

2h-landing



le wagon

Landing page

Clear proposition value

Clean design

Call-to-Action

CRM first milestone

Landing page tools

strikingly

 SQUARESPACE

 unbounce

la**un**ch**rock**

Coding languages

HTML



content
+ structure

CSS



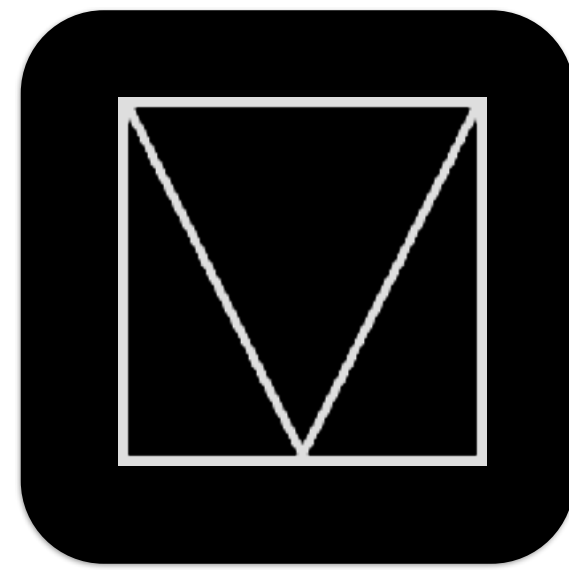
style

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

Aanimation

JS



Animate your content

HTML

Without structure, no design

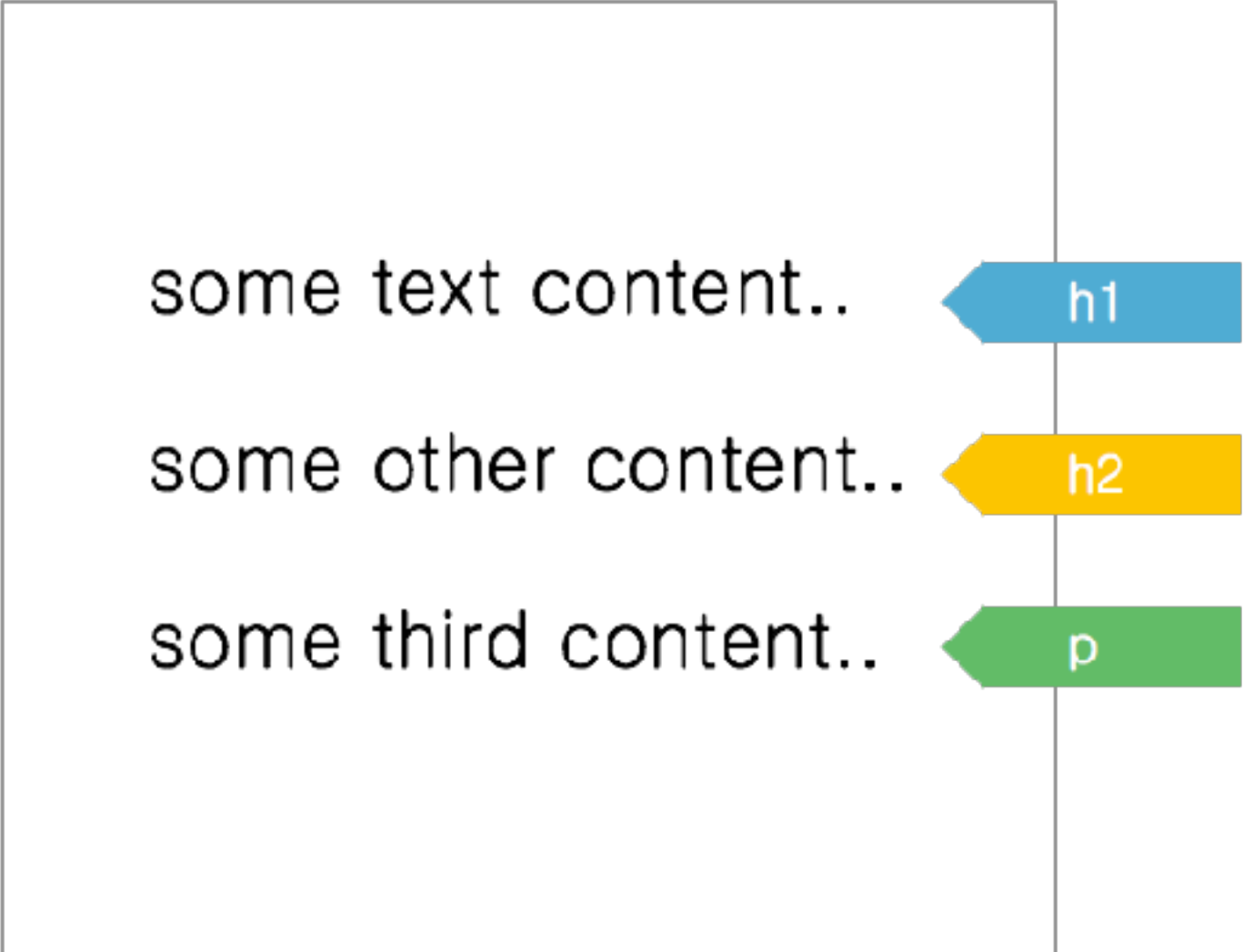
Different contents

some text content..

some other content..

some third content..

Tag them



The diagram illustrates the process of tagging text content. It features a light gray rectangular box containing three lines of text. To the right of each line is a colored arrow pointing left, with an HTML tag label inside it. The first line, 'some text content..', is paired with a blue arrow labeled 'h1'. The second line, 'some other content..', is paired with a yellow arrow labeled 'h2'. The third line, 'some third content..', is paired with a green arrow labeled 'p'. A thin vertical line runs down the right side of the gray box, passing through the center of each arrow.

some text content.. h1

some other content.. h2

some third content.. p

Browser apply defaults

some text content..

h1

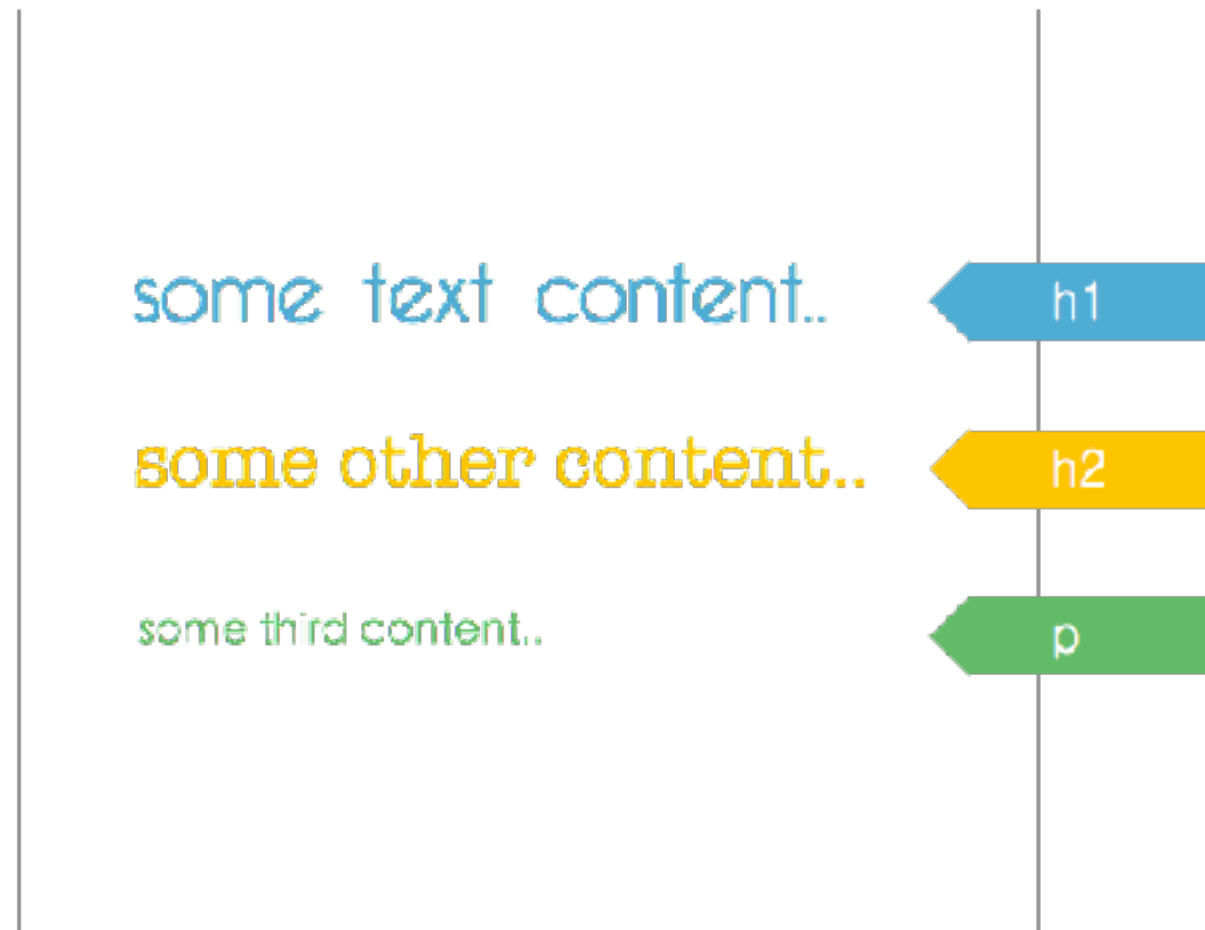
some other content..

h2

some third content..

p

Over-ride with CSS



Skeleton

```
<html>
```

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

```
</html>
```

Head & body

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

Title

```
<html>  
  <head>  
    <title>Landing</title>  
  </head>  
  <body>  
    <!-- Stuff to display-->  
  </body>  
</html>
```

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 & social

<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>

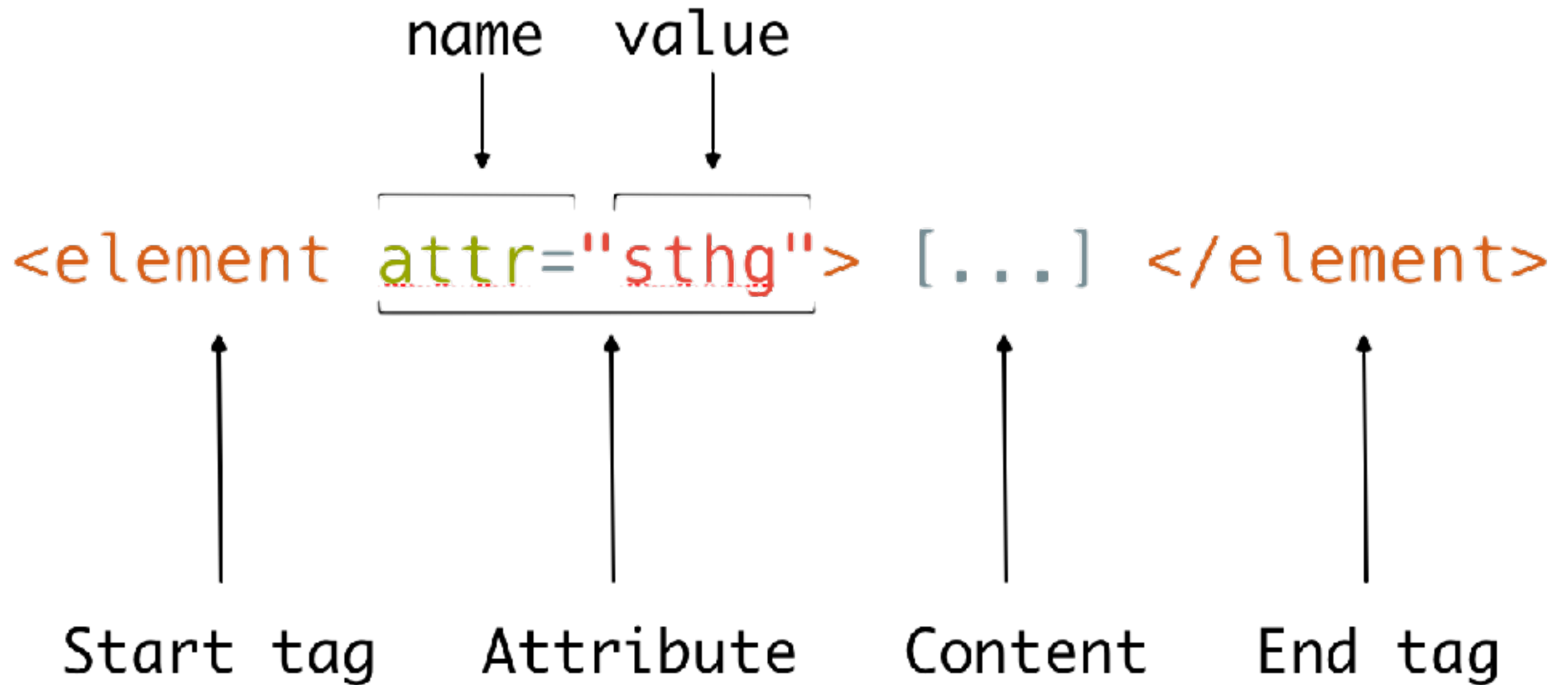


Le Wagon - The French innovative coding school

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
adipiscing elit. Veritatis laboriosam
autem at ab omnis iure quis

`</p>`

HTML - emphasize

<p>

You can emphasise some words, and
even more if needed

</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!



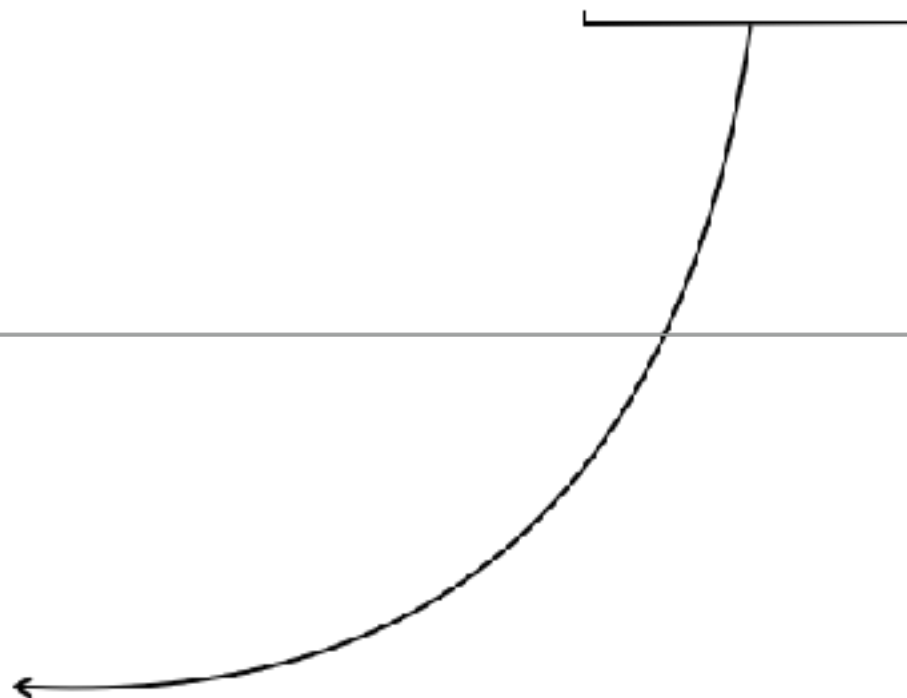
Linking stylesheets

 index.html

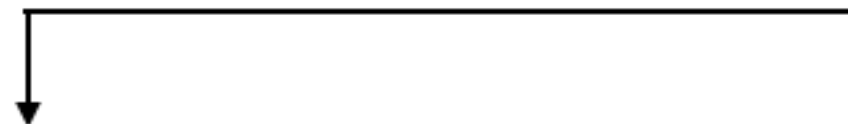
```
1 <head>
2   <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5   <h1>Hello</h1>
6 </body>
```

 style.css

```
1 h1 {
2   color: red;
3 }
```

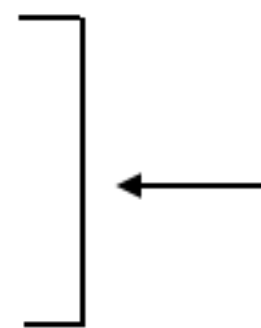


CSS syntax



selection of one or more elements of the page..

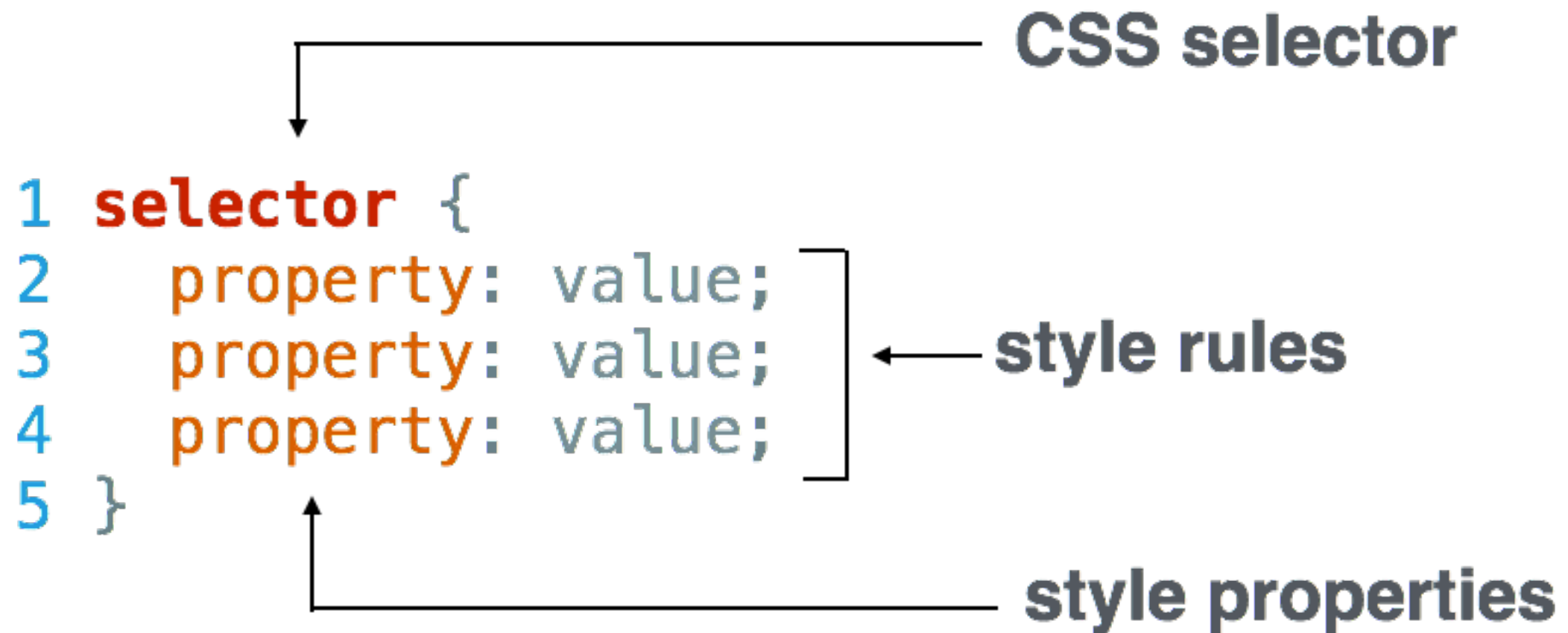
```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```



..on which we define style rules

The diagram illustrates the components of a CSS rule. A horizontal line with a downward-pointing arrow on the left connects the text 'selection of one or more elements of the page..' to the 'selector' part of the code block. A vertical line with a leftward-pointing arrow on the left connects the text '..on which we define style rules' to the three 'property: value;' lines of the code block. The code block is numbered 1 through 5 on the left side.

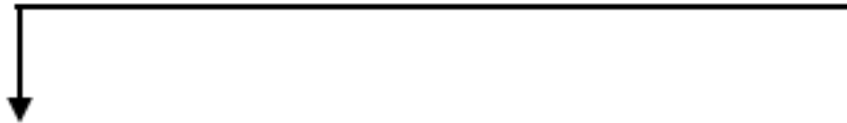
CSS vocabulary



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 }
```

This is headline 2

C Colors

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

This is headline 2

RGB tips



Text vs. Background



text color

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

background color

The diagram illustrates the difference between text color and background color in CSS. It shows a code block with four lines. The first line is '1 body {' where 'body' is green. The second line is '2 color: orange;' where 'color:' is orange and 'orange;' is green. The third line is '3 background-color: yellow;' where 'background-color:' is orange and 'yellow;' is green. The fourth line is '4 }'. An arrow points from the text 'text color' to the 'color:' property. Another arrow points from the text 'background color' to the 'background-color:' property.

Background images

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

background-image



Font family

```
1 body {  
2   font-family: Times, serif;  
3 }
```

Abc

```
1 body {  
2   font-family: Arial, sans-serif;  
3 }
```

Abc

```
1 body {  
2   font-family: Courier, monospace;  
3 }
```

Abc

Font decoration

```
1 p {  
2   text-decoration: underline;  
3 }
```

Abc

```
1 a {  
2   text-decoration: none;  
3 }
```

sign up
↓
sign up

Font alignment

```
1 p {  
2   text-align: center;  
3 }
```

This is a centered
paragraph aligned
with text-align

```
1 p {  
2   text-align: justify;  
3 }
```

This is a justified
paragraph aligned
with text-align

Font size & spacing

```
1 body {  
2   letter-spacing: 10px;  
3 }
```



```
1 body {  
2   font-size: 30px;  
3 }
```



```
1 body {  
2   line-height: 1.6;  
3 }
```



Font weight

```
1 body {  
2   font-weight: 100;  
3   // from 100 to 900.  
4 }
```

Light text

```
1 body {  
2   font-weight: bold;  
3 }
```

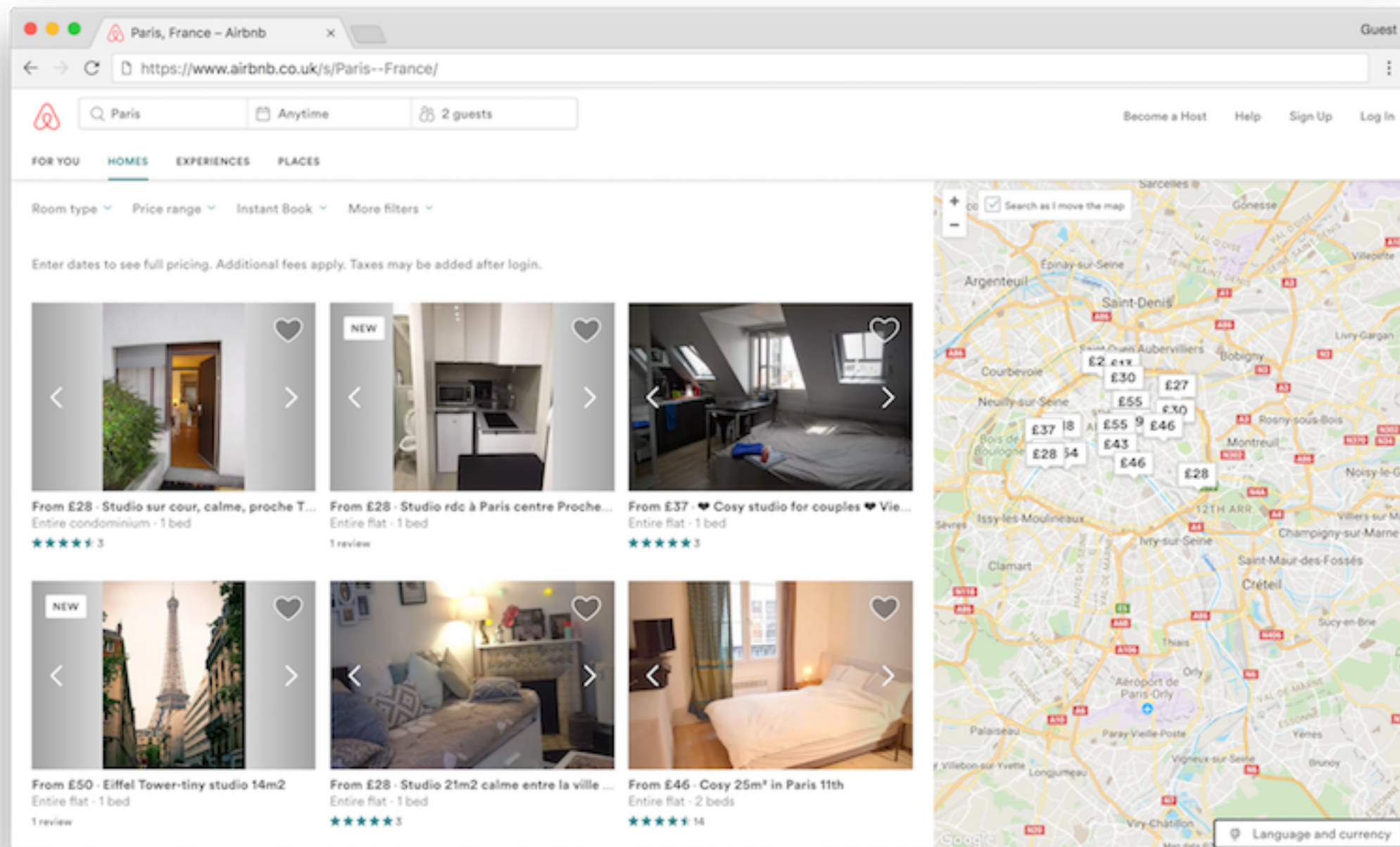
Bold text

Action 3.

CSS for Fonts & Colors

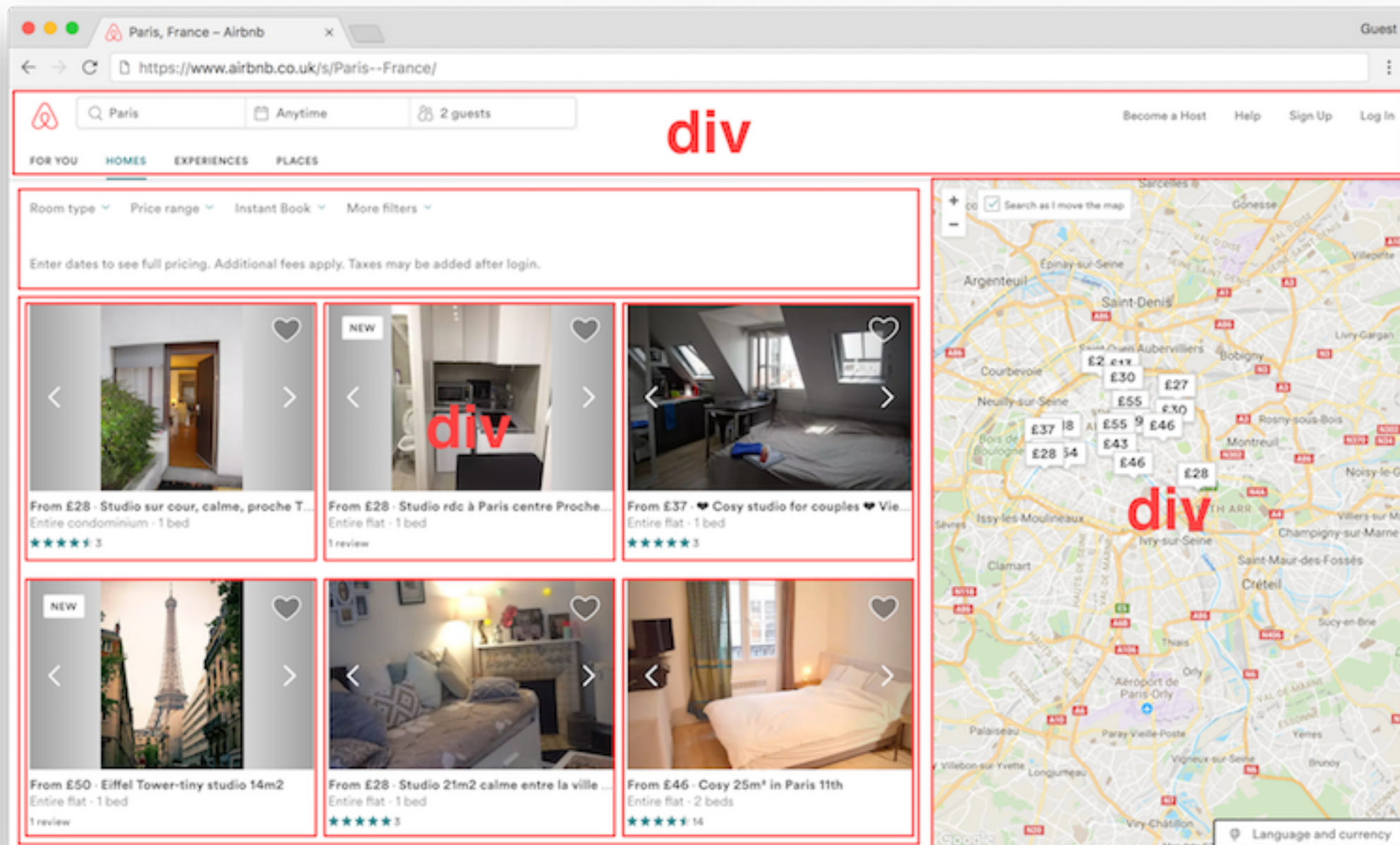
Div & Box model

Real-life...

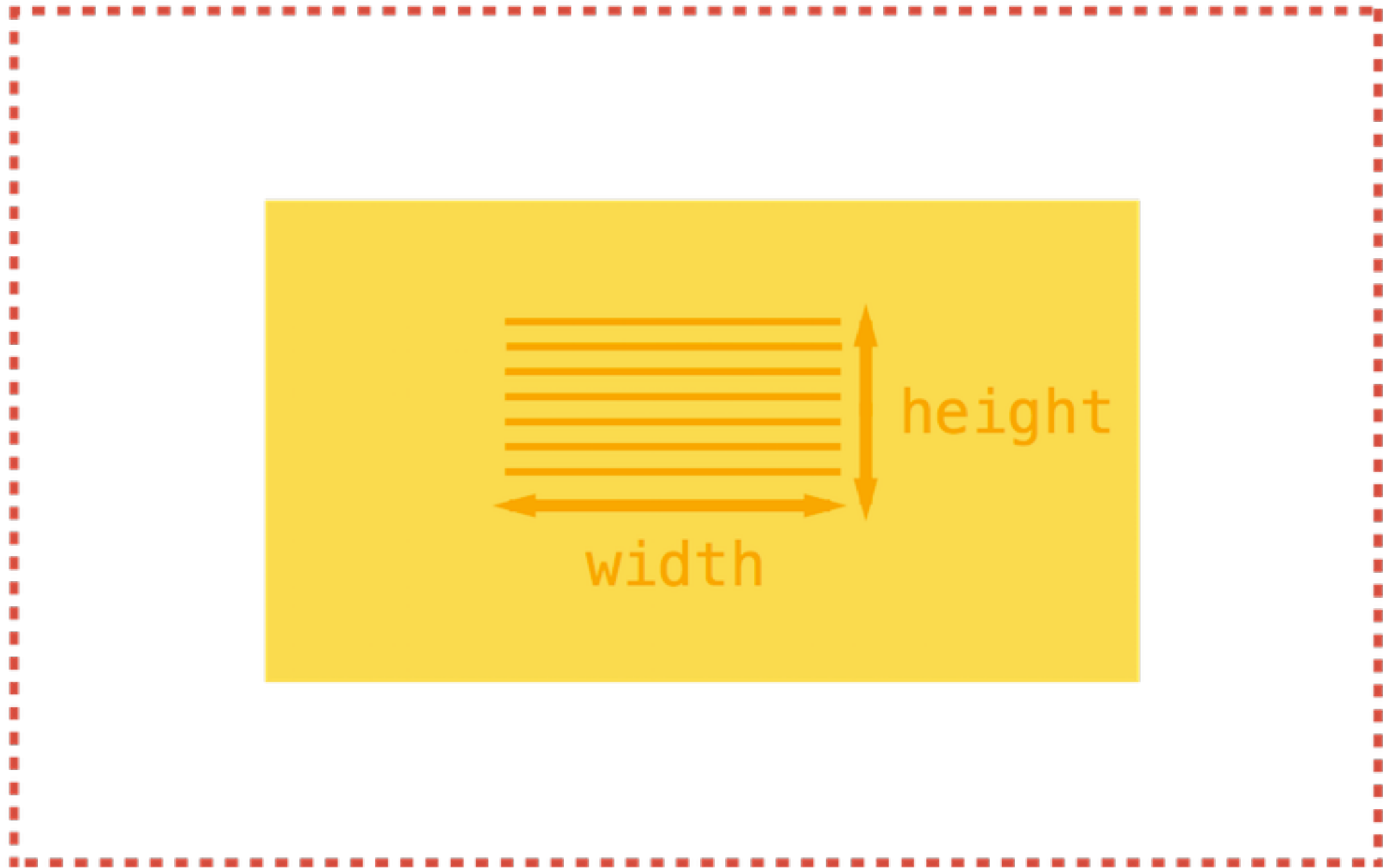


Div & Box model

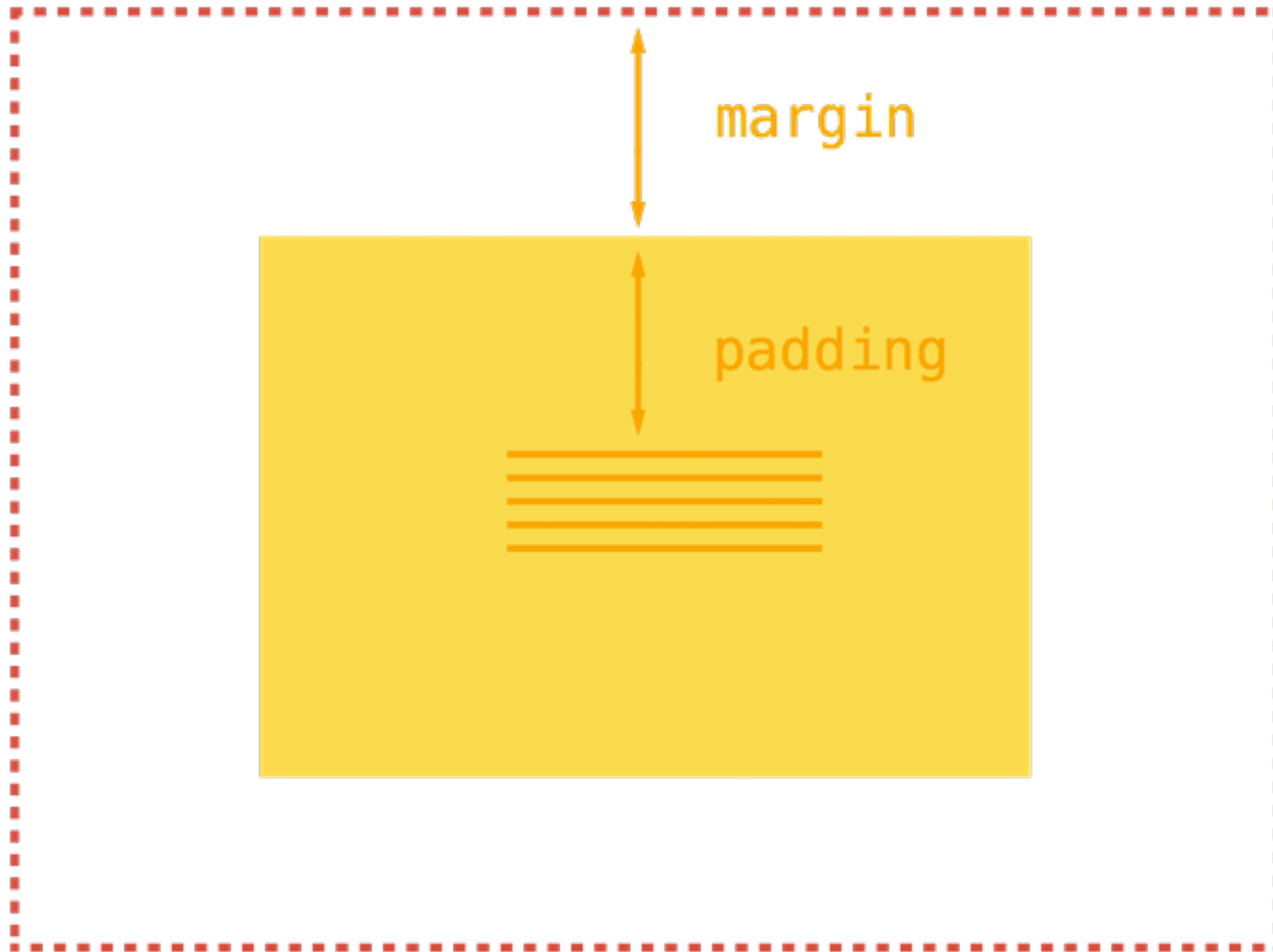
...is made of div



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 - 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?

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

how do you style staff pictures only?

HTML

```
1 
2
3 <ul>
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?

unique



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

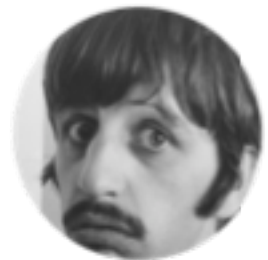
HTML

↑
recurrent

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 ``

CSS

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

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