

```
77         </div>
78     </div>
79 </div>
80 <div class="wrap__2stroke">
81     <div class="second">
82         <div class="second_content">
83             <div class="block">
84                 <h3>
85                     alt="

```

HTML 101

Why are we here?



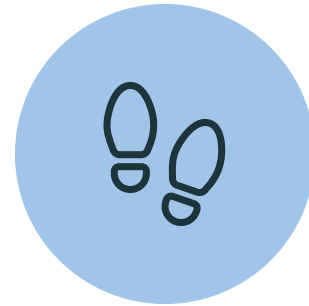
Who am I?

Software Engineer
Enid, OK
The Crossing, EPC



What is this about?

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



What will you walk away with?

A basic understanding of HTML
How and where it is used in Rock
Tools to help you learn more



```

507     </style>
508 </head>
509 <body leftmargin="0" marginwidth="0" topmargin="0" marginheight="0" offset="0">
510     <center>
511         <table align="center" border="0" cellpadding="0" cellspacing="0" id="bodyTable">
512             <tr>
513                 <td align="center" valign="top" id="bodyCell">
514                     <!-- BEGIN TEMPLATE -->
515                     <table border="0" cellpadding="0" cellspacing="0" id="templateContainer">
516                         <tr>
517                             <td align="center" valign="top">
518                                 </td>
519                             </tr>
520                             <tr>
521                                 <td align="center" valign="top">
522                                     <!-- BEGIN HEADER -->
523                                     <table border="0" cellpadding="0" cellspacing="0" width="100%" id="templateHeader">
524                                         <tr>
525                                             <td valign="top" class="headerContent" style="text-align: center; padding-top: 30px; padding-bottom: 30px;">
526                                                 
527                                             </td>
528                                         </tr>
529                                     </table>
530                                     <!-- // END HEADER -->
531                                 </td>
532                             </tr>
533                         </tr>

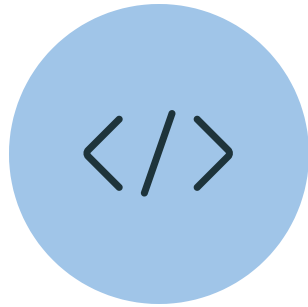
```

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**

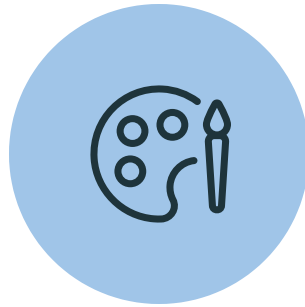
What Is HTML?

There Are Three Basic Components to a Web Page



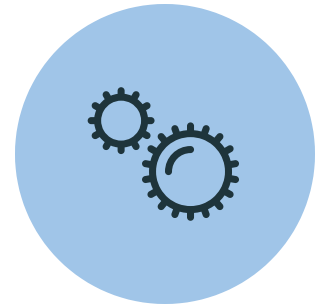
1 - HTML

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.



2 - CSS

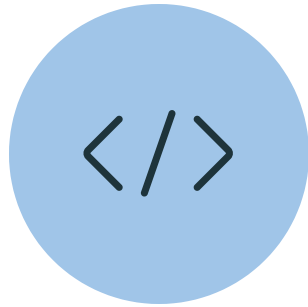
Cascading Style Sheets is a style sheet language that gives the browser information about how the HTML elements on the page should be presented.



3 - JavaScript

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

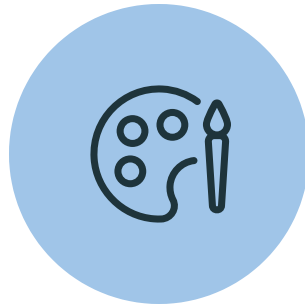
There Are Three Basic Components to a Web Page



1 - 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.

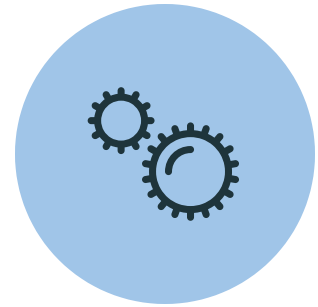
The Skeleton



2 - 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.

The Skin



3 - JavaScript

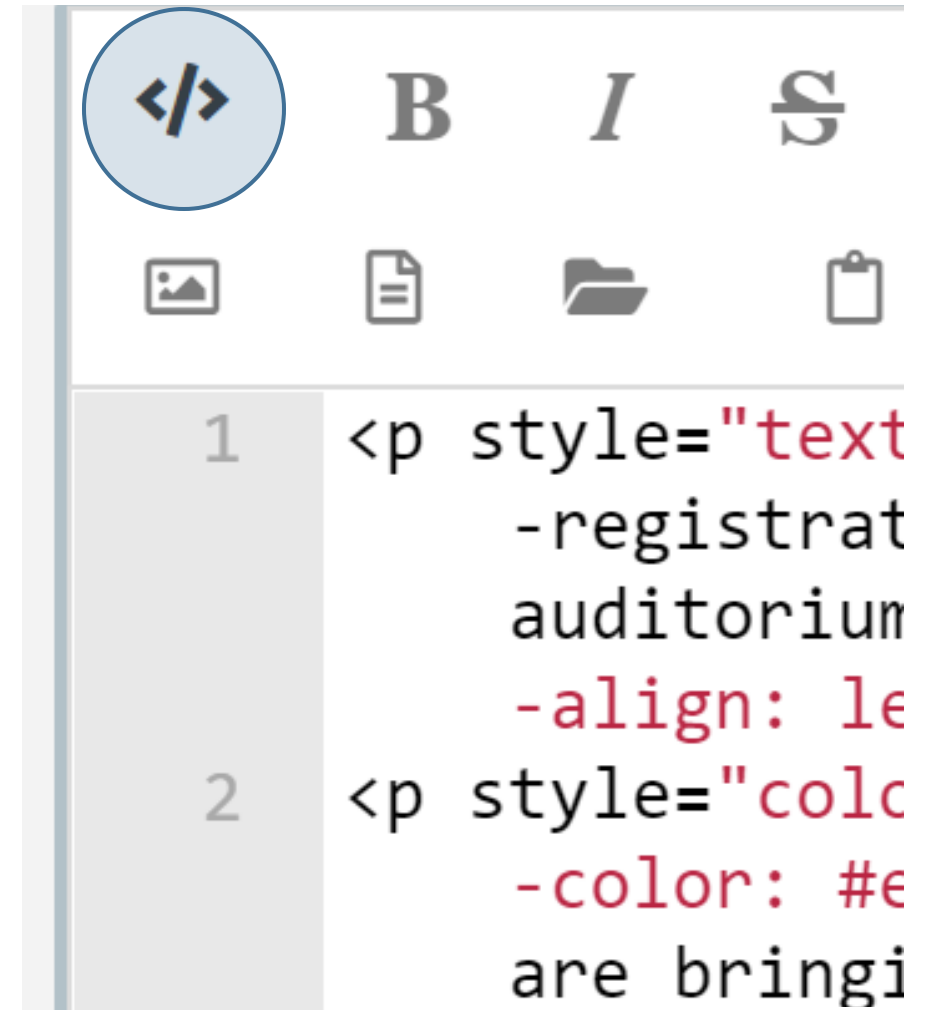
(JS) A programming language that executes code directly in the user's browser. It allows your site to be interactive.

The Muscles

Where Is HTML Used in Rock?

HTML Editing Is Available In:

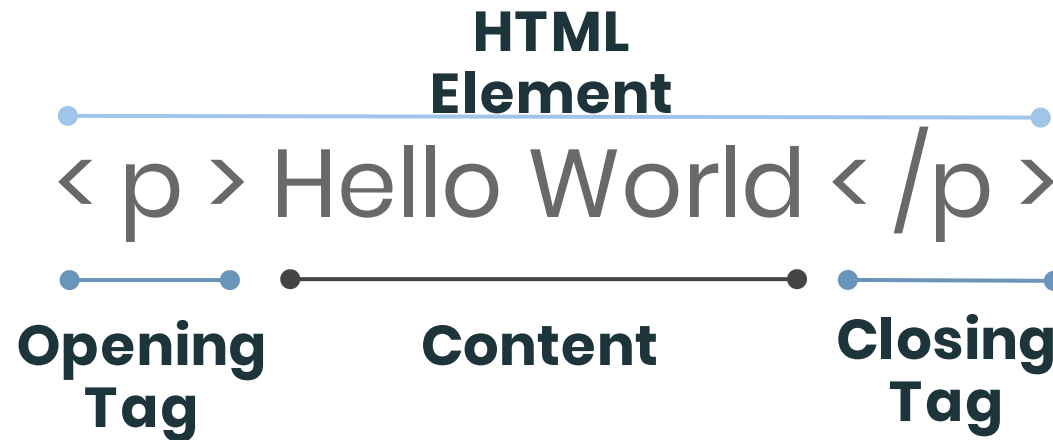
- **CMS**
- **Events and Calendars**
- **Communications**
*HTML in email is not exactly the same as web pages
- **Attributes**
- **Workflows**
- **Reports**



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



Create a Waiver in an Event Registration

Parents: Why are there so many waivers for camp?

Camp:



```
<h1>Liability Waiver</h1>
```

```
<p>Please don't sue us.</p>
```

```
<p>We don't have that kind of money.</p>
```

Here Are Some Common HTML Attributes

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**

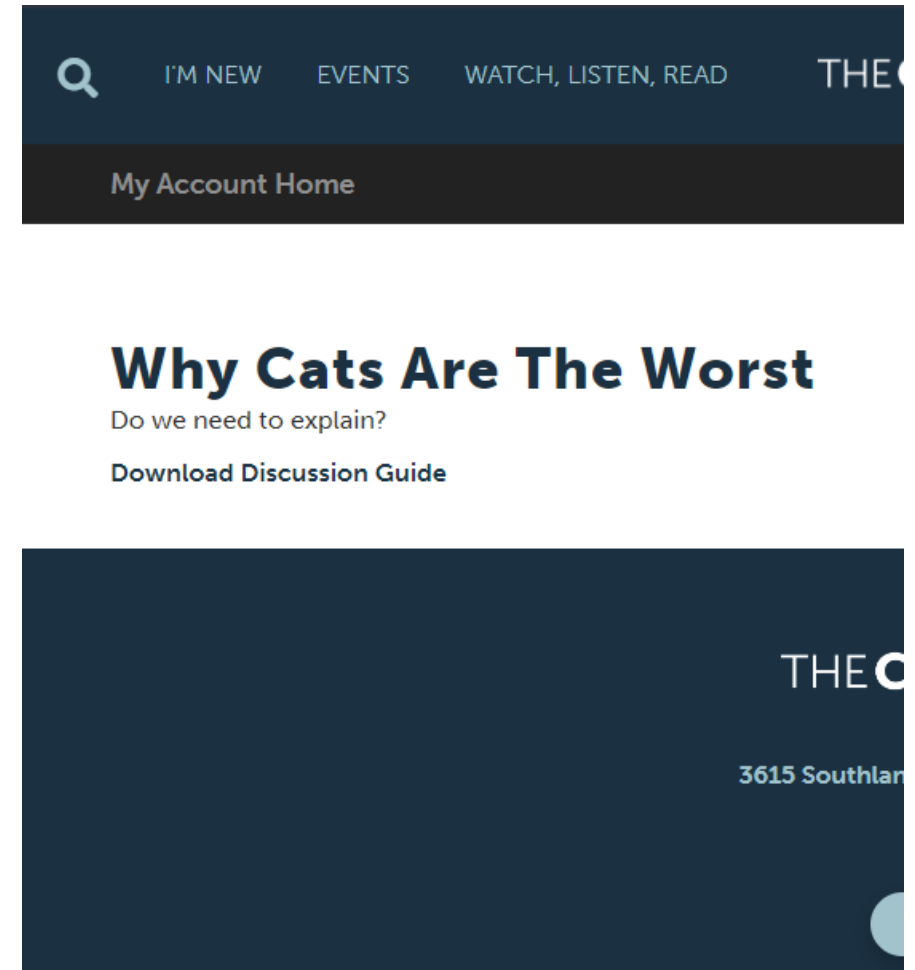
hypertext reference for anchor tags (url to another place)

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

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

Display the Most Recent Sermon

```
<div>
  <img />
  <h2>Why Cats Are The
Worst</h2>
  <p>
    Do we need to explain?
  </p>
  <a>Download Discussion
Guide</a>
</div>
```



Add Attributes to the HTML

```
<img />
<h2>Why Cats Are The Worst</h2>
<p>
  Do we need to explain?
</p>
<a>Download Discussion Guide</a>
```

```

<h2 style="color: darkred;">Why Cats Are The Worst</h2>
<p>
  Do we need to explain?
</p>
<a href="https://google.com" class="btn btn-primary">
  Download Discussion Guide
</a>
```

My Account Home

Why Cats Are The Worst

Do we need to explain?

Download Discussion Guide

THE C

3615 Southland

My Account Home



Why Cats Are The Worst

Do we need to explain?

Download Discussion Guide

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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 with **CSS Selectors** (the name of the element's tag, id, or class)

```
<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>
```

Combine and Chain Selectors

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

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

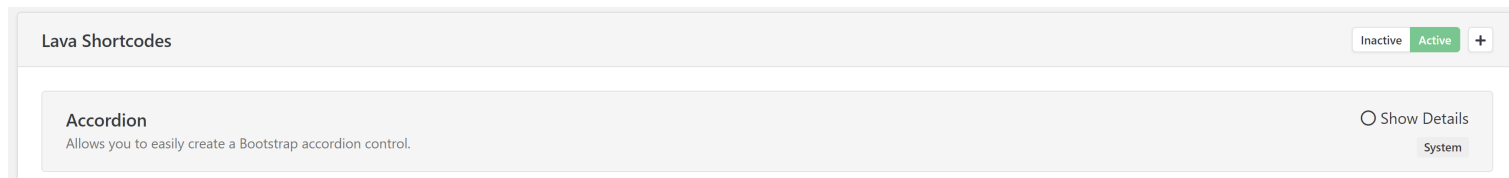
```
<div class="blue">Hello!</div>
```

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

```
<style>
  p {
    color: lightblue;
  }
  #my-paragraph {
    font-weight: bold;
  }
  .blue, p {
    background-color:
blue;
  }
  p.blue {
    font-size: 16px;
  }
</style>
```

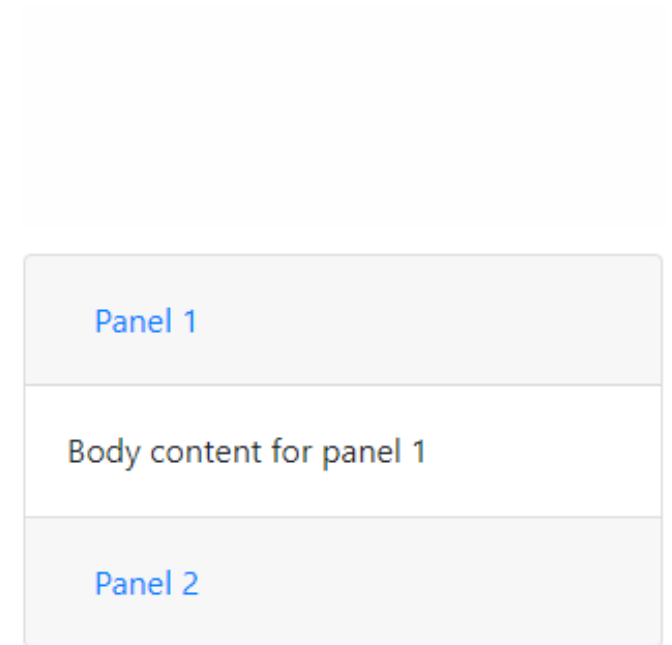
Bootstrap Is a Library of CSS Classes and JS Functions

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.



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

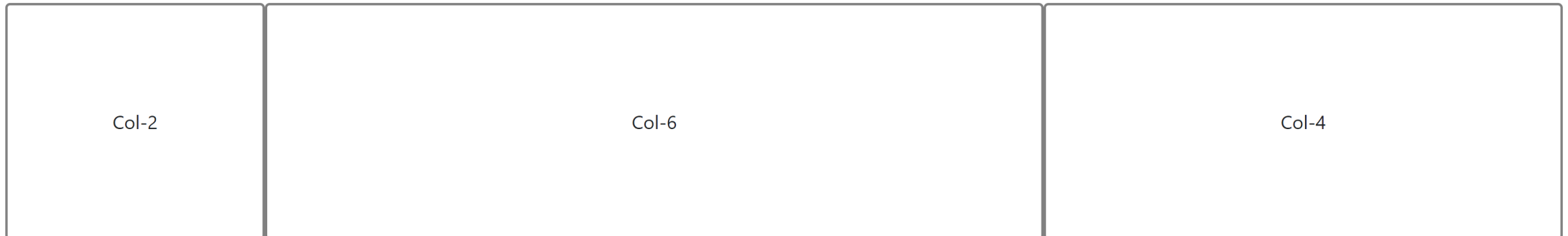
*pseudo-code, not functional



Learn the Bootstrap Grid System

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>
```

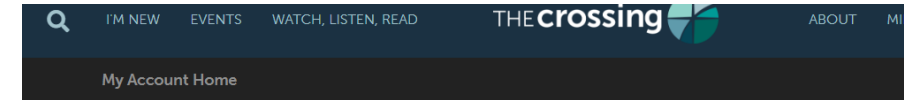


Grid Breakpoints Allow You to Create Responsive Pages

	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			

Use the Grid to Create a Simple Responsive Design

```
<div class="row">
  <div class="col-xs-12 col-md-4">
    
  </div>
  <div class="col-xs-12 col-md-8">
    <h2 style="color: darkred;">Why Cats Are The
Worst</h2>
    <p>
      Do we need to explain?
    </p>
    <a href="https://google.com" class="btn btn-
primary">
      Download Discussion Guide
    </a>
  </div>
</div>
```



Why Cats Are The Worst

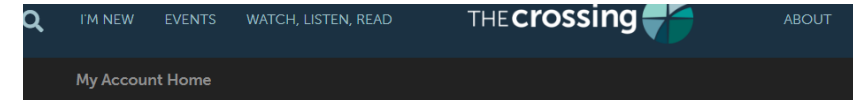
Do we need to explain?

[Download Discussion Guide](#)



Incorporate Lava for Dynamic HTML

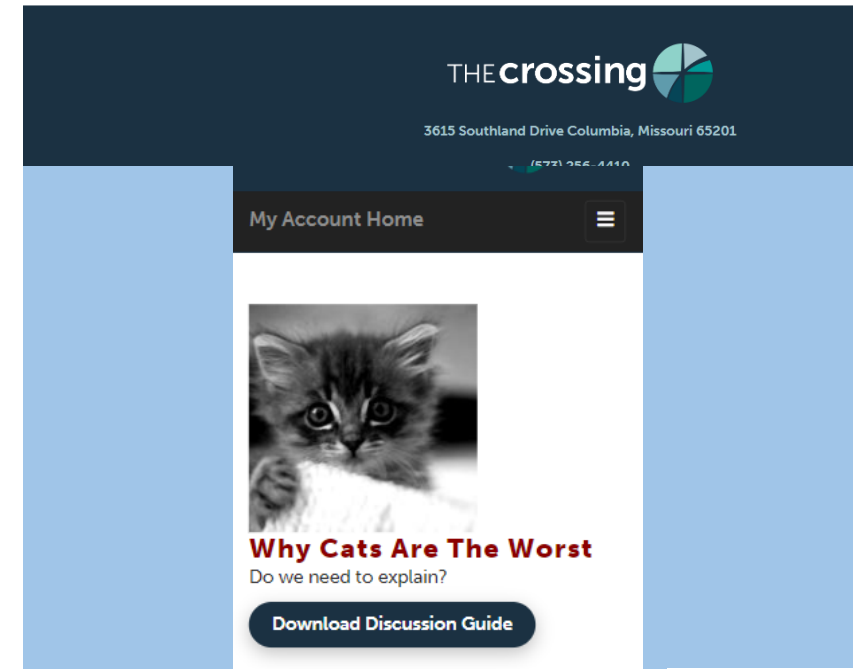
```
<div class="row">
  <div class="col-xs-12 col-md-4">
    
  </div>
  <div class="col-xs-12 col-md-8">
    <h2 style="color: darkred;">{{Item.Title}}</h2>
    <p>
      {{Item.Content}}
    </p>
    <a href="{{Item | Attribute:'Guide'}}" class="btn btn-
primary">
      Download Discussion Guide
    </a>
  </div>
</div>
```



Why Cats Are The Worst

Do we need to explain?

[Download Discussion Guide](#)



How is HTML Applied to Emails?

An HTML Element Has Four Components

- **1 – Element**

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

- **2 – Padding**

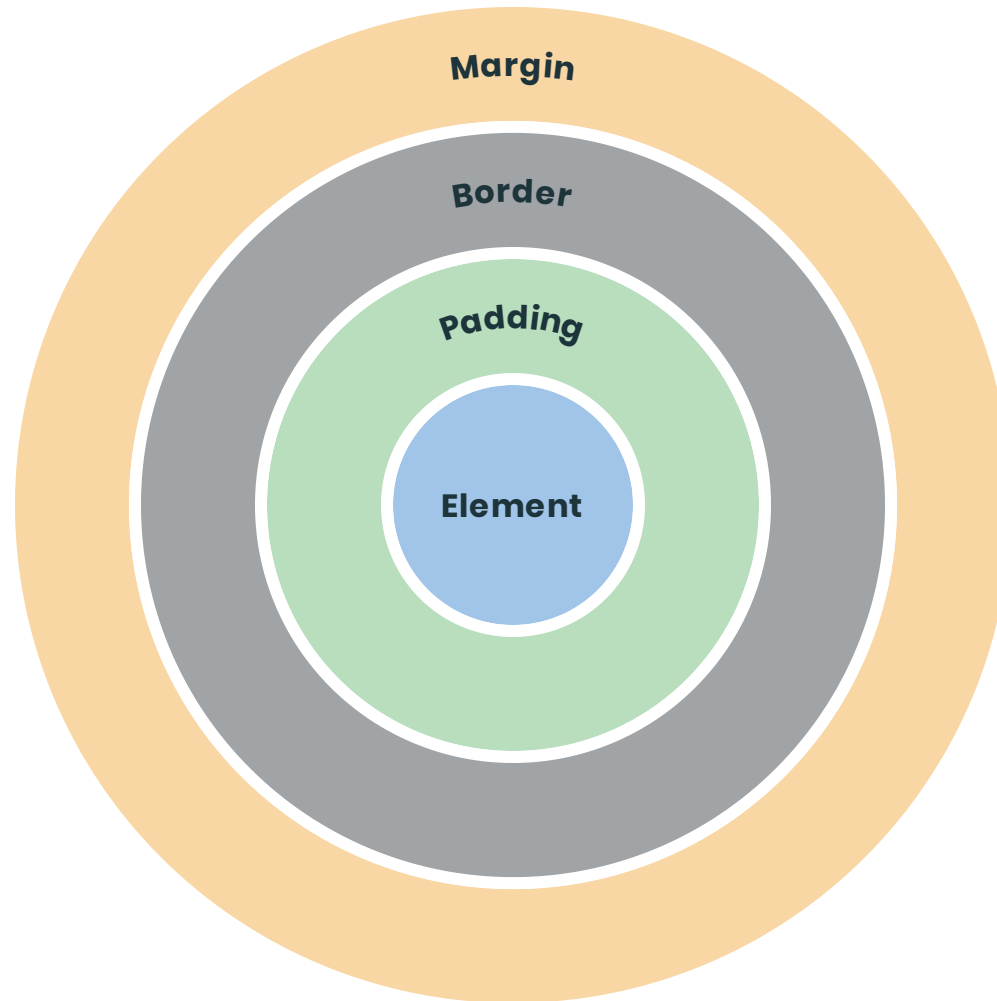
White space between the border of the element and the content

- **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

Section

Column 1

Background Color

rgba(0,0,0,0)

Padding Top

px

Padding Bottom

px

Padding Left

px

Padding Right

px

Column 2

Background Color

rgba(0,0,0,0)


Padding Top

px

Padding Bottom

px

Image



Upload

Image Width

px

Margin Top

px

Margin Left

px

Width

Full Width

Align

Left

Resize Mode

Image Height

px

Margin Bottom

px

Margin Right

px

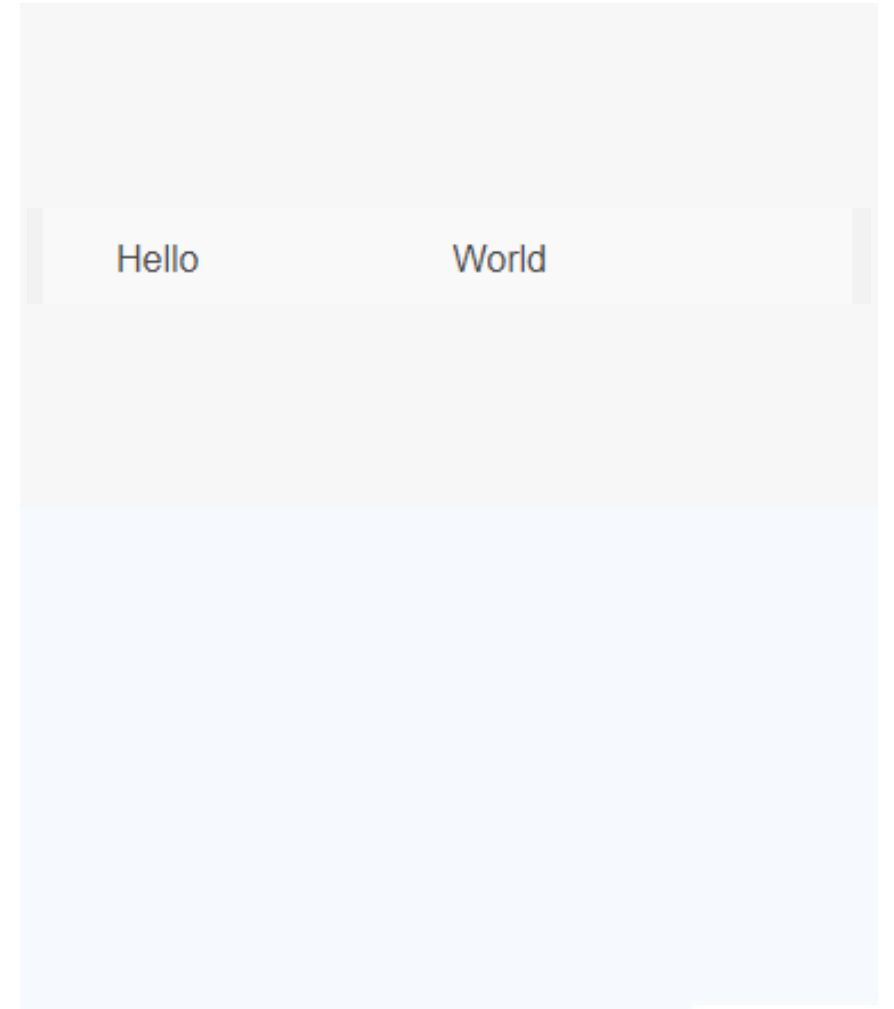
Send Test

Preview

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>
```

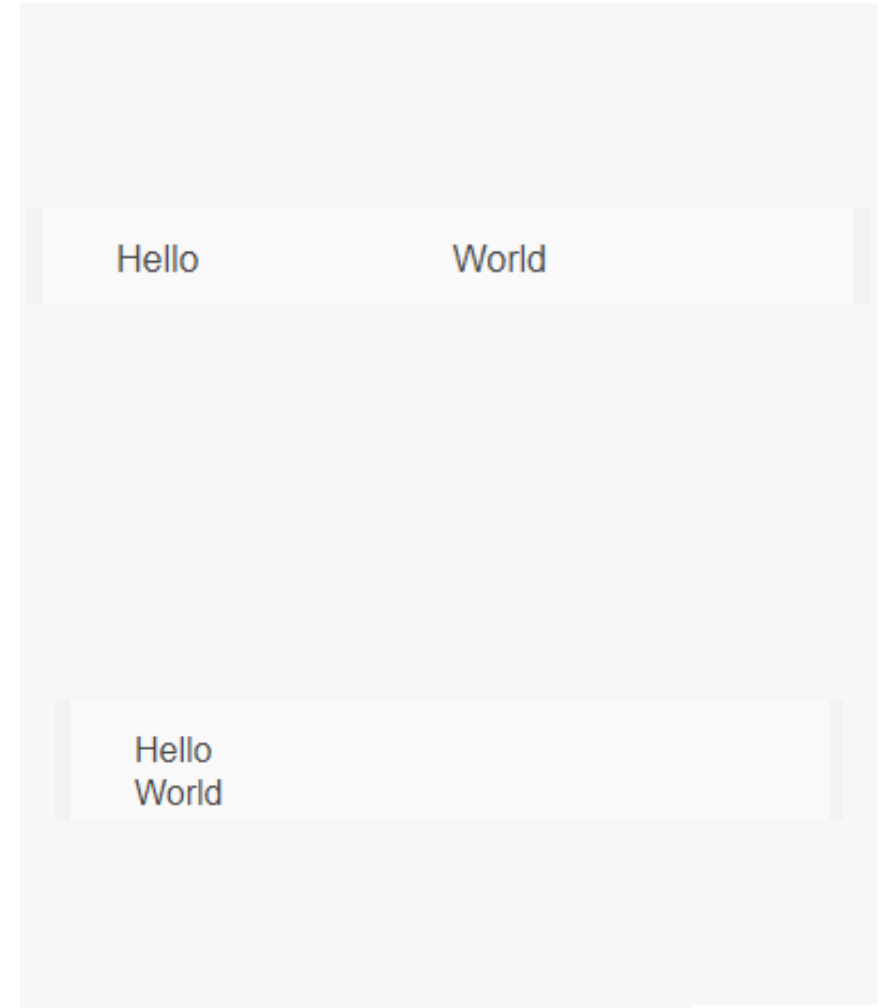
Expectation vs Reality



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



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
- **flex**
Let child elements display next to each other
- **block**
Display like a paragraph tag, each element on own line

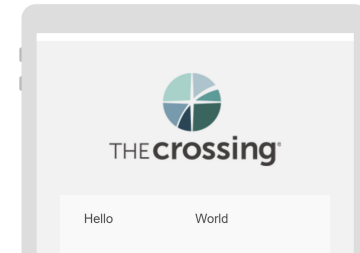
```
<div style="display: flex;">  
  <div style="width: 50%;">Hello</div>  
  <div style="width: 50%;">World</div>  
</div>
```

Email Clients Render HTML Differently

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

Email Preview

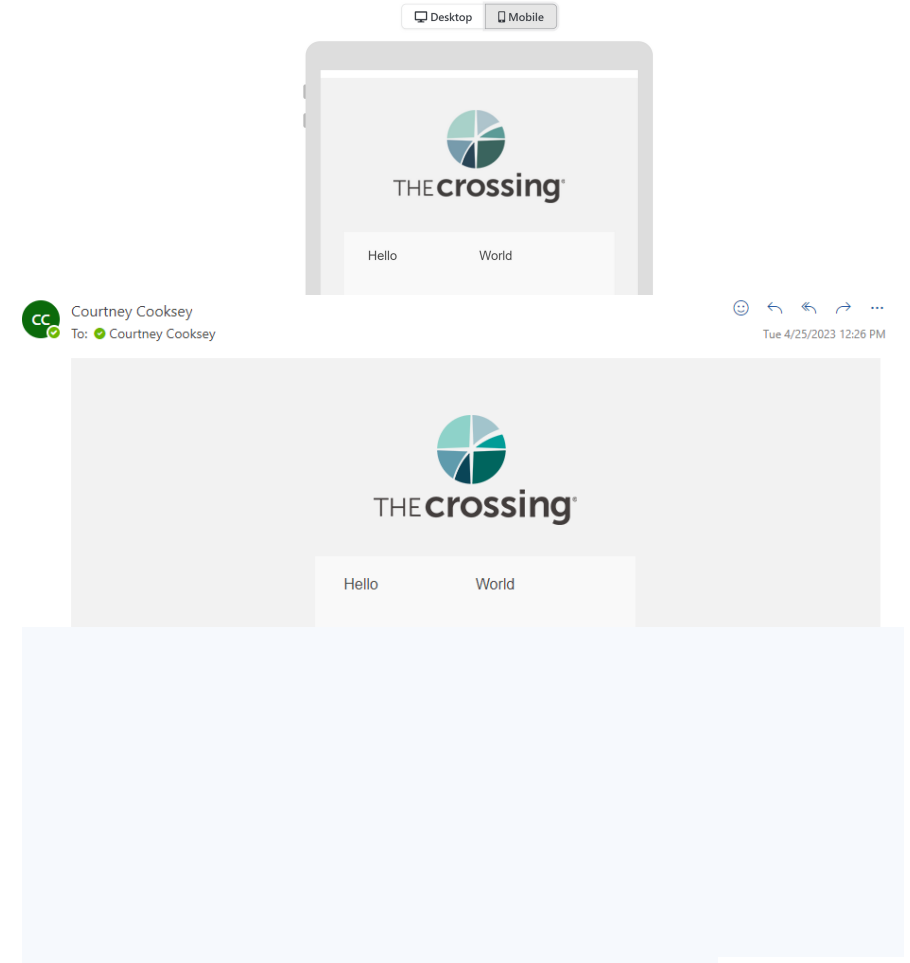
Desktop Mobile



Email Clients Render HTML Differently

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

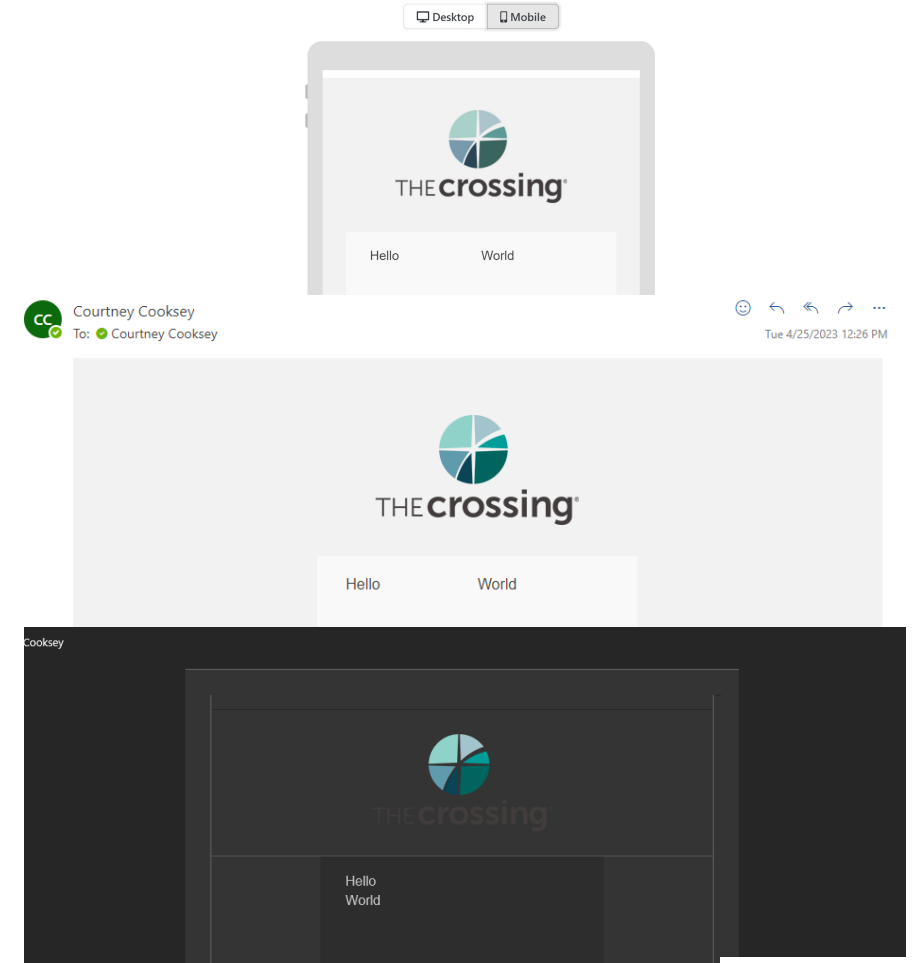
Email Preview



Email Clients Render HTML Differently

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

Email Preview



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Resources for Writing HTML

Reliable Resources for HTML and CSS

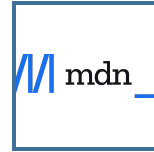


StackOverflow

<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)

Questions?