



Welcome to this session:

Skills Bootcamp - Building a Landing Page with HTML & CSS

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators
answering questions.



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Skills Bootcamp Cloud Web Development

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Learning Outcomes

- ❖ Utilise Visual Studio Code for web development tasks.
- ❖ Integrate CSS with HTML effectively to style web pages.
- ❖ Apply CSS properties for sizing, positioning, and styling elements to create a visually appealing landing page.



Have you worked with Visual Studio Code before?

- A. Yes
- B. No



How familiar are you with the HTML structure?

- A. Beginner
- B. Intermediate
- C. Advanced



What is the purpose of the link tag in HTML?

- A. To add JavaScript files
- B. To link external CSS files
- C. To link external images
- D. To embed a video

Question

- ❖ What is a landing page and why is it important in web design?

Landing Page Design

LO - GO

[Home](#) [Shop](#) [About Us](#) [Contacts](#)

[Sign Up](#)

Landing Page Design

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[Subscribe](#)



Lecture Overview

- Introduction to HTML and CSS
- Building a landing page

What is a landing page?

- ❖ A landing page is a standalone web page created specifically for marketing or advertising purposes.
- ❖ It's designed to guide visitors toward a specific action, such as signing up for a newsletter or purchasing a product.
- ❖ What elements do you need to build a landing page?

HTML

- ❖ **HTML (HyperText Markup Language)** is used to structure and format the content of websites on the World Wide Web.
- ❖ In simple words, HTML is the primary building block to create and structure website content.
- ❖ Web Developers use it to create a skeleton of modern websites and web apps.

HTML Basics

❖ HTML Structure:

- HTML (HyperText Markup Language) is the foundation of web pages, used to structure content.
- Common elements:
 - `<header>`: Defines the header section
 - `<nav>`: Used for navigation links
 - `<main>`: Contains the main content of the page
 - `<footer>`: Represents the footer section

HTML

- ❖ **<html>** is the root element of the DOM, and it contains all of the other elements in the code.
- ❖ The **<head>** tag contains metadata about the web page, such as the title and any linked CSS or JavaScript files.
- ❖ The **<body>** tag contains the main content of the web page, which will be displayed in the web browser's window.

HTML: DOM

- ❖ The **Document Object Model (DOM)** is a programming interface for web documents. It represents the page so programs can change the document structure, style, and content dynamically.
- ❖ The DOM is a fundamental concept in web development, enabling interaction with web pages.
- ❖ When a web page is loaded, the browser creates a Document Object Model of the page.
- ❖ The DOM tree represents the structure of an HTML document. Each element in the document is a node in the tree, forming a parent-child relationship.

HTML: Elements

- ❖ HTML elements consist of several parts, including the **opening and closing tags**, the **content**, and the **attributes**.
- ❖ The **opening tag** consists of the element name, wrapped in angle brackets (< or />). It indicates the start of the element and the point at which the element's effect begins.

HTML: Elements

- ❖ The **closing tag** is the same as the opening tag, but with a forward slash (/) before the element name. It indicates the end of the element and the point at which the element's effect stops.
- ❖ The **content** of the element can be text, other elements, or a combination of both.
- ❖ The opening tag, the closing tag, and the content together make up the element.

Setting up the project



Step 1

- ❖ Open Visual Studio Code
- ❖ Create a folder named 'landing-page'
- ❖ Inside the folder, create two files:
 - index.html
 - style.css

index.html

```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <title>Landing Page Design</title>
7      <link rel="stylesheet" href="style.css">
8  </head>
9  <body>
10     <!-- Header Section -->
11     <header>
12         <div class="logo">LOGO</div>
13         <nav>
14             <ul>
15                 <li><a href="#">Home</a></li>
16                 <li><a href="#">Shop</a></li>
17                 <li><a href="#">About Us</a></li>
18                 <li><a href="#">Contacts</a></li>
19             </ul>
20             <a href="#" class="btn-signup">Sign Up</a>
21         </nav>
22     </header>
23
24     <!-- Main Section -->
25     <main>
26         <section class="landing">
27             <div class="content">
28                 <h1>Landing Page Design</h1>
29                 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.</p>
30                 <button class="btn-subscribe">Subscribe</button>
31             </div>
32             <div class="illustration">
33                 <!-- Placeholder for the illustration -->
34                 
35             </div>
36         </section>
37     </main>
38 </body>
39 </html>
40
```

Let's take a
break



CSS Styling

- ❖ CSS (Cascading Style Sheets) is used to control the visual presentation of HTML elements.
- ❖ Common concepts:
 - Box model: Content, padding, border, margin
 - Positioning: static, relative, absolute, and fixed
 - Flexbox/Grid: Used for layout designs

style.css

```
1  /* General Styles */
2  * {
3    margin: 0;
4    padding: 0;
5    box-sizing: border-box;
6  }
7
8  body {
9    font-family: Arial, sans-serif;
10   line-height: 1.5;
11   color: #333;
12 }
13
14 /* Header Styles */
15 header {
16   display: flex;
17   justify-content: space-between;
18   align-items: center;
19   padding: 1rem 2rem;
20   background-color: #fff;
21   border-bottom: 1px solid #eee;
22 }
23
24 .logo {
25   font-size: 1.5rem;
26   font-weight: bold;
27   color: #333;
28 }
29
30 nav ul {
31   list-style: none;
32   display: flex;
33   gap: 1.5rem;
34 }
35
36 nav a {
37   text-decoration: none;
38   color: #333;
39   font-weight: bold;
40 }
41
42 .btn-signup {
43   padding: 0.5rem 1rem;
44   background-color: #ff523b;
45   color: #fff;
46   border: none;
47   border-radius: 20px;
48   text-decoration: none;
49   font-weight: bold;
50   transition: background-color 0.3s ease;
51 }
52
53 .btn-signup:hover {
54   background-color: #e04130;
55 }
56
57 /* Main Section Styles */
58 main {
59   display: flex;
60   justify-content: center;
61   align-items: center;
62   padding: 3rem 2rem;
63   background-color: #f9f9f9;
64 }
65
66 .landing {
67   display: flex;
68   justify-content: space-between;
69   align-items: center;
70   max-width: 1200px;
71   width: 100%;
72 }
73
74 .content {
75   max-width: 500px;
76 }
77
78 h1 {
79   font-size: 2.5rem;
80   color: #333;
```


style.css

```
78  h1 {
79      font-size: 2.5rem;
80      color: #333;
81      margin-bottom: 1rem;
82  }
83
84  p {
85      color: #555;
86      margin-bottom: 2rem;
87  }
88
89  .btn-subscribe {
90      padding: 0.75rem 1.5rem;
91      background-color: #ff523b;
92      color: #fff;
93      border: none;
94      border-radius: 5px;
95      font-size: 1rem;
96      cursor: pointer;
97      transition: background-color 0.3s ease;
98  }
99
100  .btn-subscribe:hover {
101      background-color: #e04130;
102  }
103
104  /* Illustration Styles */
105  .illustration img {
106      max-width: 100%;
107      height: auto;
108  }
109
110  /* Responsive Design */
111  @media (max-width: 768px) {
112      header {
113          flex-direction: column;
114          align-items: flex-start;
115      }
116
117      .landing {
118          flex-direction: column;
119          text-align: center;
120      }
121
122      .illustration img {
123          margin-top: 2rem;
124      }
125  }
126
```

Summary

- ❖ **HTML & CSS Integration:** Linked CSS to an HTML document.
- ❖ **CSS Box Model & Positioning:** Used padding, margin, and layout techniques effectively.
- ❖ **Building a Landing Page:** Created a functional, styled landing page from scratch.

What is the correct syntax to link an external CSS file to an HTML document?

- A. `<stylesheet href="style.css">`
- B. `<link rel="stylesheet" href="style.css">`
- C. `<style src="style.css">`
- D. `<css href="style.css">`



What does the `display: flex` CSS property do?

- A. Aligns child elements in a single line or column.
- B. Sets the element to be invisible on the webpage.
- C. Centers the element within its parent container.
- D. Positions the element relative to the document.



Which CSS property controls the space between an element's content and its border?

- A. margin
- B. padding
- C. border-spacing
- D. gap

Questions and Answers



Thank you for attending



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