture-wrapper"

```
<div id="my-special-div">Bar</div>
```

- **class**

css class names that should be applied to the element

class="firstClass secondClass"

```
<div class="my-divs">Fizz</div>
```

- **src**

source of content for iframe and image tags (url, filepath)

src="https://placekitten.com/g/100/100"

```

```

- **href**

hypertext reference for anchor tags (url to another place)

href="https://rock.mychurch.com"

```
<a href="https://google.com">Open Google</a>
```

Add HTML Attributes to the Card

```
<div style="border: 1px solid lightgrey;">
  
  <div style="padding: 6px;">
    <h3>Serve at Camp!</h3>
    <p>
      Shepherd young hearts and mind to Jesus. Break
      an
      arm on the ropes course! You can do it all at
      camp.
    </p>
    <a class="btn btn-primary"
      href="https://rock.mychurch.com/Register">Sign
      Up</a>
```



Serve at Camp!

Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can do it all at camp.

Sign Up

Use the Style Tag to Define CSS for Entire Pages

Style is a special HTML tag that allows you to define the way multiple elements look.

We can match styles to HTML elements based on the element's information with **CSS Selectors**.

```
<style>  
    selector {  
        /* CSS Rules for this selector */  
        css-property-name: css-property-value;  
        another-property: another-value;  
    }  
</style>
```

The Most Common CSS Selectors

- **Tag Name**
- **Id**
- **Class Name**

```
p, h1, div, img
```

```
#id
```

```
.classname
```

```
<p id="my-paragraph" class="my-class">Hello!</p>
```

```
<p class="blue my-class">Hello!</p>
```

```
<style>  
  p {  
    color: lightblue;  
  }  
  #my-paragraph {  
    font-weight: bold;  
  }  
  .blue {  
    background-color:  
    blue;  
  }  
</style>
```

Result

Hello!

Hello!

Combine and Chain Selectors

- **Comma**

Putting a comma between selectors will match HTML elements for any of the given CSS selectors

- **Space**

Putting a space between selectors indicates a parent/child relationship between HTML elements and applies to the child

- **No Space**

Writing selectors with no separation will match HTML elements for all of the given CSS selectors

Combine and Chain Selectors

```
<p id="my-paragraph" class="my-class">Hello!</p>
```

```
<p class="blue my-class">Hello!</p>
```

```
<div class="blue">Hello!</div>
```

```
<div class="my-class">Hello!</div>
```

```
<style>
  p {
    color: lightblue;
  }
  #my-paragraph {
    font-weight: bold;
  }
  .blue, p {
    background-color:
    blue;
  }
  p.blue {
    font-size: 26px;
  }
</style>
```

What Will the Result Be?

Hello!

Hello!

Hello!

Hello!

Hello!

Hello!

Hello!

Hello!

Result

Hello!

Hello!

Hello!

Hello!

```
<style>
  p {
    color: lightblue;
  }
  #my-paragraph {
    font-weight: bold;
  }
  .blue, p {
    background-color: blue;
  }
  p.blue {
    font-size: 26px;
  }
</style>
```

Remove Inline Styling and Add a Card Class

```
<div class="card">
  
  <div>
    <h3>Serve at Camp!</h3>
    <p>
      Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can
      do it
      all at camp.
    </p>
    <a class="btn btn-primary" href="https://rock.mychurch.com/Register">Sign Up</a>
  </div>
</div>
```

Define the Style Rules for the Card

```
<style>
  .card {
    box-shadow: 5px 5px 10px 0px #adadad;
    /* x-pos, y-pos, blur, spread, color */
    border-radius: 6px; /* round corners */
    overflow: hidden; /* round image corners */
  }
  .card img {
    width: 100%;
  }
  .card div {
    padding: 8px;
  }
</style>
```



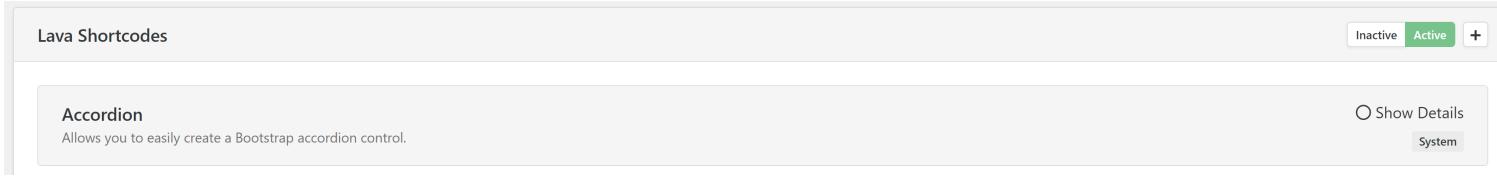
Serve at Camp!

Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can do it all at camp.

[Sign Up](#)

Bootstrap Is a Library of CSS Classes and JS Functions

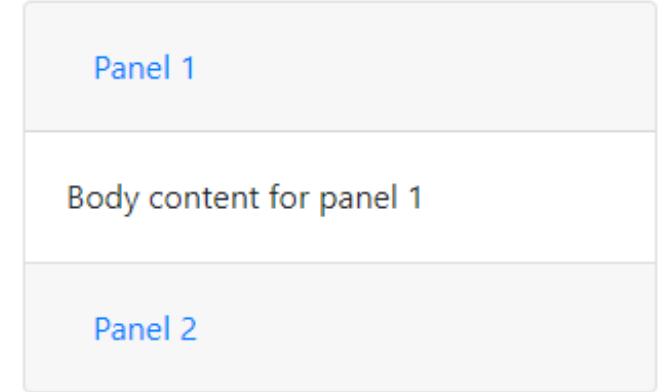
Bootstrap makes it easy to create a responsive design for your website and to incorporate interactive elements like accordions and sliders into your web page.



The screenshot shows the Lava Shortcodes interface with the 'Accordion' component selected. The component description states: 'Allows you to easily create a Bootstrap accordion control.' There are tabs for 'Inactive' and 'Active' with a '+' button, and a 'Show Details' link.

```
<div class="accordion">
  <div class="panel">
    <a role="button">Panel 1</a>
    <div class="collapse">Body content for panel
  1</div>
  </div>
</div>
```

*pseudo-code not functional

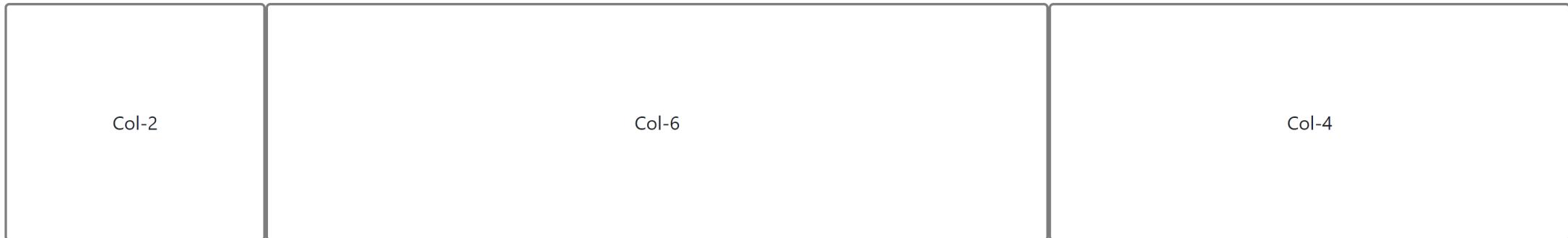


The screenshot shows the rendered Bootstrap accordion interface. It displays two panels: 'Panel 1' with the content 'Body content for panel 1' and 'Panel 2'. The first panel is currently active.

The Grid System Is Defined by Rows and Columns

The width of any row is 12 columns

```
<div class='row'>
    <div class='col-xs-2'>Col-2</div>
    <div class='col-xs-6'>Col-6</div>
    <div class='col-xs-4'>Col-4</div>
</div>
```



Grid Breakpoints Allow You to Create Responsive Pages

	Extra small devices Phones (<768px)	Small devices Tablets (≥768px)	Medium devices Desktops (≥992px)	Large devices Desktops (≥1200px)
Grid behavior	Horizontal at all times	Collapsed to start, horizontal above breakpoints		
Container width	None (auto)	750px	970px	1170px
Class prefix	.col-xs-	.col-sm-	.col-md-	.col-lg-
# of columns	12			
Column width	Auto	~62px	~81px	~97px
Gutter width	30px (15px on each side of a column)			
Nestable	Yes			
Offsets	Yes			
Column ordering	Yes			

Create a Responsive Row of Cards

```
<div class="row">
  <div class="col-xs-12 col-md-4">
    <div class="card">
      
      <div>
        <h3>Serve at Camp!</h3>
        <p>...</p>
        <a class="btn btn-primary" href="https://rock.mychurch.com/Register">Sign Up</a>
      </div>
    </div>
    <div class="col-xs-12 col-md-4"> ...Card Two... </div>
    <div class="col-xs-12 col-md-4"> ...Card Three... </div>
  </div>
```



Serve at Camp!

Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can do it all at camp.

[Sign Up](#)

Sign Up for Camp!

Praise Jesus with worship and cliff diving!

[Sign Up](#)

Summer Pool Party

Saturday Sun, Frienship, and Worship.
All are welcome, bring a friend!

[Sign Up](#)

Serve at Camp!

Shepherd young hearts and mind to Jesus. Break an arm on the ropes course! You can do it all at camp.

[Sign Up](#)

Sign Up for Camp!

Praise Jesus with worship and cliff di

How is HTML Applied to Emails?

An HTML Element Has Four Components

- **1 - Element**

The content of the element:
text, image, etc.

- **2 - Padding**

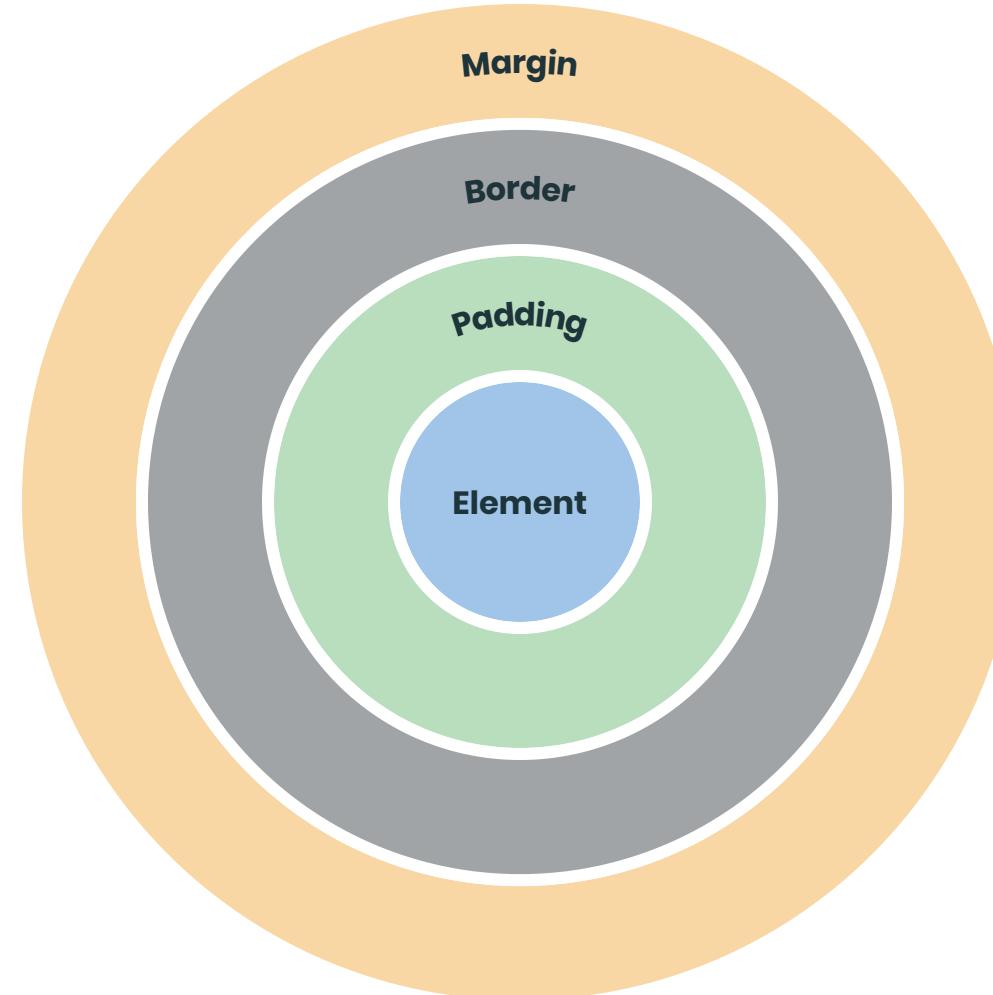
White space between the
border of the element and
the content

- **3 - Border**

The border around the
element

- **4 - Margin**

White space around the
element to separate it from
other elements



Use Padding and Margin in the Email Wizard

Send Test Preview

Send Test Preview

Section

Column 1

Background Color:

Padding Top: px

Padding Bottom: px

Padding Left: px

Padding Right: px

Column 2

Background Color:

Padding Top: px

Padding Bottom: px

Image



Width:

Align:

Resize Mode:

Image Height: px

Margin Top: px

Margin Bottom: px

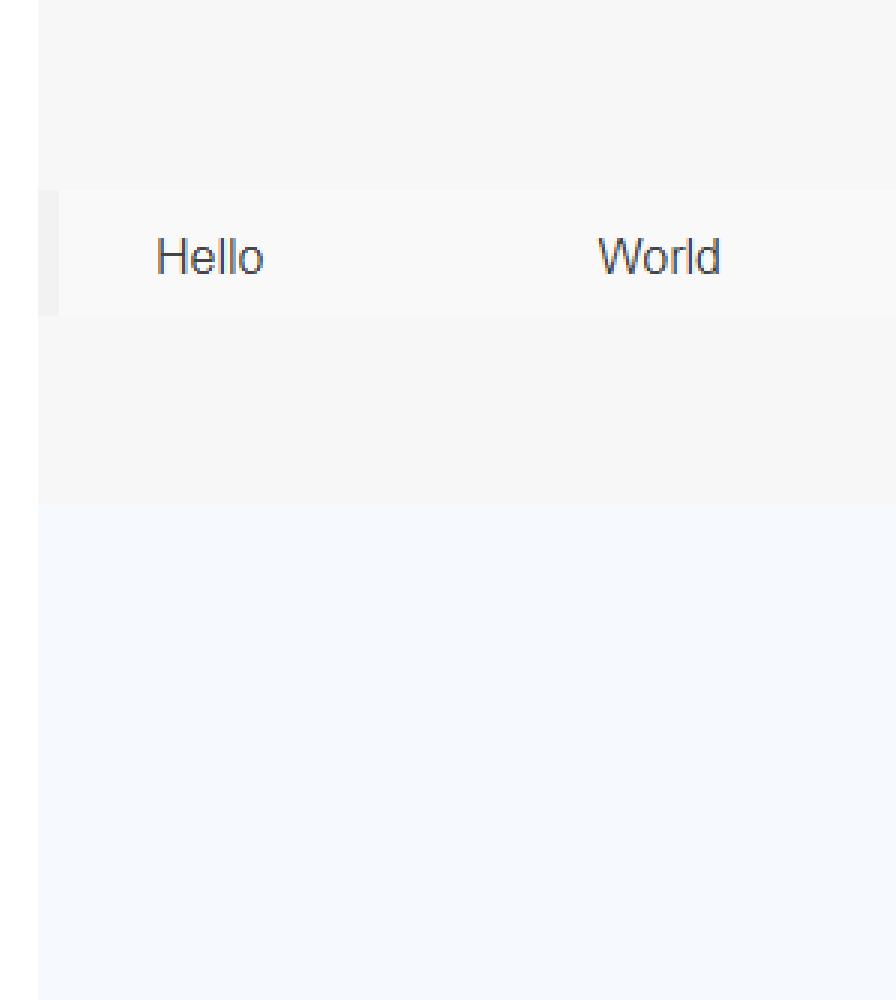
Margin Left: px

Margin Right: px

You Cannot Use the Bootstrap Grid in an Email

```
<div class="row">  
  <div class="col-xs-  
6">Hello</div>  
  <div class="col-xs-  
6">World</div>  
</div>
```

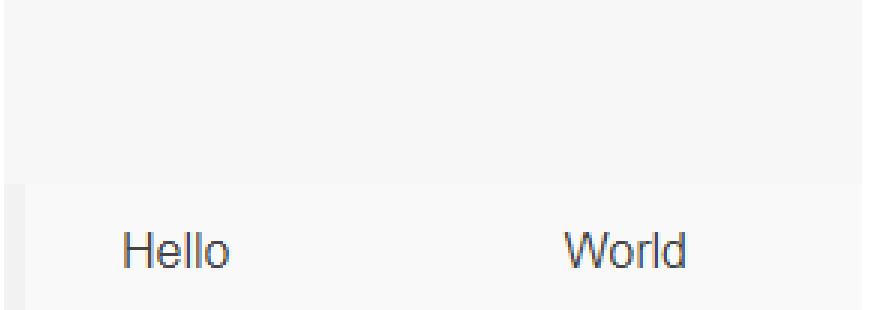
Expectation vs Reality



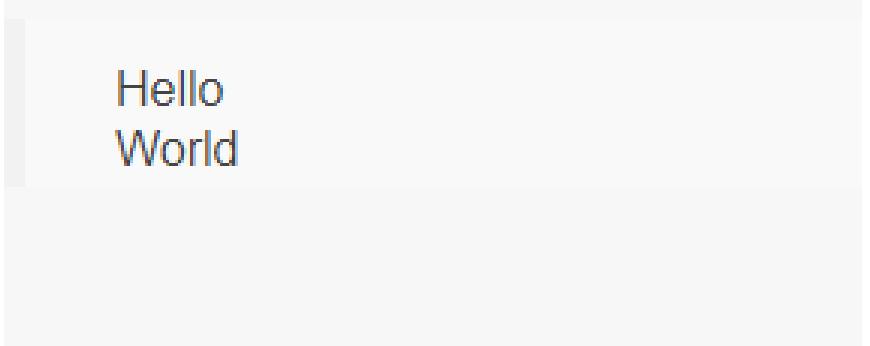
You Cannot Use the Bootstrap Grid in an Email

```
<div class="row">  
  <div class="col-xs-  
6">Hello</div>  
  <div class="col-xs-  
6">World</div>  
</div>
```

Expectation vs Reality



Hello World



Hello
World

You Can Use CSS in an Email

The CSS "display" property can be used to change how an element and its children are displayed.

- **none**

Hides the element

- **block**

Display like a paragraph tag, each element on own line

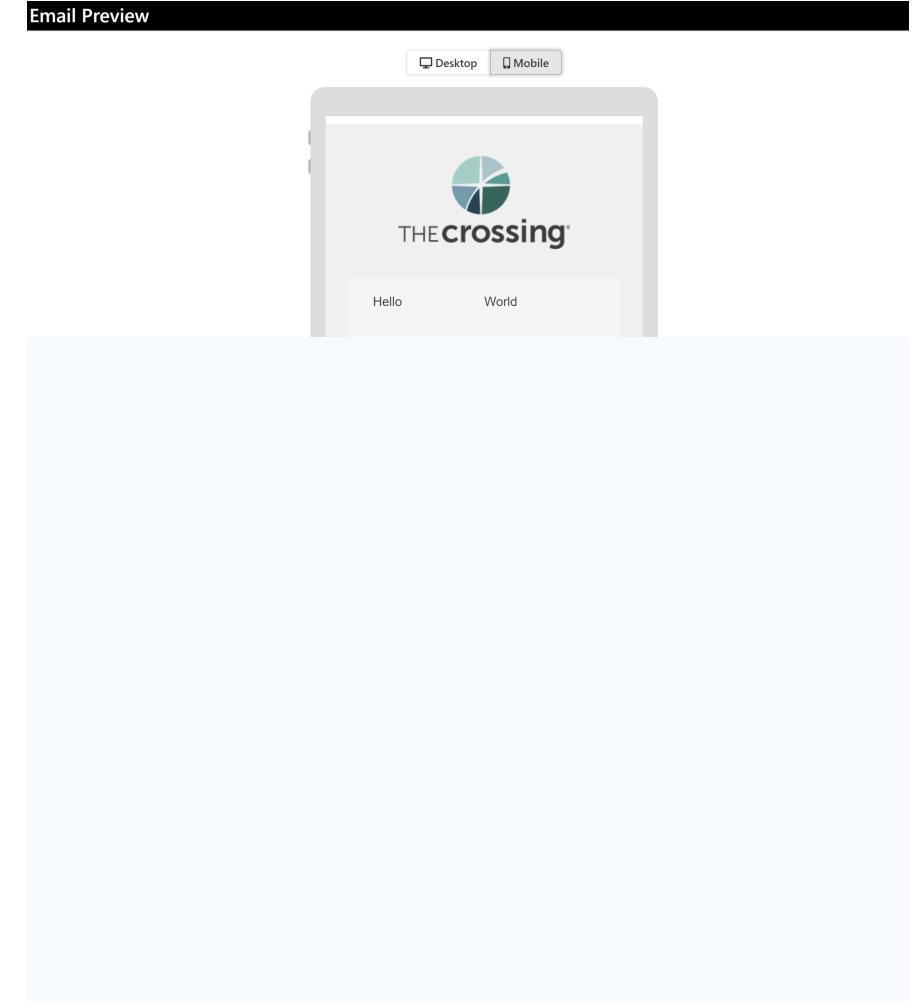
- **flex**

Let child elements display next to each other

```
<div style="display: flex;">  
  <div style="width: 50%;">Hello</div>  
  <div style="width: 50%;">World</div>  
</div>
```

Email Clients Render HTML Differently

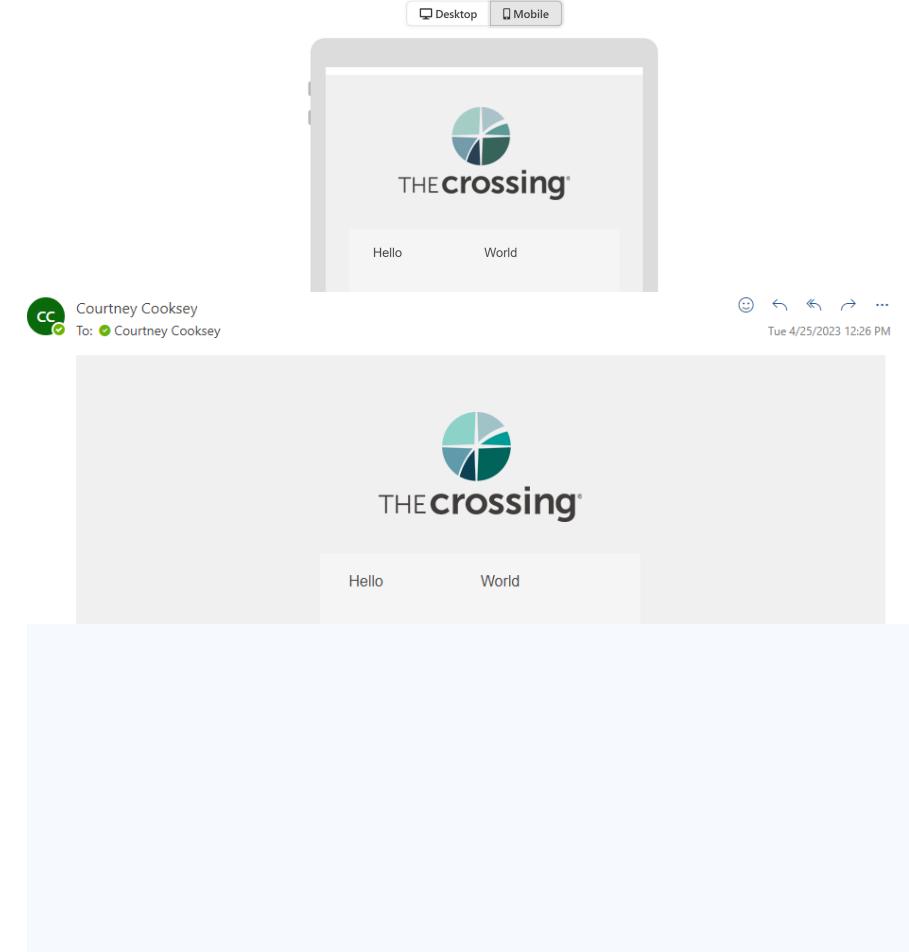
```
<div style="display: flex;">  
  <div style="width: 50%; ">Hello</div>  
  <div style="width: 50%; ">World</div>  
</div>
```



Email Clients Render HTML Differently

```
<div style="display: flex;">  
  <div style="width: 50%; ">Hello</div>  
  <div style="width: 50%; ">World</div>  
</div>
```

Email Preview



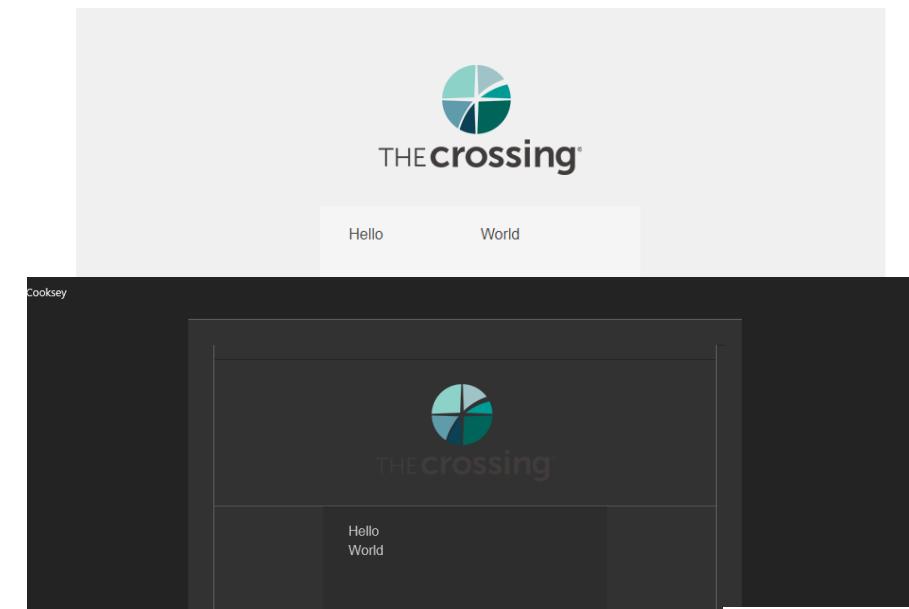
MADE WITH

beautiful.ai

Email Clients Render HTML Differently

```
<div style="display: flex;">  
  <div style="width: 50%; ">Hello</div>  
  <div style="width: 50%; ">World</div>  
</div>
```

Email Preview



MADE WITH

beautiful.ai

Resources for Writing HTML

Reliable Resources for HTML and CSS

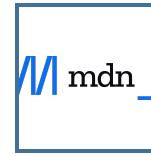


StackOverflow

<https://stackoverflow.com/>

Online community Q&A for all your HTML/CSS questions.

Look for answers with a green check or lots of up-votes



MDN

<https://developer.mozilla.org/en-US/docs/Web/HTML>

Interactive tutorials and documentation for everything HTML/CSS



W3Schools

<https://www.w3schools.com/>

Interactive tutorials and documentation for everything HTML/CSS



Bootstrap

<https://getbootstrap.com/docs/4.0/>

Tutorials and documentation for everything Bootstrap

Make sure you are looking at the right version of the docs to match your Rock instance (probably v4)