



dreipol

Meaningful HTML5 Designs

Gianluca Guarini - 25.05.2020

Life Highlights

Job Title: Lead Software Developer at **dreipol**

Age: 33

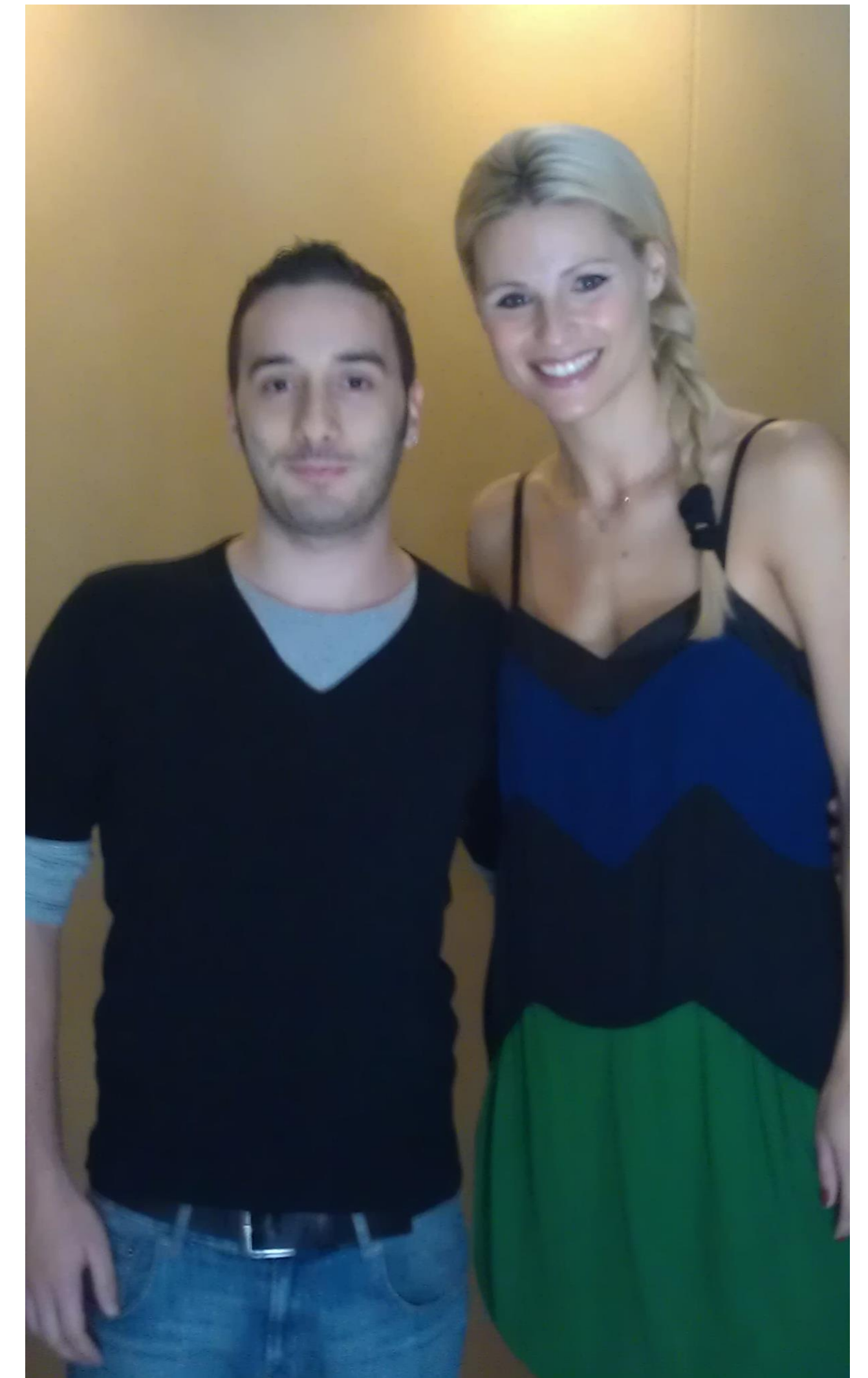
Years of experience: ~10 years

Previous Working Experiences:



I have meet Michelle Hunziker!!!

Open source



What will we learn today?

- What does **Semantic** mean?
- What is **HTML**?
- What is the **Content Flow**?
- What is a **web page outline**?
- What are **HTML5 micro data** and how to check them?
- How to design a semantic webpage?

What do we skip for this time?

- How to deal with **accessibility** attributes
- New HTML5 interactive tags and APIs
- The semantic of each single HTML5 Tags

What does semantic mean?

The Semantics is the study of the **meaning**...

It focuses on the relationship between **signifiers**—like *words, phrases, signs, and symbols*—and what they stand for...

What does semantic mean?

WATCH OUT!

Semantics \neq Syntax



Meaning \neq Rules

Semantics examples

In a language context (semantic ambiguities)

“John saw the man on the mountain with a telescope.”

Who is on the mountain?

John, the man, or both?

Who has the telescope?

John, the man, or the mountain?

What is HTML?

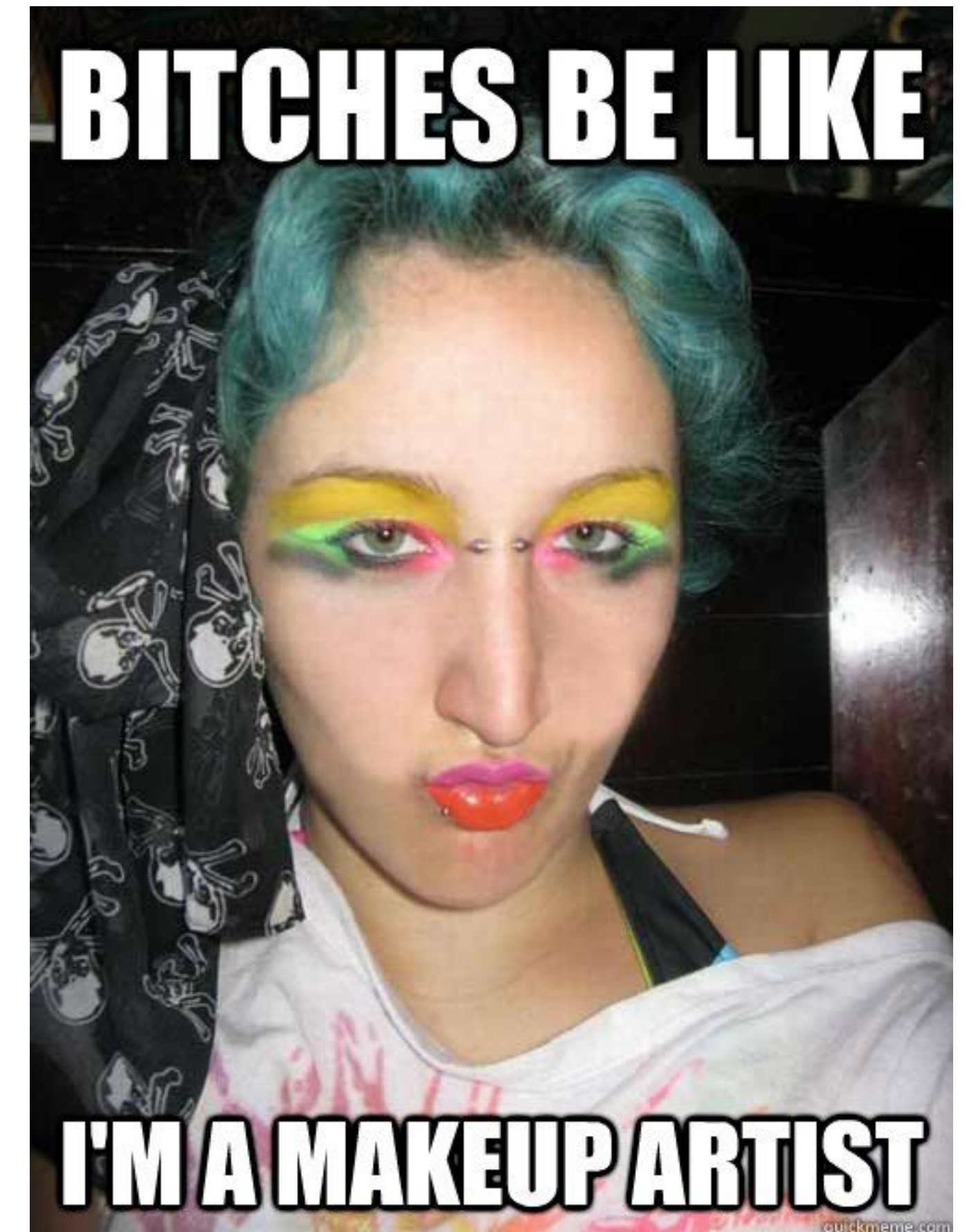
HyperText Markup Language

HTML describes the structure of a web page
semantically and *originally included cues for the appearance of the document.*

What is **not** HTML?

HTML must **not** be used for presentation

All the presentation/design rules must be written in **CSS**



HTML5 Semantic & Content Flow

Content flow represents the semantic of a HTML page

Flow tags

Headings (`<h1>`, `<h2>`...)

Phrasing (`<p>`, `<label>`...)

Sectioning

(`<article>`, `<section>`, `<aside>`, `<nav>`)

What is a web page outline?

Getting the Content Flow via **page outline**

The outlining algorithm summarizes a web page based on its markup through the flow tags:

Sectioning tags

`<section>` `<article>` `<aside>` `<nav>`

Headings tags

`<h1>` `<h2>` `<h3>` `<h4>` `<h5>` `<h6>`

Outline example

Flat outline

digitec.ch

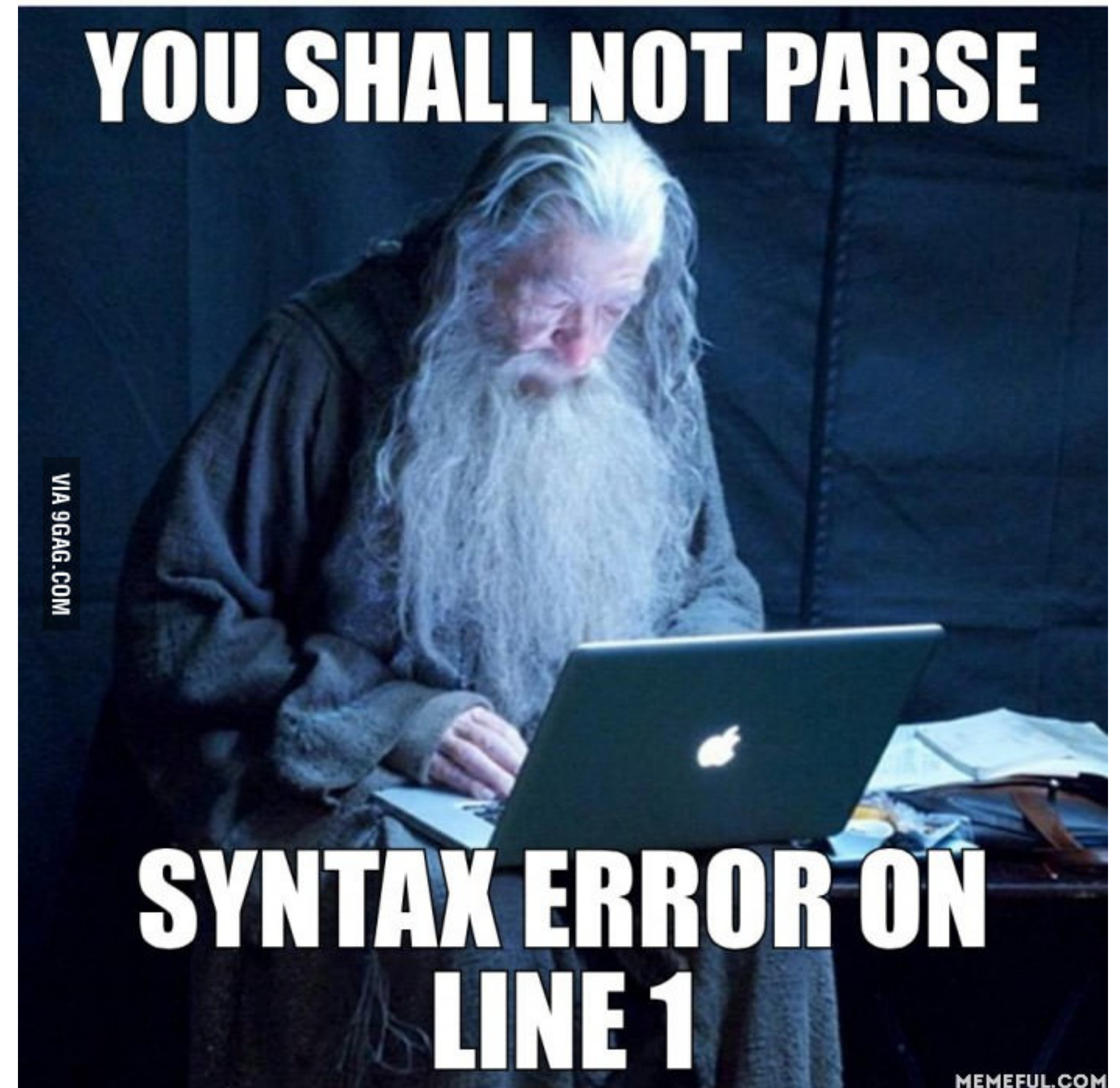
Nested outline

apple.com

Let's do some tests

Let's see if you got it?

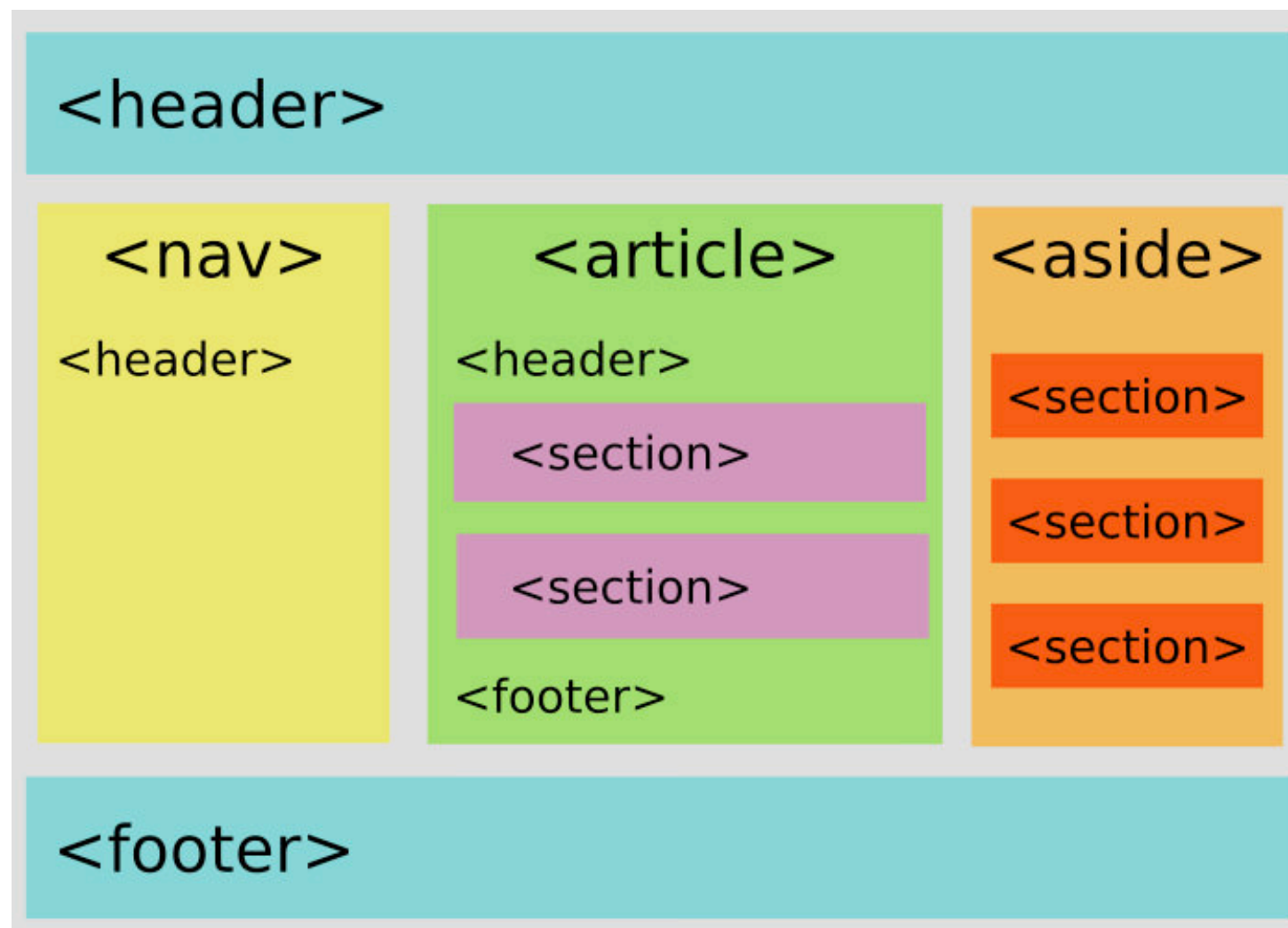
[demos](#)



How should we design our web apps?

Priority to the content meaning over design, avoid "divitis".

Consistency between frontend templates, cms output and design



VS

```
<header class="header skel--header"></header>
<main class="skel--main">
  <div class="p-cms-wrap skel--root">
    <div class="p-cms-wrap--container">
      <div class="p-cms-wrap--row">
        <div class="p-cms-wrap--item">
          <div class="styleguide-support p-cms-grid">
            <div>
              <div class="p-cms-grid--row styleguide-support--filler styleguide-support--filler_compact styleguide-support--filler_transparent">
                <div class="p-cms-grid--item p-cms-grid--item__sz-var p-cms-grid--item_w-4">
                  <div class="p-cms-grid--wrap-outer">
                    <div class="p-cms-grid--wrap-inner">
                      <a class="u-reset" href="/cms/Content Seite">
                        <div class="cms-text-image">
                          
                            <div class="cms-text-image--textblock">
                              <div class="cms-text-image--title">Am Liebsten Draussen</div>
                              <div class="cms-text-image--text">
                                und das natürliche Wohnzimmer unter freiem Himmel mit der Familie und den Freunden nutzen.
                              </div>
                            </div>
                          <div class="cms-text-image--button"></div>
                        </div>
                      </a>
                    </div>
                  </div>
                </div>
              </div>
            </div>
          </div>
        </div>
      </div>
    </div>
  </main>
</div>
```


What are HTML5 micro data?

- Previously Microformats and RDFa
- Invisible to the user
- Add more specific meaning to a certain HTML content
- Help search engines getting only the info relevant to the end user
- Are listed and maintained on <http://schema.org/>

What are HTML5 micro data?

With micro data

Alain Groeneweg | LinkedIn

<https://ch.linkedin.com/in/alain-groeneweg-4644352a> ▼ [Traduci questa pagina](#)

Zürich und Umgebung, Schweiz - Interaction Designer - dreipol GmbH

Alain Groenewegs berufliches Profil anzeigen LinkedIn ist das weltweit größte berufliche Netzwerk, das Fach- und Führungskräften wie **Alain Groeneweg** dabei ...

Casinotheater - Frischlingsparade

<https://www.casinotheater.ch/theater/spielplan/frischlingsparade16> ▼ [Translate this page](#)

Theater; Spielplan · Ticketinformationen · Gutscheine · Club-Mitgliedschaft. Events; Firmen- & Kunden-Events · Privatanlässe · Räume & Pläne · Organisation ...

Mon, 24 Apr [Casinotheater Winterthur, Winterthur, Zürich, CH](#)

Mon, 22 May [Casinotheater Winterthur, Winterthur, Zürich, CH](#)

M-Classic Tortelloni mit Fleisch | Migros

<https://produkte.migros.ch> › ... › **Pasta** ▼ [Translate this page](#)

★★★★★ Rating: 3,9 - 7 reviews

M-Classic Tortelloni mit **Fleisch**. Preis 3.90. M-Classic Hergestellt in Österreich. Zutaten: Hartweizengriess, Wasser, Vollei 6,5%*, Rinfleischzubereitung 4,5%

Without micro data

Team - dreipol

<https://www.dreipol.ch/team> ▼ [Traduci questa pagina](#)

Nino Cometti; Tobias Koller; Philipp Läubli; Dina Dändliker; Laura Orlando; **Alain Groeneweg**; Christian Schürmann; Daniel Gonçalves; Florin Gasser; Gianluca ...

Concerts - Calendar - Opernhaus Zürich

<https://www.opernhaus.ch/en/calendar/concerts/> ▼ [Translate this page](#)

Opera Nova Konzert Fabio Luisi. Special Concert with the Ensemble **Opera** Nova 21.05.2018 - 19:00

..... Spahn und Fabio Dietsche. 12Musical Advent **Calendar** ...

ALDI SUISSE AG - Bio Fleisch / Fisch

<https://www.aldi-suisse.ch/de/sortiment/...aldi.../bio-fleisch-fisch/> ▼ [Translate this page](#)

Bio Gemüse · Bio Obst · Bio Milchprodukte · Bio alkoholfreie Getränke · Bio Wein · Bio **Fleisch** / Fisch · Bio Grundnahrungsmittel · Bio Brot · Bio Süswaren · Bio ...

What are HTML5 micro data?

Markup:

```
<p itemscope itemprop="Person" itemType="http://schema.org/Person">
  <span itemprop="name">Alain Groeneweg</span> works for
  <span itemprop="worksFor" itemType="http://schema.org/Organization">
    <a itemprop="url" href="http://www.dreipol.ch">Dreipol</a>
  </span>
  as
  <span itemprop="jobTitle">Designer</span>
</p>
```

Rendered:

Alain Groeneweg works for [Dreipol](http://www.dreipol.ch) as Designer

What are HTML5 micro data?



Tested on <https://search.google.com/structured-data/testing-tool>

Person		All (1) ▼
Person	0 ERRORS	0 WARNINGS ^
@type	Person	
name	Alain Groeneweg	
url	http://www.skysports.com/	
jobTitle	Designer	
worksFor		
@type	Organization	
name	Dreipol	

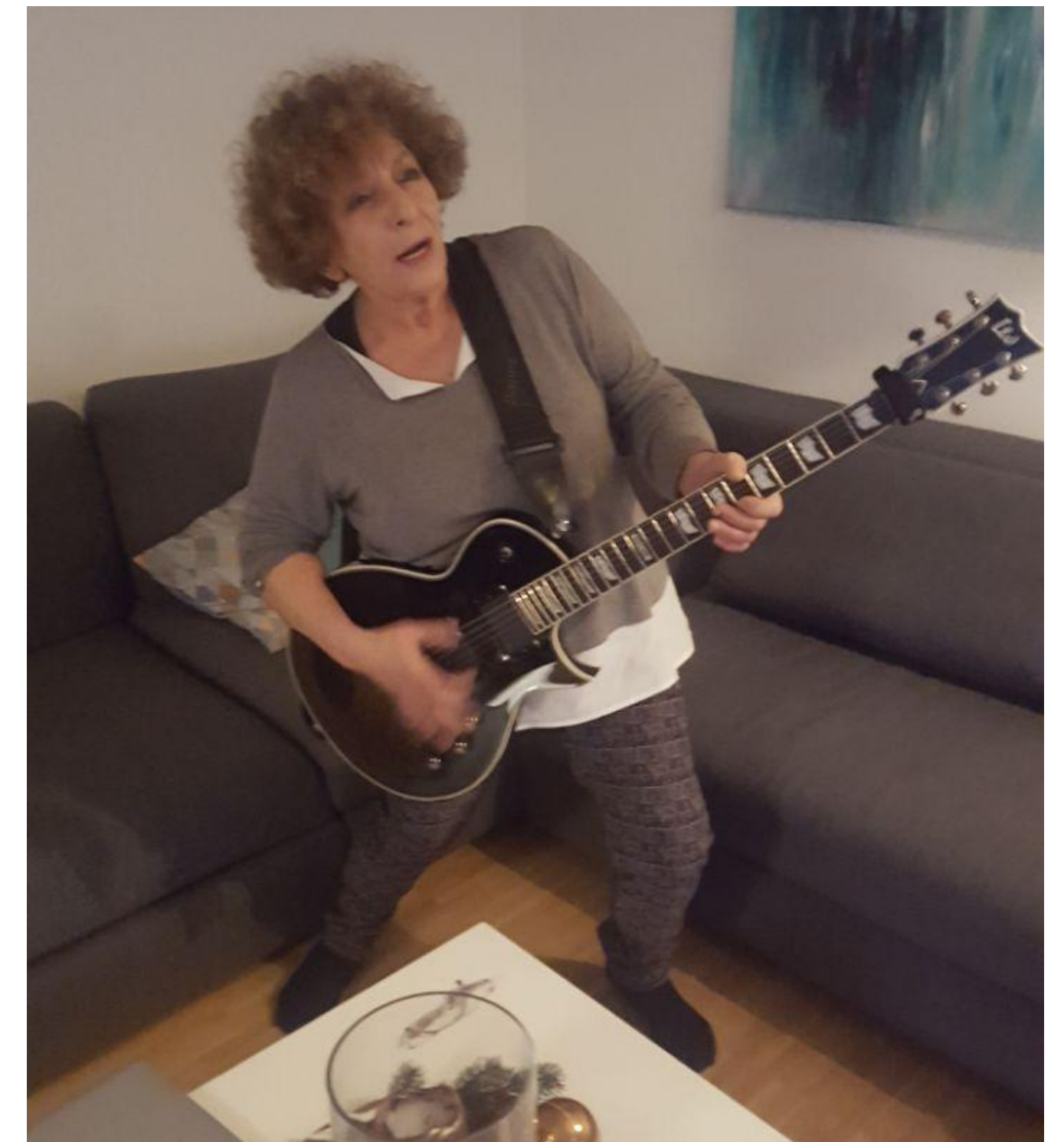
What are HTML5 micro data?

Markup:

```
<p itemscope itemprop="Person" itemtype="http://schema.org/Person">  
  Ciao Mamma  
  <meta itemprop="name" content="Alain Groeneweg"/>  
  <meta itemprop="jobTitle" content="Designer"/>  
</p>
```

Rendered:

Ciao Mamma



My Mum 😄💧

What are HTML5 micro data?



Tested on <https://search.google.com/structured-data/testing-tool>

Person

All (1) ▼

Person	0 ERRORS	0 WARNINGS	^
@type	Person		
name	Alain Groeneweg		
jobTitle	Designer		

Google Microdata Gallery Example

Let's explore <https://developers.google.com/search/docs/guides/search-gallery>

Tools & Resources

- W3C Content models <https://www.w3.org/TR/2010/WD-html5-20101019/content-models.html>
- HTML5 outliner online <https://gsnedders.html5.org/outliner/>
- HTML5 browser extension <https://hoyois.github.io/html5outliner/>
- Microdata formats <http://schema.org/>
- Microdata test <https://search.google.com/structured-data/testing-tool>

Thank You

You can find me on:

github.com/GianlucaGuarini

twitter.com/gianlucaguarini

Do you want work with me? 🤔

dreipol.ch/jobs

Questions?

