

Part 1

landing-page

Intro HTML / CSS



le wagon

Landing page

Clear proposition value

Clean design

Call-to-Action

CRM first milestone

Landing page tools

lawnchrock

strikingly

 SQUARESPACE

 unbounce

Let's build it from scratch

<http://lewagon.github.io/landing>

Coding language

HTML



content
+ structure

CSS



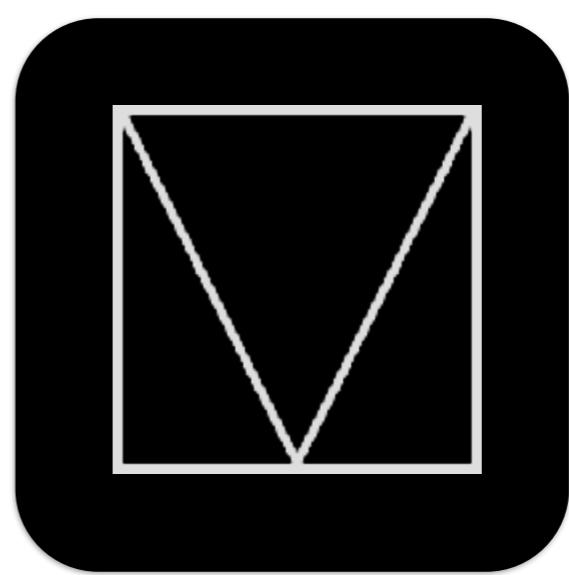
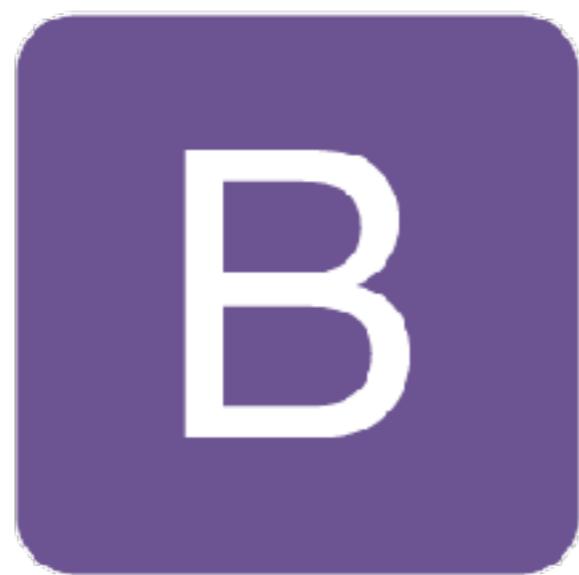
style

JS



dynamism
+ usability

CSS libraries



Workshop outline

Theoretical intros

Basic concepts to understand

Live-code demos

We code, you don't :)

Your turn

Take your time & have fun

Setup



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

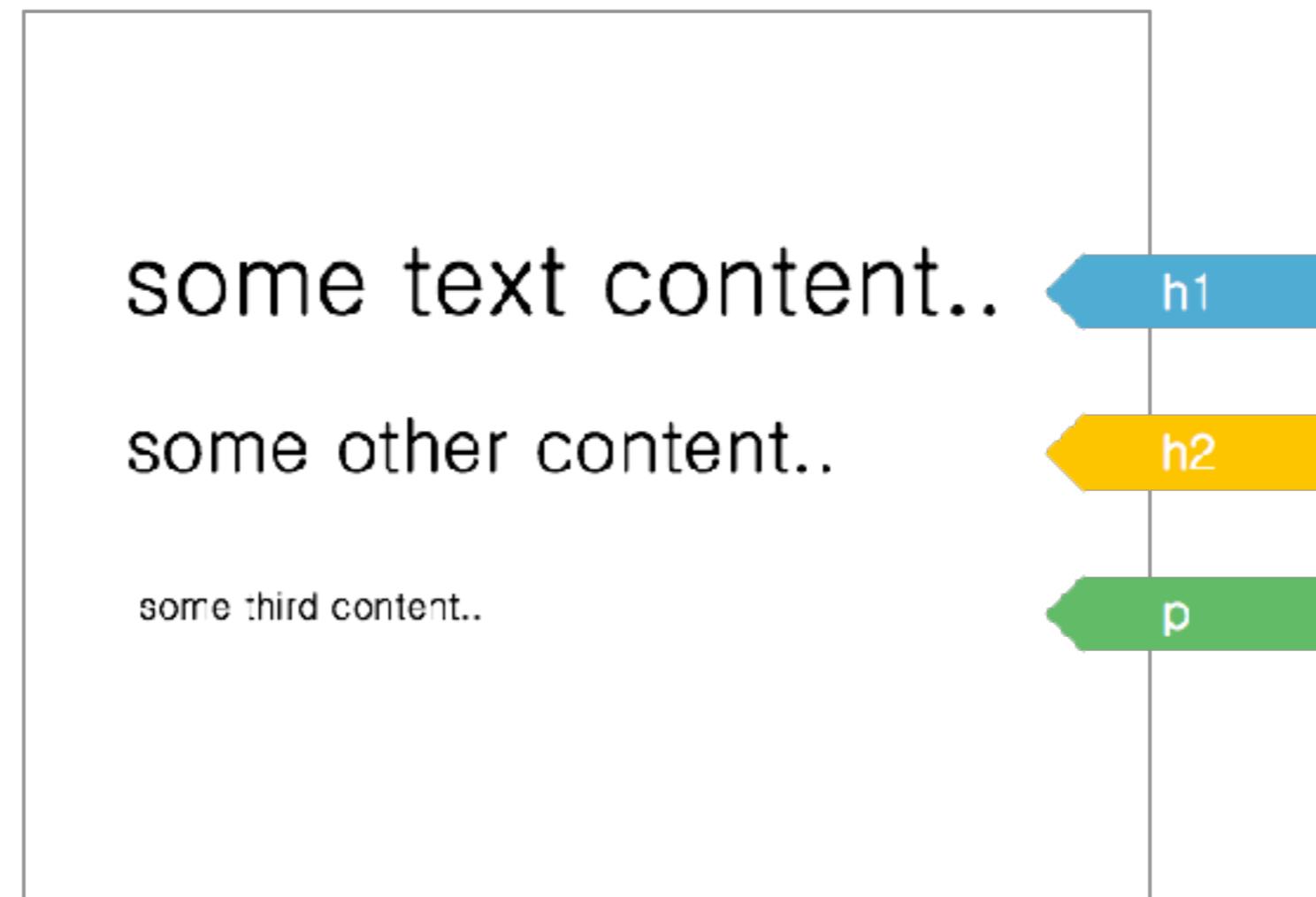
some other content..

h2

some third content..

p

Browser apply defaults



Over-ride with CSS

some text content..

h1

some other content..

h2

some third content..

p

Skeleton

<!DOCTYPE html>

<!-- end of file -->

Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

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

```
</html>
```

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

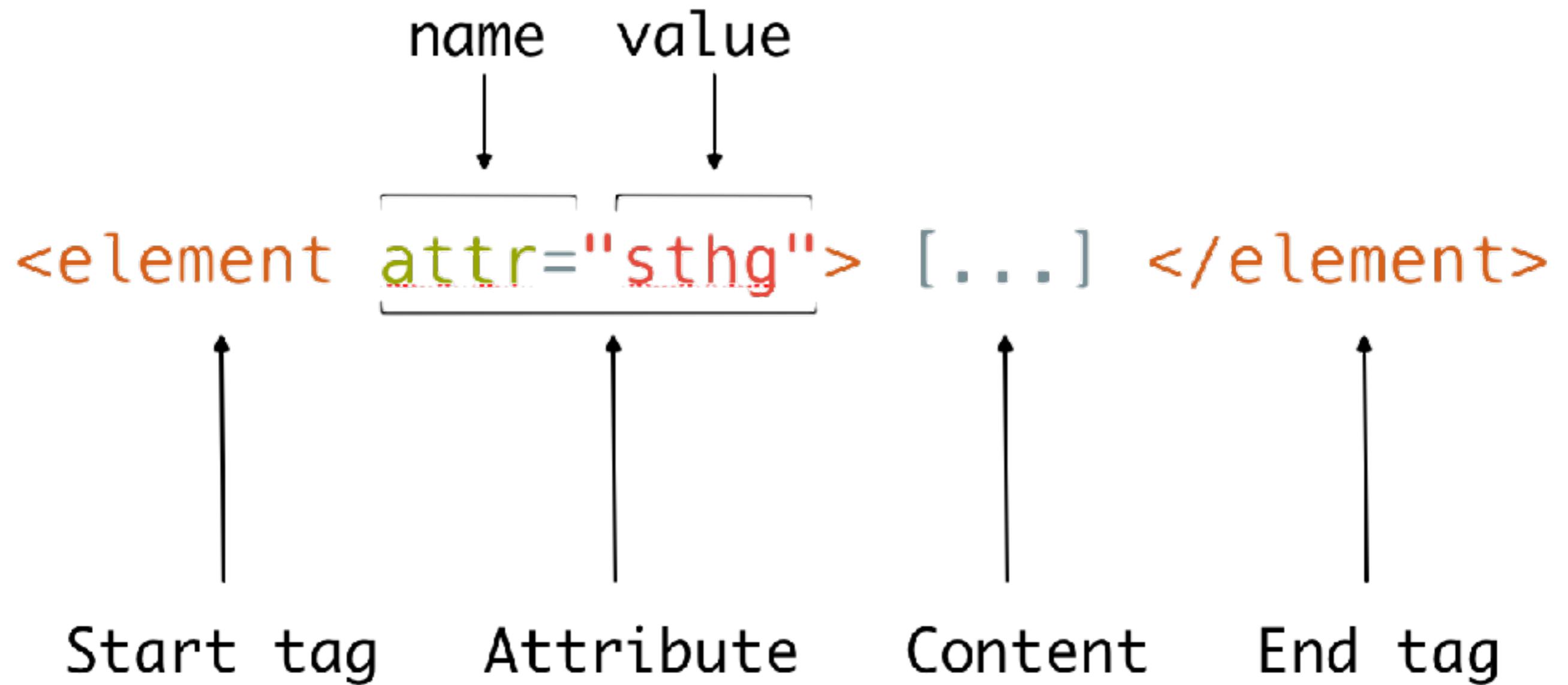
Head & body

```
<!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 -->
```

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

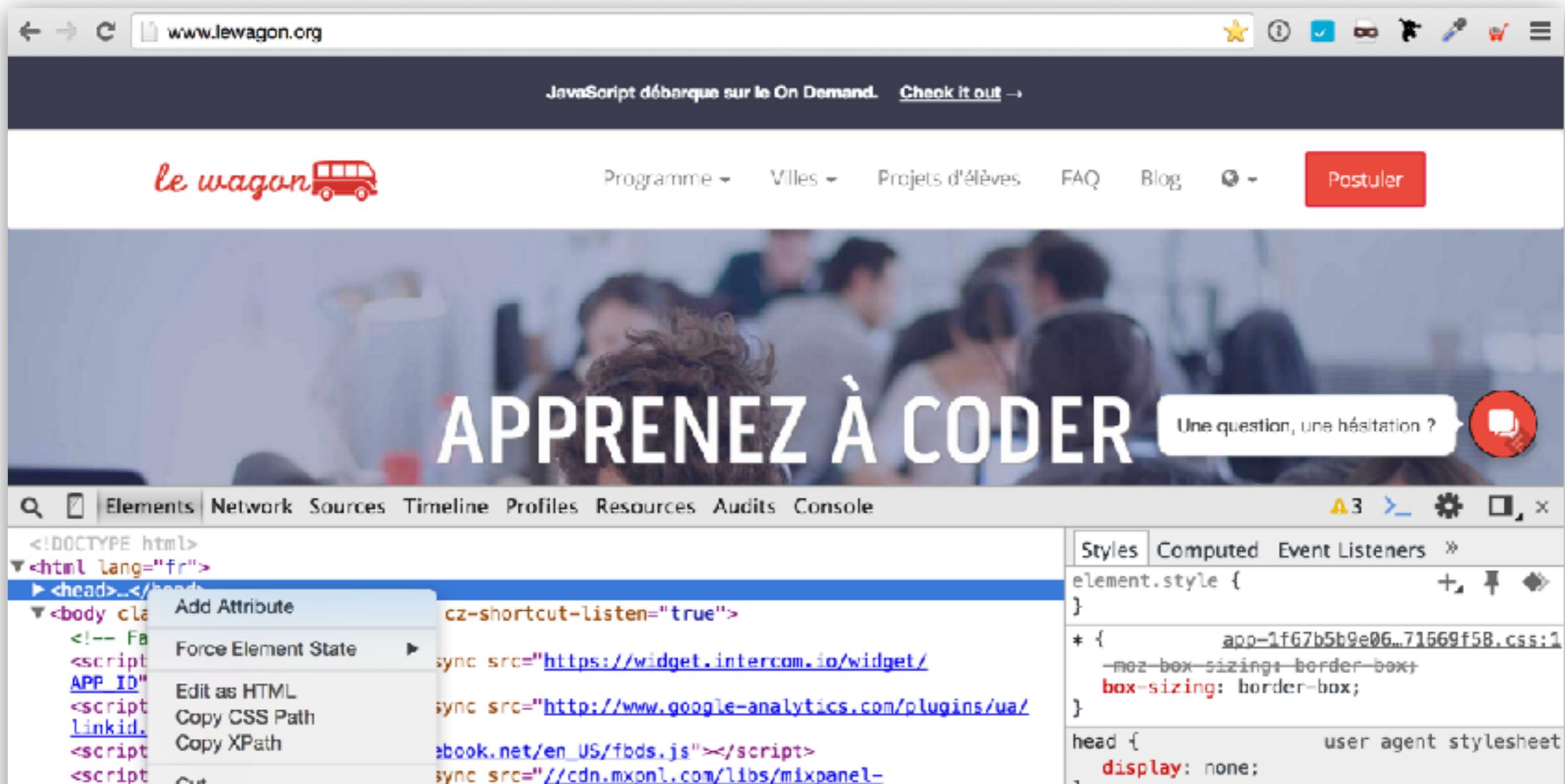
```

```

2. Let's add HTML content

CSS

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



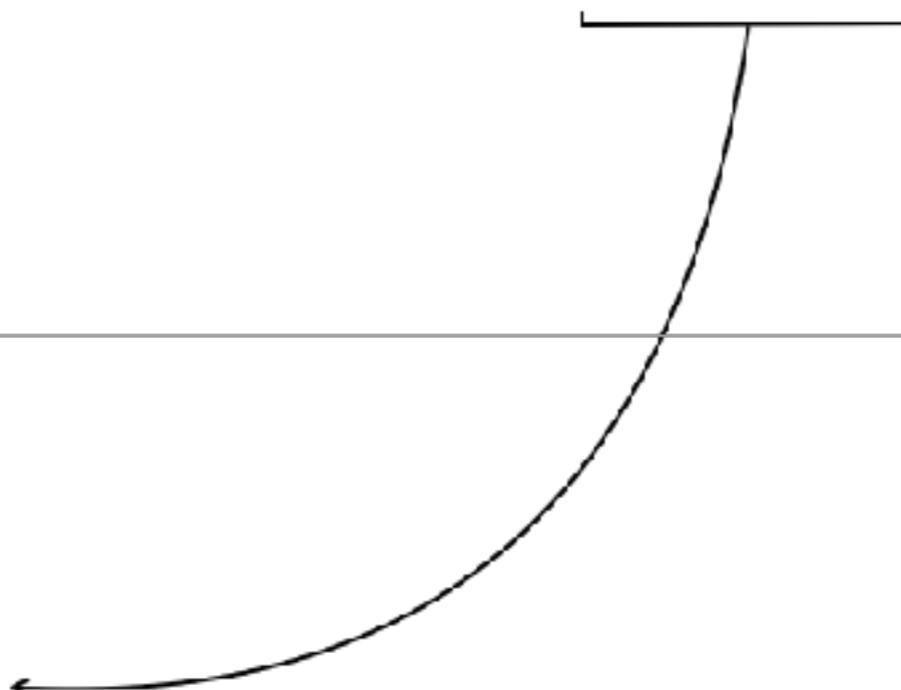
Linking stylesheets

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 }
```



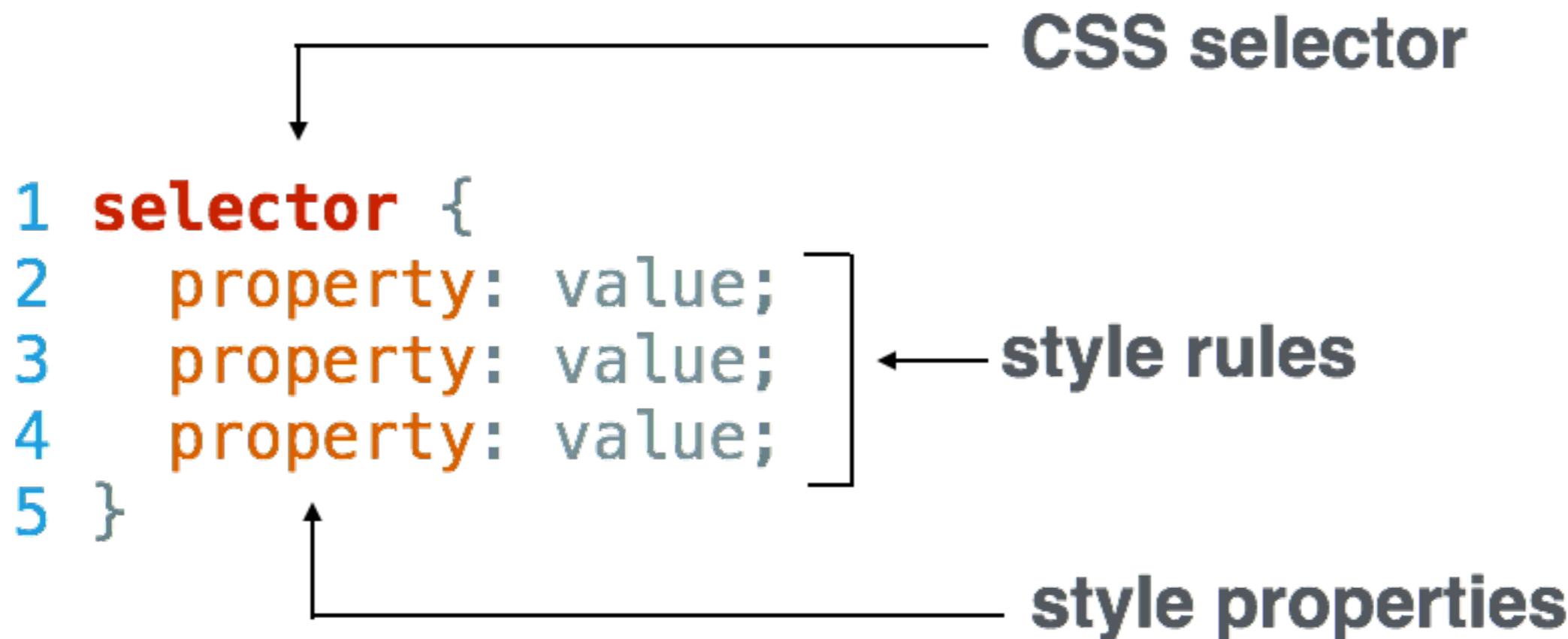
CSS syntax

```
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

The diagram illustrates the relationship between CSS properties and their visual outcomes. It features a block of CSS code with four numbered lines. An arrow points from the text 'text color' to the second line of code, which contains the 'color: orange;' declaration. Another arrow points from the text 'background color' to the third line of code, which contains the 'background-color: yellow;' declaration.

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

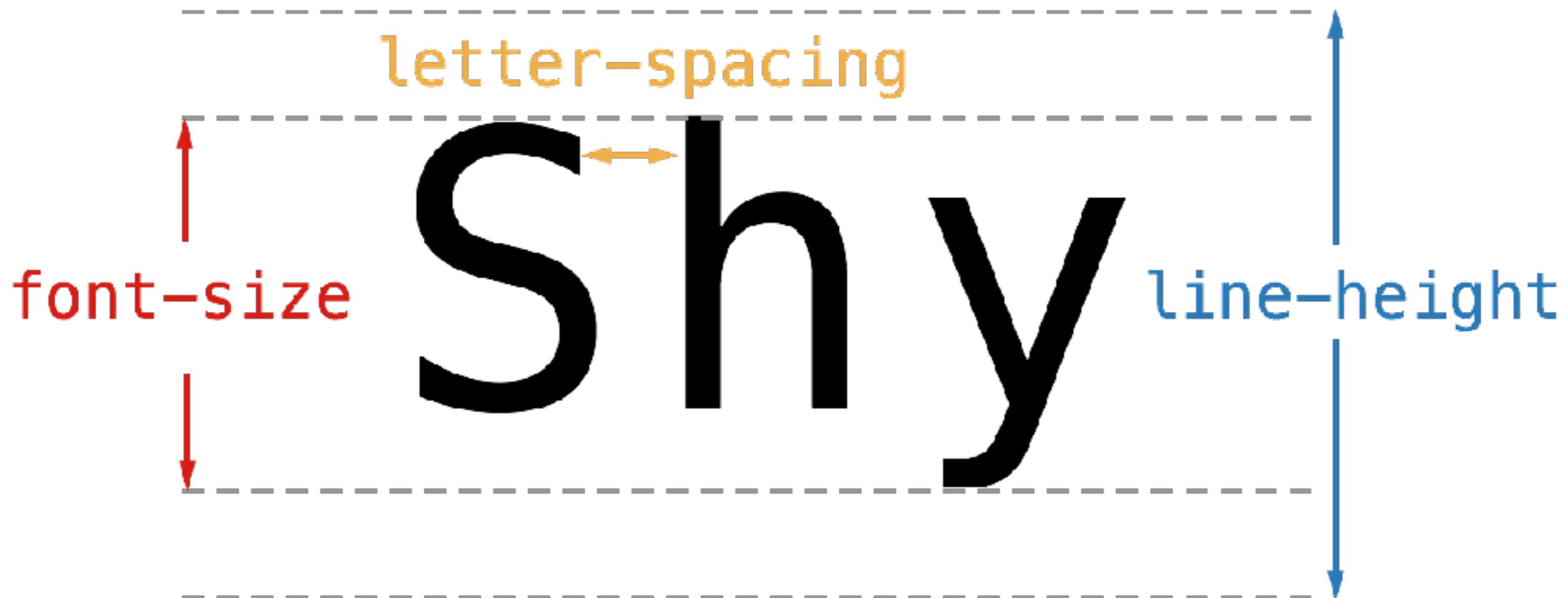
Font family

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

landing-page

Div

Class & ID



le wagon

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 containing "Paris". To the right are user profile icons for "Boris" and "AIDE", and a yellow button labeled "PUBLIEZ VOTRE ANNONCE".

Map: A map of the Paris region and surrounding areas like Poissy, Nanterre, and Versailles. Numerous pink location pins are scattered across the map, primarily concentrated around Paris and its suburbs.

Listing 1: A thumbnail image showing a view of 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 showing a red-themed interior room. Below it is the title "Very COOL flat // Heart of Paris.", a heart icon, and a speech bubble with the number "5".

Bottom section: 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 corner: A dark overlay showing a portion of a guitar and a window, likely a modal or a different part of the page.

Div & Box model

...is made of div

The image displays two versions of a web application interface side-by-side, illustrating the concept of the DOM (Document Object Model) structure.

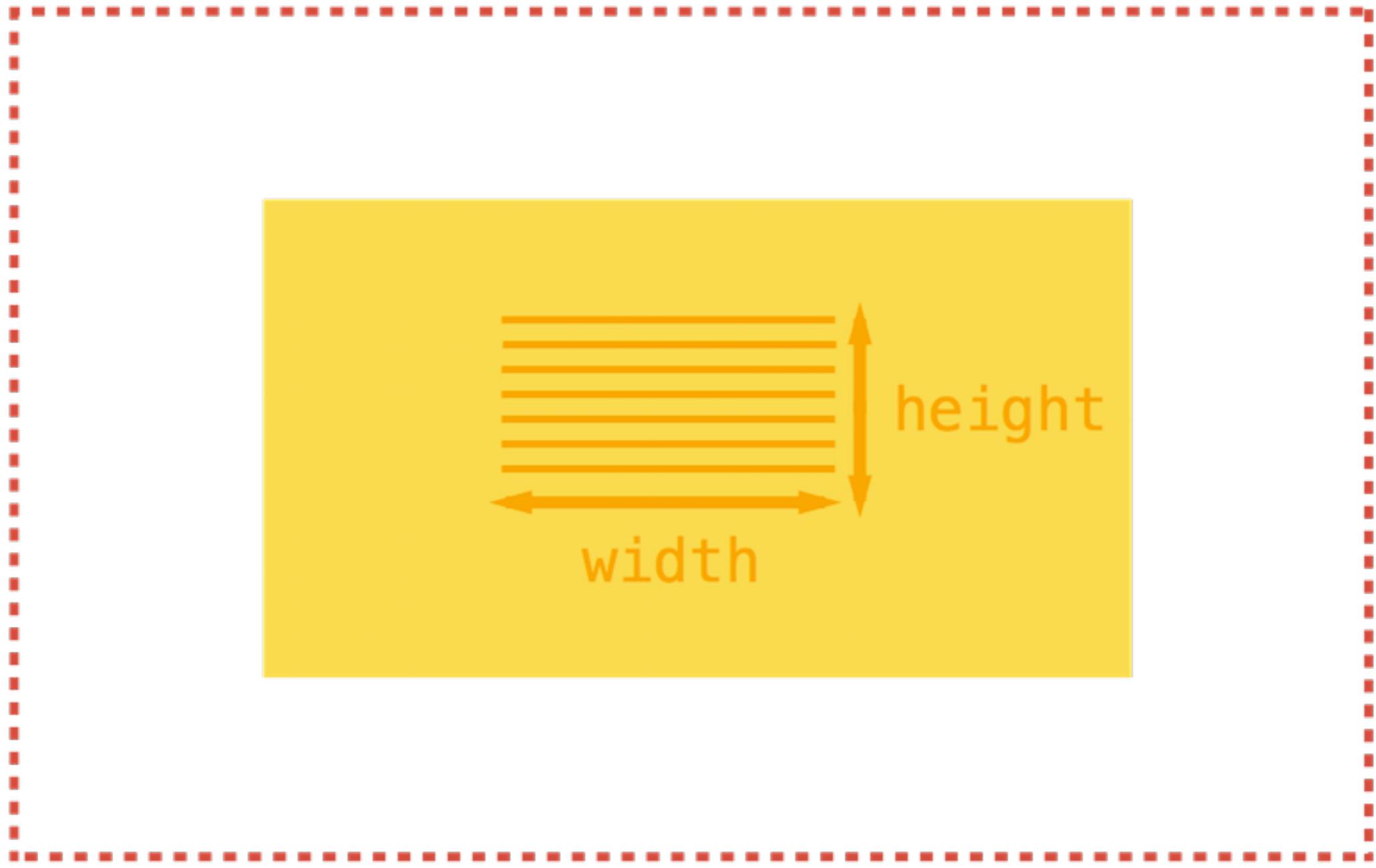
Left Side (Original Airbnb Interface):

- Header:** Shows the Airbnb logo, a search bar with "Paris", and a search button.
- Map:** A map of the Paris region and surrounding areas (Achères, Argenteuil, Saint-Denis, Nanterre, Versailles, etc.) with several pink location pins.
- Text:** A checkbox labeled "Rechercher quand je déplace la carte".

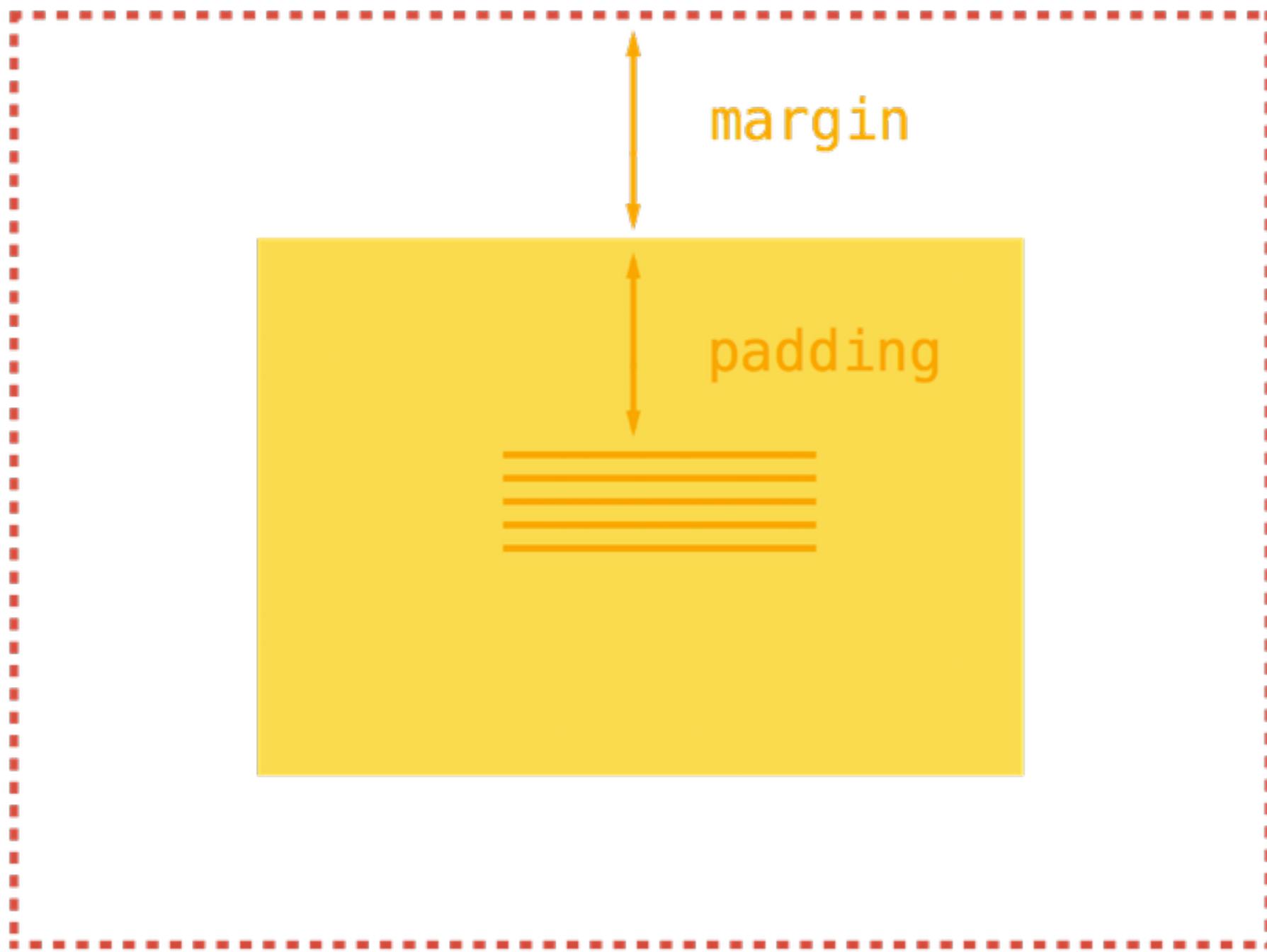
Right Side (Modified Interface with 'div' Watermark):

- Header:** Shows the word "div" in red, the user profile "Boris", a message icon with 5 notifications, "AIDE", and a "PUBLIEZ VOTRE ANNONCE" button.
- Content:** Shows two listing cards:
 - Chambre d'étudiant, vue tour eiffel:** Logement entier, Tour Eiffel - Champ de Mars, ... Price: 36€ Par nuit.
 - Very COOL flat // Heart of Paris:** Logement entier, Invalides - Ecole Militaire, Paris Price: 160€ Par nuit.
- Bottom:** Shows a partial view of another listing card with the text "2 connexions sociales".

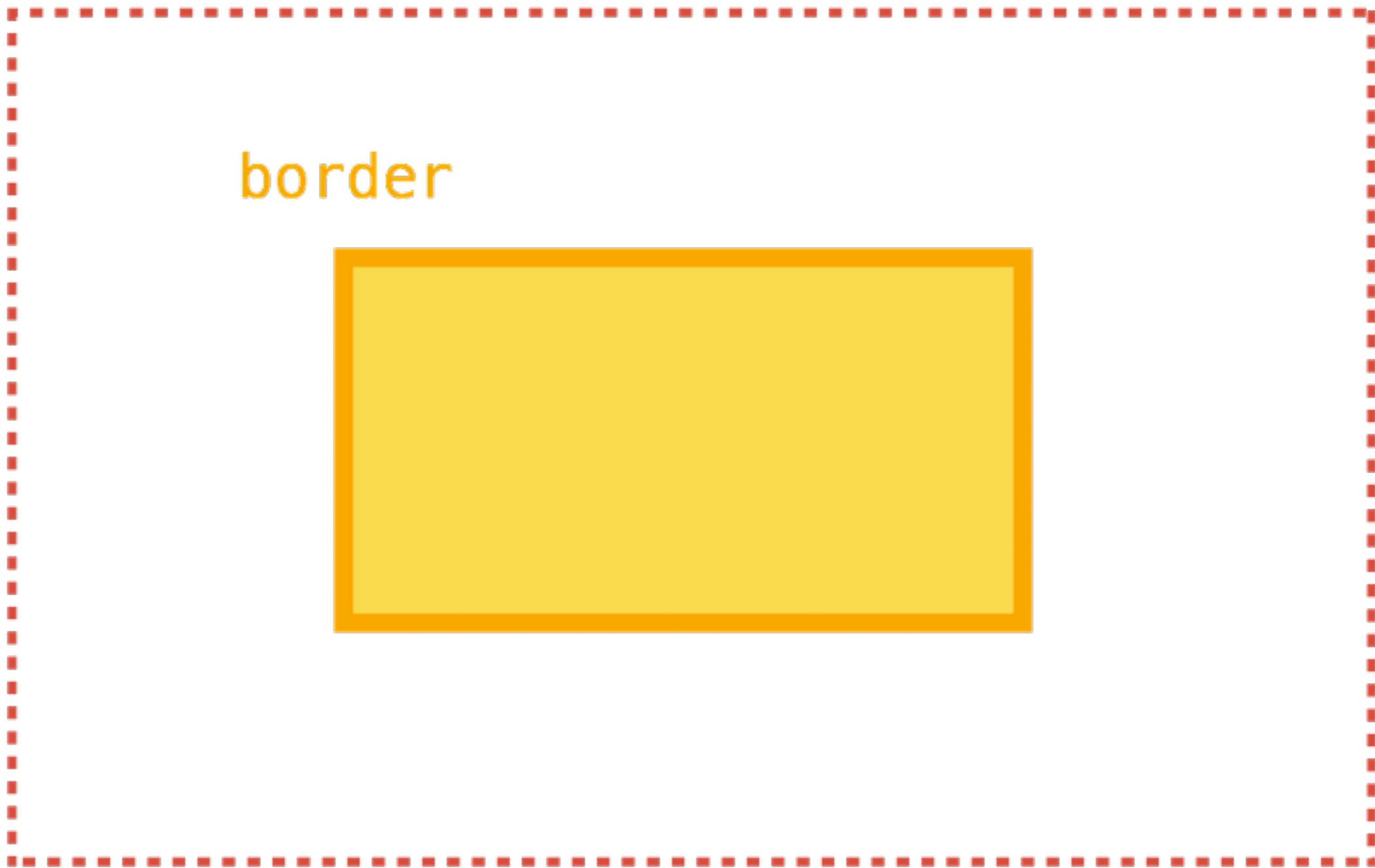
Box model - content



Box model - margins



Box model - border



Box model - border

```
h2 {  
    border: 1px solid green;  
    border: 2px dashed #FF530D;  
}
```

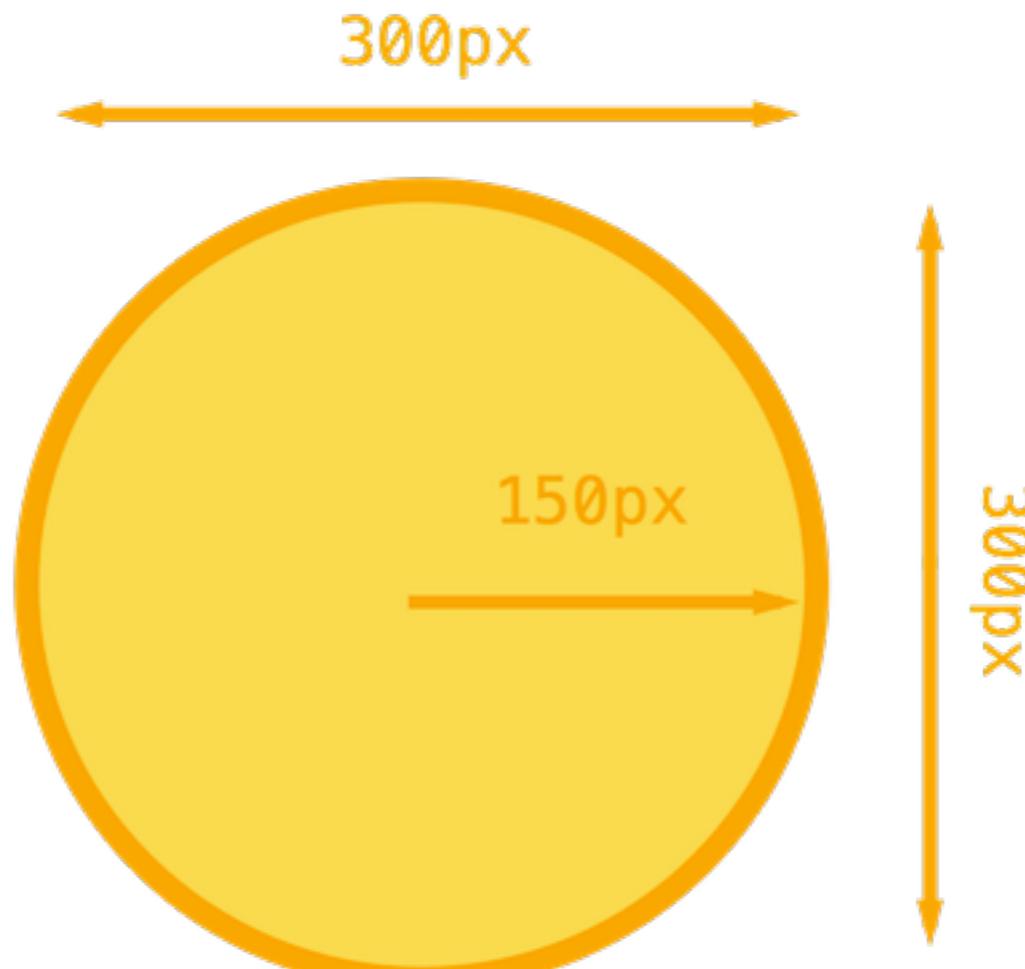


Box model - radius



`border-radius: 5px;`

Box model - radius



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

Box model - shadow



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

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>
```

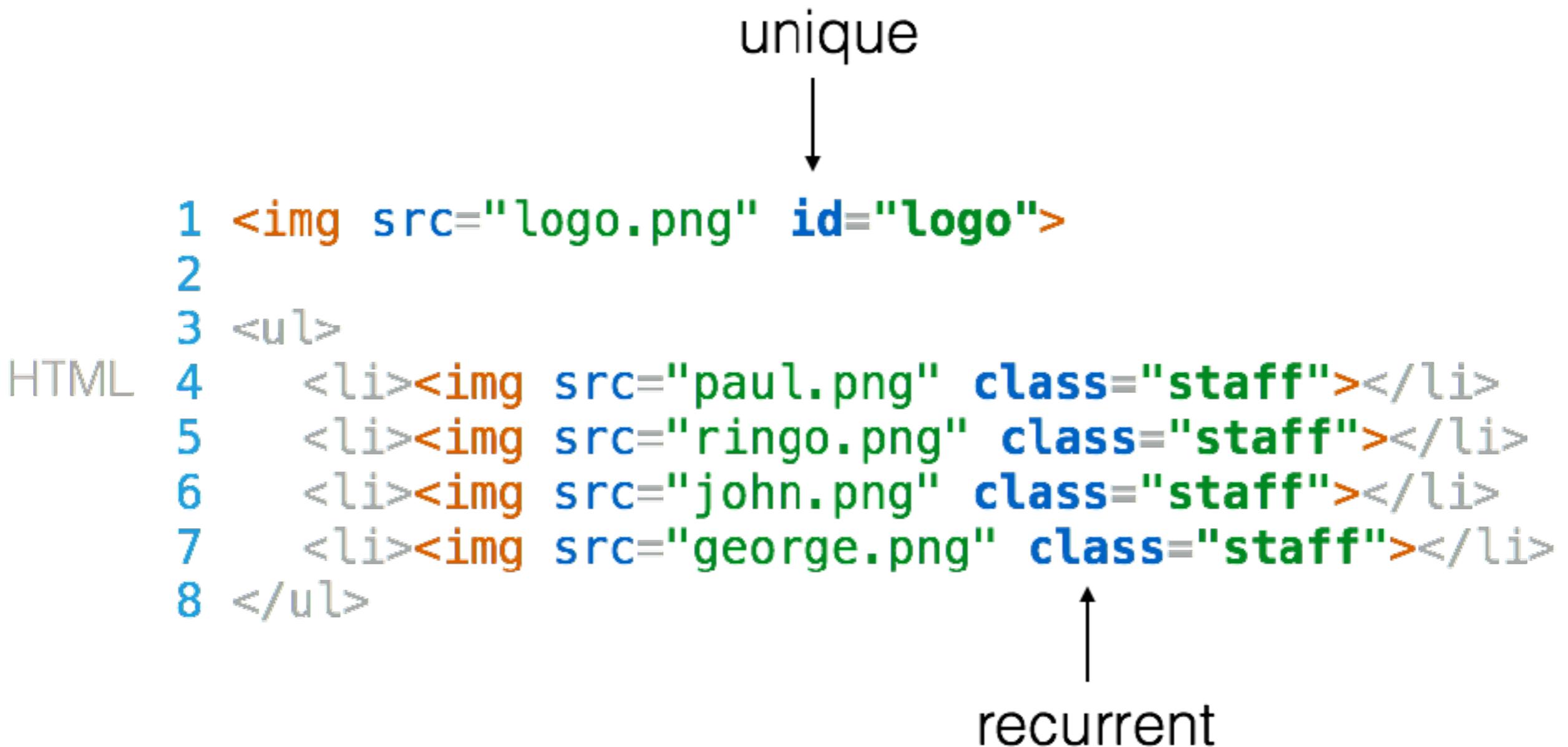
how do you style staff pictures only?

```
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 }
```



5. Name your tags

Fontawesome

You don't want .png or .jpg files
You want a font of icons

6. Fontawesome

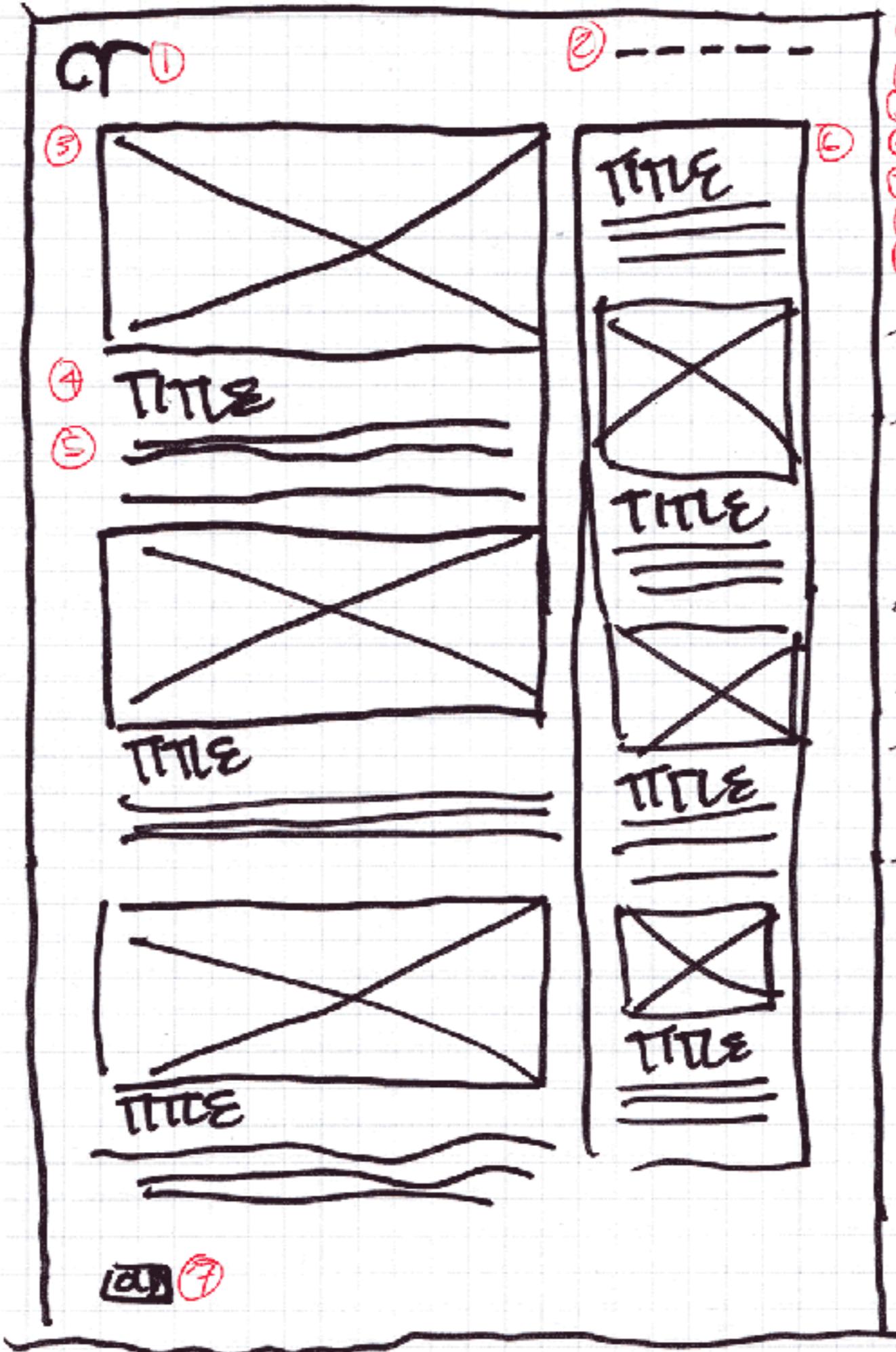
Part 4

Bootstrap



le wagon

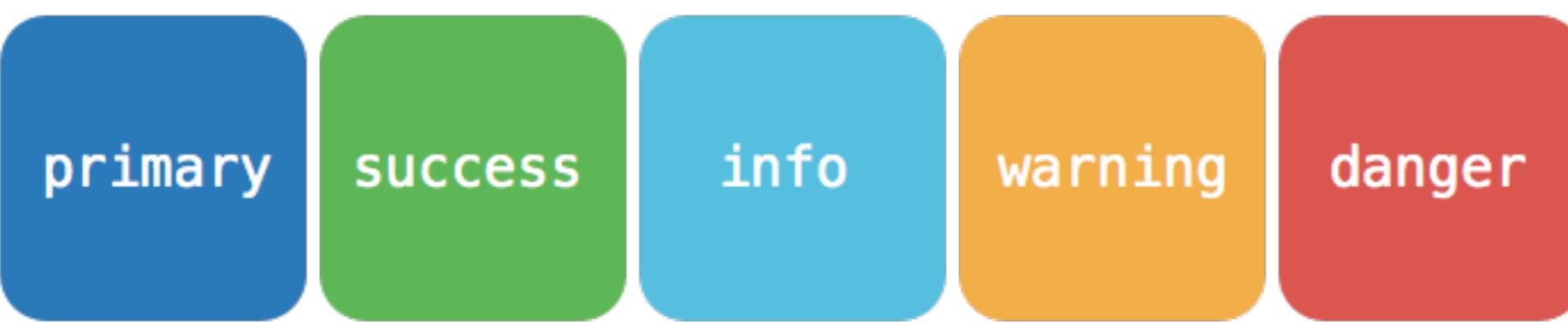
Wireframe





7. Let's setup

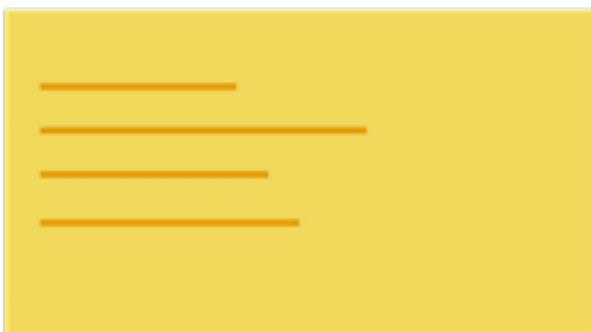
Semantic scheme



Text classes



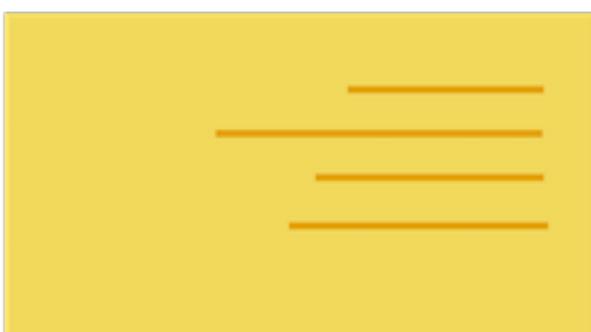
```
<div class='text-justify'></div>
```



```
<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'>
```

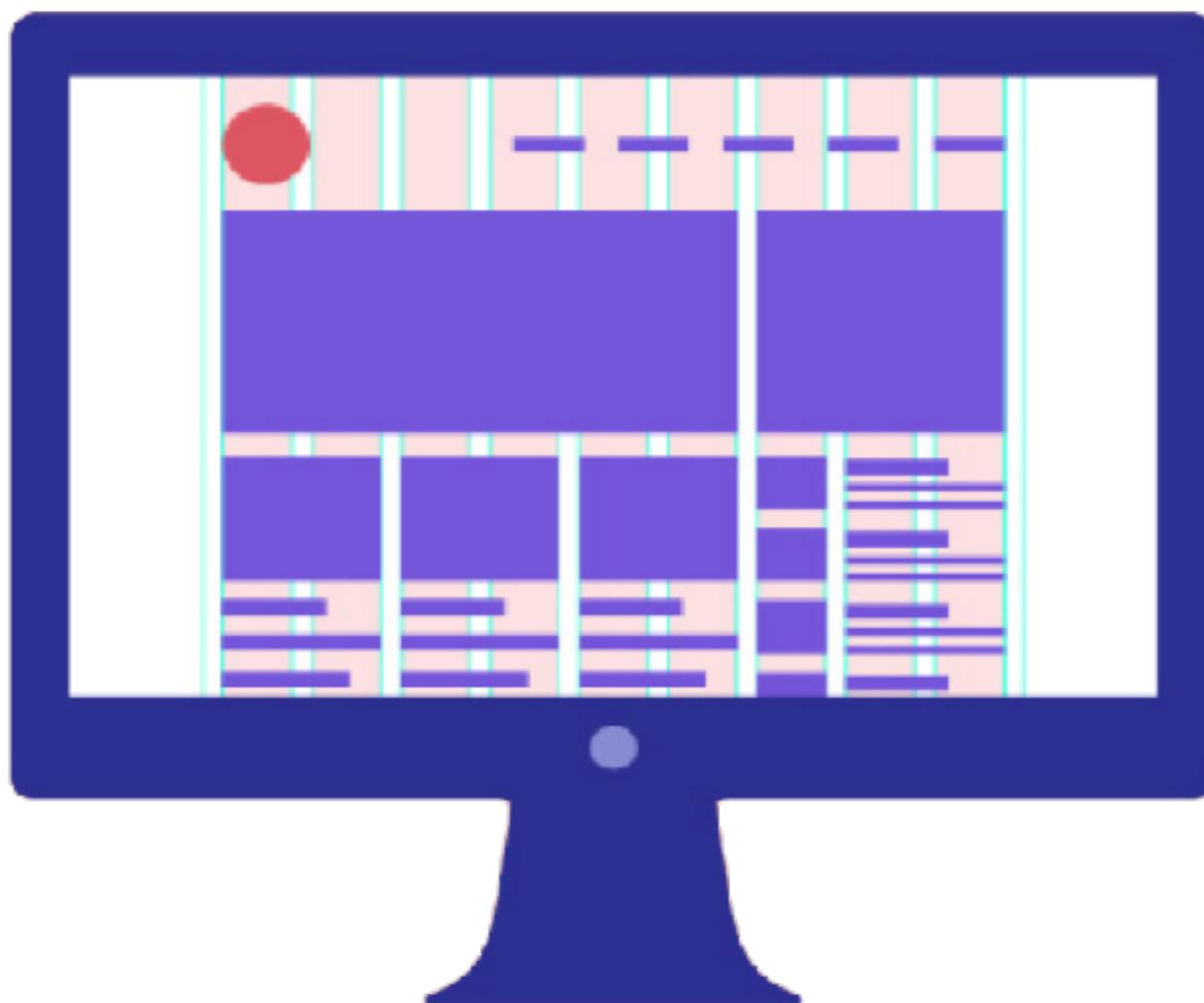
Your turn

“text-center” on your paragraphs

“list-inline” on your social list

“btn btn-primary” for your subscribe button

Grid system



Responsive



Mobile first

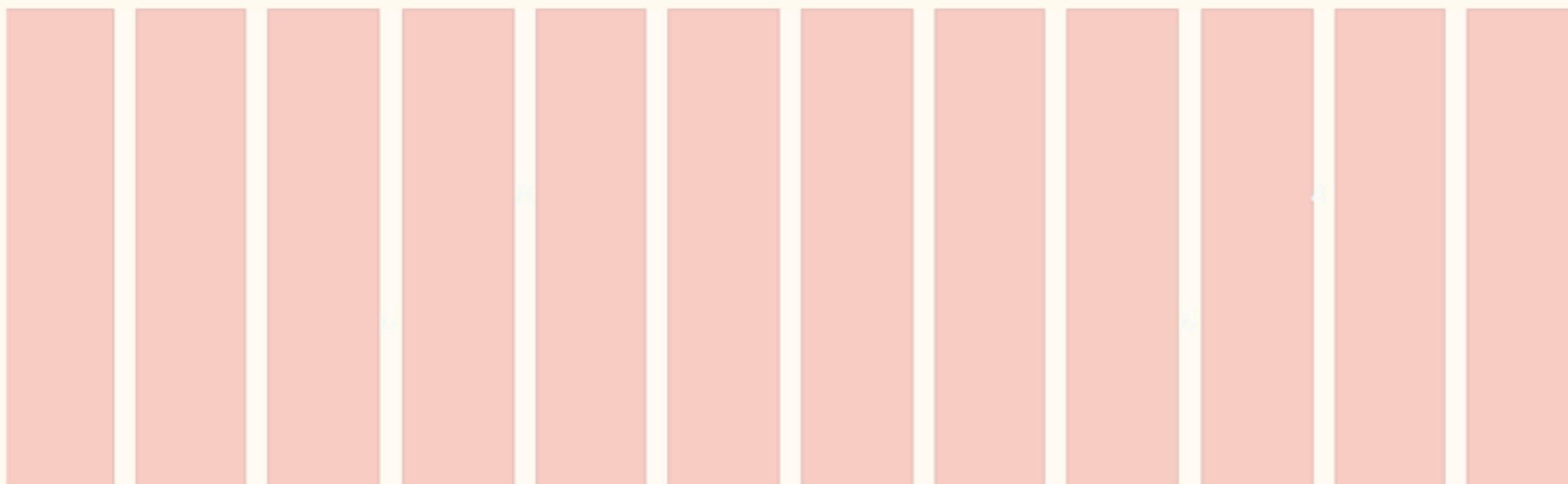


How does it work?

Container

always start with a **container**

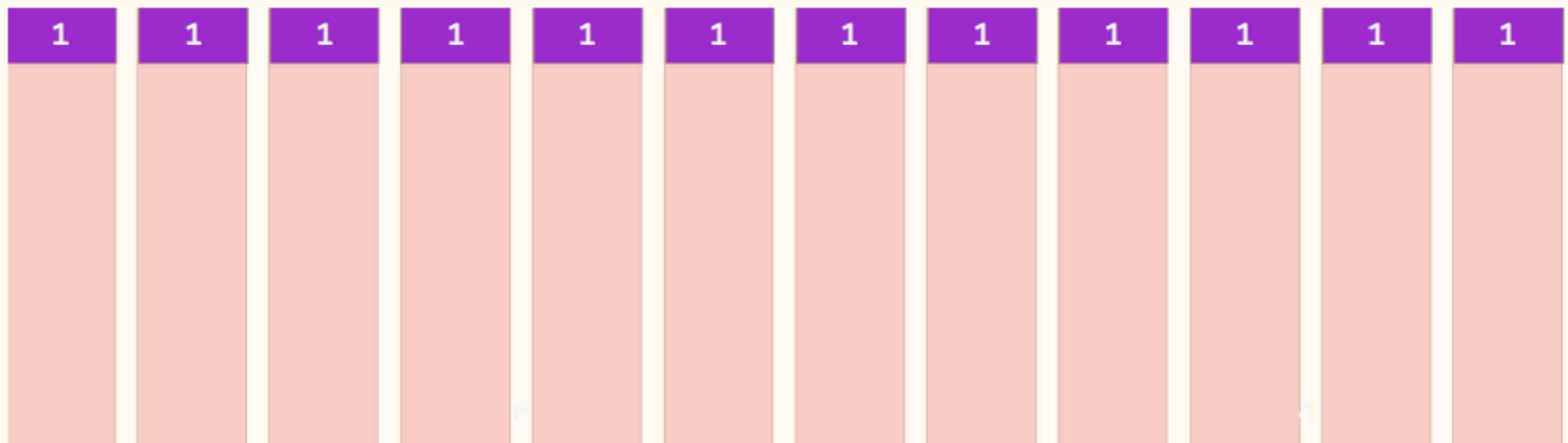
```
<div class="container">  
    <!--Define a container-->  
</div>
```



Rows

then insert rows

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



Rows

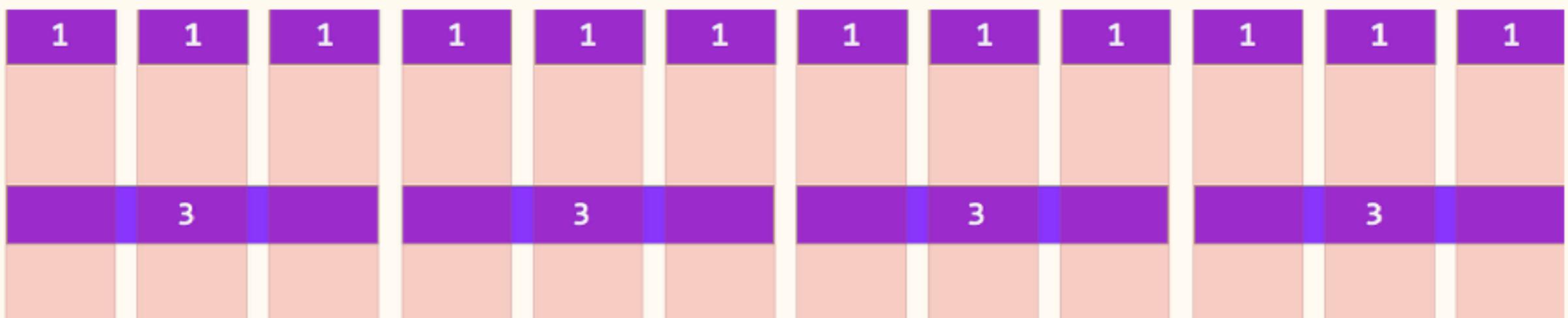
then insert rows

```
<div class="container">

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

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

</div>
```



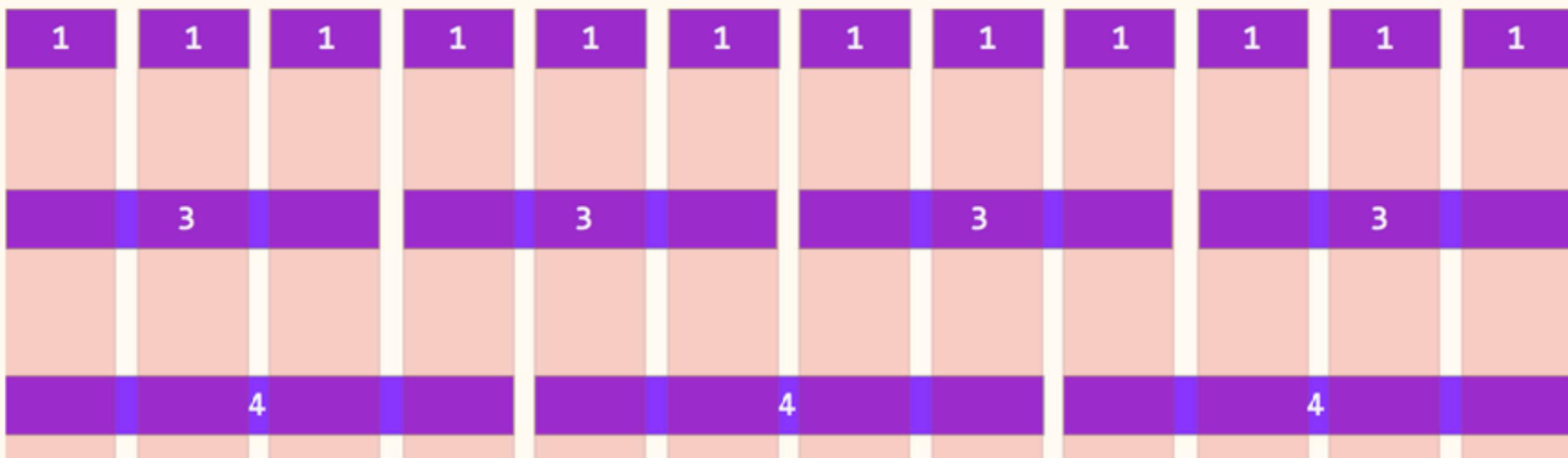
ROWS

```
<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

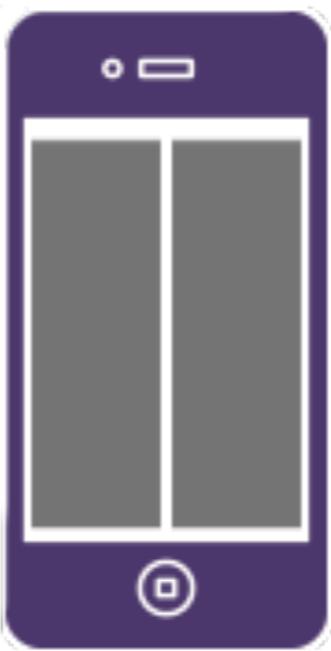
xs: Extra small devices (Phones < 768px)

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>
```

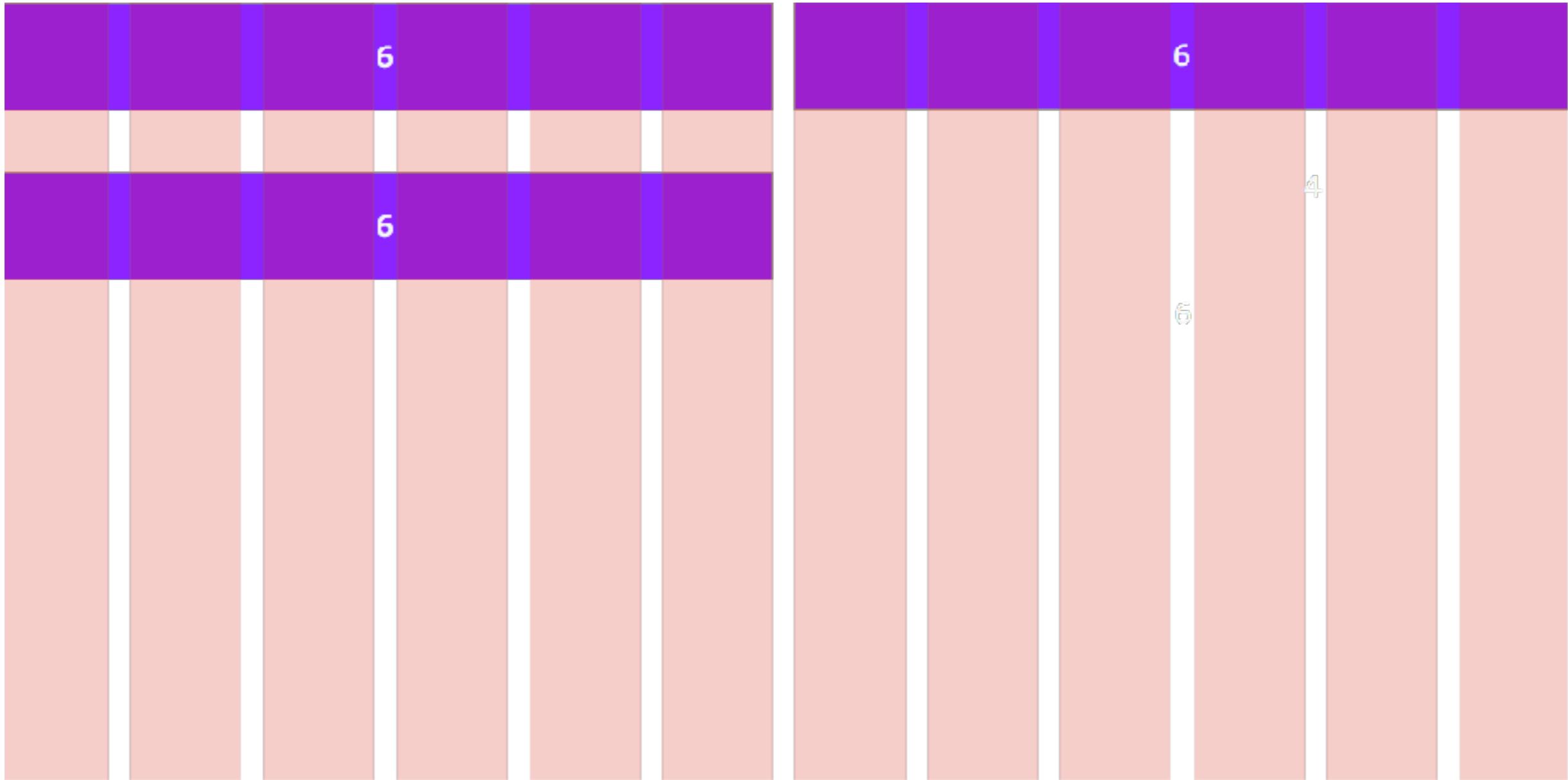
What happens?

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

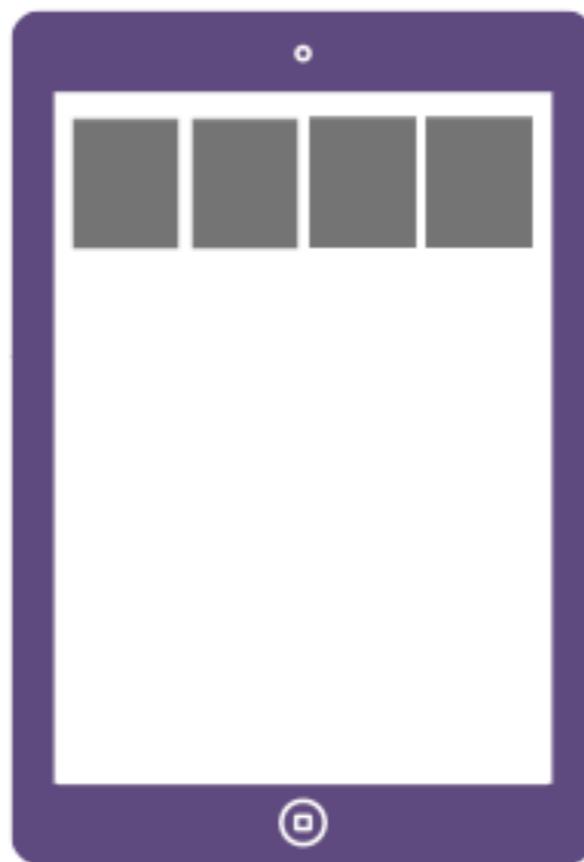
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </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>
```

8. The grid

css components design



le wagon

Components 101

Easy CSS tricks

Advanced patterns

UI components



**Elementary blocks
of app design**

5 to 10 components to master



90% of your app design

**Which UI components
do you know?**

Images



Avatar



Thumbnail

Buttons

Start now

Twitter

SIGN UP

Google

Write a story

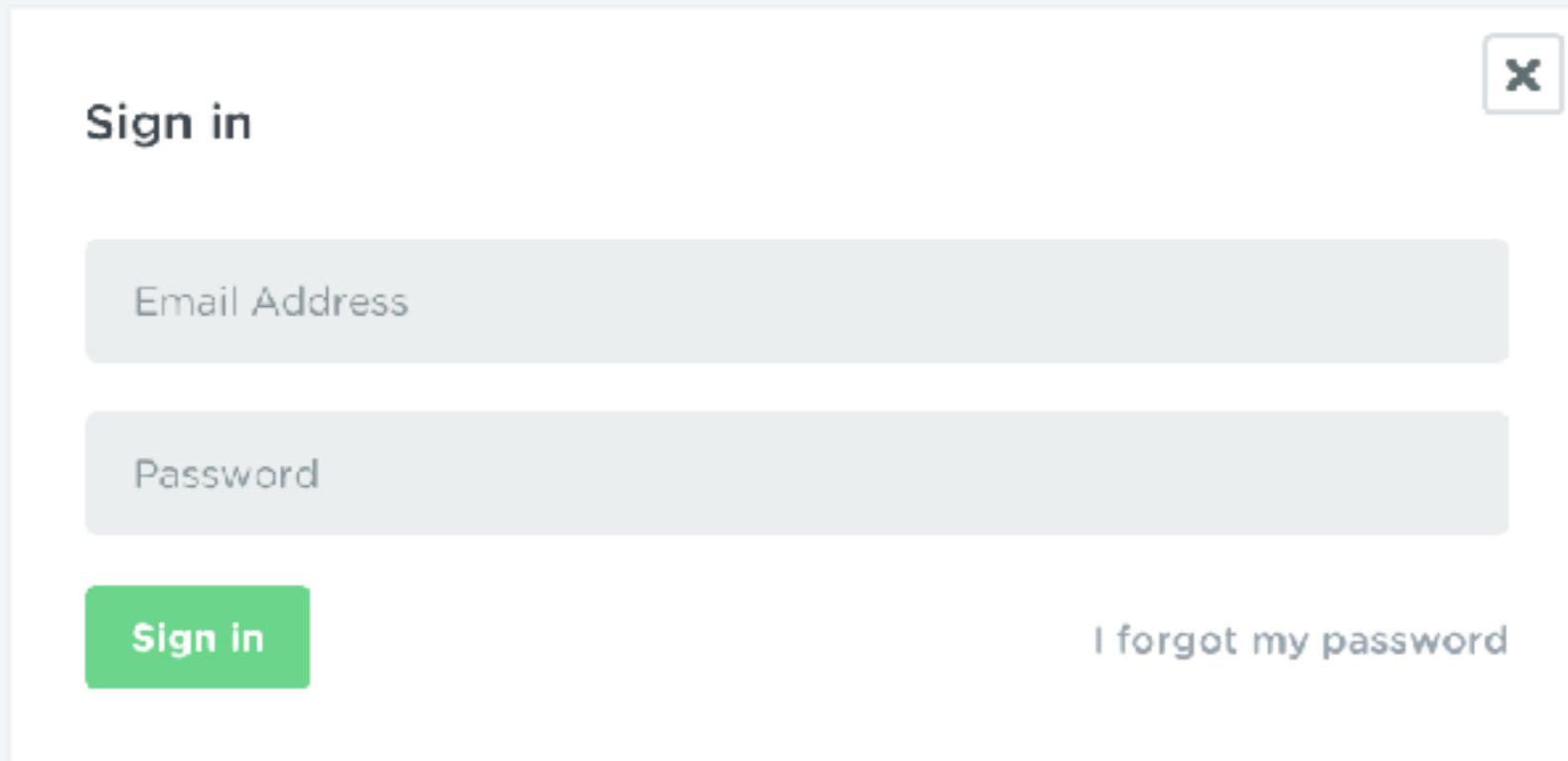
Medium

Free trial

treehouse

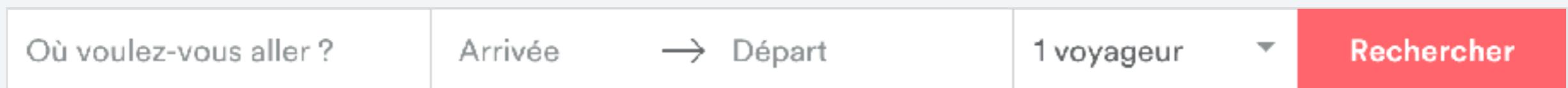
Forms

Login form (treehouse)



A screenshot of a login form. At the top left is the text "Sign in". In the center is a large "X" icon inside a square. Below the "Sign in" text are two input fields: one for "Email Address" and one for "Password". To the right of the "Email Address" field is a small "I forgot my password" link. At the bottom left is a green "Sign in" button. The entire form is contained within a light gray box.

Search form (airbnb)



A screenshot of a search form from Airbnb. It consists of four input fields: "Où voulez-vous aller?", "Arrivée", "→ Départ", and "1 voyageur". To the right of these fields is a red "Rechercher" button. The entire form is contained within a white box.

Forms

Chatbox form (Intercom)

The screenshot shows a user interface for a chatbox. At the top, there are three buttons: "Reply" (highlighted in blue), "Note", and a question mark icon. Below these is a search bar containing the placeholder text "Type # to insert a saved reply". At the bottom left is a toolbar with four icons: a file folder, a smiley face, a photo, and a link. On the right side, there is a large blue "Reply" button.

Reply Note ?

Type # to insert a saved reply

Reply

Tabs / Navs

Medium

STAFF PICKS TOP STORIES BOOKMARKS

ProductHunt

6,418

Upvoted

509

Submitted

35

Made

27

Collections

23,346

Followers

1,413

Following

TWEETS

4 021

ABONNEMENTS

1 783

ABONNÉS

3 972

AIMÉS

5 218

LISTES

10

Twitter

Navbars

Medium



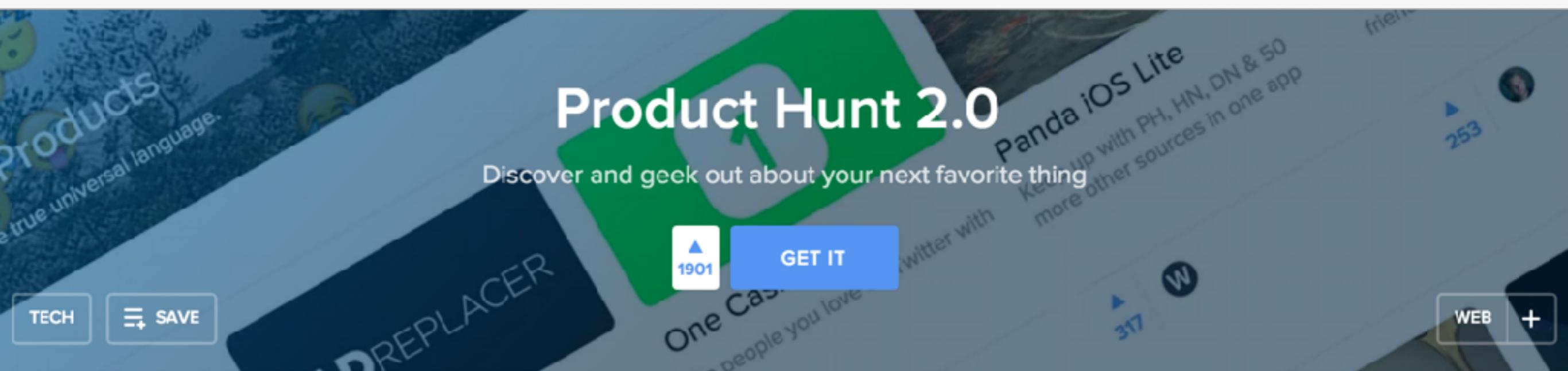
Twitter



Github



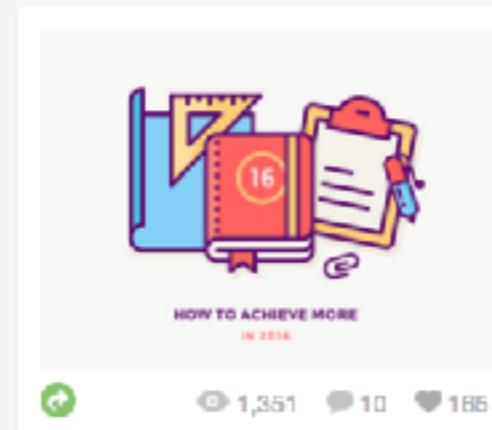
Banners



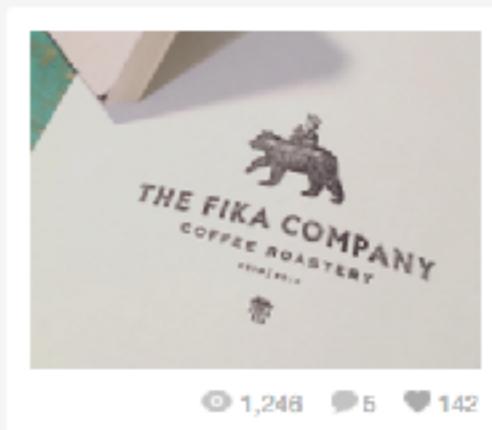
Cards



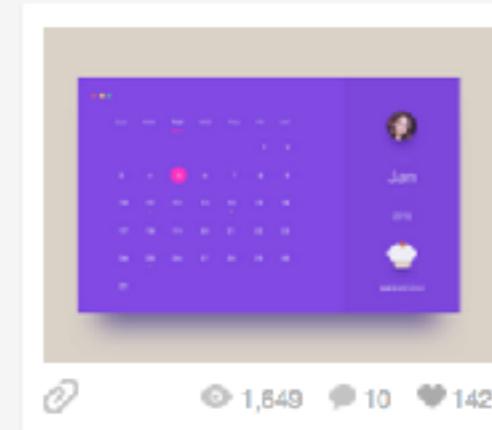
Operator



Justas Galaburda



Joe White



Goutham



Dann Petty



Studio-JQ

Cards



90 € ⚡

Superbe gîte à Rome

Logement entier · ★★★★★ · 213 commentaires



69 € ⚡

Colosseo, Hidden Gem

Logement entier · ★★★★★ · 105 commentaires



90 €

Chic Artist's Loft in Rome Center

Logement entier · ★★★★★ · 112 commentaires



57 € ⚡

Penthouse Tiburtina Station Center

Logement entier · ★★★★★ · 89 commentaires



Cards



Clash Royale

The next game from Supercell,
makers of Clash of Clans



14



Follow The Dots

AN ENDLESS FINGERLESS
RUNNER GAME



4

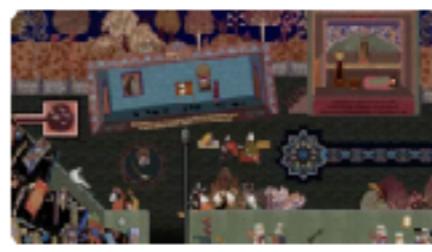


Ginger Roll

Save the world from evil Iblis in
this cute arcade platform



4



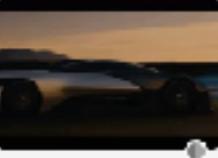
**THE CAT AND THE
COUP**

A documentary videogame on 28
Morded coup



2

Lists

- 

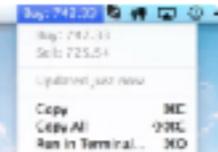
Faraday Future FFZERO1
Groundbreaking all electric race car

- 

Human for Android
Compare your daily activity to people around you

- 

Simple Poll
The easiest way to create polls in Slack

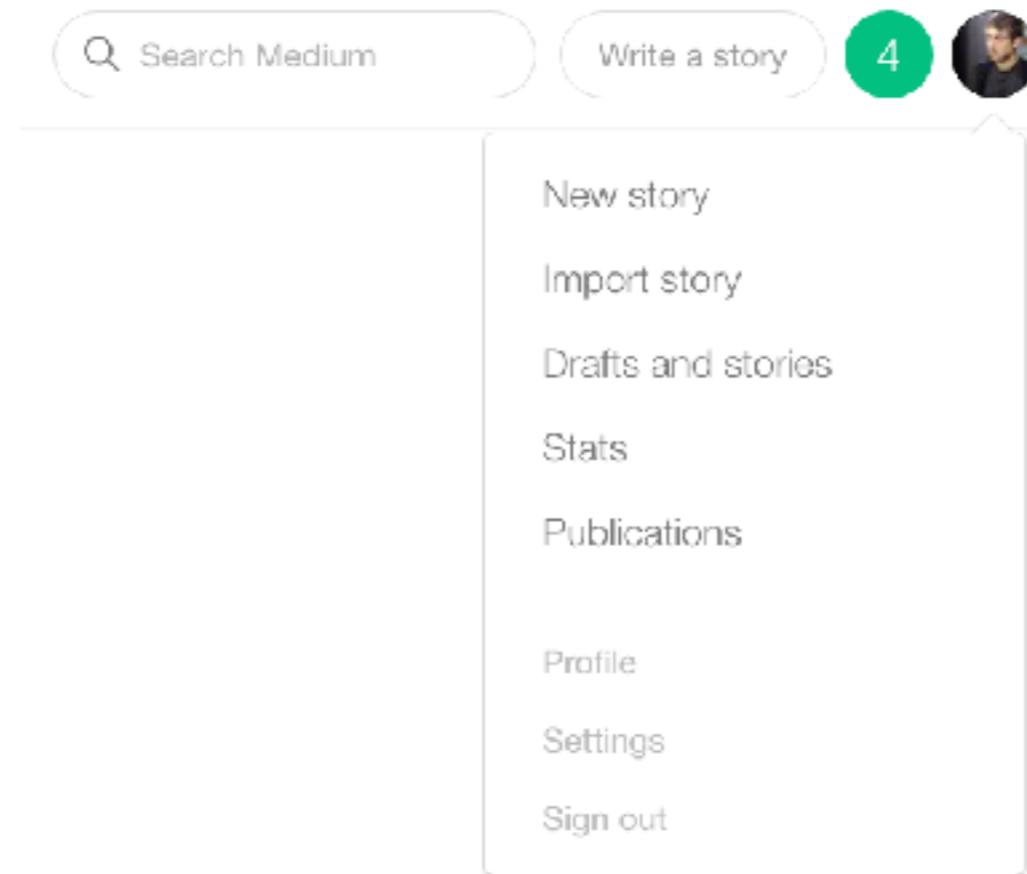
- 

BitBar
Put the output from any script in your Mac OS X Menu Bar

- 

Hu:toma
Emotionally evolved AIs for personal or business use


Dropdown



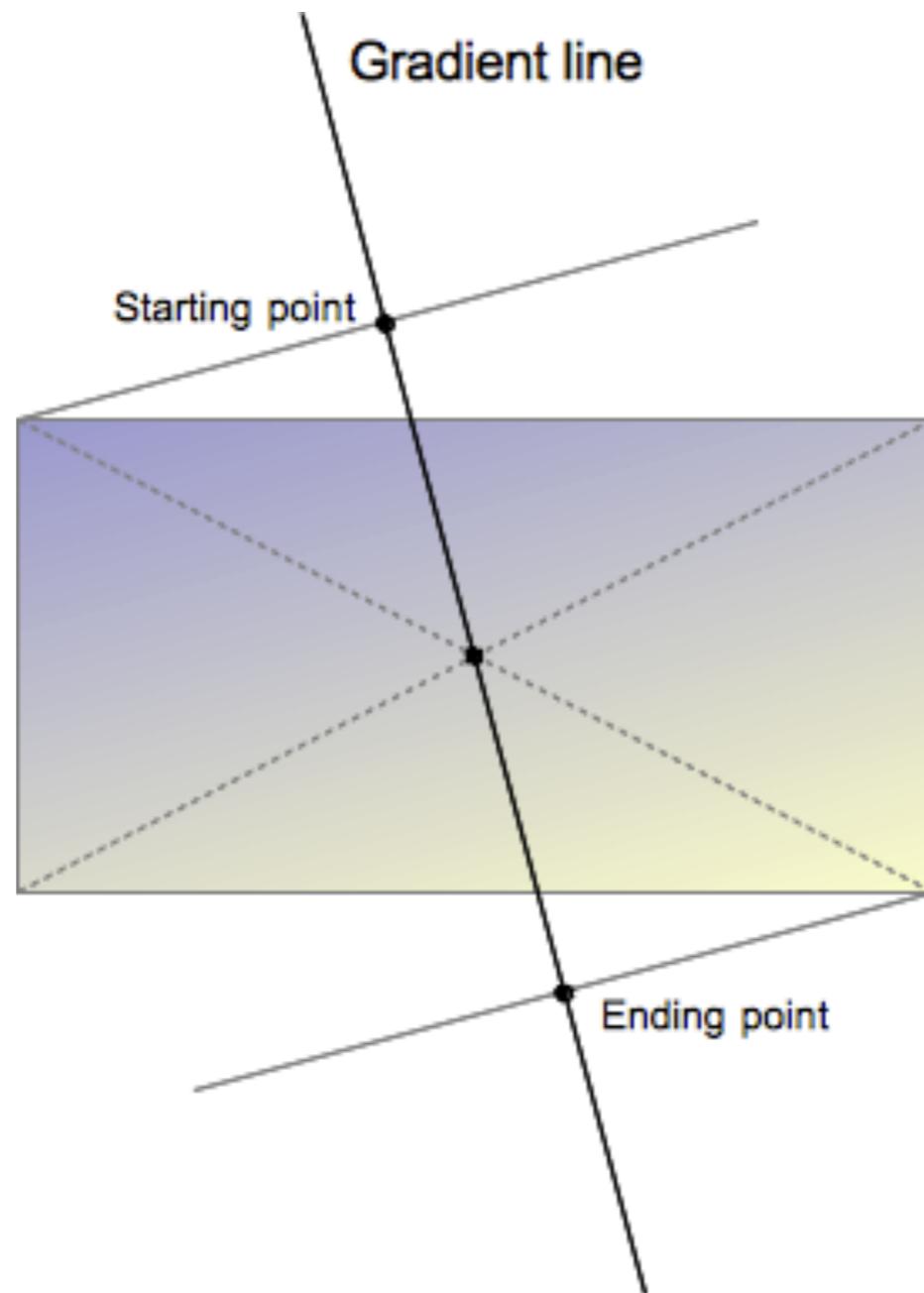
Easy CSS examples

Let's code together

- Avatars
- Buttons
- Dropdowns

CSS advanced patterns

Gradient filter CSS



Gradient filter CSS

```
background: linear-gradient(angle,  
                                start_color start_point,  
                                end_color end_point),  
url('background.jpg');
```

```
background: linear-gradient(135deg,  
                                yellow 0%,  
                                green 50%),  
url('background.jpg');
```

Relative position

- Offset from **initial** position
- A way to pin an element 

Let's offset logo on

<https://www.lewagon.com/>

Absolute position

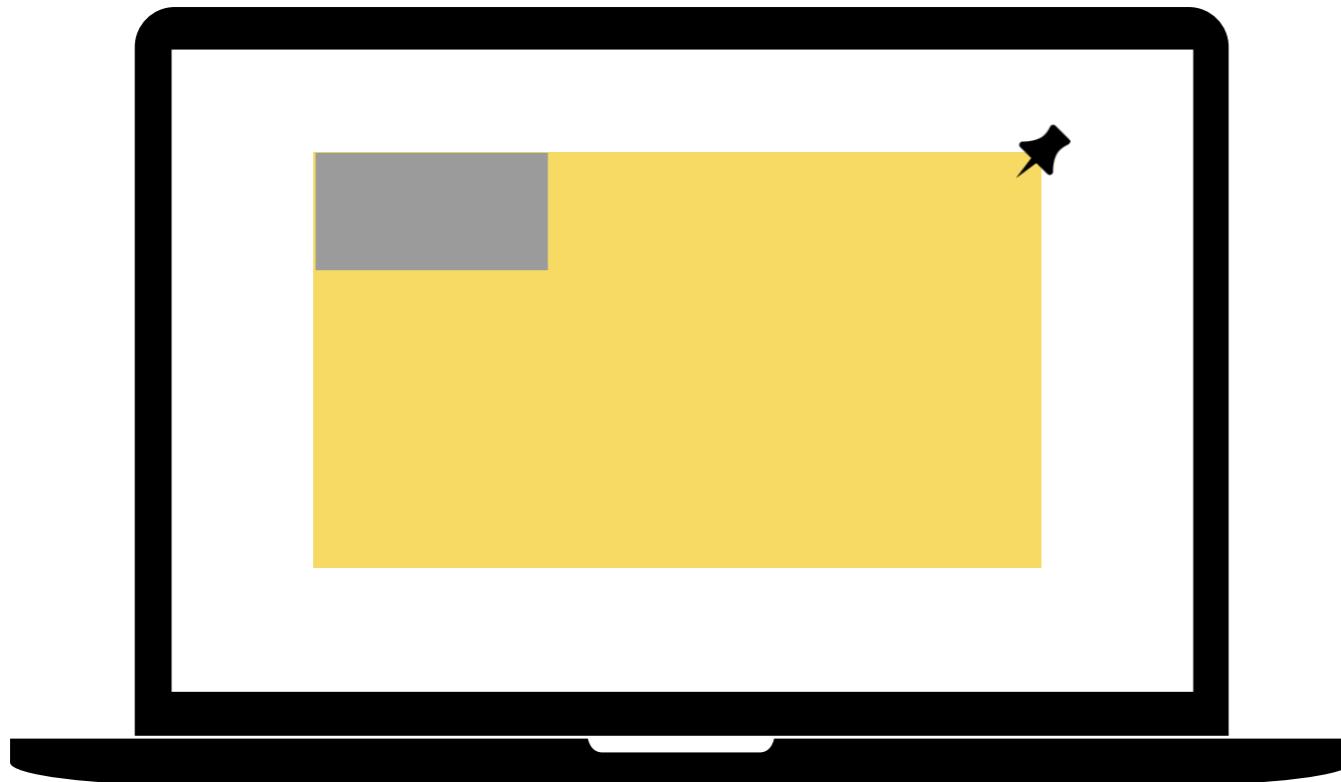
- Offset from **1st positioned** parent
- If no pinned parent => body

Relative / Absolute pattern



```
#relative {  
  position: relative;  
}
```

Relative / Absolute pattern



```
#relative {  
    position: relative;  
}  
  
#absolute {  
    position: absolute;  
}
```

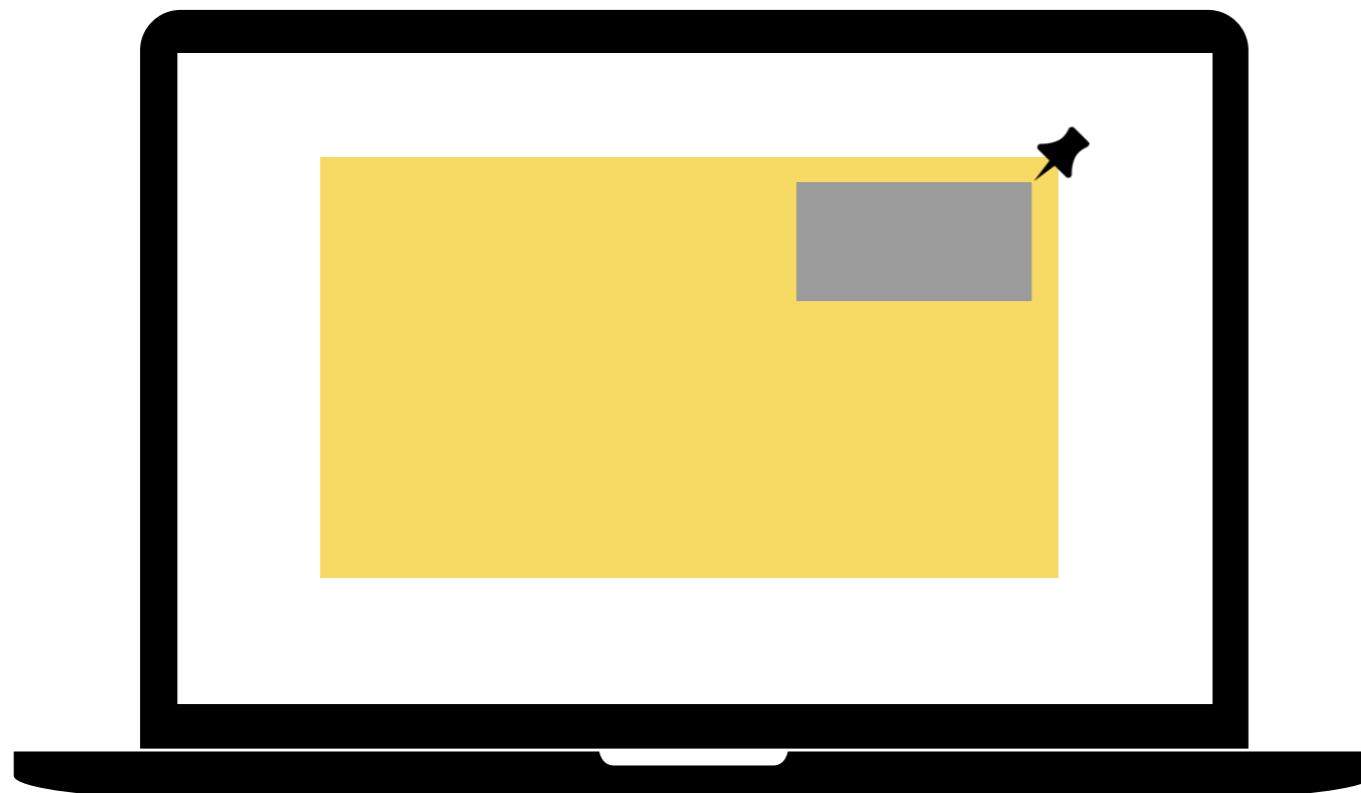
Relative / Absolute pattern



```
#relative {  
  position: relative;  
}
```

```
#absolute {  
  position: absolute;  
  bottom: 10px;  
  left: 10px;  
}
```

Relative / Absolute pattern



```
#relative {  
  position: relative;  
}  
  
#absolute {  
  position: absolute;  
  top: 10px;  
  right: 10px;  
}
```

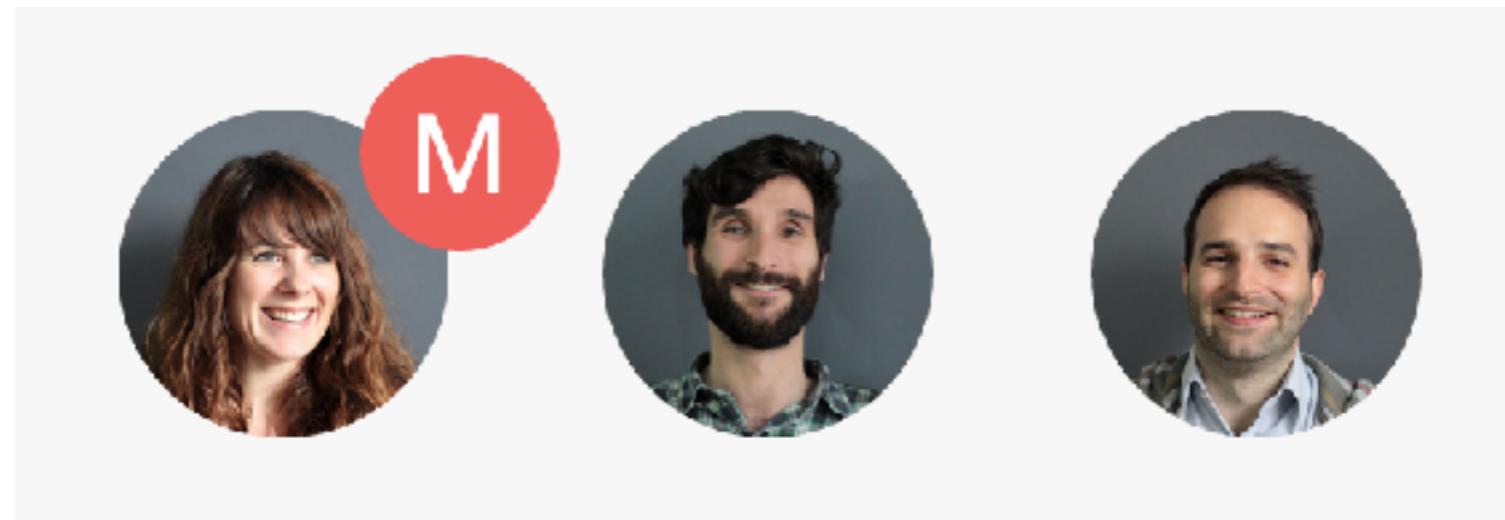
Relative / Absolute pattern

card design

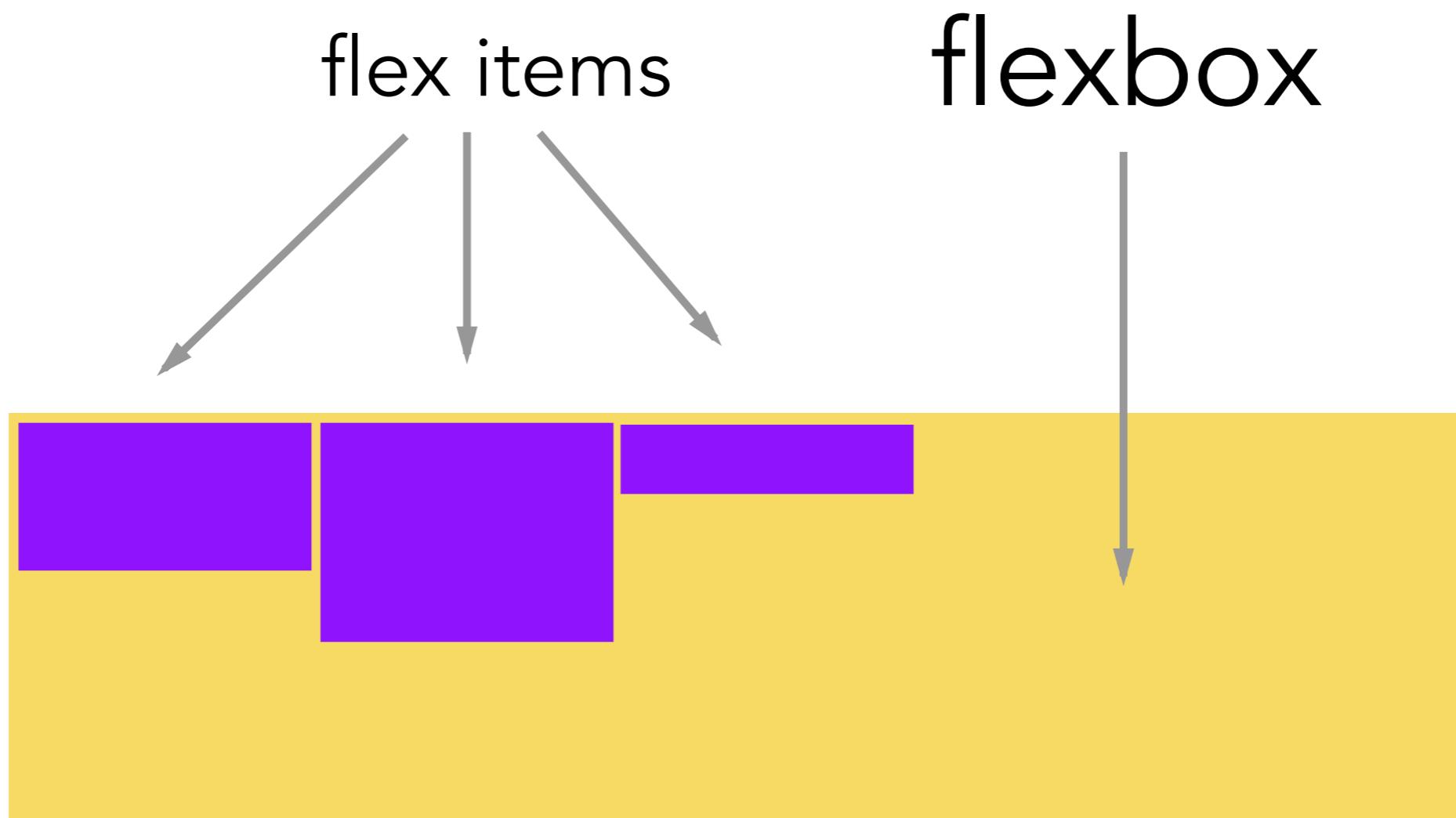


Relative / Absolute pattern

badge design



Flexbox - Vocabulary

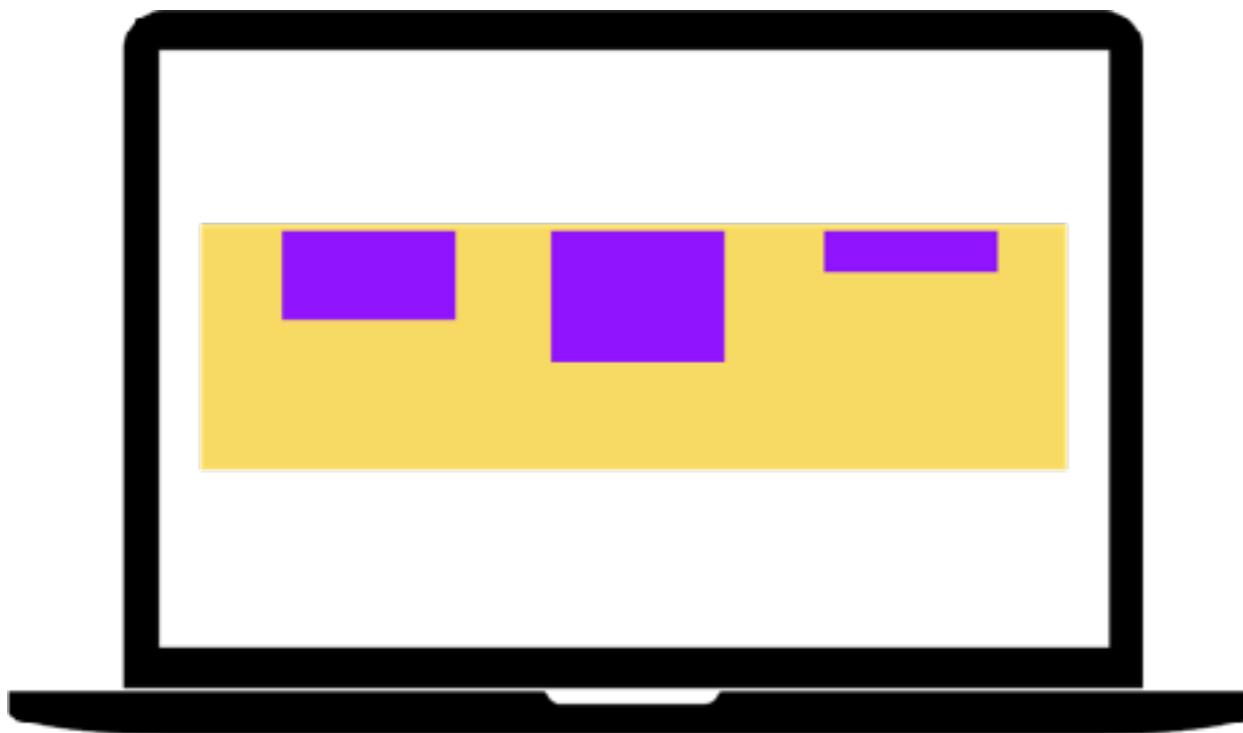


Flexbox



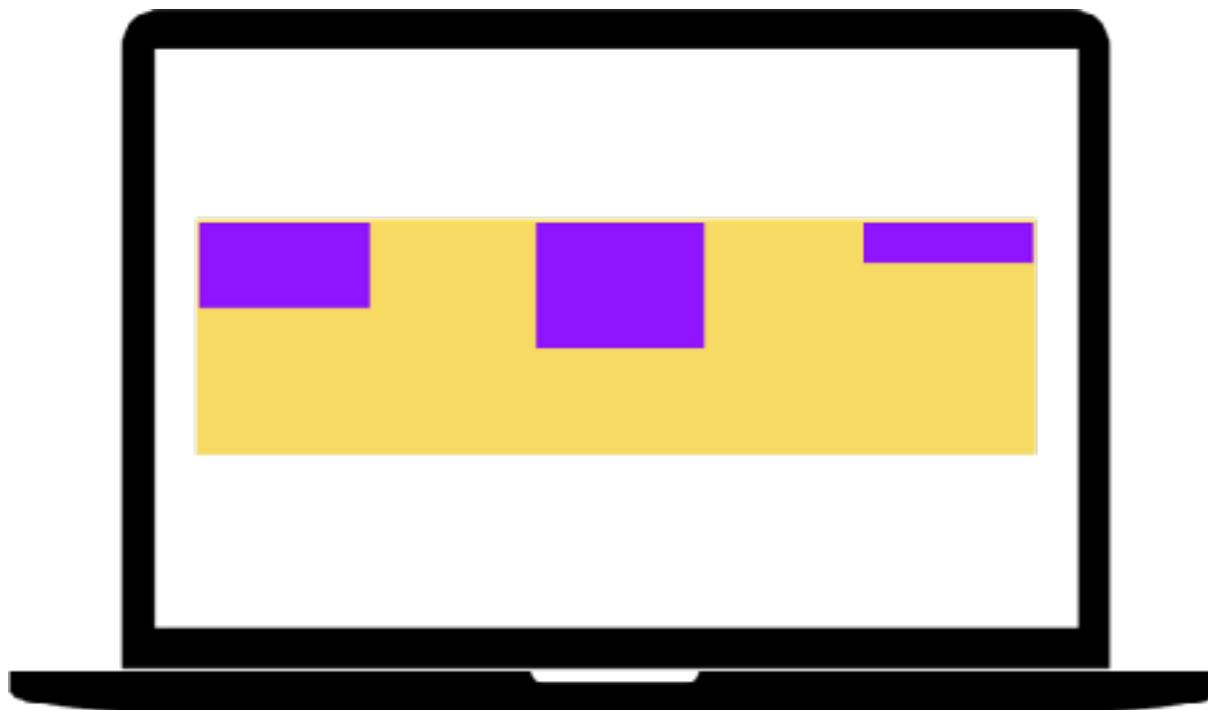
```
.flex {  
  display: flex;  
}  
  
.flex-item {  
  flex: 0 0 200px;  
}
```

Flexbox



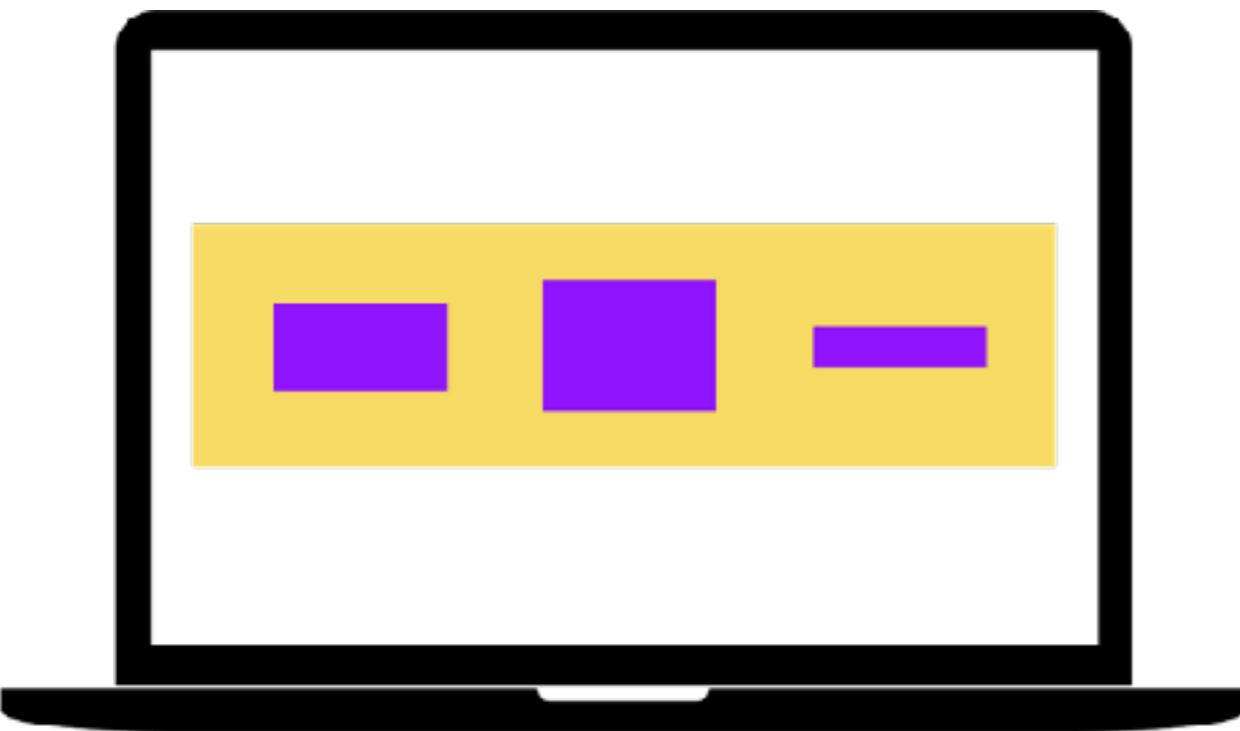
```
.flex {  
  display: flex;  
  justify-content: space-around;  
}  
  
.flex-item {  
  flex: 0 0 200px;  
}
```

Flexbox



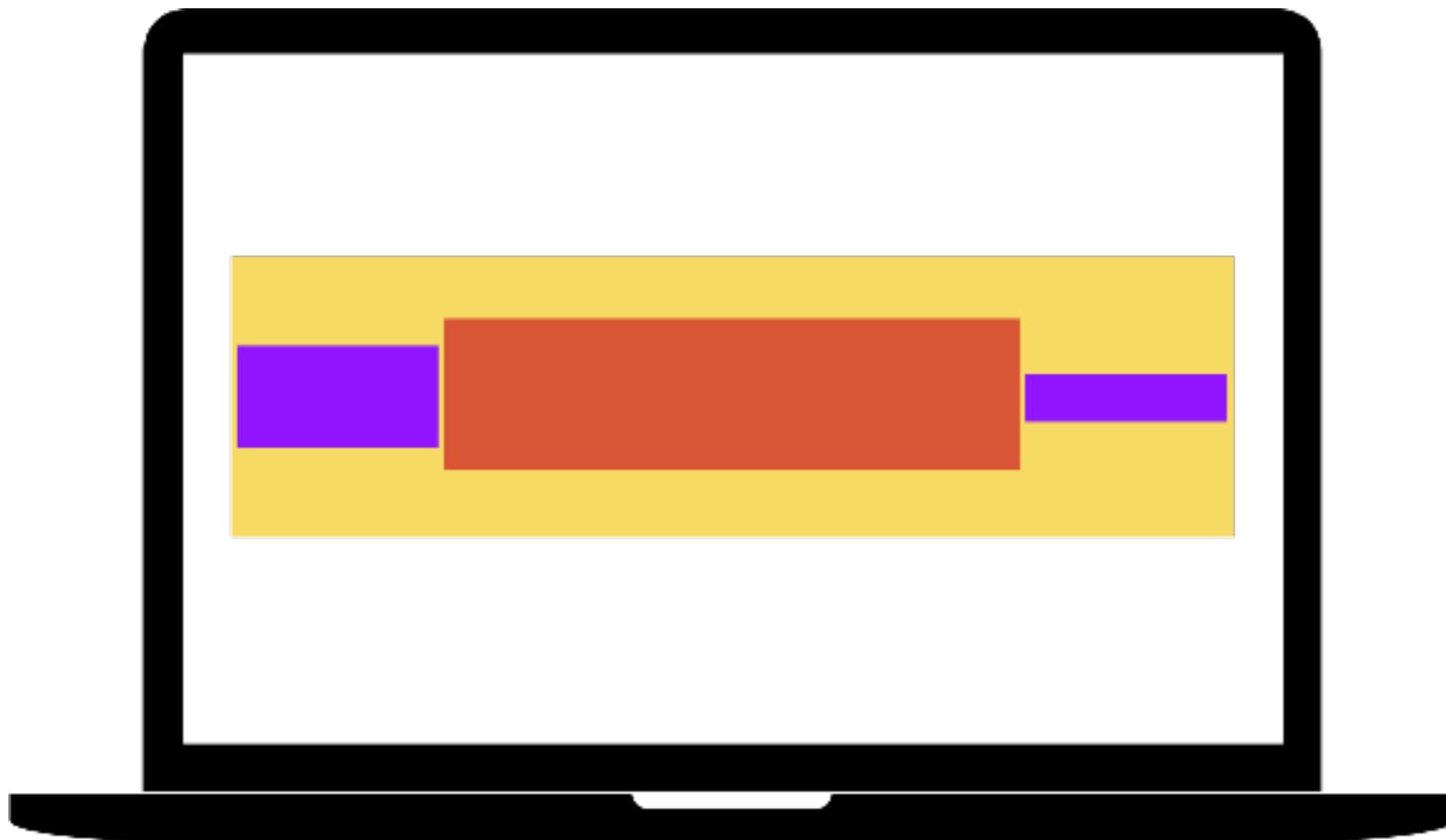
```
.flex {  
  display: flex;  
  justify-content: space-between;  
}  
  
.flex-item {  
  flex: 0 0 200px;  
}
```

Flexbox



```
.flex {  
  display: flex;  
  justify-content: space-around;  
  align-items: center;  
}  
  
.flex-item {  
  flex: 0 0 200px;  
}
```

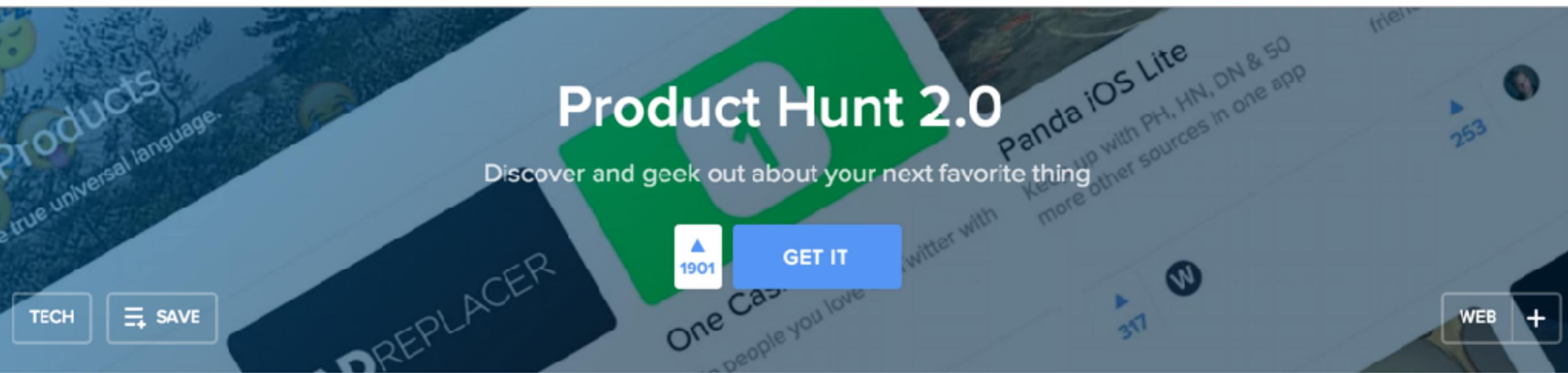
Flexbox



```
.flex-item {  
  flex: 0 0 200px;  
}  
  
.flex-body {  
  flex: 1 0 auto;  
}
```

Flexbox example

Banner design (centering on horizontal & vertical axis)



Flexbox example

tab design

6,418
Upvoted

509
Submitted

35
Made

27
Collections

23,346
Followers

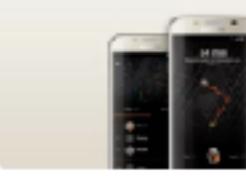
1,413
Following

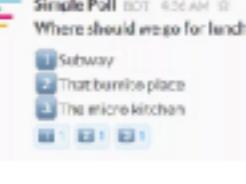
Flexbox example

list item design

- 

Faraday Future FFZERO1
Groundbreaking all electric race car

- 

Human for Android
Compare your daily activity to people around you
 ANDROID
- 

Simple Poll
The easiest way to create polls in Slack
 SLACK
- 

BitBar
Put the output from any script in your Mac OS X Menu Bar
 MAC
- 

Hutooma
Emotionally evolved AIs for personal or business use
 WEB

Small gift 

lewagon.github.io/ui-components/

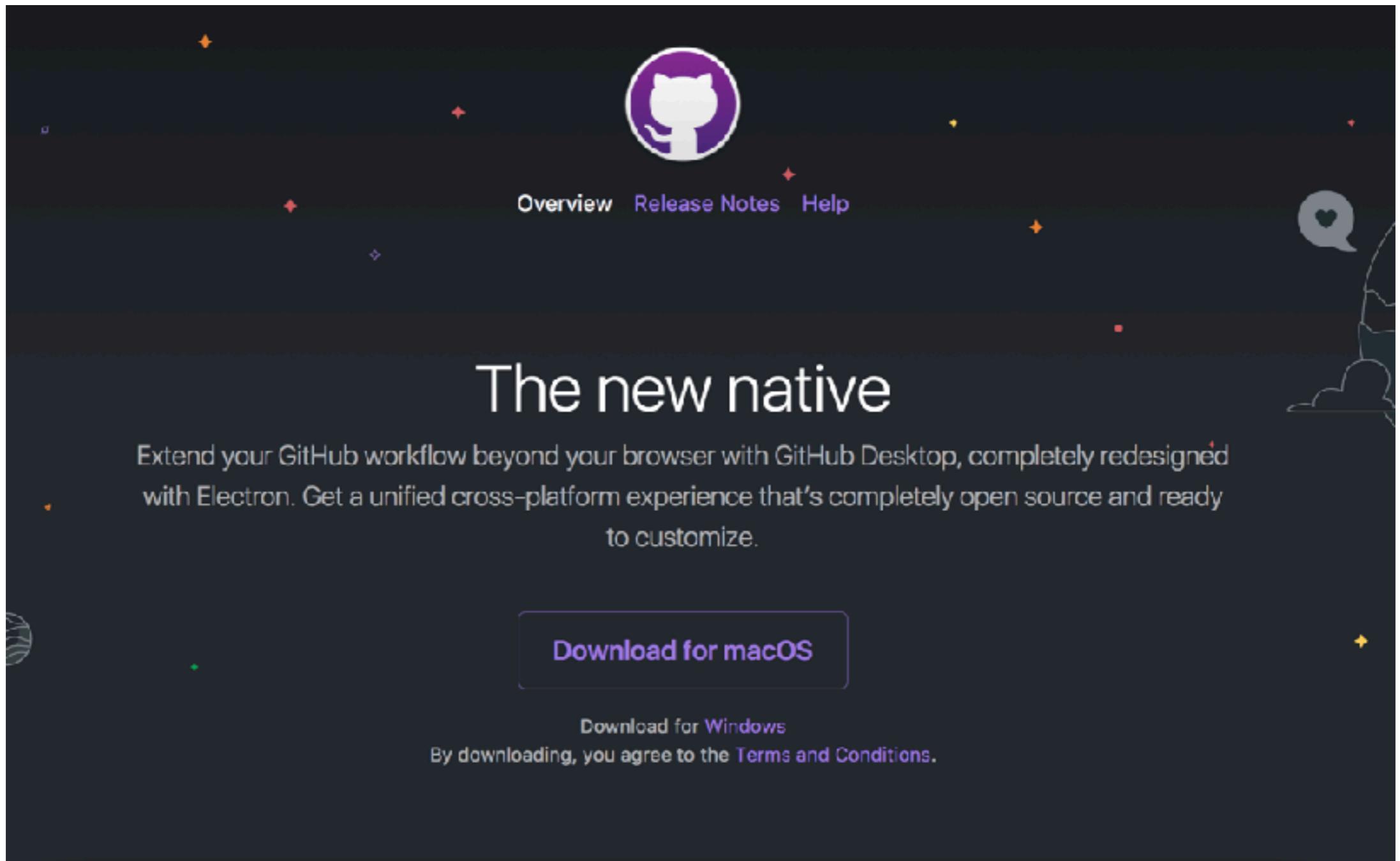
landing-page



le wagon

Github pages

Hosting your website for free



Smooth scroll

With some JavaScript

MailChimp & Wufoo

Look for the Embed Code

</>



Google Map

Look for the Embed Code

< / >



SEO

Search Engine Optimization Starter Guide

Link here

Head & google

```
<head>  
  <title>Le Wagon - Apprendre..</title>  
  <meta name="description" content="Le Wagon est la...">  
</head>
```

[Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...](#)

www.lewagon.org/ ▾

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

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>



Go further

lewagon.com/bordeaux

Thank you!