



# HTML5 Foundation

Alex Banks

[alex@moonhighway.com](mailto:alex@moonhighway.com)

[linkedin.com/in/banksalex](https://linkedin.com/in/banksalex)



# Hello World

- Your Name?
- Your Day to Day work?
- Goals?



# Agenda

## Topics

- HTML5 History
- Device Driven HTML
- Accessibility Challenges
- HTML, CSS, JS Integration
- Basic CSS Styles
- Semantic Markup
- Audio and Video
- HTML5 Forms
- SVG Introduction

## Hands On

- Outlining a Homepage
- Building an HTML Form
- Creating a Custom Video Player



# What We Will Build

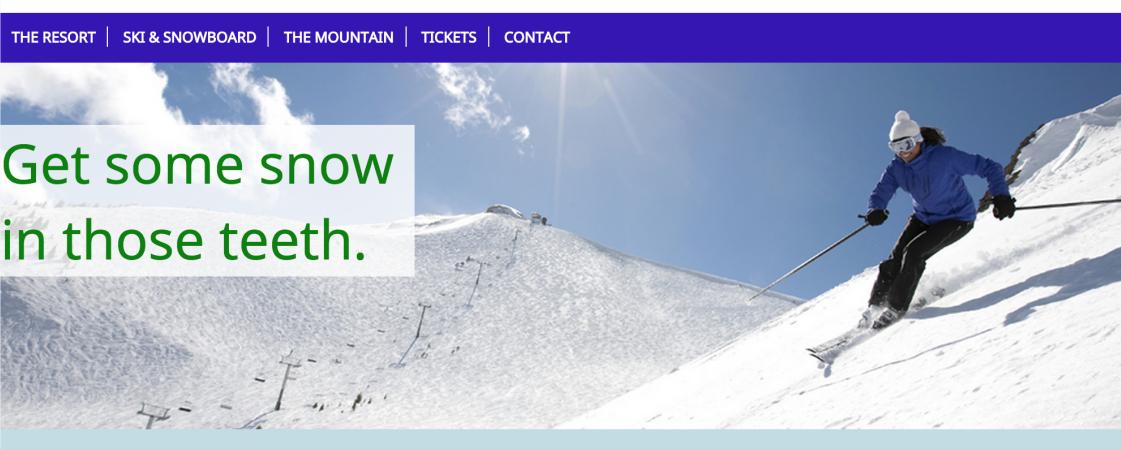
OUR SITES ACCOUNT TRIP PLANNER CART

Search  Go!



THE RESORT | SKI & SNOWBOARD | THE MOUNTAIN | TICKETS | CONTACT

Get some snow  
in those teeth.



## Skier Profile

First Name:

Last Name:

Email:

Website Address:

How stoked are you typically?

Super Bummed  Hella Stoked

What color is your jacket?

Northstar - Powder Day During a Drought



0 of 63 seconds

Play

Pause

Reset

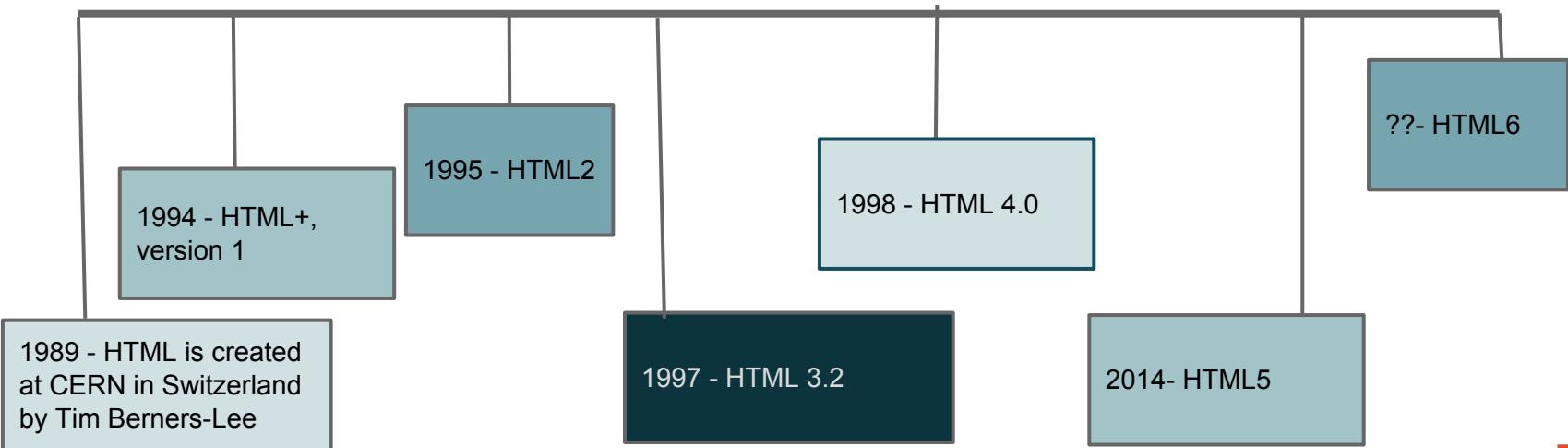


# HTML5 History



# HTML History

HTML is the markup language that web browsers use to interpret text.



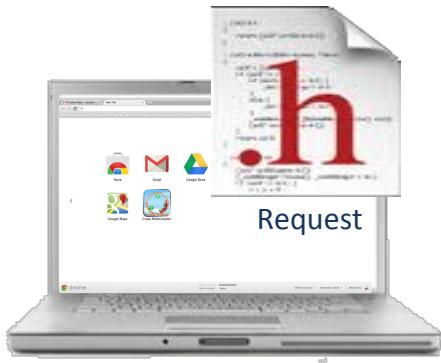
# HTML5

- The latest version of HTML
- Uses consistent tagging for easy readability by people, computers, devices
- Improves interactivity and support for a wide range of mobile devices
- Includes almost everything from HTML4



# How the Web Works

**http://www.google.com**  
Hypertext Transfer Protocol



The Client



Text File  
Delivered



The Server

# The Response File



## Client Side Files



- Nouns
- Data in Tag Form
- The Skeleton
- Content Manager



- Adjectives
- Fonts and Colors
- The Skin
- Graphic Artist



- Verbs
- User Interactivity
- The Actions
- Engineer



# Device Driven HTML

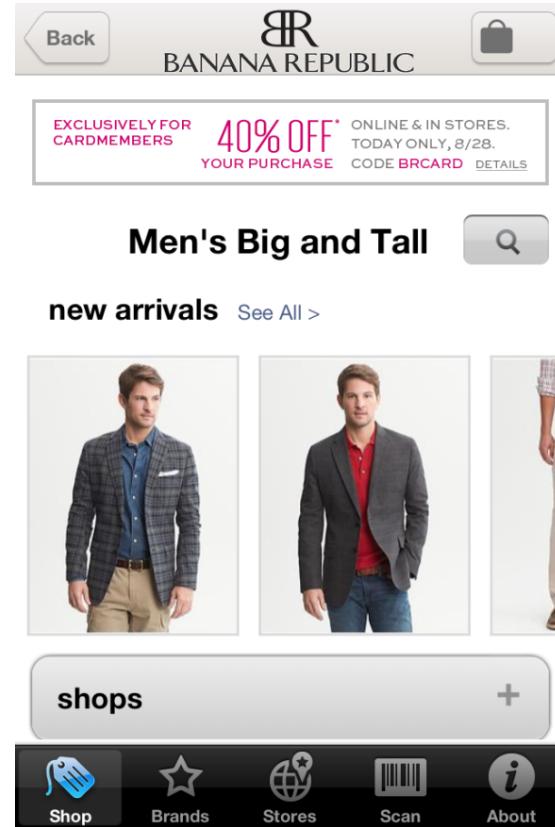


# Types of Mobile Apps

**Native apps** live on the device and are accessed through icons on the device home screen.

**Web apps** are not real applications; they are really websites that look and feel like native applications.

**Hybrid apps** are a mix of both: available in the app store but rely on HTML5 and the browser.



# Hybrid Applications

Frameworks



Phone**Gap**



# **Web Development is Mobile Development.**



# Mobile Characteristics

Small Screen

Less Memory

Different  
Platforms

Variable Network  
Status



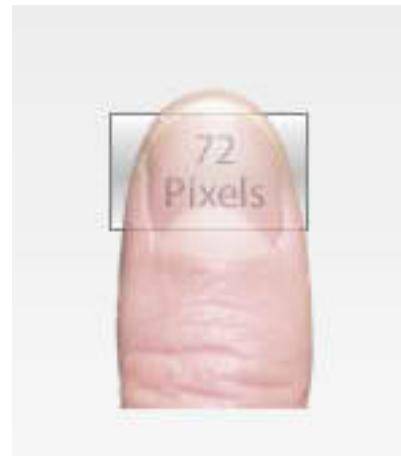
# Optimizing For Touch

## Touch Target Sizes

Actual Finger Size



Index



Thumb

Recommended  
Touch Target Guidelines

iPhone: 44px

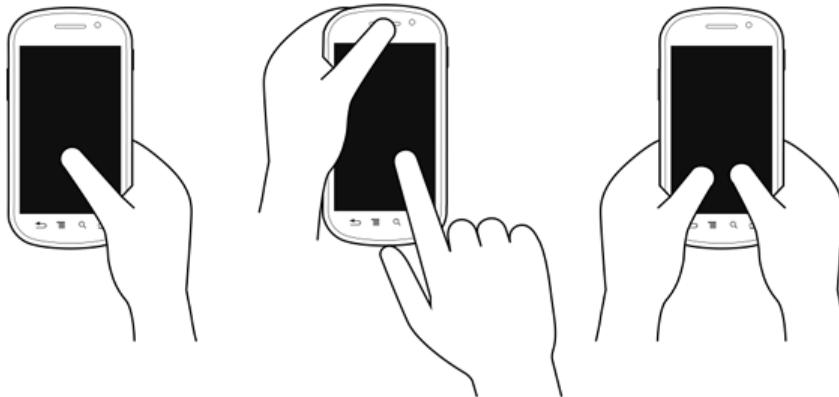
Microsoft: 34px

Nokia: 28px



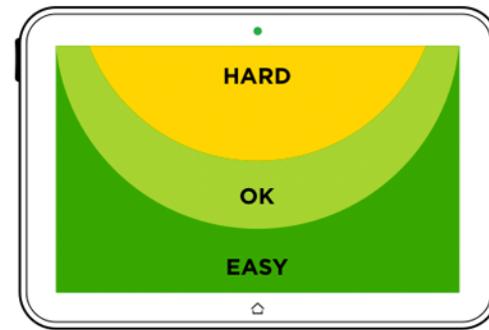
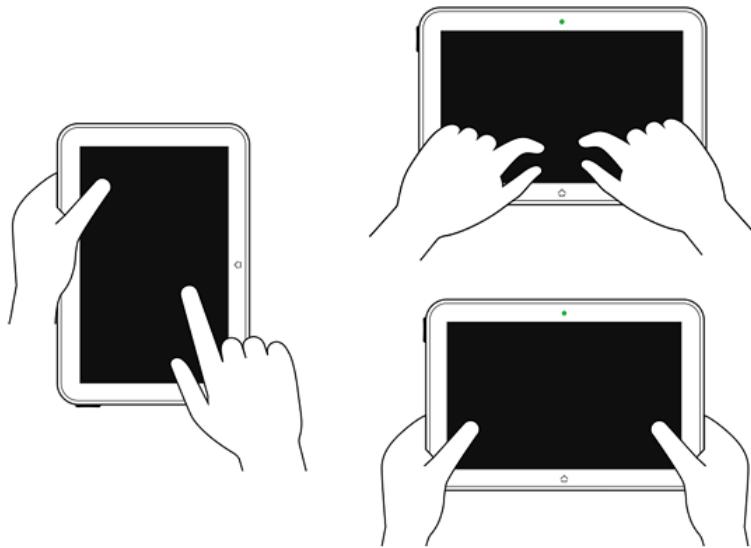
# Optimizing For Touch

Controls Placement - Cell Phones



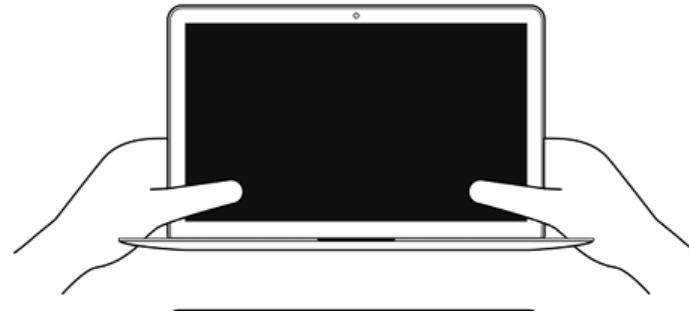
# Optimizing For Touch

Controls Placement - Tablets



# Optimizing For Touch

Controls Placement - Touch-enabled Laptops

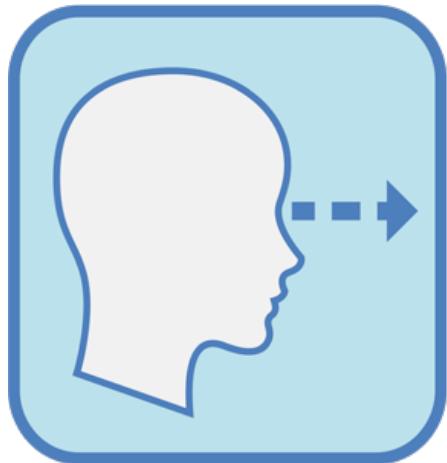




# Accessibility Challenges



# Accessibility Categories



Seeing



Hearing



Interacting



Learning

- [Visual Impairments](#)
- Colorblindness
- [Hearing Impairments](#)
- [Traumatic injury](#)
- Diseases
- Tremors
- [Memory Loss](#)
- Comprehension
- Attention

# Features of Accessible Pages

- HTML headings
- Accessible with keyboard
- Accessible images
- Accessible menus
- Accessible forms
- Accessible tables
- Effective use of color
- Meaningful link text

<http://www.washington.edu/accessibility/web/>



# Features of Accessible Pages

- HTML headings
- Accessible with keyboard
- Accessible images
- Accessible menus
- Accessible forms
- Accessible tables
- Effective use of color
- Meaningful link text

<http://www.washington.edu/accessibility/web/>





# Search Engine Optimization



# SEO Priorities

- Mobile-friendly
- Semantic Markup
- Multimedia
- Social Media
- Information Accuracy



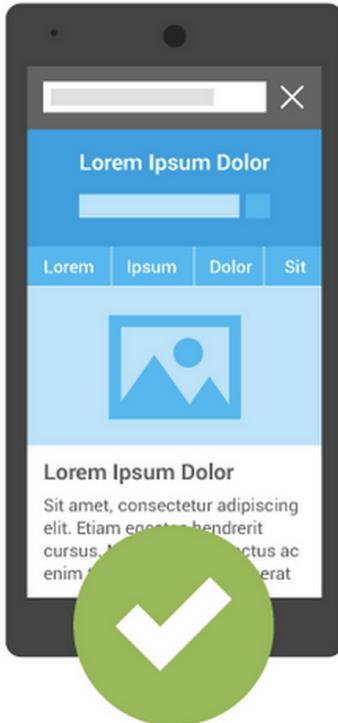
# SEO - Mobile



- [Etch](#)
- [Species](#)
- [A Book Apart](#)



# SEO - Mobile



- Looking for:
  - Readable text without zooming
  - Appropriate touch target spacing
  - No unplayable content
  - No horizontal scrolling



# SEO - Semantic Markup

- Using Proper Tags
- Using Headings
- **Outlining**



# SEO - Multimedia

- Filenames
  - Image01.jpg vs. Lake-Tahoe-Awards-Dinner.jpg
- Alt Tags
- Contextual Copy & Captions
- Video Transcripts
- Reduced File Size



# SEO - Social Media

- More Followers
- Inbound Linking
- Blog Posts
- Local Listings
- Company Pages on All Social Media



# SEO - Information Accuracy

Google's Knowledge-Based Trust Score

1. Google crawls trusted sites for accurate information
2. Compare facts with existing knowledge base
3. Generate a knowledge based trust score
4. Reward sites with high score with better rankings
5. Punish sites with low score with worse rankings

**Goal:** Sites containing reliable information are listed higher



# Getting the Files

- Course files are hosted on GitHub.
- Files

[www.github.com/moonhighway/html-foundation](https://www.github.com/moonhighway/html-foundation)

```
$ git clone https://github.com/moonhighway/html-foundation.git
```



# Thanks for Attending

- Files

[www.github.com/moonhighway/html-foundation](https://www.github.com/moonhighway/html-foundation)



Alex Banks

[alex@moonhighway.com](mailto:alex@moonhighway.com)

[linkedin.com/in/banksalex](https://linkedin.com/in/banksalex)