



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

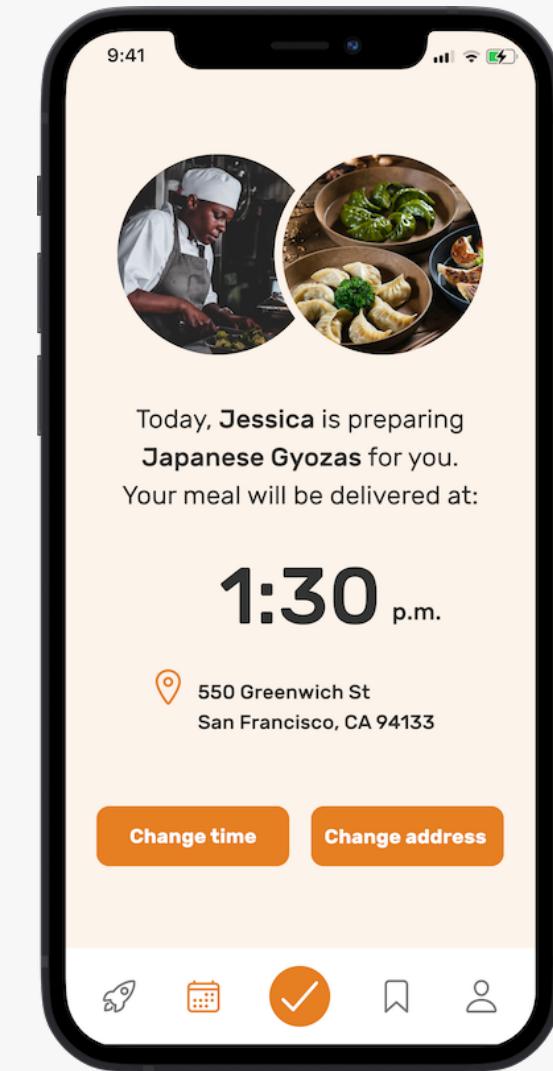
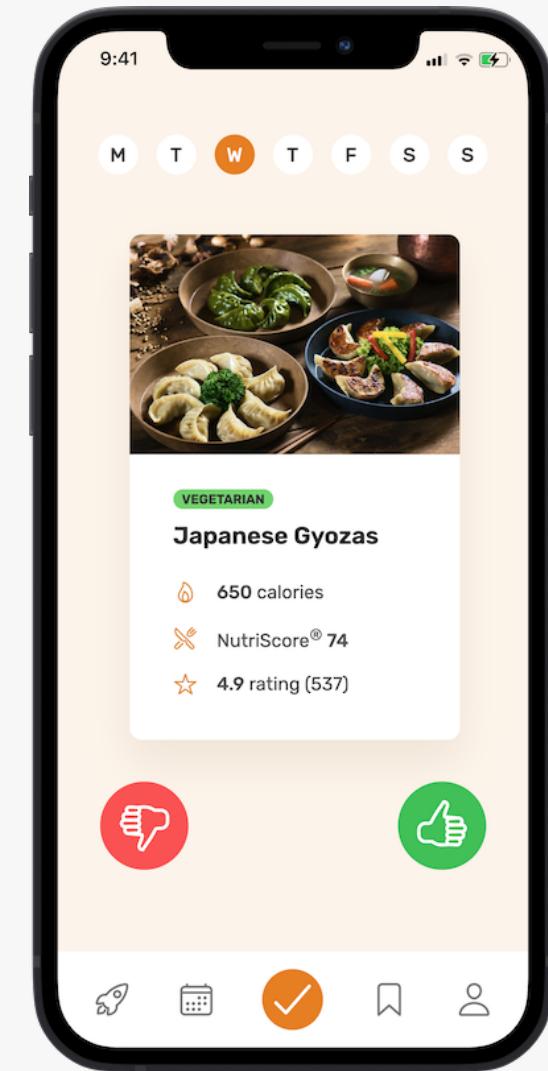
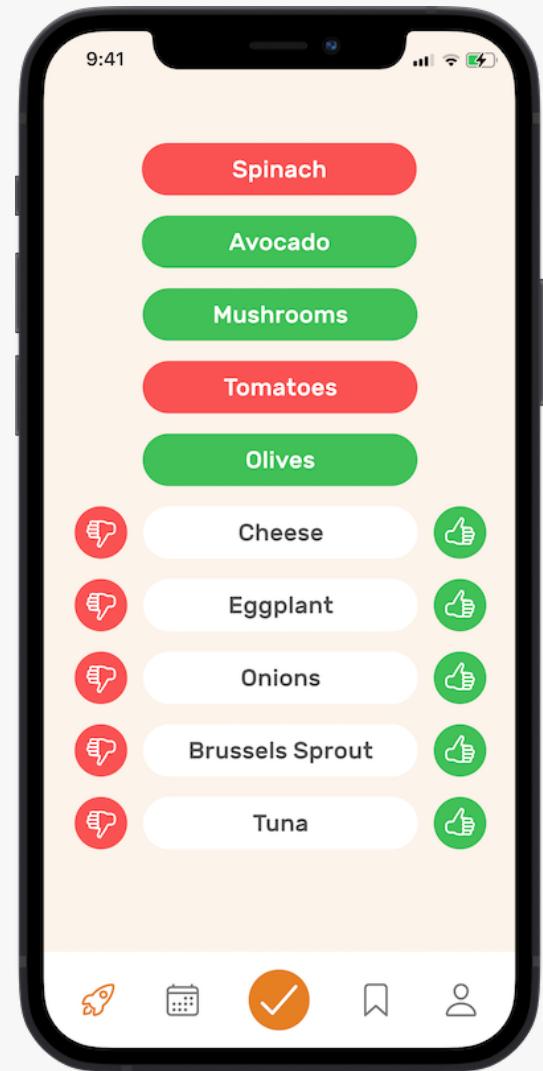
OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

DEFINING AND PLANNING THE  
PROJECT (STEPS 1 AND 2)

# YOUR FIRST REAL-WORLD PROJECT

# OMNIFOOD



👉 Your first “job”!

👉 You were hired to design and build a website for a fictional company called Omnifood

👉 Omnifood is startup that uses AI to create and deliver custom healthy meal plans

👉 They provided us with all the content for the website (content.md)

# STEP 1: DEFINE THE PROJECT

## 👉 Define WHO the website is for

For a client

## 👉 Define WHAT the website is for

**Business goal:** Selling monthly food subscription

**User goal:** Eating well effortlessly, without spending a lot of time and money

## 👉 Define target audience

Busy people who like technology, are interested in a healthy diet, and have a well-paying job

## ✓ From provided content file:

*"We are a technology company first, but with a major focus on consumer well-being through a healthy diet.*

*Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach.*

*Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All*

*this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."*

# STEP 2: PLAN THE PROJECT

## Plan and gather website content

## Plan out the sitemap

We will just build a **one-page marketing website** (oftentimes called a landing page), so no sitemap

## Define website personality

Based on the tech-centered target audience, as well as the actual product being sold, we will use the **startup/upbeat** personality. We might add some elements of the **calm/peaceful** personality, since the product is all about consumer well-being as well

## Plan page sections

## From provided content file:

*"We are a technology company first, but with a major focus on consumer well-being through a healthy diet."*

*Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."*





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

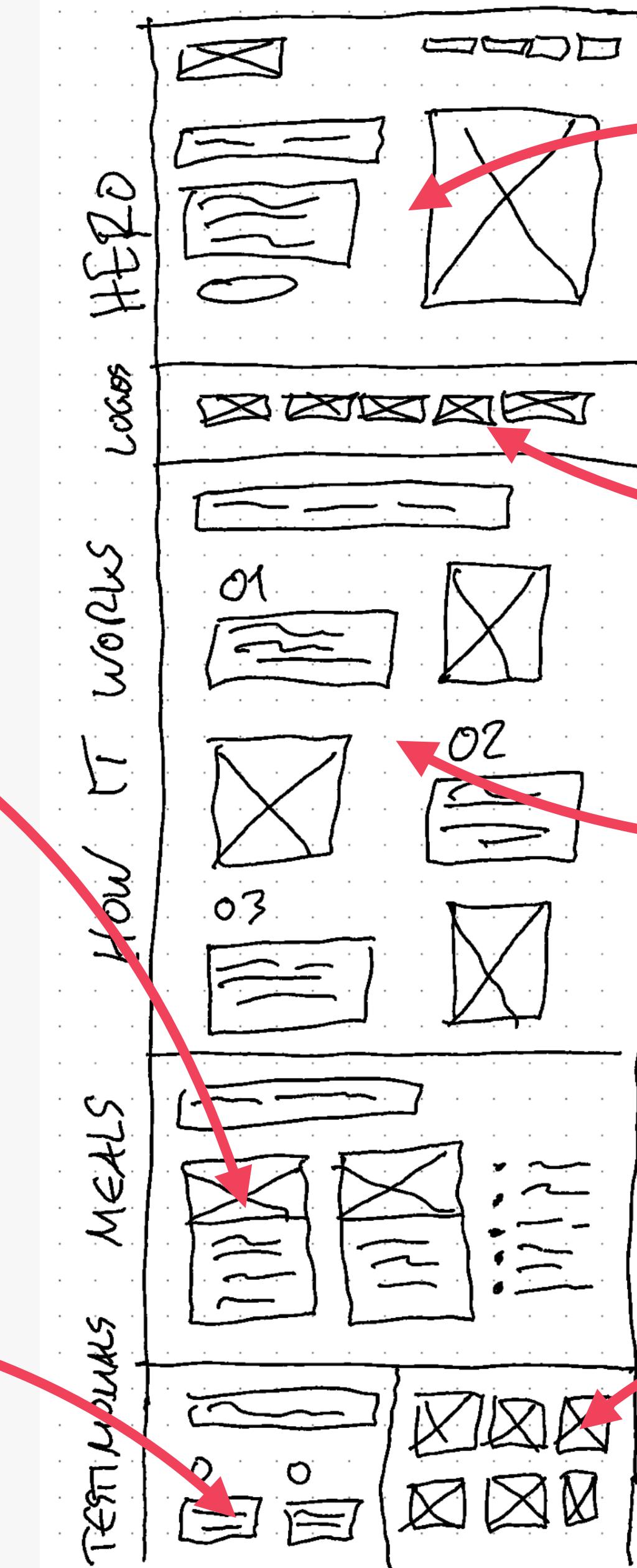
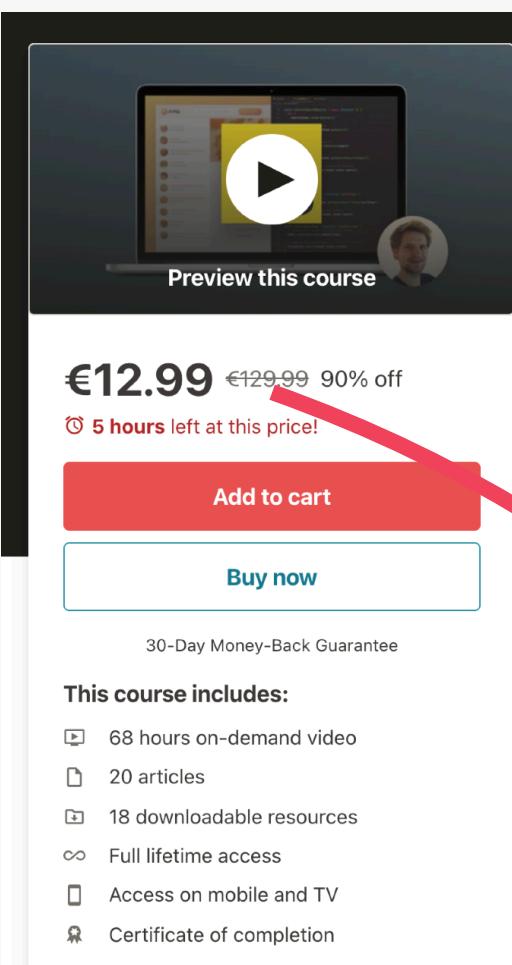
OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

SKETCHING INITIAL LAYOUT  
IDEAS (STEP 3)

# FIRST IDEAS AND SKETCH

- 👉 Logo + Navigation
- 👉 Hero
- 👉 Featured in
- 👉 How it works
- 👉 Meals (and list of diets)
- 👉 Testimonials + gallery
- 👉 Pricing + features
- 👉 CTA
- 👉 Footer



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startups

TechCrunch

Forbes

Evening Standard

"Digitising the lunch experience"

01 Any product, any website

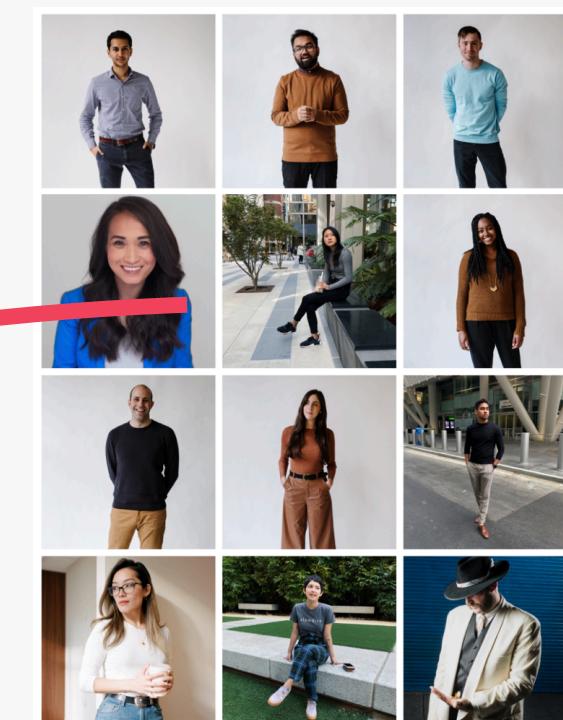
Right-click on any image on any website and click **Save to project**.

02 Save it to Clippings

Add details and select your project. The product will be added to the board.

03 We'll source it for you

Request a quote on Clippings, and our team will source it for you.\*







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

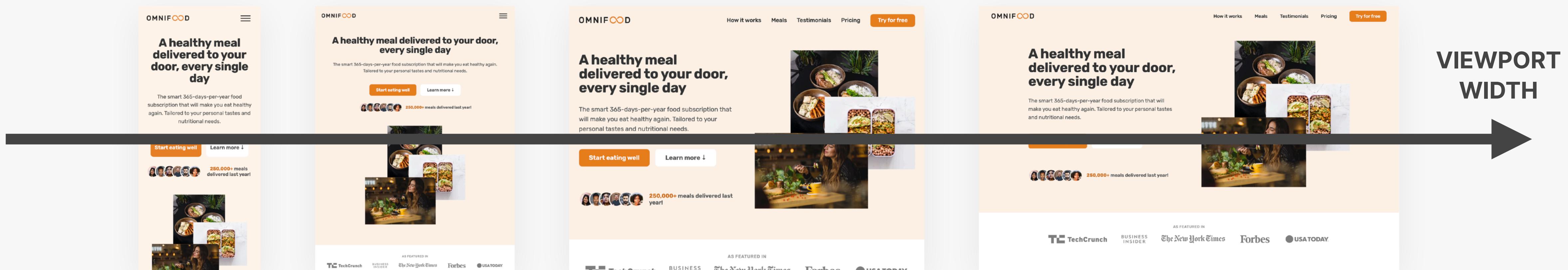
## LECTURE

RESPONSIVE DESIGN PRINCIPLES

# WHAT IS RESPONSIVE DESIGN?

## RESPONSIVE DESIGN

- 👉 Design technique to make a webpage adjust its layout and visual style to **any possible screen size** (window or viewport size)
- 👉 In practice, this means that responsive design makes websites usable on all devices, such as **desktop computers, tablets, and mobile phones**.
- 👉 It's a set of practices, **not a separate technology**. It's all just CSS!



# RESPONSIVE DESIGN INGREDIENTS

1

## FLUID LAYOUTS

- 👉 To allow webpage to adapt to the **current viewport** width (or even height)
- 👉 Use % (or vh / vw) unit instead of px for elements that **should adapt to viewport (usually layout)**
- 👉 Use max-width instead of width

2

## RESPONSIVE UNITS

- 👉 Use rem unit instead of px for most lengths
- 👉 To make it easy to **scale the entire layout down** (or up) automatically
- 👉 **Helpful trick:** setting 1rem to 10px for easy calculations

3

## FLEXIBLE IMAGES

- 👉 By default, images **don't scale automatically** as we change the viewport, so we need to fix that
- 👉 Always use % for image dimensions, together with the max-width property

4

## MEDIA QUERIES

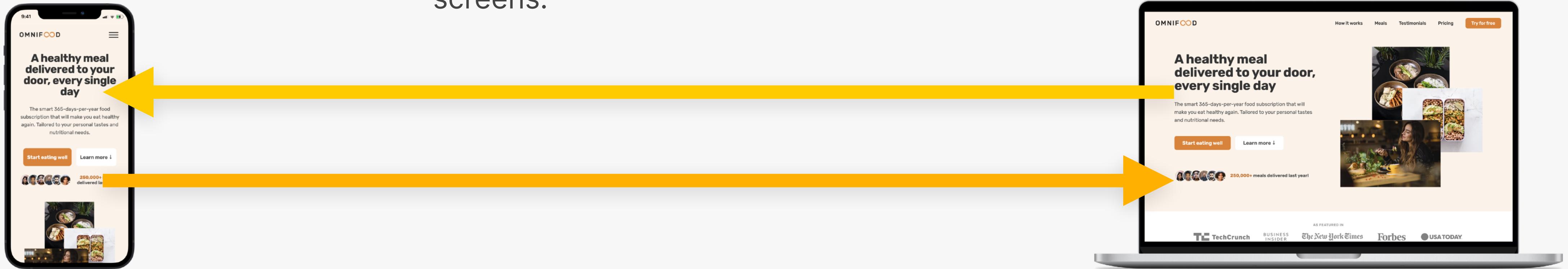
- 👉 Bring responsive sites to life!
- 👉 To change CSS styles on **certain viewport widths** (called breakpoints)

We will learn how to use media queries and how to select breakpoints in the next section

# DESKTOP-FIRST VS. MOBILE-FIRST DEVELOPMENT

- 👉 Start writing CSS for the desktop: **large screen**
- 👉 Then, media queries **shrink design** to smaller screens.

**DESKTOP-FIRST**



**MOBILE-FIRST**

- 👉 Start writing CSS for mobile devices: **small screen**
- 👉 Then, media queries **expand design** to a large screen
- 👉 Forces us to reduce websites and apps to the **absolute essentials**.

We will do **desktop-first** in this project.  
It's easier to learn!





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

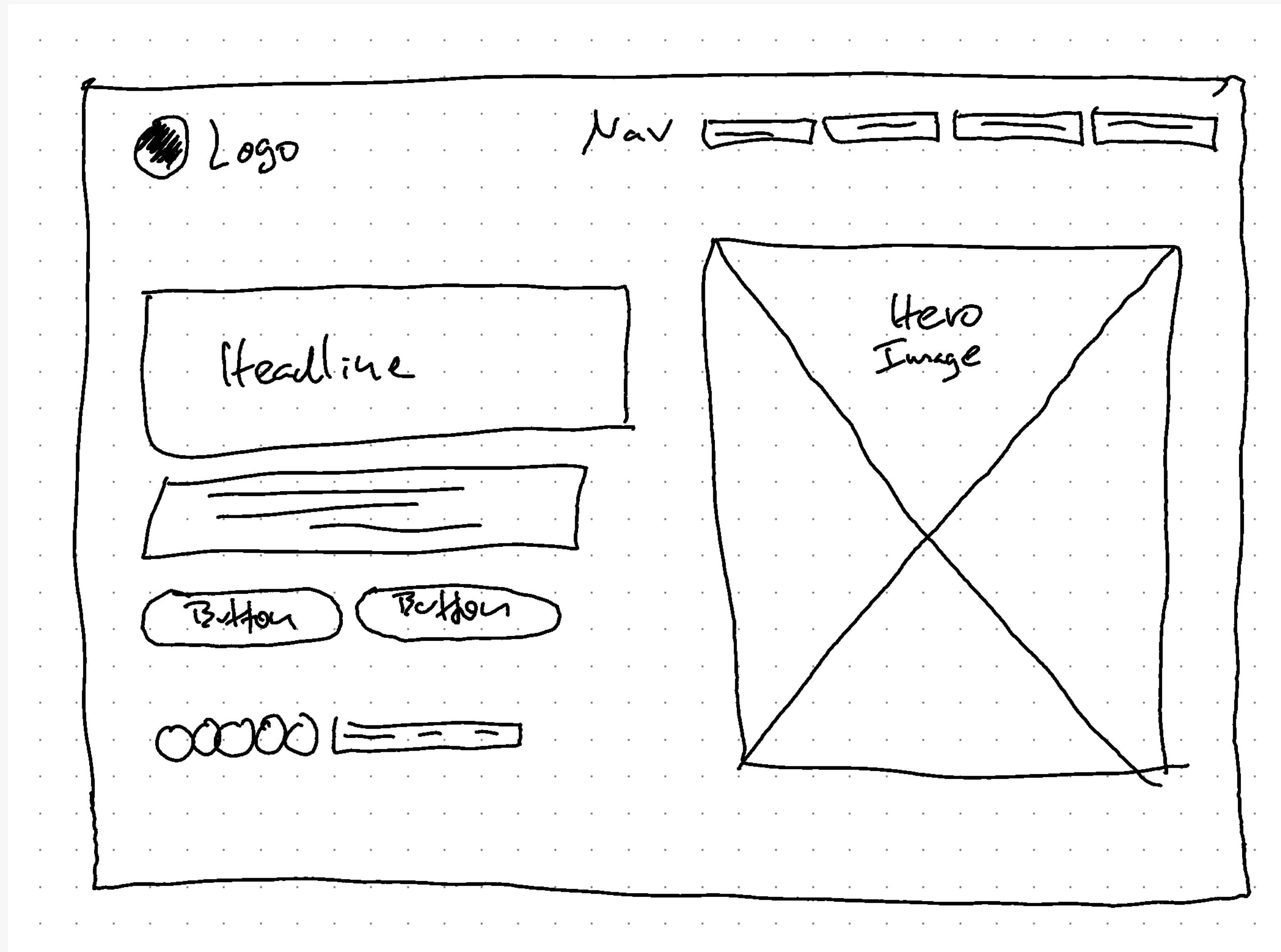
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE HERO - PART 1

# BUILDING THE HERO



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# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

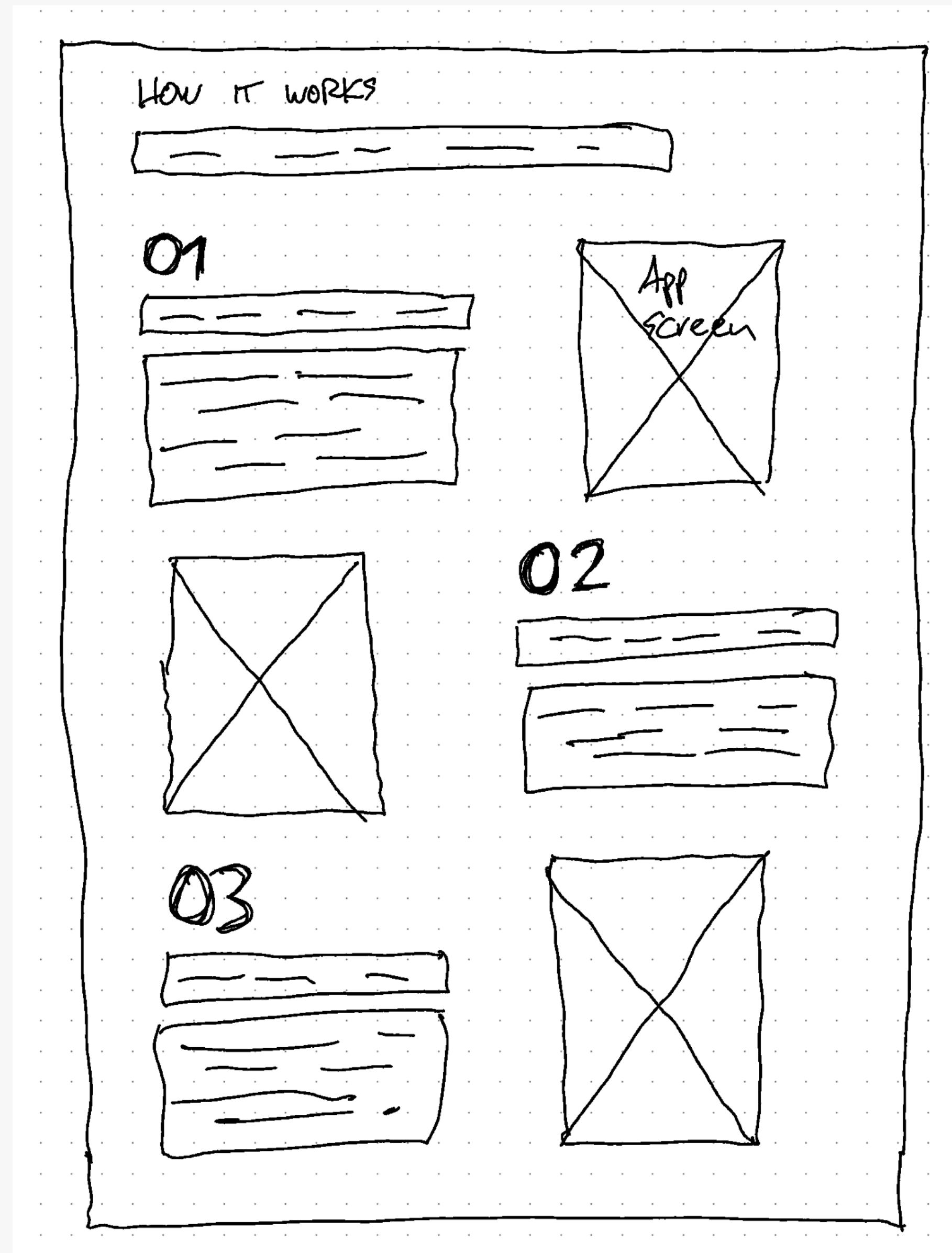
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE HOW-IT-WORKS  
SECTION - PART 1

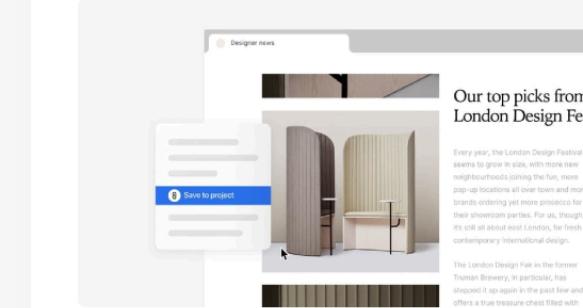
# BUILDING THE HOW-IT-WORKS SECTION



## 01

### Any product, any website

Right-click on any image on any website and click **Save to project**



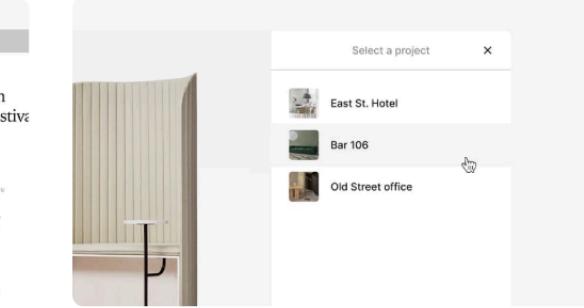
### GET A QUOTE

## Get started with Cover today.

## 02

### Save it to Clippings

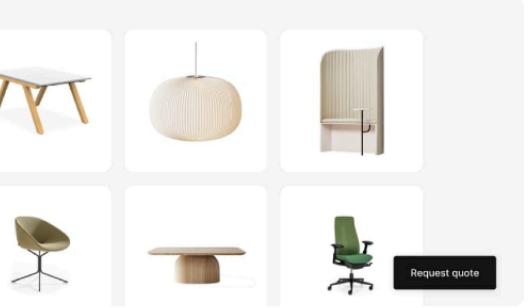
Add details and select your project. The product will be added to the board.



## 03

### We'll source it for you

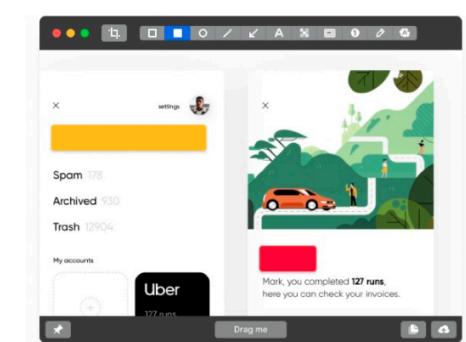
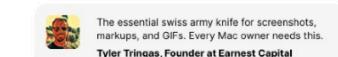
Request a quote on Clippings, and our team will source it for you.\*



### Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

[Watch the video](#)



### Annotate

In a matter of seconds highlight important parts of your screenshot with our annotation tool. Loved by our users, it beats any other annotation app.

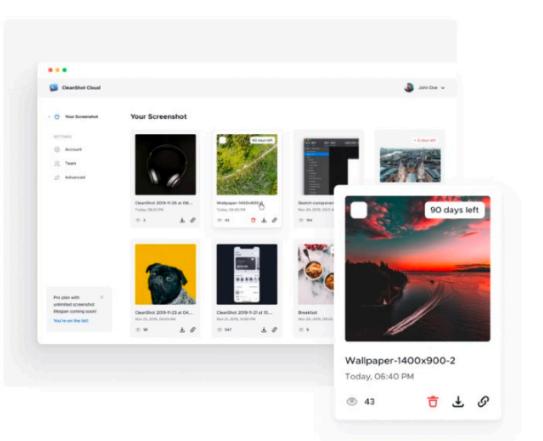


### CleanShot Cloud

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# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

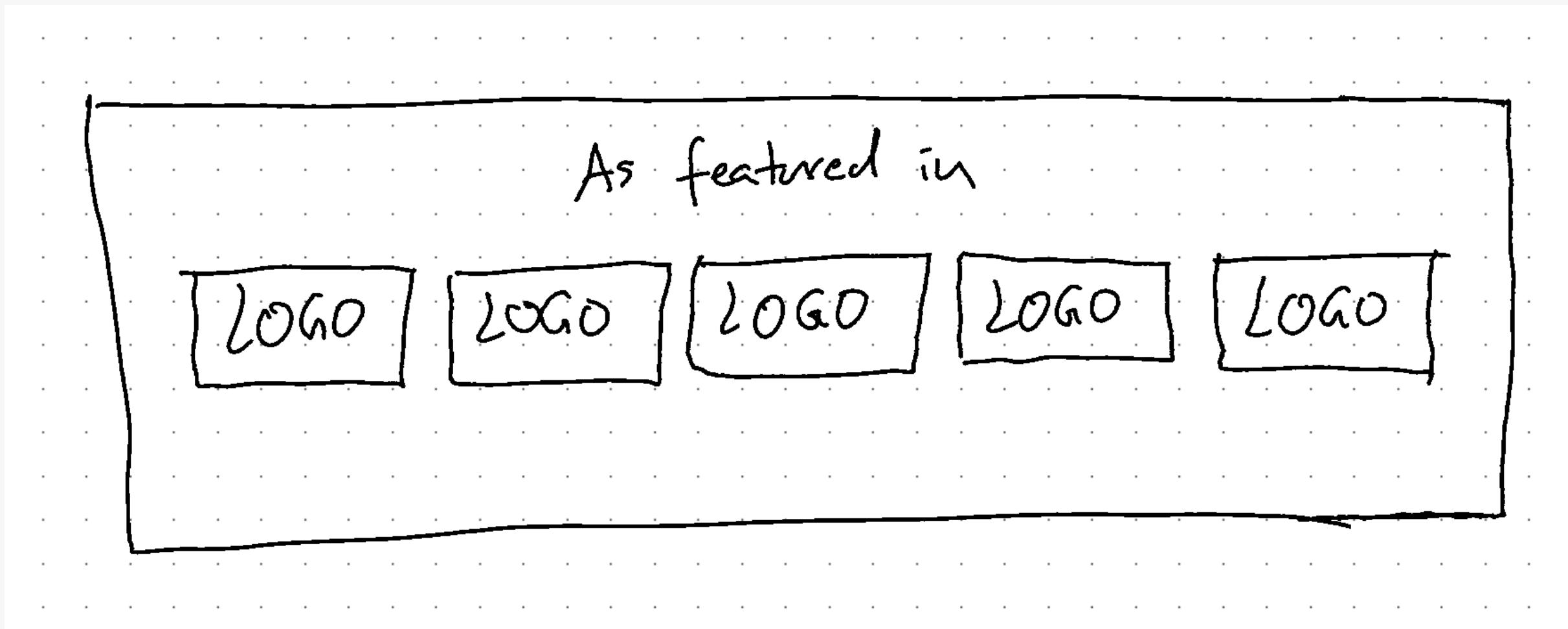
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

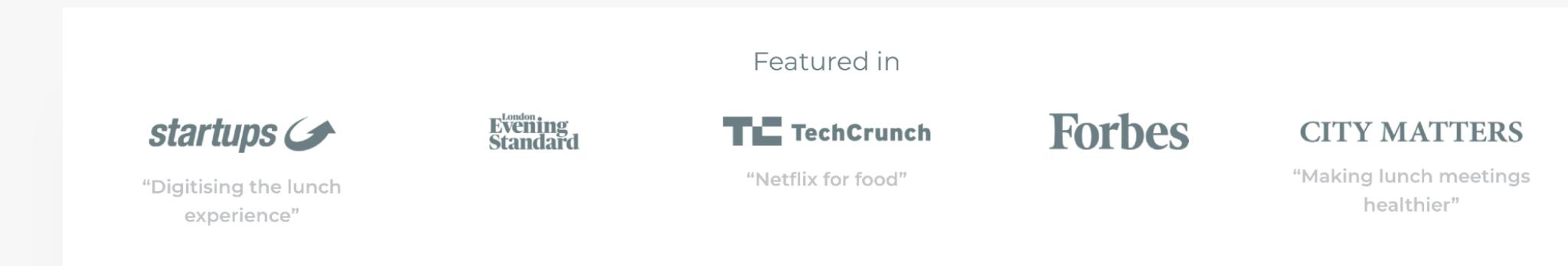
## LECTURE

BUILDING THE FEATURED-IN  
SECTION

# BUILDING THE FEATURED-IN SECTION



- Logo + Navigation
- Hero
- Featured in
- How it works
- Meals (and list of diets)
- Testimonials + gallery
- Pricing + features
- CTA
- Footer







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

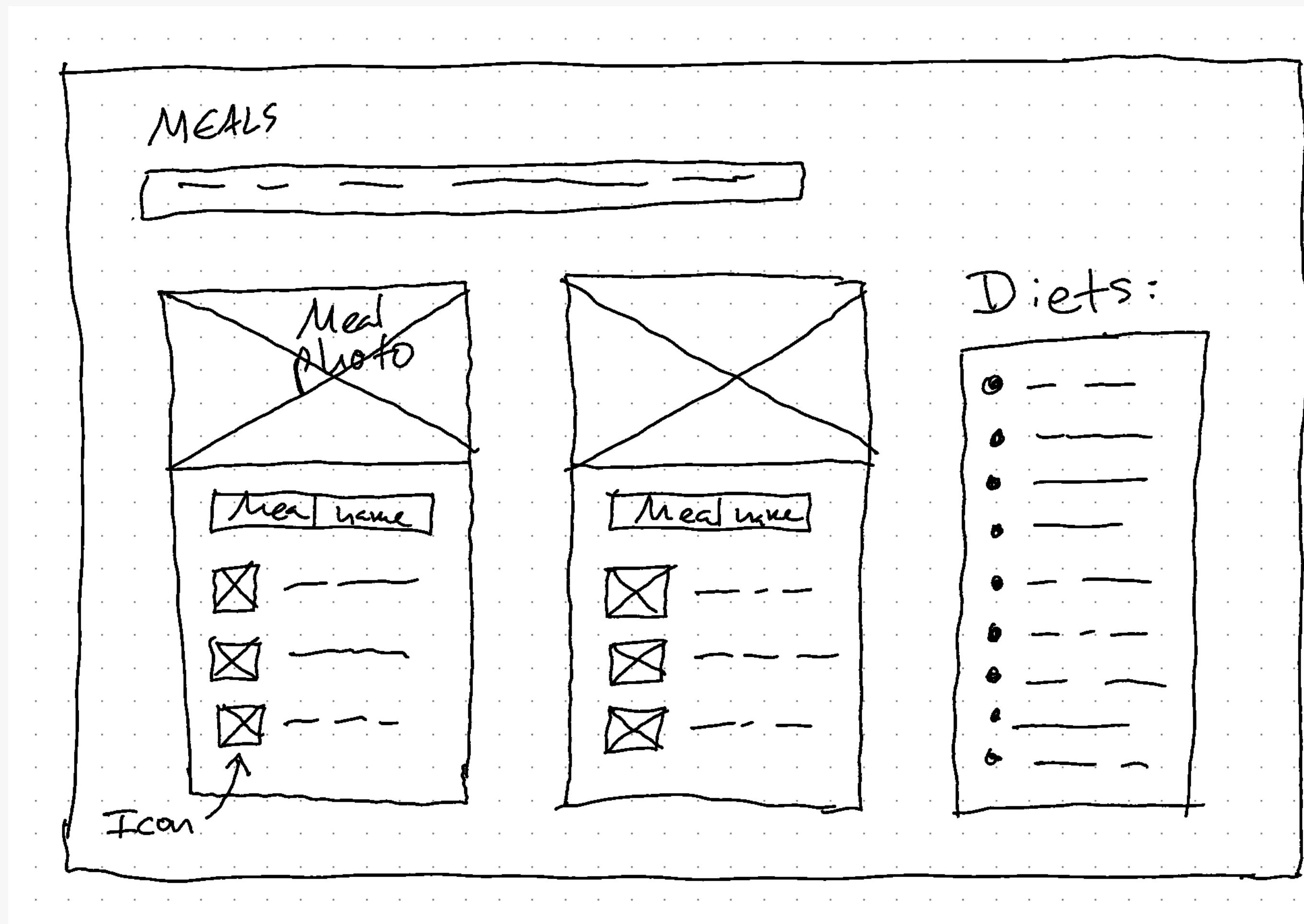
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE MEALS SECTION –  
PART 1

# MEALS + DIETS SECTION



A screenshot of a course listing page. At the top is a video thumbnail with a play button and the text 'Preview this course'. Below the thumbnail is the price '€12.99' with a原价 '€129.99' and a '90% off' discount. A red button says 'Add to cart' and a blue button says 'Buy now'. Below the price is a '30-Day Money-Back Guarantee'. A section titled 'This course includes:' lists the following features:

- 68 hours on-demand video
- 20 articles
- 18 downloadable resources
- Full lifetime access
- Access on mobile and TV
- Certificate of completion

At the bottom are 'Apply Coupon' and '\$8'.

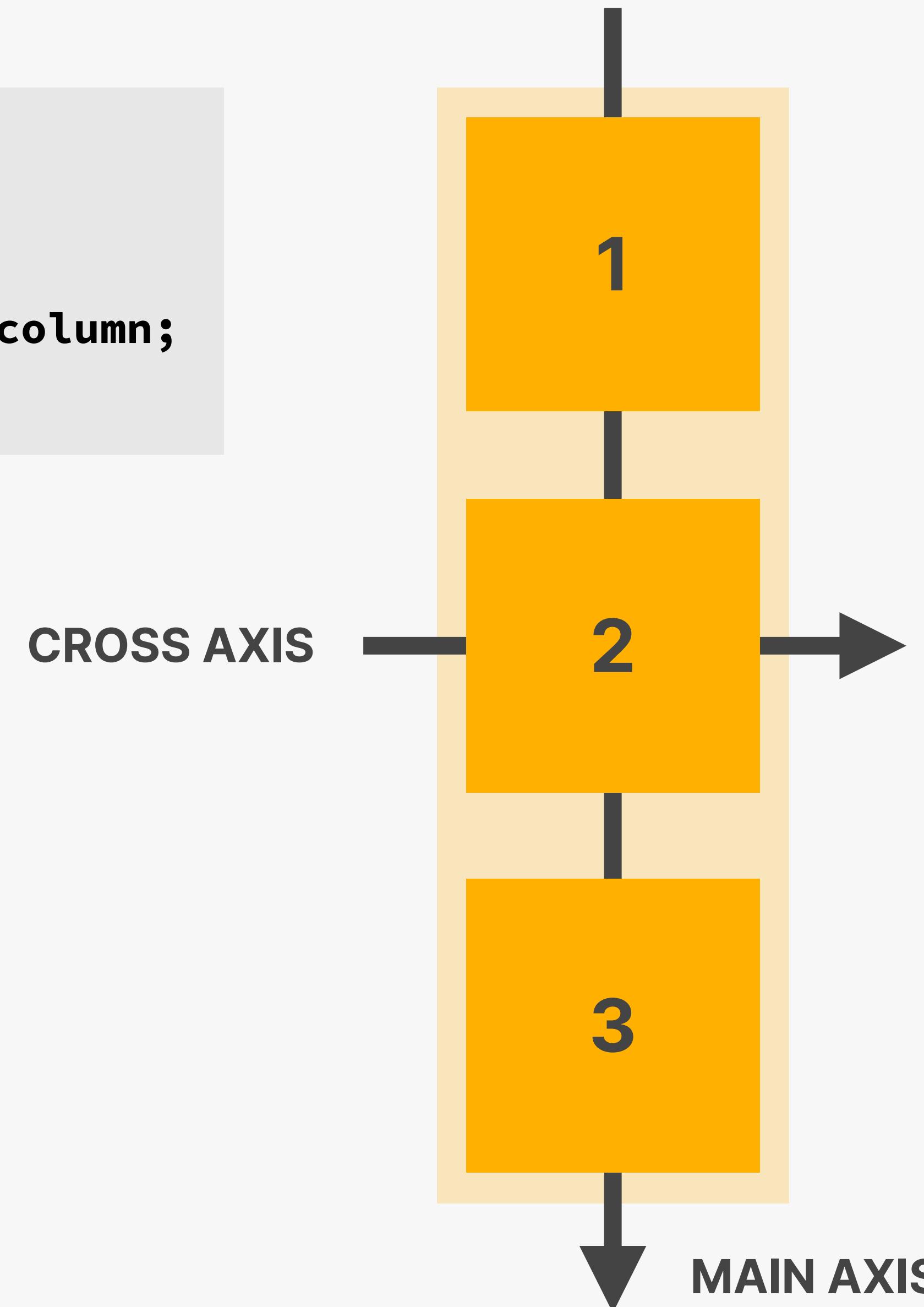
A screenshot of a product listing page for 'Magnesium' by 'The Dream Weaver'. The product image shows a blue supplement bottle with a white cap. Below the image are three small icons: a gear, a bone, and a person. The product name 'Magnesium' is in bold, followed by the author 'The Dream Weaver'. A bulleted list describes the product:

- From Irish seawater
- Includes 72 trace minerals
- High solubility
- Essential mineral for over 300 reactions in the body

The price '\$8' is shown in red at the bottom right, with a red 'Add' button below it.

# SWITCHING FLEX-DIRECTION TO COLUMN

```
.meal-attributes {  
  display: flex;  
  gap: 2rem;  
  flex-direction: column;  
}
```



**WITH FLEX-DIRECTION SET  
TO COLUMN:**

- 👉 align-items aligns items **horizontally**, no longer vertically
- 👉 justify-content aligns items **vertically**, no longer horizontally
- 👉 gap acts like **margin-bottom**, no longer like margin-right





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

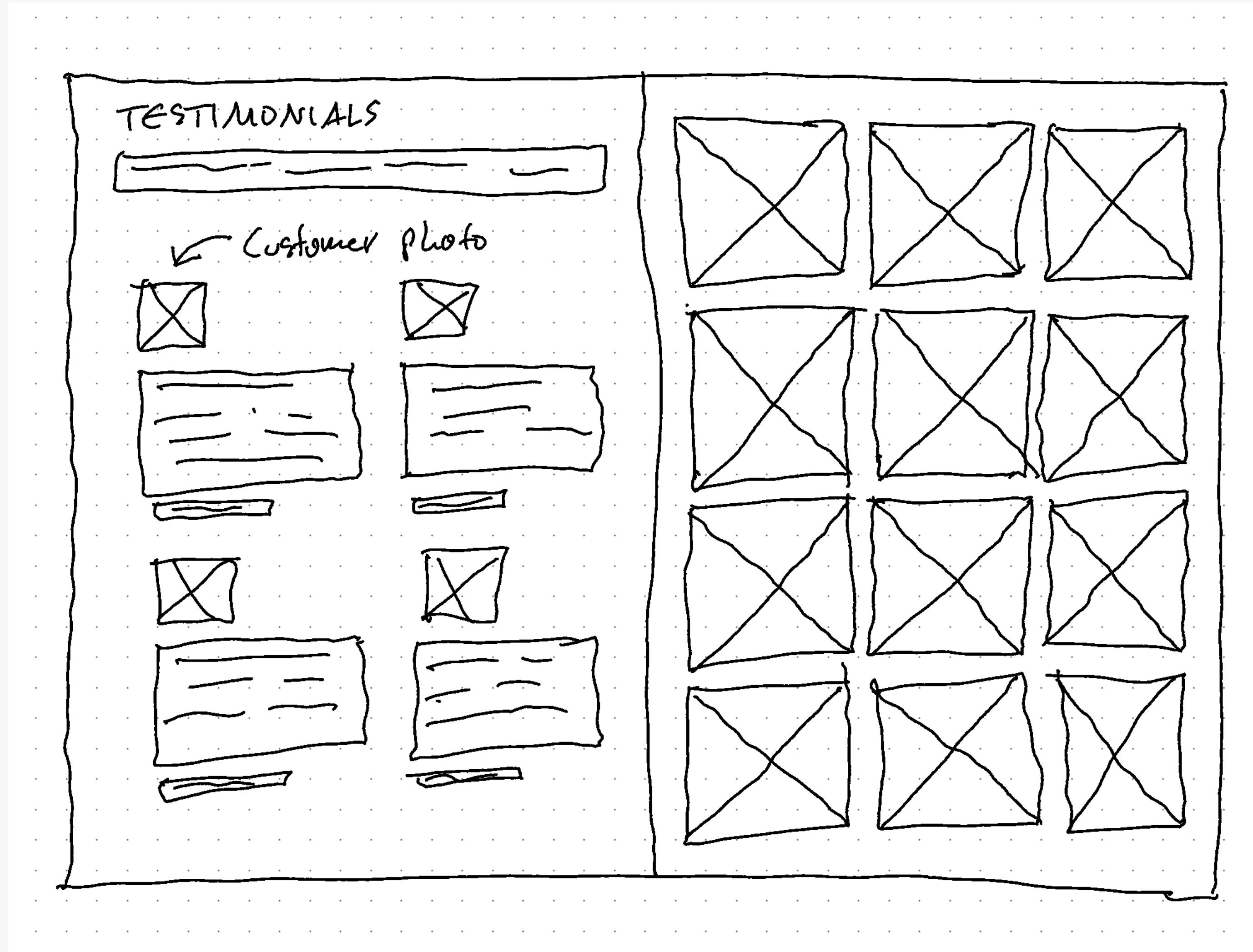
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE TESTIMONIALS  
SECTION - PART 1

# BUILDING THE TESTIMONIALS + GALLERY SECTION





I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog it really gives you all the traffic metrics you could need.

Joel Gascoigne, CEO of Buffer



I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use: it shows me everything I want to know about my site's performance, and nothing I don't!

Charli Marie, creative director of ConvertKit



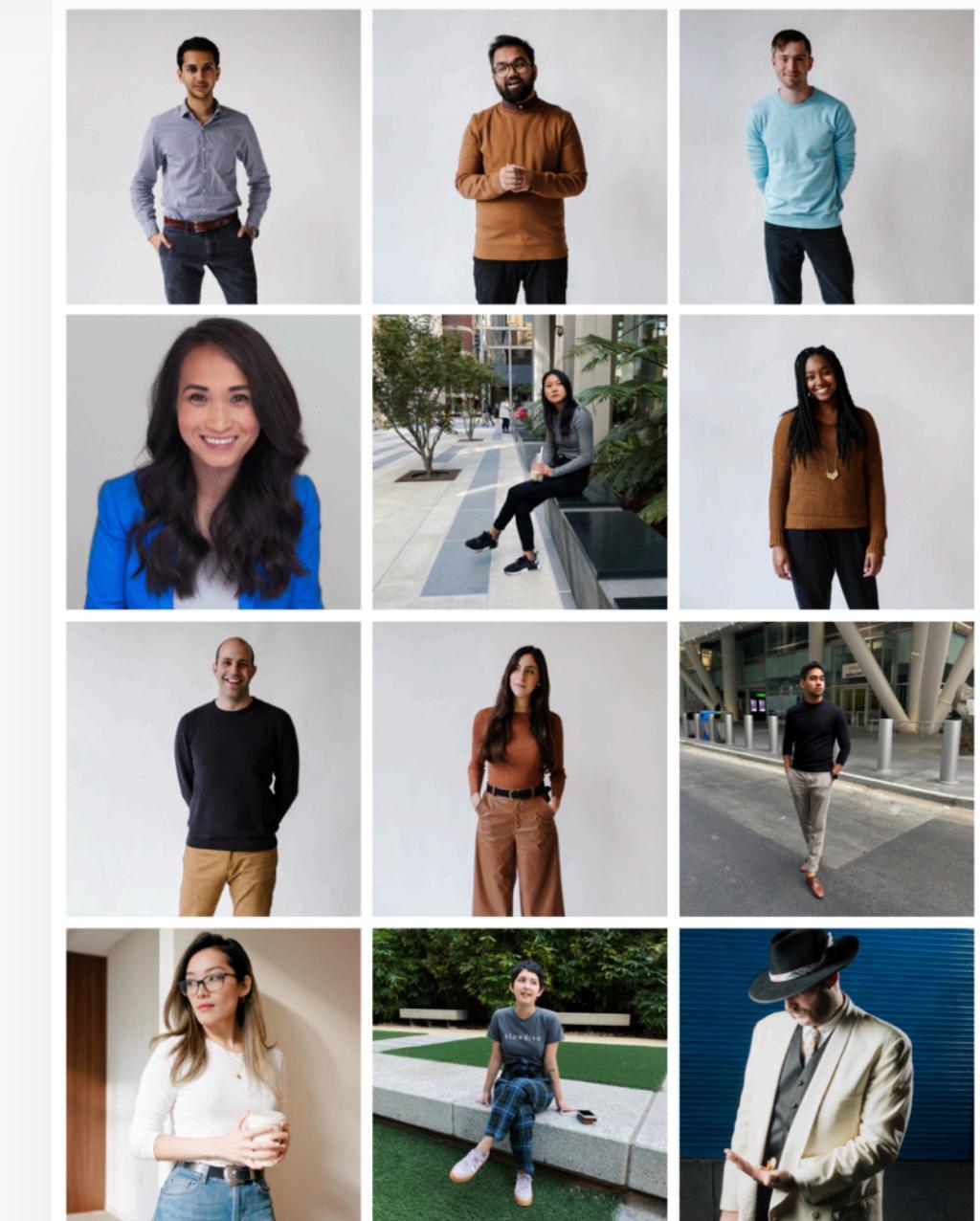
Fathom is the perfect privacy-based Analytics solution for us. We can provide the metrics that our clients need and reassure them that their customers' data isn't being shared with faceless companies.

Darren Pinder, owner of Vatu



Developers are pretty tech-savvy people, and these days very privacy-cautious—they understand how scripts follow you across the internet, that's why we choose Fathom, because they don't do that.

Oskar Krawczyk, cofounder of JSFiddle







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

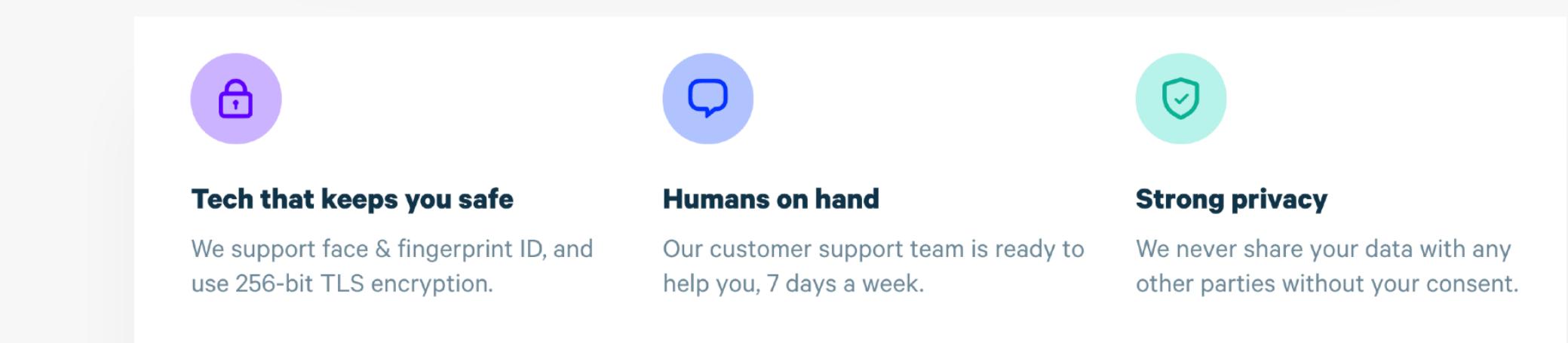
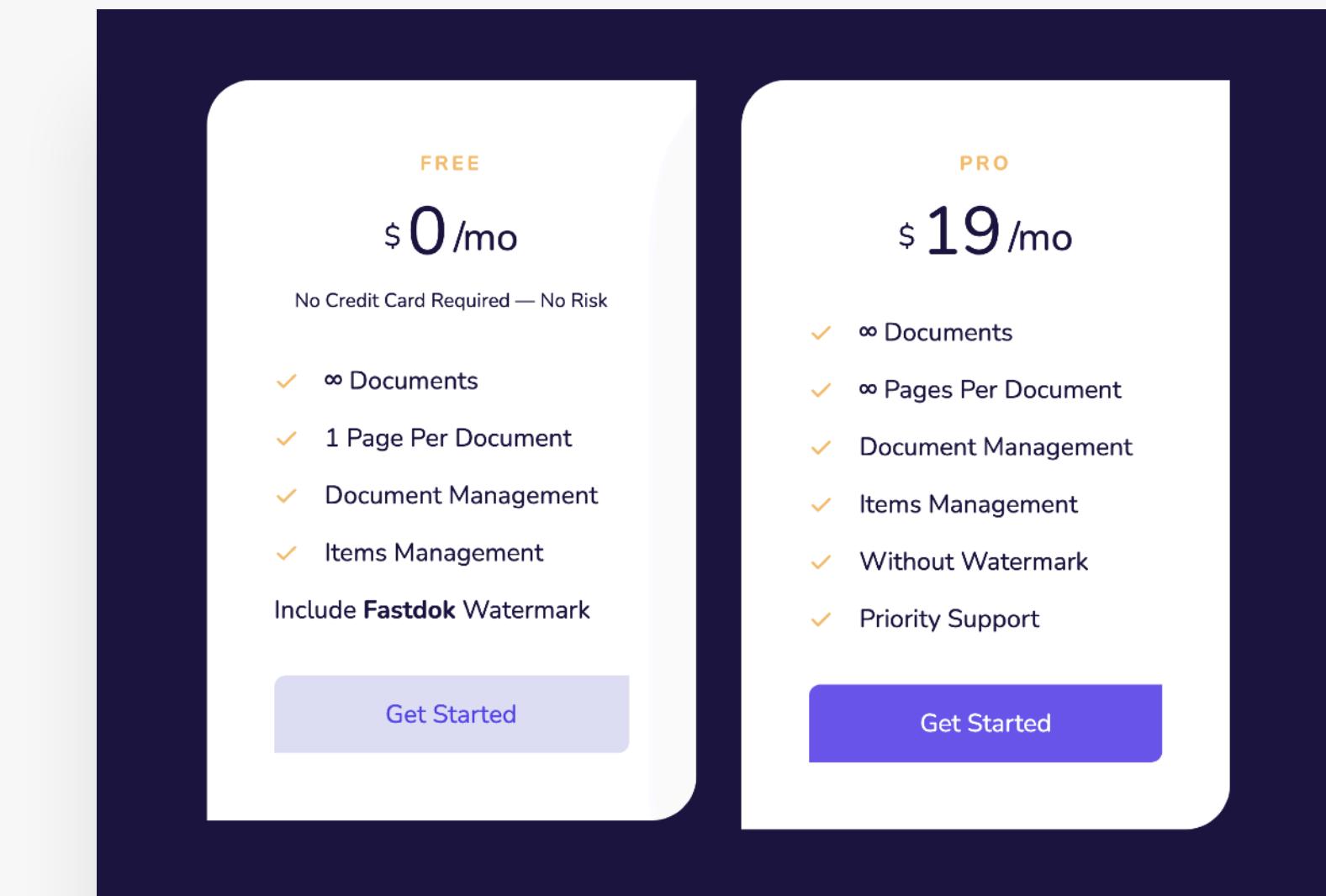
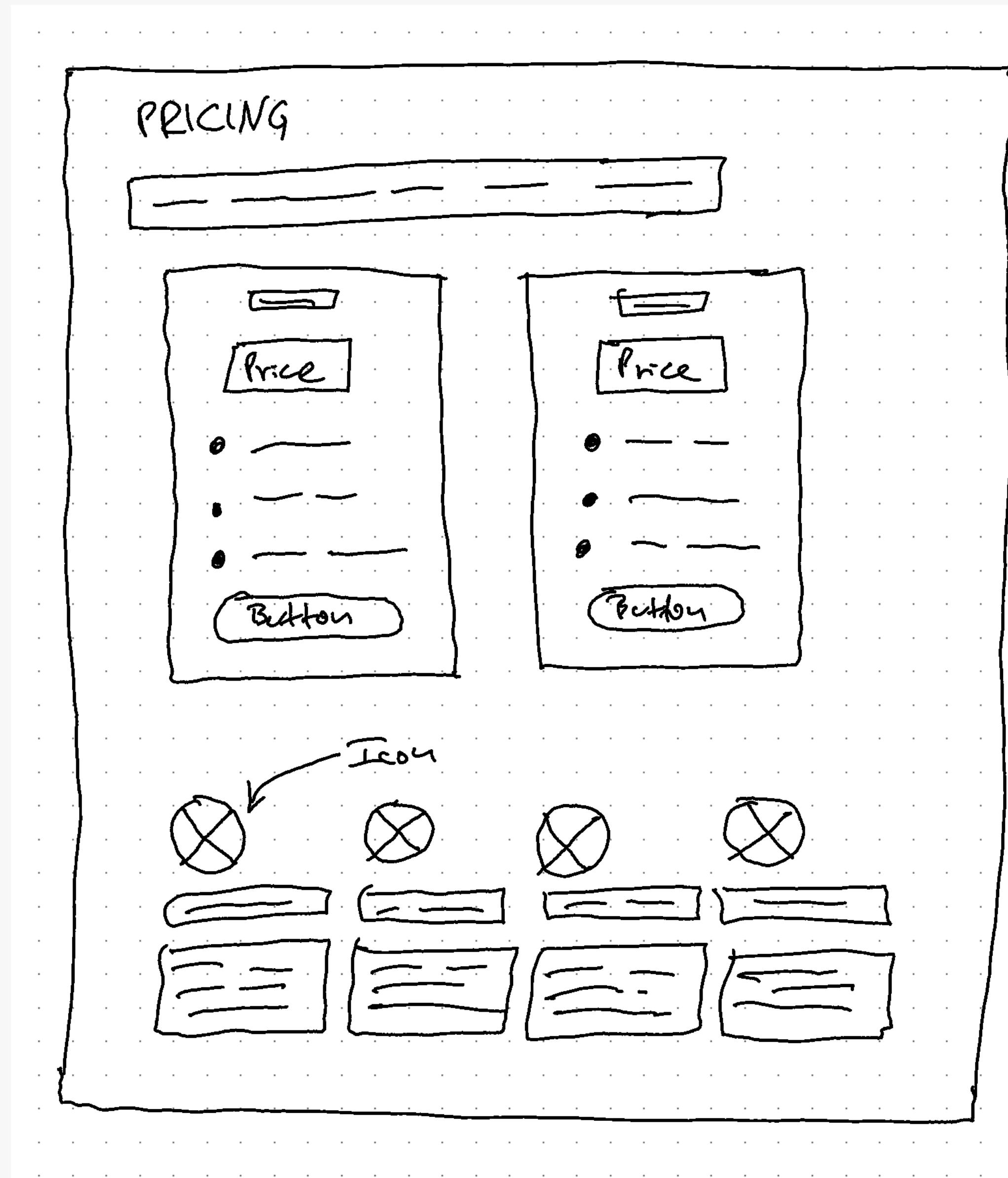
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE PRICING SECTION -  
PART 1

# BUILDING THE PRICING + FEATURES SECTION







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

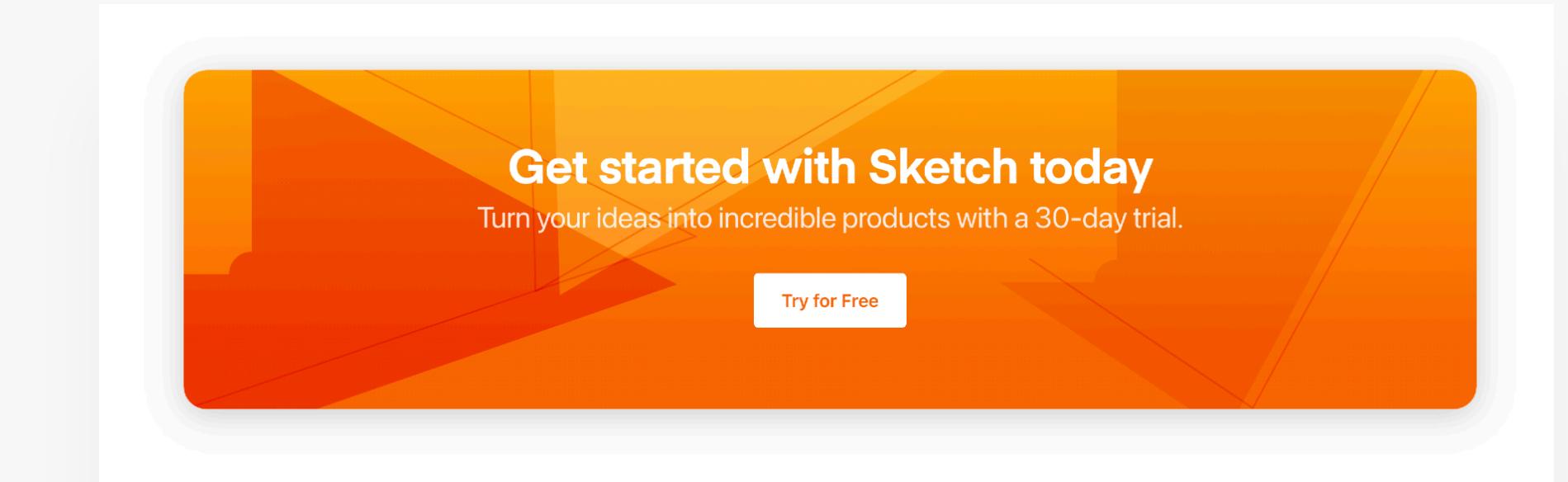
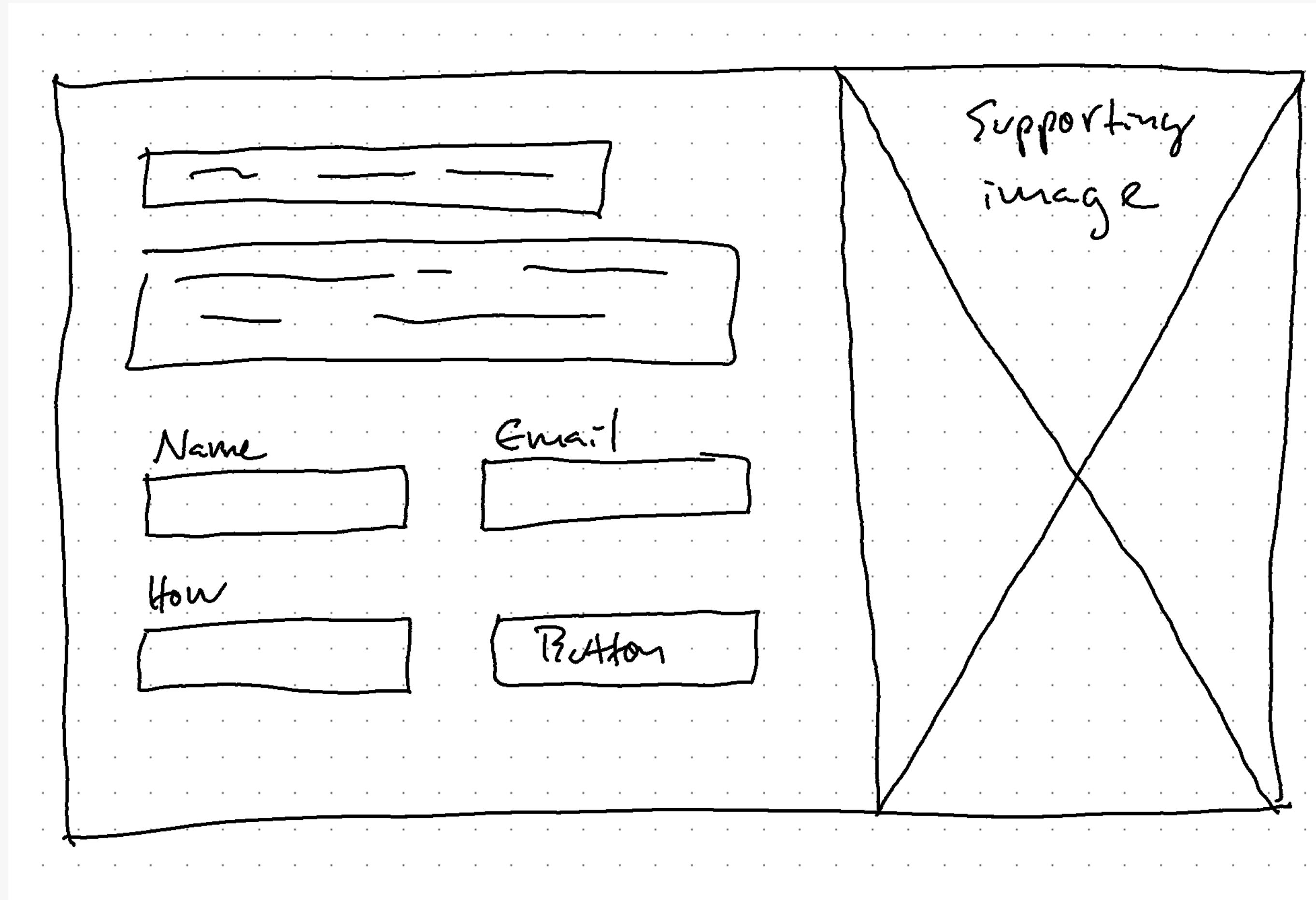
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE CALL-TO-ACTION  
SECTION - PART 1

# CTA SECTION



## Write to us

Full Name	Work Email
Phone Number	Company
Company Size	Country
How can we help? (optional)	

Send Message





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

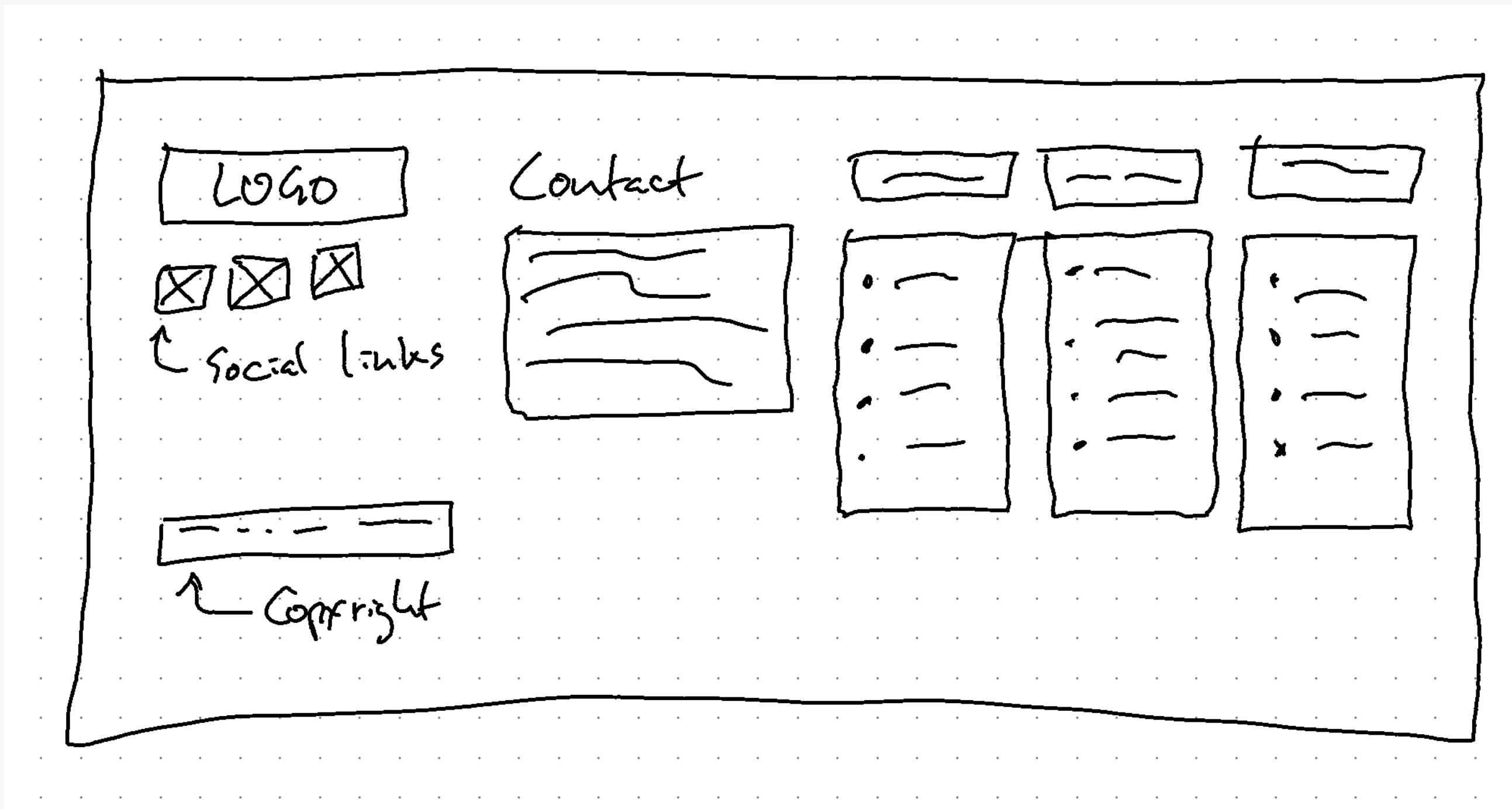
## SECTION

OMNIFOOD PROJECT – SETUP  
AND DESKTOP VERSION

## LECTURE

BUILDING THE FOOTER - PART 1

# FOOTER SECTION



The VisualEyes footer navigation menu is organized into several sections:

- VisualEyes** (with a globe icon)
- Copyright © 2020 Loceye**
- Social Media** icons: LinkedIn, Twitter, Instagram, YouTube, Facebook, and a hashtag.
- Company** links: Create Account, Log In, Pricing, Status, About, Community, Contact, and Learn.
- Tools & Resources** links: Above the fold plugin, Blog, Remote Eye-Tracking, and Use Cases.
- Policy** links: Privacy, Security, and Terms.



# SECTION 08 – OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT –  
RESPONSIVE WEB DESIGN

## LECTURE

HOW MEDIA QUERIES WORK

# HOW MEDIA QUERIES WORK (WITH MAX-WIDTH)

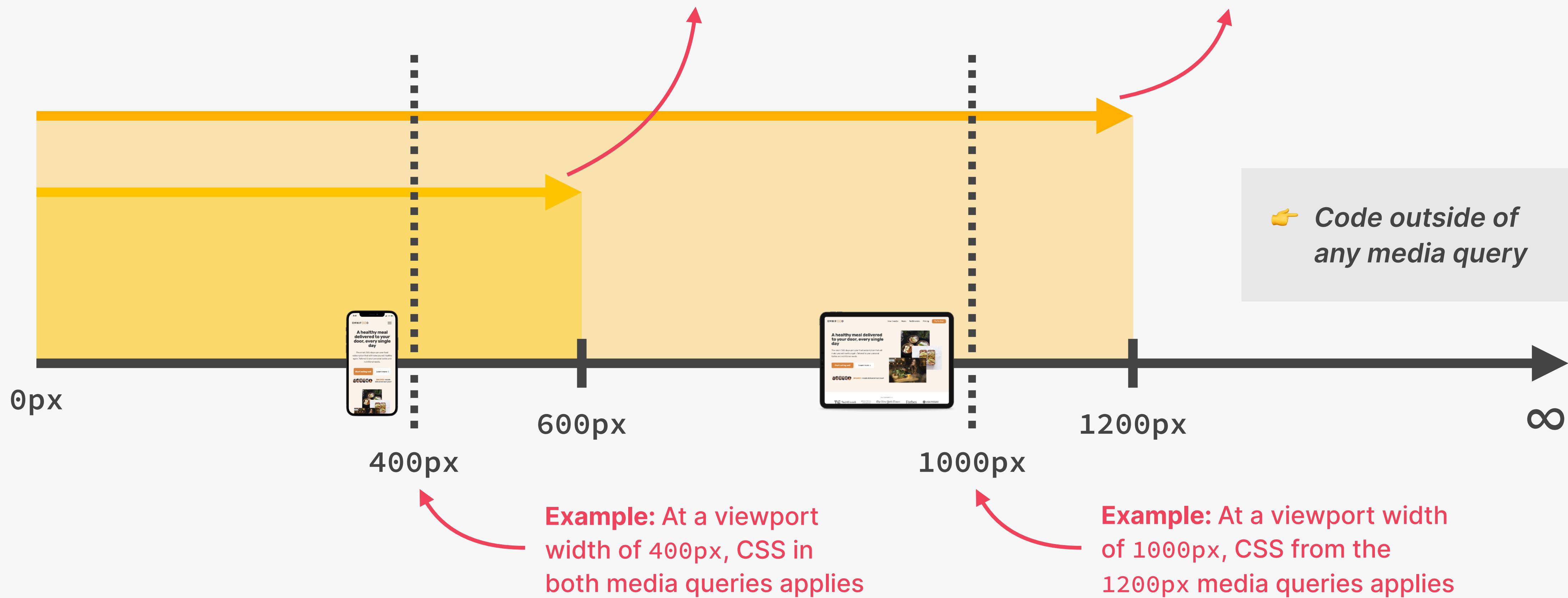
*Maximum width at which media query still applies*

`@media (max-width: 600px)`

👉 “Is width  $\leq$  600px ?”

`@media (max-width: 1200px)`

👉 “Is width  $\leq$  1200px ?”







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

OMNIFOOD PROJECT –  
RESPONSIVE WEB DESIGN

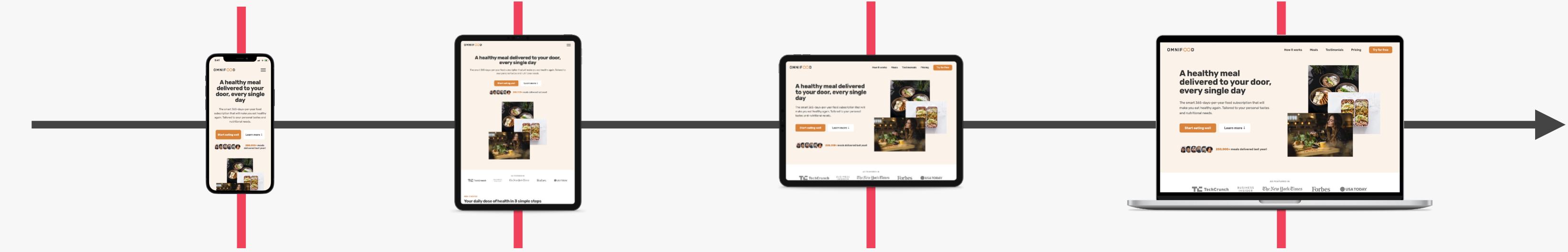
## LECTURE

HOW TO SELECT BREAKPOINTS

# STRATEGIES FOR SELECTING BREAKPOINTS

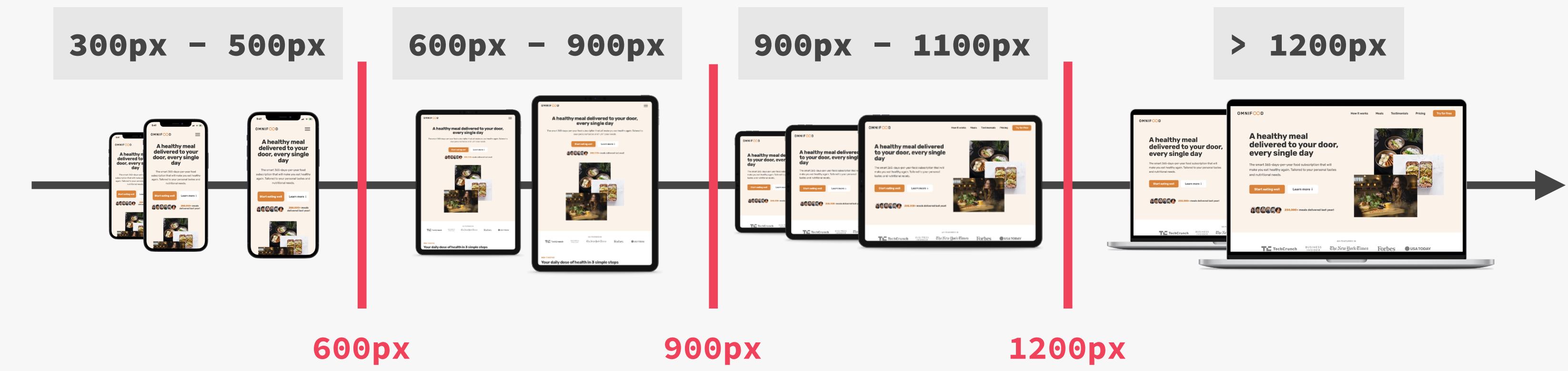
**BAD**

Based on popular devices



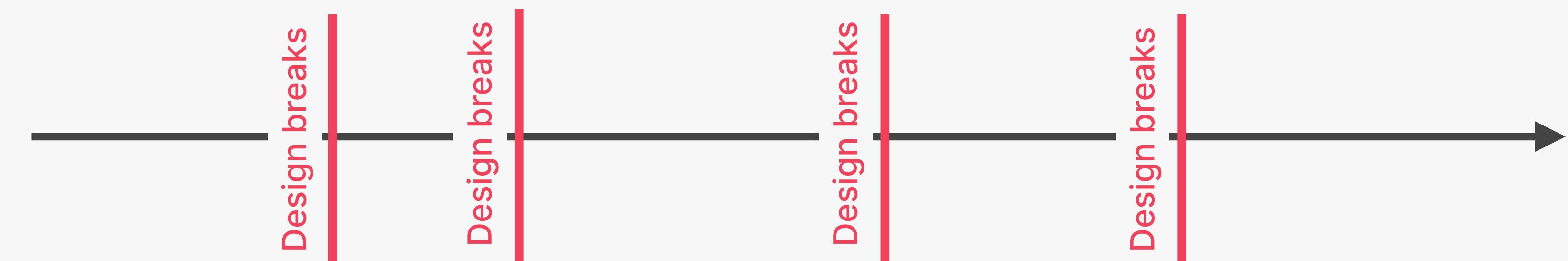
**GOOD**

Based on screen width ranges



**PERFECT**

When design breaks down





**THE END!**