





CONDÉ NAST
CENTER *of*
FASHION
& DESIGN



TONGJI UNIVERSITY
COLLEGE OF DESIGN AND
INNOVATION
同济大学设计创意学院

FRENCH TECH
SHANGHAI



le wagon





Bring technical skills
to creative people



Community Workshops



- | | |
|------------|--|
| Tue 08 Nov | • API for Beginners |
| Thu 10 Nov | • The 2-hour Landing Page |
| Sat 26 Nov | • Javascript class for Beginners |
| Tue 29 Nov | • CSS Components Design |
| Sat 03 Dec | • WeChat API Hands-on |
|
 | |
| Tue 06 Dec | • Technical workflow in Startups |
| Thu 08 Dec | • Git & GitHub for Beginners |
| Tue 13 Dec | • Product specs 101 |
| Sat 17 Dec | • Launch your product: Tools & Metrics |
| Tue 10 Jan | • Behind the scene: On-Demand platform |
| Tue 17 Jan | • Sketch UI Design Crash Course |

2h-landing

le wagon 

Landing page

Clear proposition value
Clean design
Call-to-Action
CRM first milestone

Landing page tools

strikingly



Coding language

HTML



content
+ structure

CSS



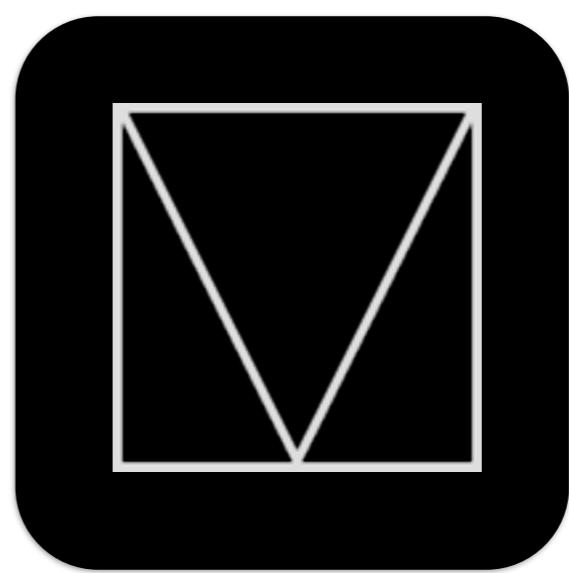
style

JS



dynamism
+ usability

CSS libraries



Workshop outline

Theoretical intros

Basic concepts to understand

Live-code demos

We code, you don't :)

Your turn

Have fun

Setup



Action 1.
Let's set up

Front-end languages

HTML



CSS



JS



Structure

HTML



Structure your content

Design

css



Design your content

Animation

JS



Animate your content

HTML

Without structure, no design

Different contents

some text content..

some other content..

some third content..

Tag them

some text content..

h1

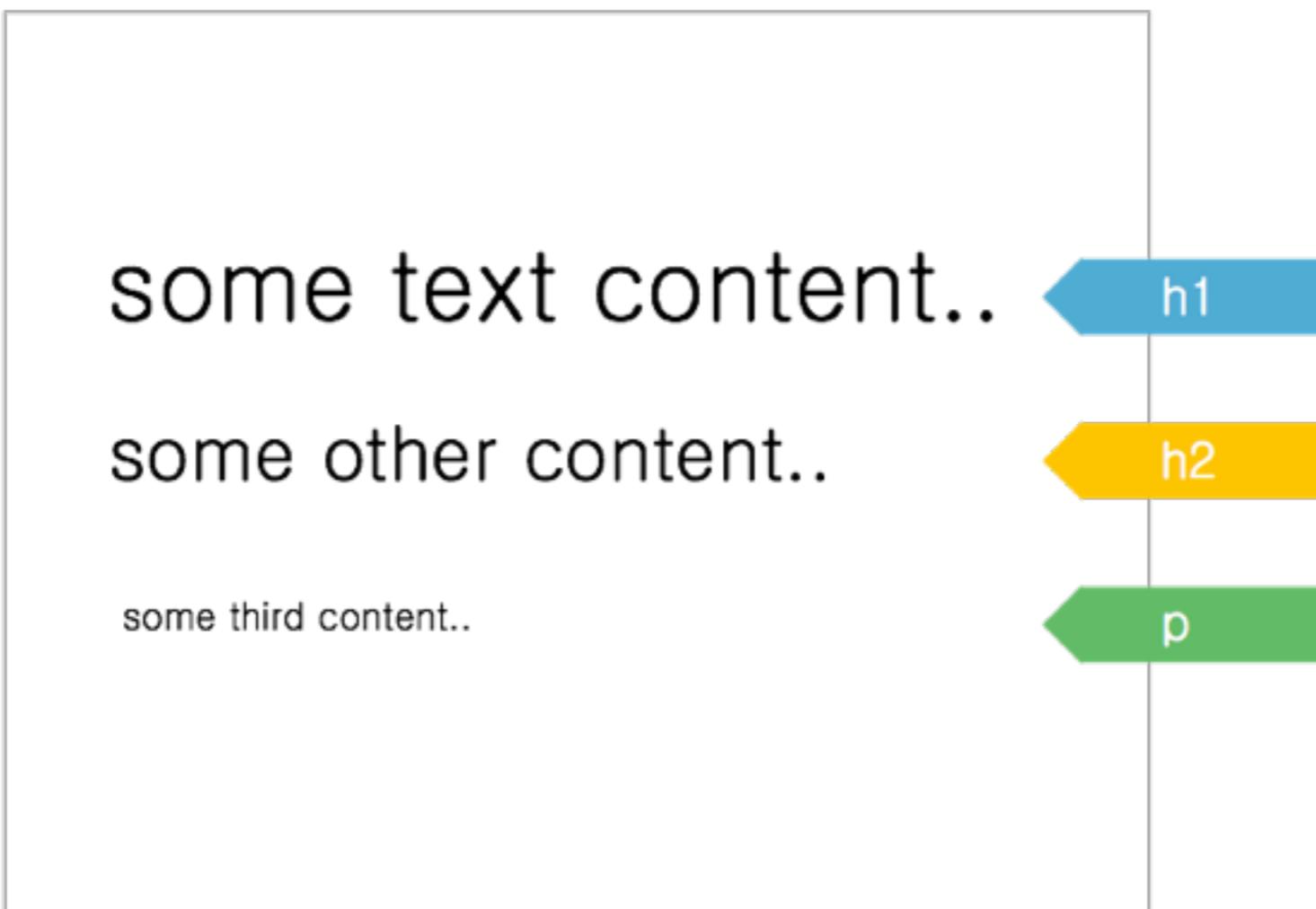
some other content..

h2

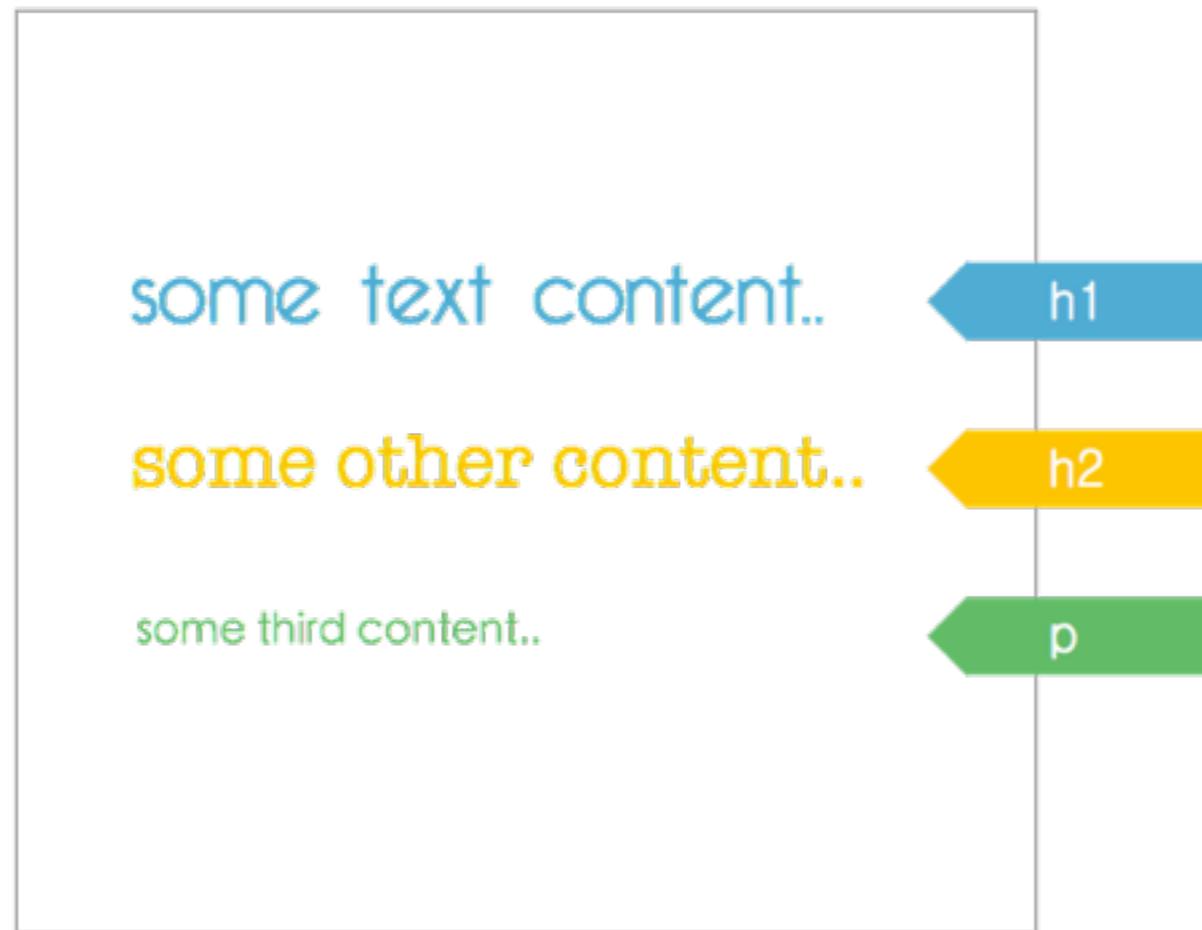
some third content..

p

Browser apply defaults



Over-ride with CSS



Skeleton

<!DOCTYPE html>

<!-- end of file -->

Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

```
<!-- html code -->
```

```
</html>
```

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

Head & body

```
<!DOCTYPE html>
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Title & utf-8

```
<!DOCTYPE html>
<html>
  <head>
    <title>Landing</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Head & search

```
<head>  
  <title>Le Wagon - Learn to code...</title>  
  <meta name="description" content="Le Wagon is...">  
</head>
```

Le Wagon - Learn to code - Bootcamp in Ruby on Rails, HTM...

<https://www.lewagon.com/> ▾

Le Wagon is Europe's best coding school for entrepreneurs. Checkout for yourself the projects developed by our students.

Head & Facebook

```
<head>
```

```
  <meta property="og:title" content="le Wagon - The..">
  <meta property="og:image" content="facebook-card.jpg">
  <meta property="og:description" content="Le Wagon is the...">
```

```
</head>
```

Check out <http://lewagon.org/en>

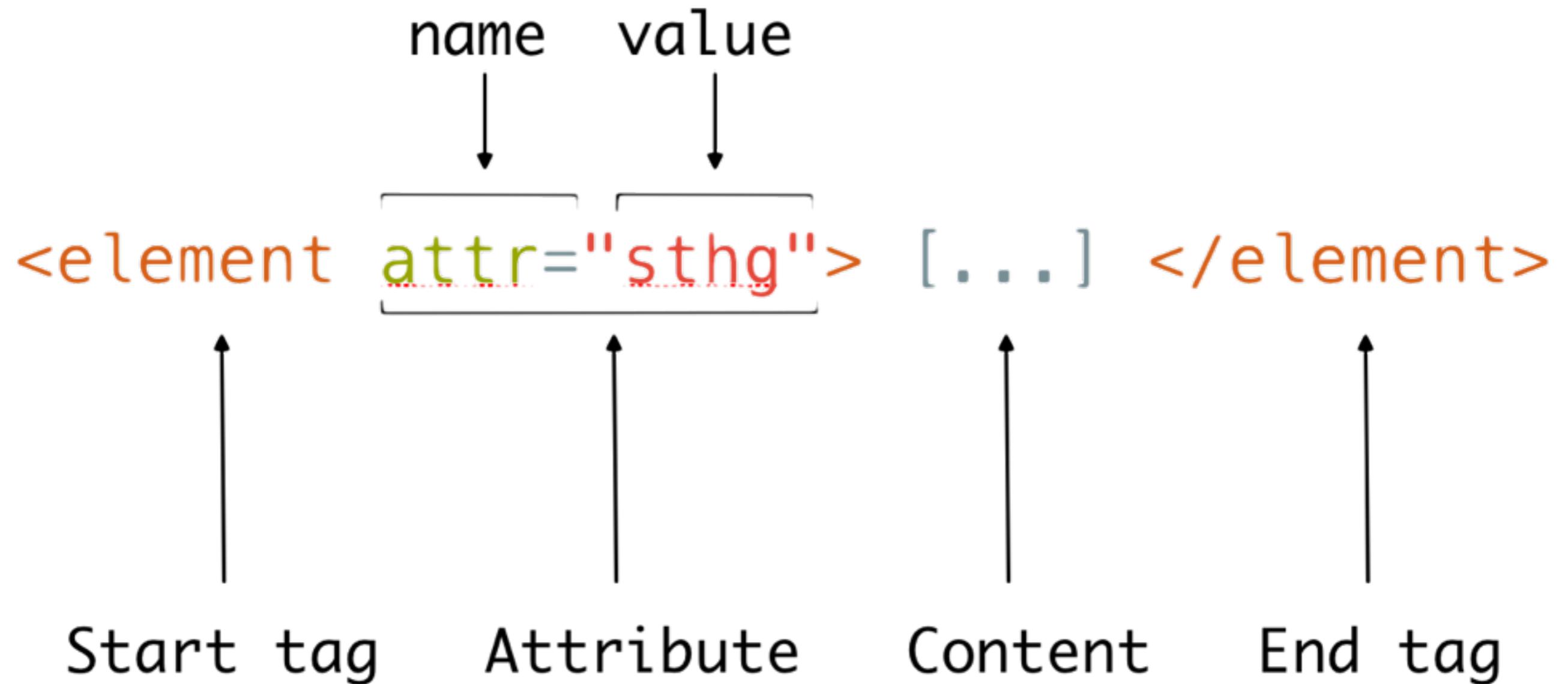


Le Wagon - The French innovative coding school

Le Wagon is the best French coding school for entrepreneurs. Checkout by yourself the projects of our students. You will be impressed.

WWW.LEWAGON.ORG

Core syntax



Syntax example

```
<a href="http://lewagon.org" target="_blank">  
  Le Wagon  
</a>
```



Le Wagon

What is the tag name?
What is the content?
What are the two attributes?

HTML - titles

```
<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>
```

HTML - paragraph

<**p**>

 Lorem ipsum dolor sit amet, consectetur
 adipisicing elit. Veritatis laboriosam
 autem at ab omnis iure quis

</**p**>

HTML - emphasize

<p>

You can emphasise <**em**>some words</**em**>, and even <**strong**>more if needed</**strong**>

</p>

HTML - list

```
<h2>Shopping list</h2>
```

```
<ul>
```

```
  <li>Milk</li>
```

```
  <li>Butter</li>
```

```
</ul>
```

```
<h2>World Cup 2014</h2>
```

```
<ol>
```

```
  <li>Germany</li>
```

```
  <li>Argentina</li>
```

```
</ol>
```

HTML - image

```

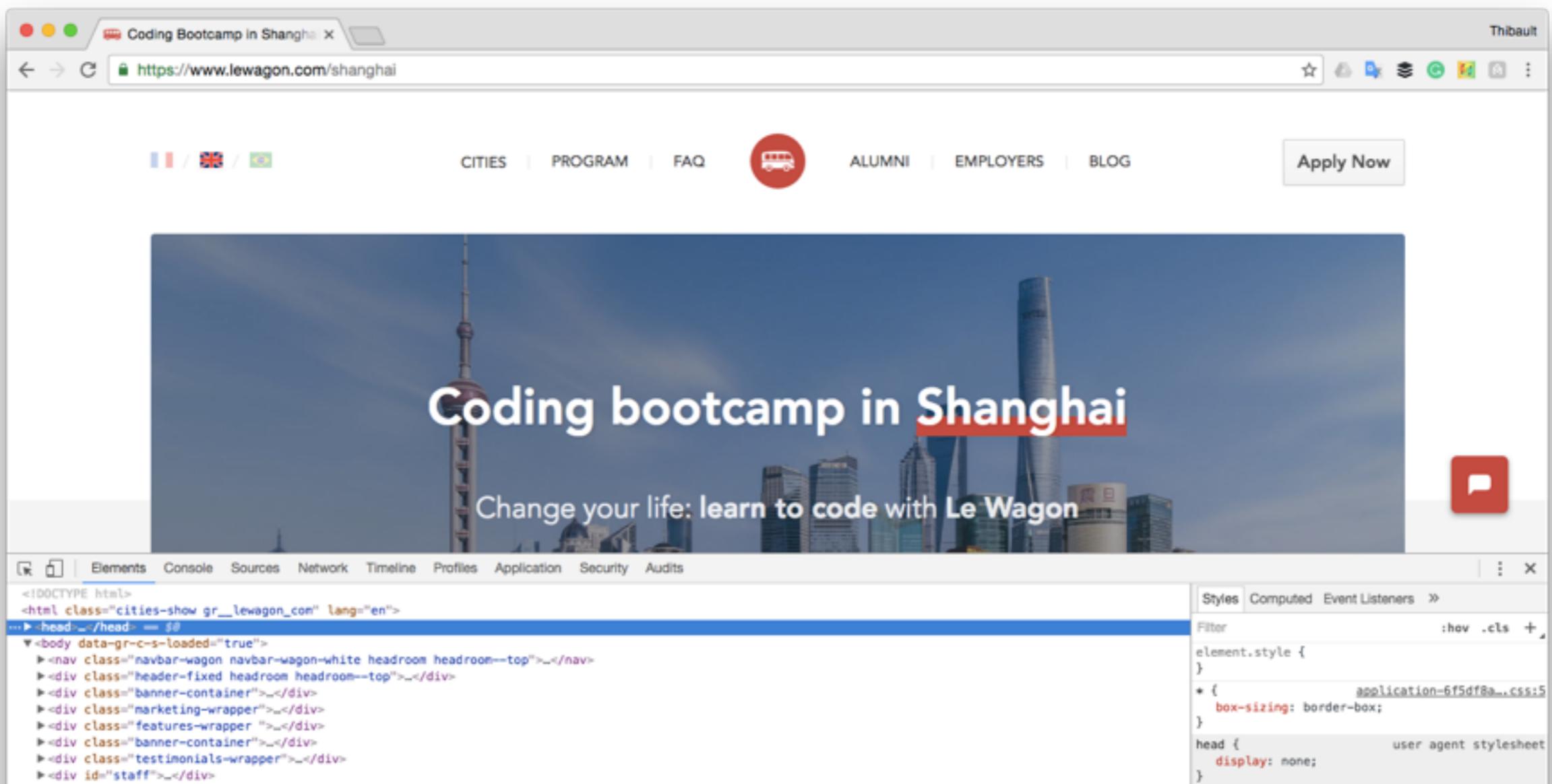
```

Action 2.

Let's add HTML content now.

CSS

Web without CSS ?
Let's find a page and cut its head!



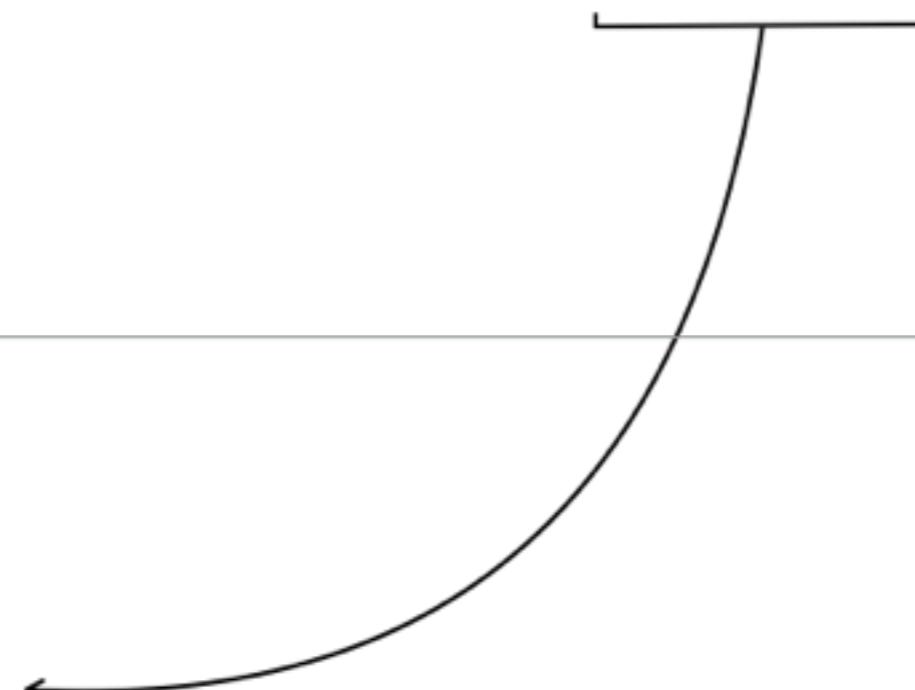
Linking stylesheets

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 }
```



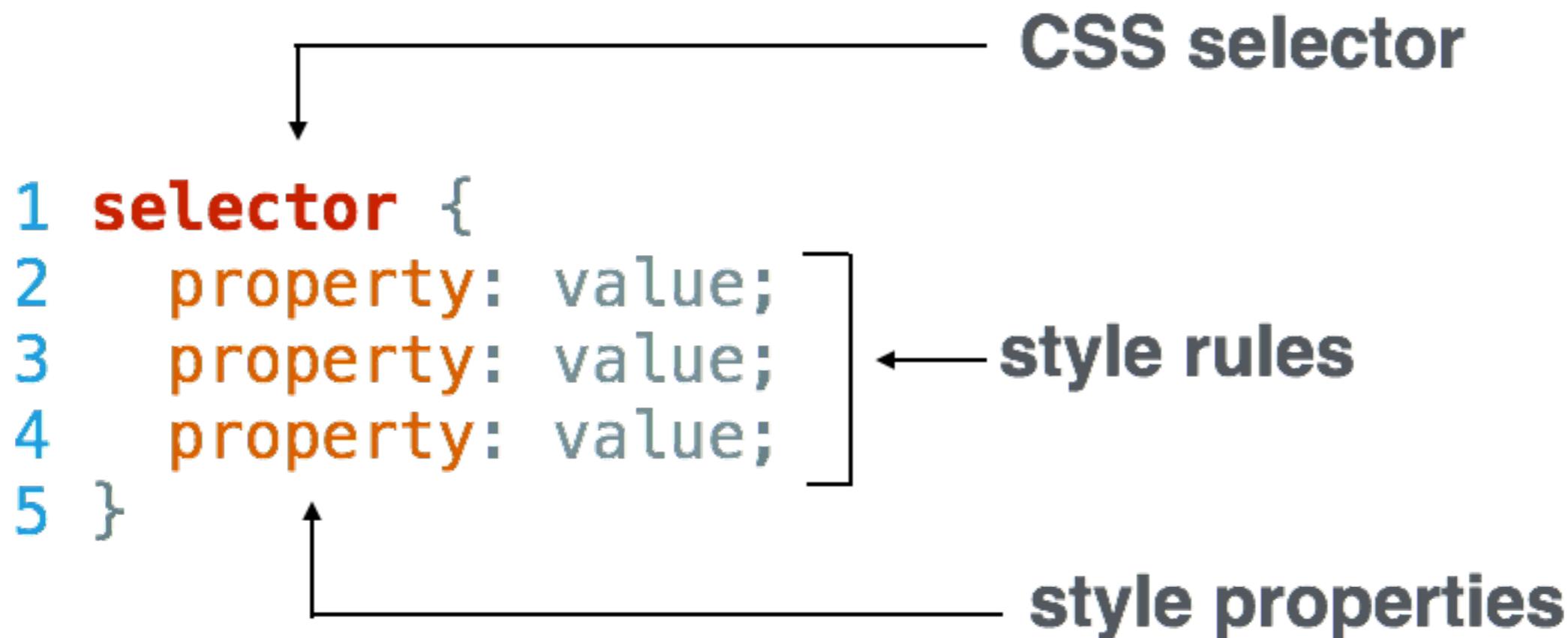
CSS syntax

```
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



Use the good keywords on Google

CSS example



we select
all <h2> of the page

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

Colors

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



RGB tips



Text vs. Background

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

text color

background color

Background images

```
1 body {  
2   color: orange;  
3   background-image: url("background.jpg");  
4 }
```

background-image



Font family

A

serif

font-family

font-size

line-height

font-weight

letter-spacing

color

text-decoration

text-align

font-style

text-transform

Font family

A

sans-serif

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

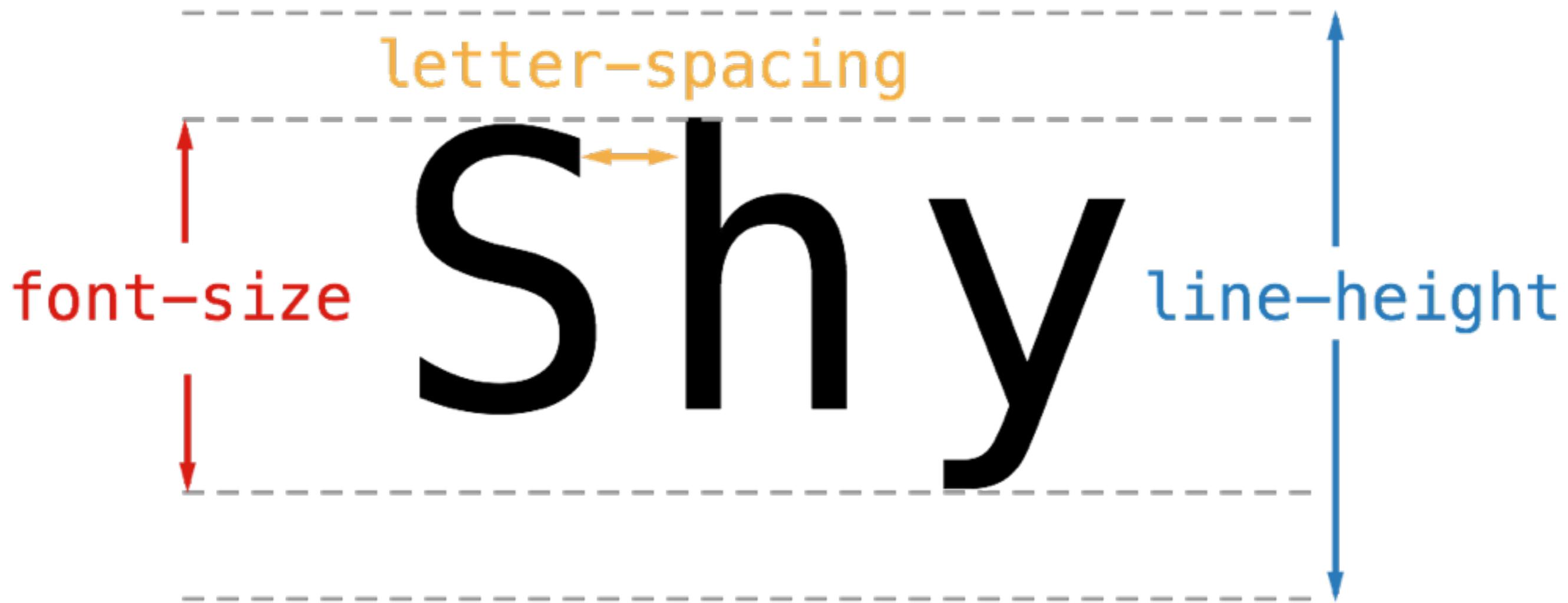
Font family

a b

monospace

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font size & spacing



Font color

ab

color: green;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font decoration

ab

text-decoration: underline;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font alignment

this is a
paragraph
centered with **text-align**

text-align: center;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font weight

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

Action 3.

CSS for Fonts & Colors

Div & Box model

Real-life...

The screenshot shows the Airbnb website interface. At the top left is the Airbnb logo and a search bar with "Paris". To the right are user profile icons for "Boris" and "AIDE", and a yellow button for "PUBLIEZ VOTRE ANNONCE".

Map: A map of the Paris region with numerous pink location pins clustered around the city center. Labels for various towns like Poissy, Nanterre, and Versailles are visible.

Listing 1: A thumbnail image showing the Eiffel Tower. Below it is the title "Chambre d'étudiant, vue tour eiffel", a heart icon, and a speech bubble with the number 2.

Listing 2: A thumbnail image of a room with red walls and white furniture. Below it is the title "Very COOL flat // Heart of Paris.", a heart icon, and a speech bubble with the number 5.

Bottom Left: A partial view of another listing showing a living room with a sofa and red pillows, with the text "2 connexions sociales" above it.

Bottom Right: A partial view of another listing showing a room with a guitar hanging on the wall.

Navigation: At the bottom right, there are navigation arrows pointing left and right, indicating more content is available.

Div & Box model

...is made of div

The image displays two screenshots of Airbnb websites side-by-side, separated by a vertical line.

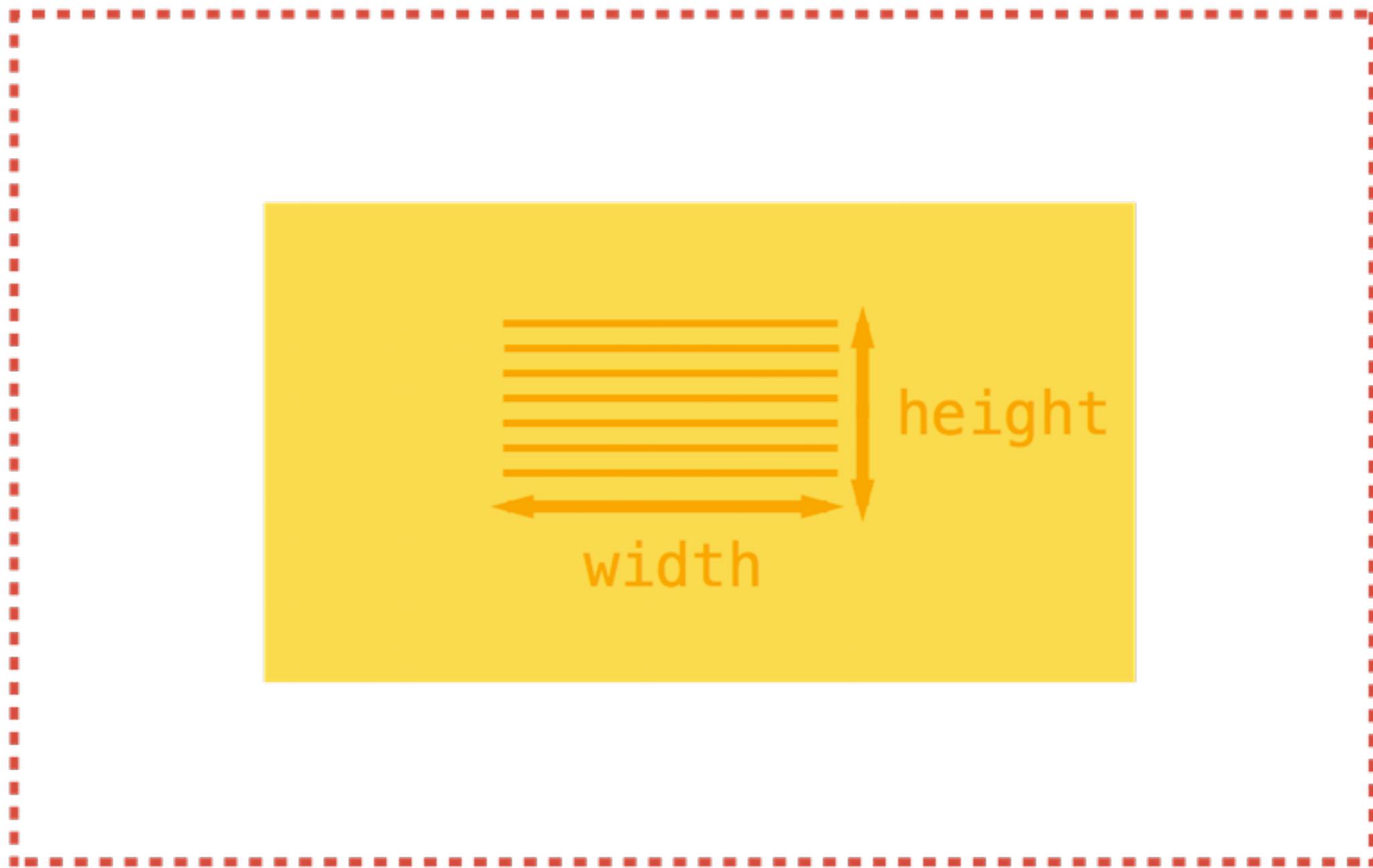
Left Screenshot: Shows a map of the Paris region with several listing pins. The pins are pink with a white outline. The map includes labels for various towns and cities like Achères, Argenteuil, Saint-Denis, Nanterre, Paris, Versailles, Clamart, Robins, Antony, Palaiseau, Gif-sur-Yvette, Les Ulis, Athis-Mons, Savigny-sur-Orge, Viry-Châtillon, Forêt de Sénart, Saint-Michel-sur-Orge, Bretigny-sur-Orge, Corbeil-Essonnes, and Moissy-Cramayel. The interface includes an 'airbnb' logo, a search bar with 'Paris', and a search button.

Right Screenshot: Shows a grid of three Airbnb listing cards:

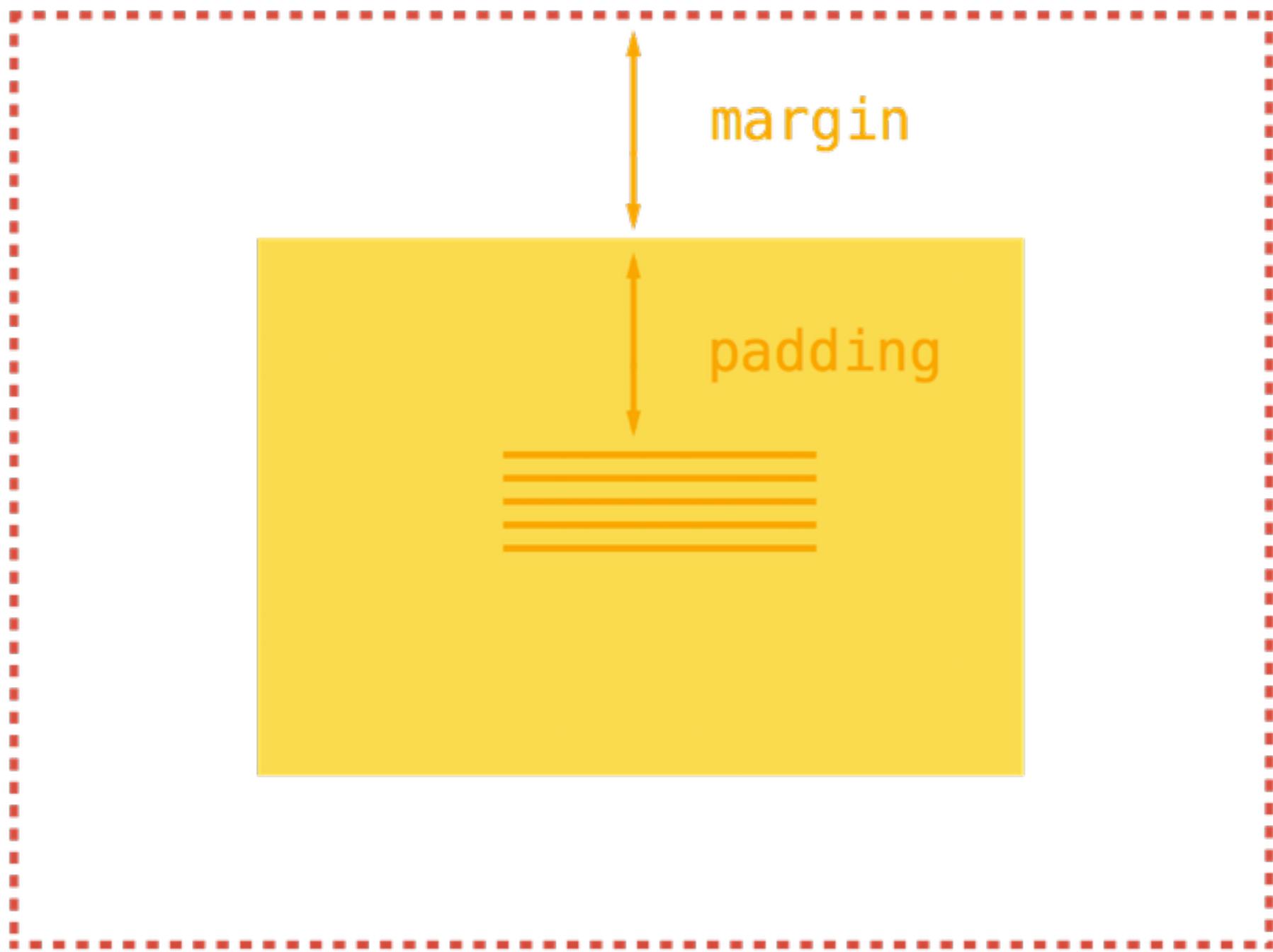
- Top Left:** 'Chambre d'étudiant, vue tour eiffel' - Logement entier, Tour Eiffel - Champ de Mars, ... - 36€ Par nuit
- Top Right:** 'Very COOL flat // Heart of Paris.' - Logement entier, Invalides - Ecole Militaire, Paris - 160€ Par nuit
- Bottom:** Partially visible listing showing an interior room with a bed and a guitar, labeled '2 connexions sociales'.

Both screenshots have a red border around the main content area, illustrating how complex web pages are composed of multiple div elements.

Box model - content



Box model - margins



Box model - border



Box model - border

```
div {  
    border: 1px solid green;  
    border: 2px dashed #FF530D;  
}
```

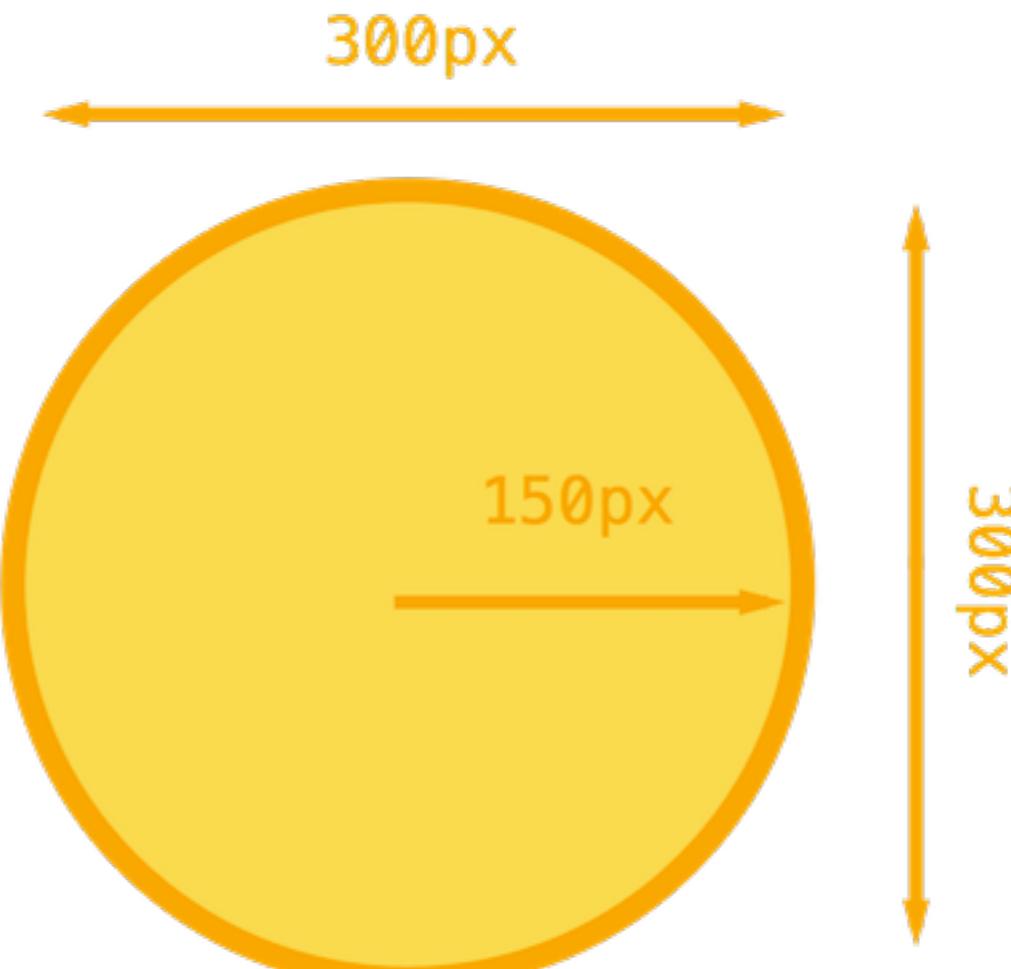


Box model - radius



`border-radius: 5px;`

Box model - radius



```
width: 300px;  
height: 300px;  
border-radius: 150px;
```

Box model - shadow



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

Action 4.

Wrap with div

id & class

how do you resize the logo only?

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 }
```



how do you resize the logo only?

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 staff pictures only?

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

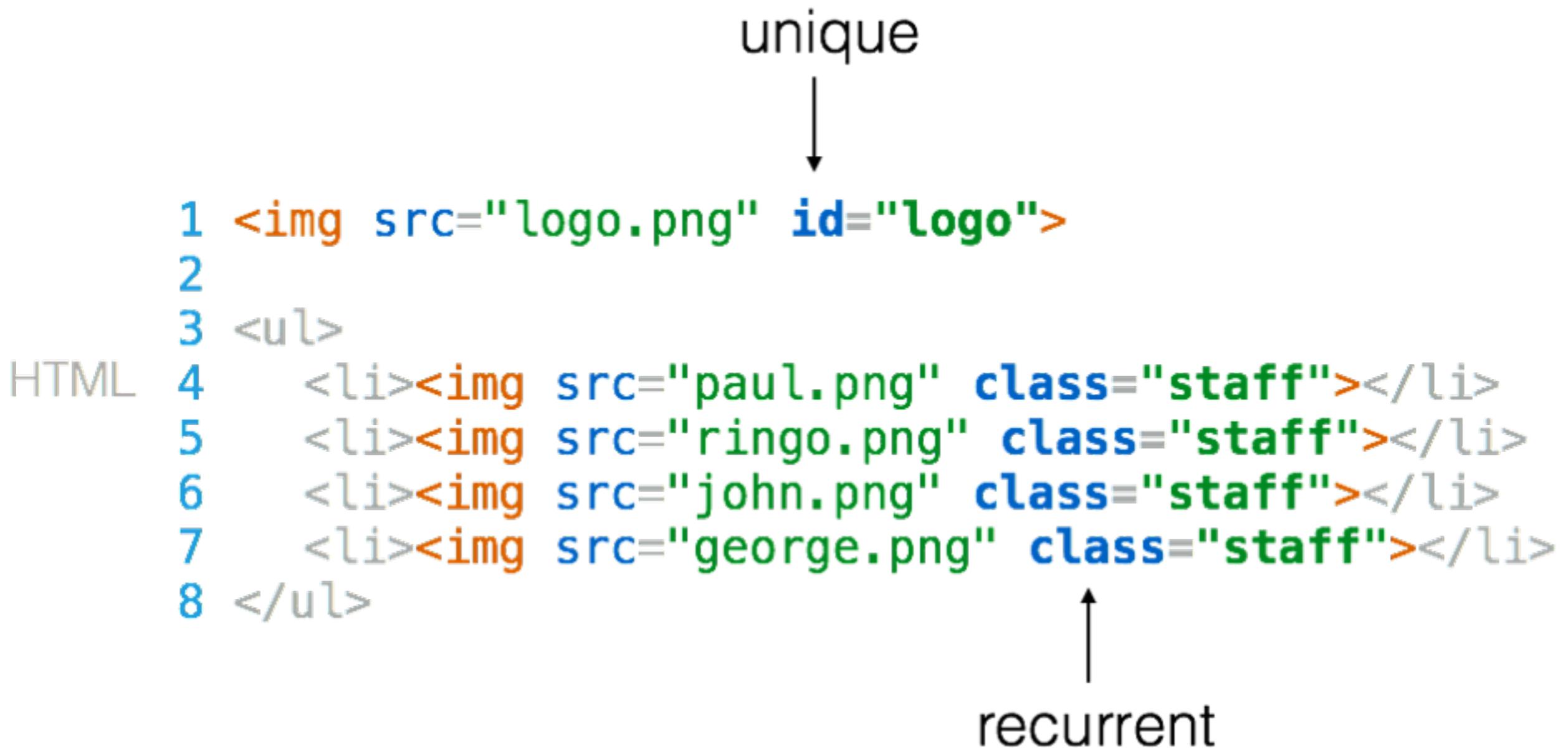
how do you style staff pictures only?

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

```
CSS 1 .staff {  
2   border-radius: 50%;  
3 }
```

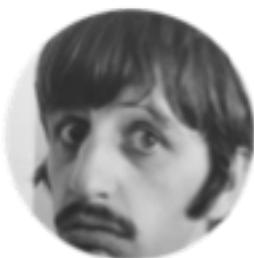


id or class?



Combine

HTML 1



CSS

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



Combine

HTML 1

CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }  
4  
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }
```



Combine

HTML 1

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



CSS

```
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }  
8  
9 #lead {  
10  border: 5px solid red;  
11 }
```



Action 5.

Name your tags

Fontawesome

For UI elements,
you don't want .png or .jpg files
You want a font of icons

<http://fontawesome.io/icons/>

Action 6.
Fontawesome

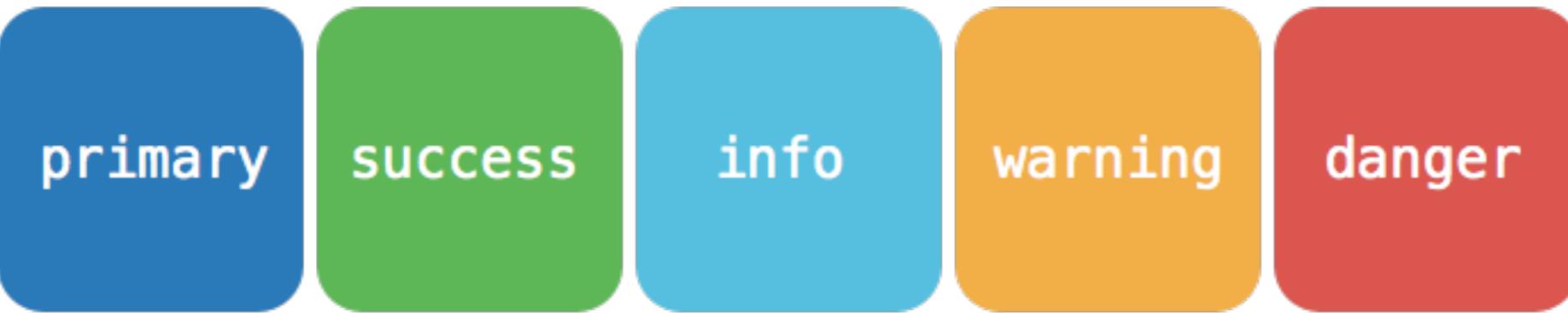


<http://getbootstrap.com/css/>

Action 7.

Let's setup Bootstrap

Semantic scheme



Text classes



```
<div class='text-justify'></div>
```



```
<div class='text-left'></div>
```



```
<div class='text-center'></div>
```



```
<div class='text-right'></div>
```

Button classes

Go

```
<a class='btn btn-primary' href='#'>Go</a>
```

Go

```
<a class='btn btn-warning' href='#'>Go</a>
```

Go

```
<a class='btn btn-danger' href='#'>Go</a>
```

Go

```
<a class='btn btn-info' href='#'>Go</a>
```

Go

```
<a class='btn btn-success' href='#'>Go</a>
```

List classes

```
<ul class='list-inline'>
  <li>
    <a href='http://twitter.com/lewagonparis'>
      <i class='fa fa-twitter'></i>
    </a>
  </li>
  <li>
    <a href='http://facebook.com/lewagonformation'>
      <i class='fa fa-facebook'></i>
    </a>
  </li>
  <!-- etc.. -->
</ul>
```



Image classes

140x140

```
<img class='img-rounded' src='ex.png'>
```

140x140

```
<img class='img-circle' src='ex.png'>
```

140x140

```
<img class='img-thumbnail' src='ex.png'>
```

Your turn

“text-center” on your paragraphs

“list-inline” on your social list

“btn btn-primary” for your subscribe button

Grid system



Responsive



Mobile first

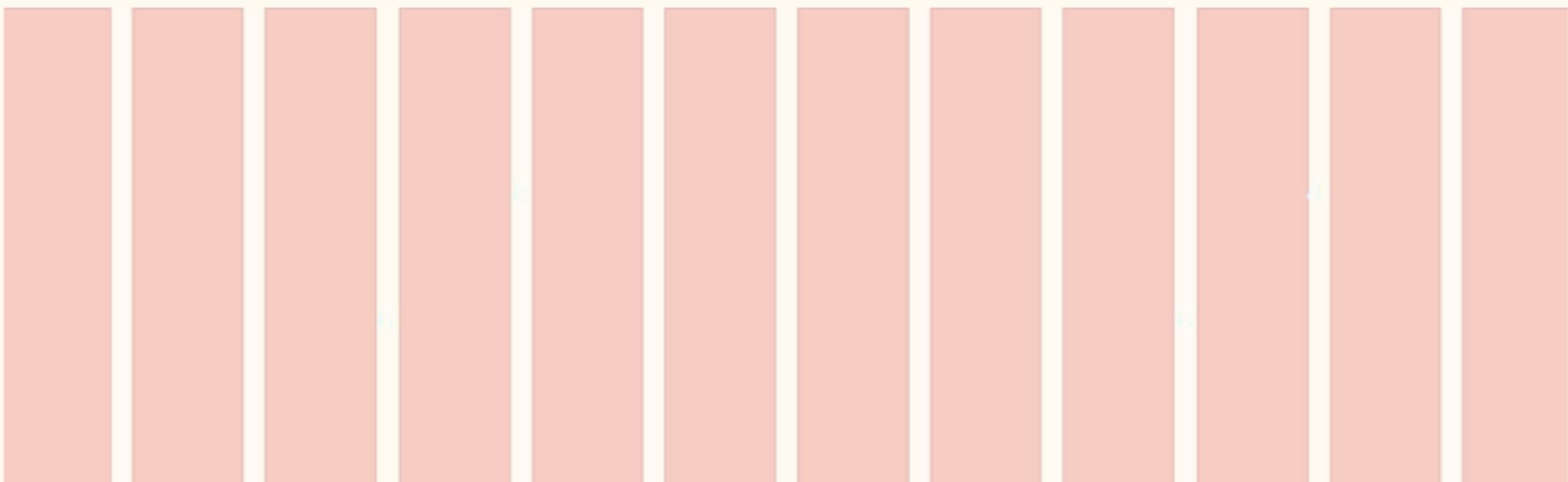


How does it work?

Container

always start with a container

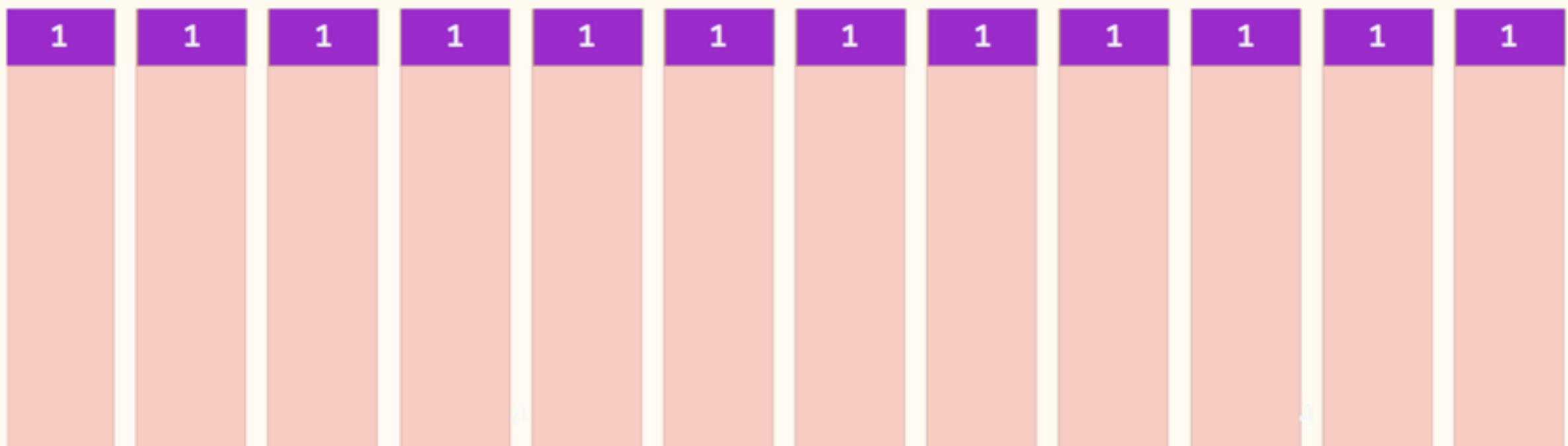
```
<div class="container">  
    <!--Define a container-->  
</div>
```



Rows

then insert rows

```
<div class="container">  
  
  <div class="row">  
    <!-- First row -->  
  </div>  
  
</div>
```



Rows

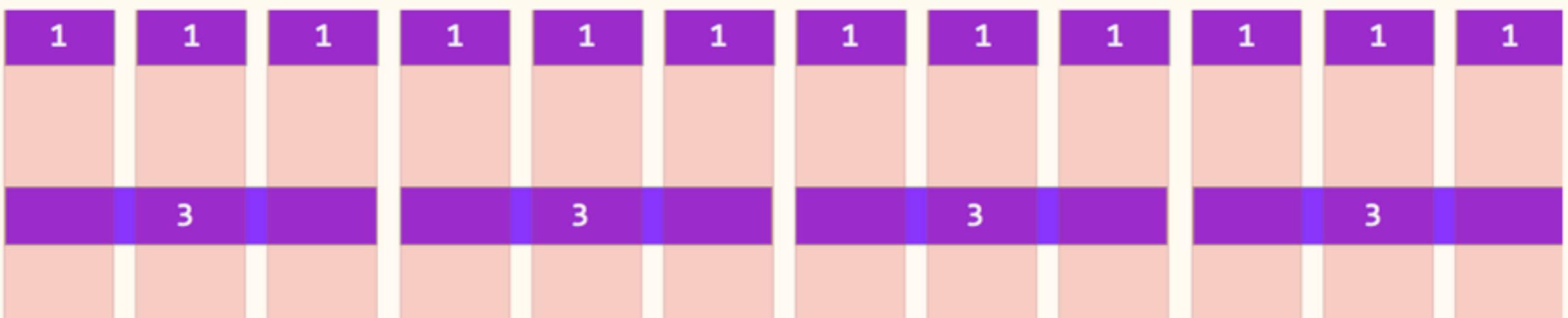
then insert rows

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

</div>
```



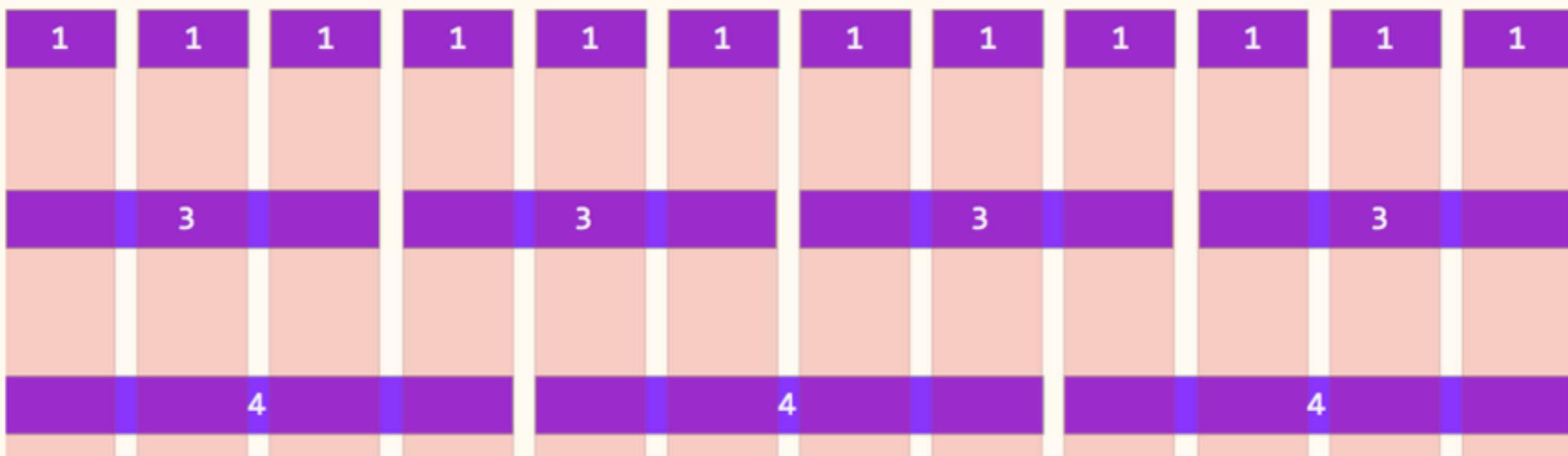
ROWS

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

  <div class="row">
    <!-- Third row -->
  </div>
```



How do we fill rows?

Cols

the elementary block

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

- **col**: because it fits a number of columns
- **xs**: screen width
- **6**: number of columns taken by the block (**max 12**)

Media

xs: Extra small devices (Phones < 768px)

sm: Small devices (Tablets > 768px)

md: Medium devices (> 992px)

lg: Large devices (Desktops > 1200px)

Example - 2 cols



Example - 2 cols

.col-xs-6 will apply on larger screens

```
<div class="container">
  <div class="row">

    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

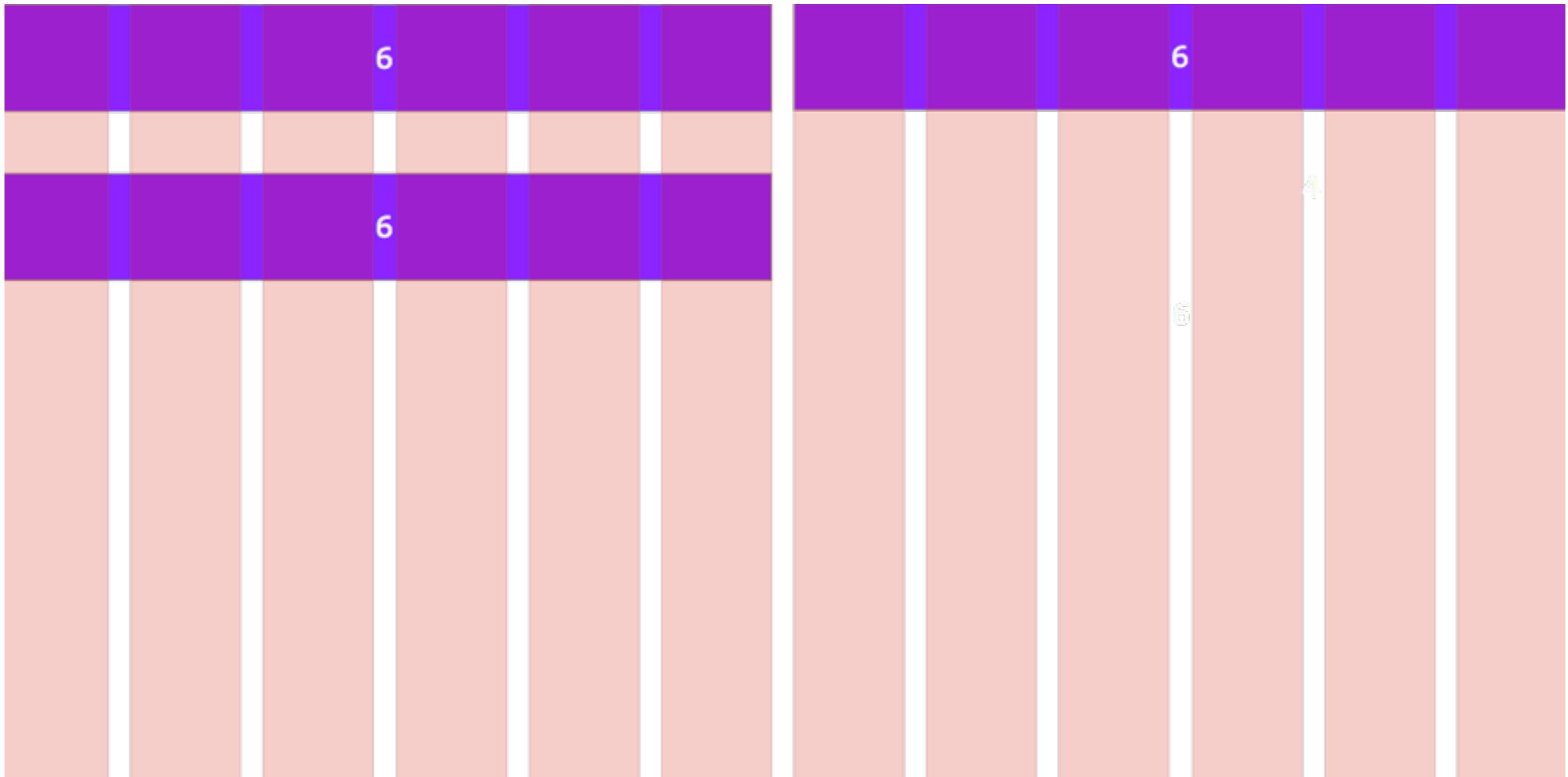
What happens?

```
<div class="container">
  <div class="row">

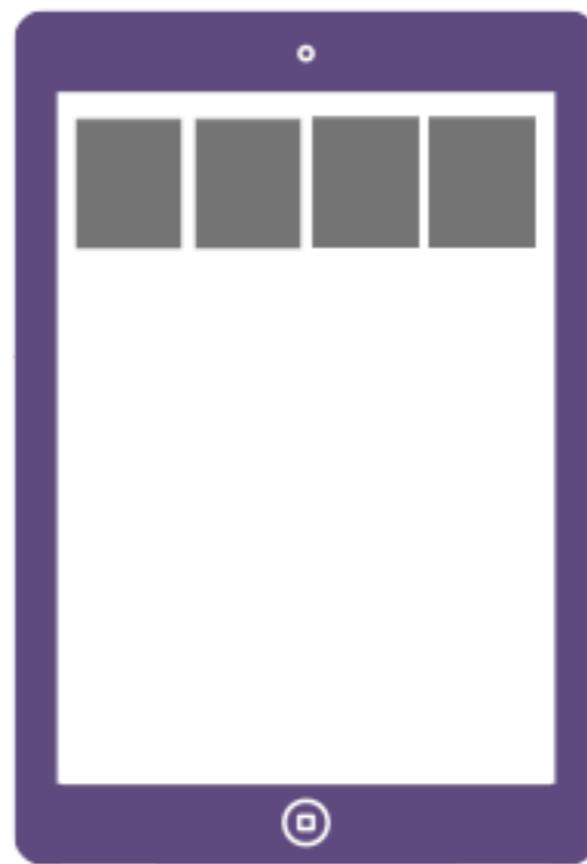
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

Return on new line



Responsive example



Responsive example

```
<div class="container">
  <div class="row">
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
  </div>
</div>
```

Action 8.

The grid

Go further

lewagon.com/shanghai

Thank you!

