



HTML5 Foundation

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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

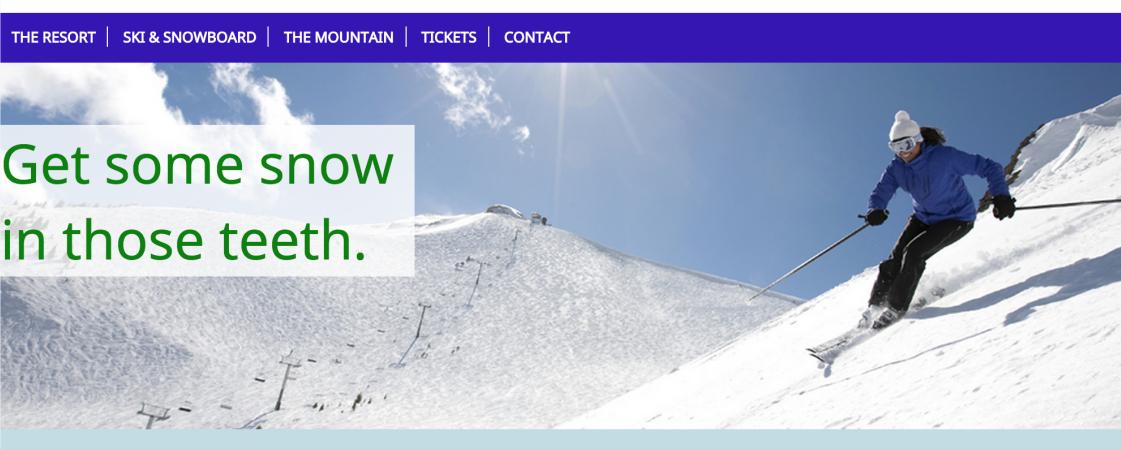
OUR SITES ACCOUNT TRIP PLANNER CART

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

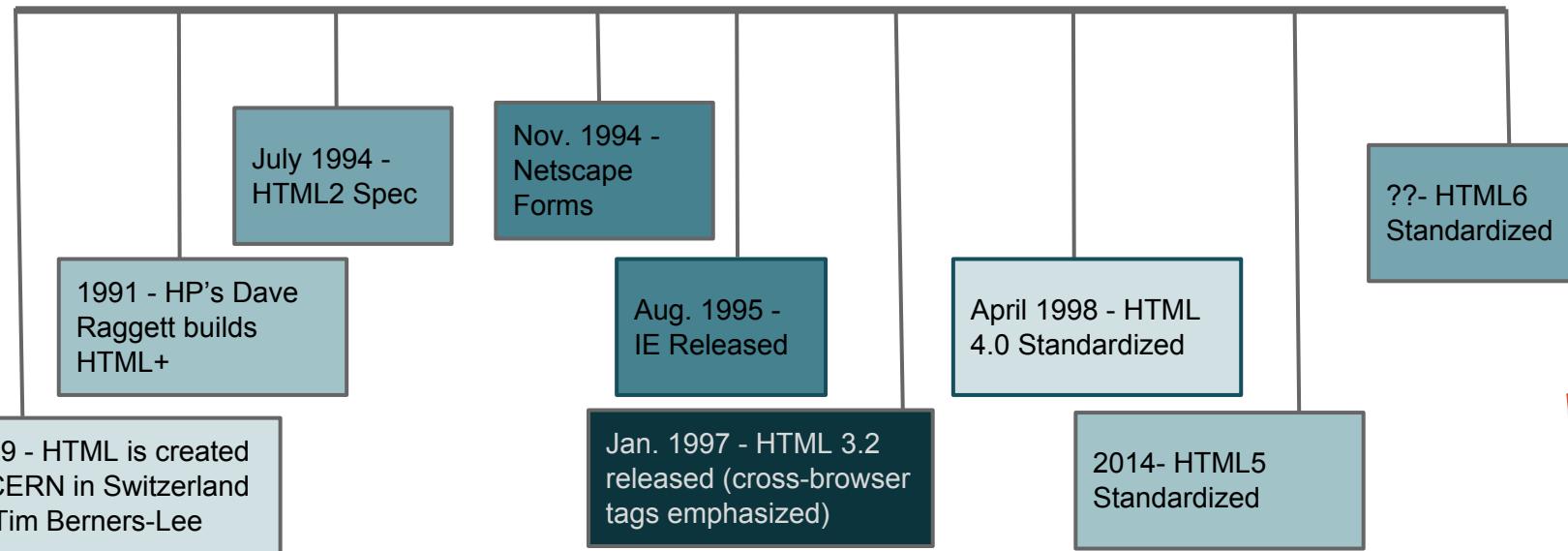


HTML5 History



HTML History

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



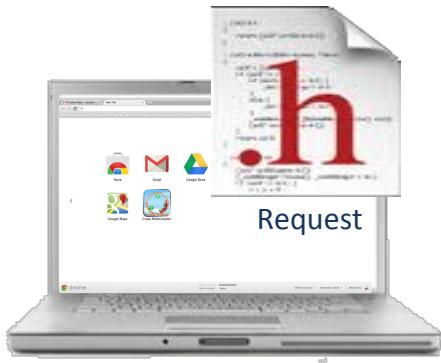
HTML5

- 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

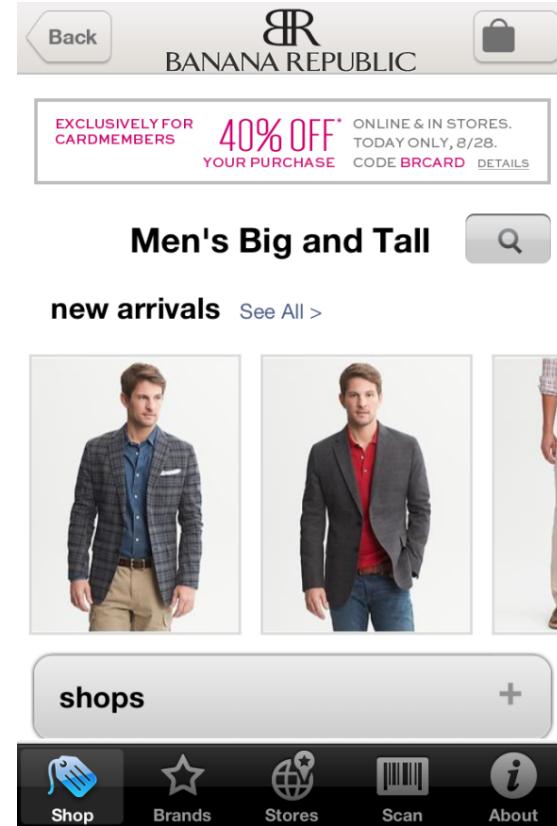


Types of Mobile Apps

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



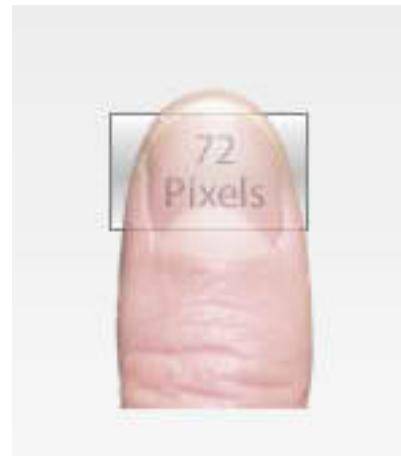
Optimizing For Touch

Touch Target Sizes

Actual Finger Size



Index



Thumb

Recommended
Touch Target Guidelines

iPhone: 44px

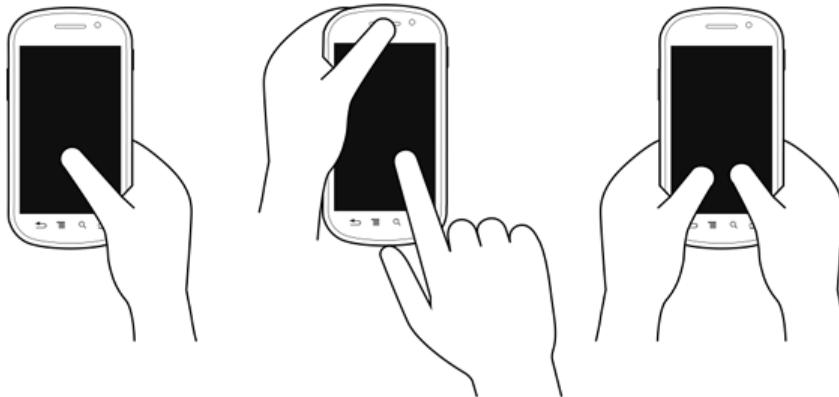
Microsoft: 34px

Nokia: 28px



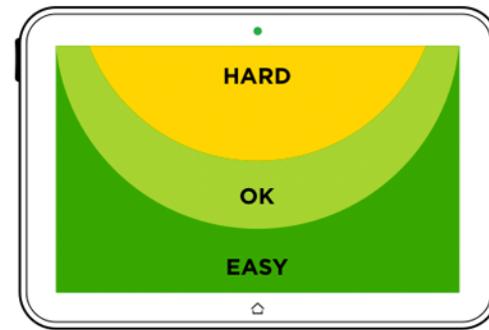
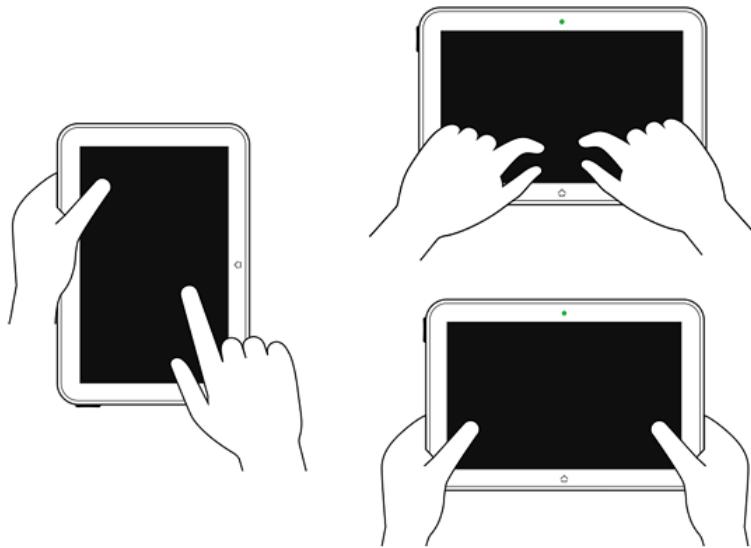
Optimizing For Touch

Controls Placement - Cell Phones



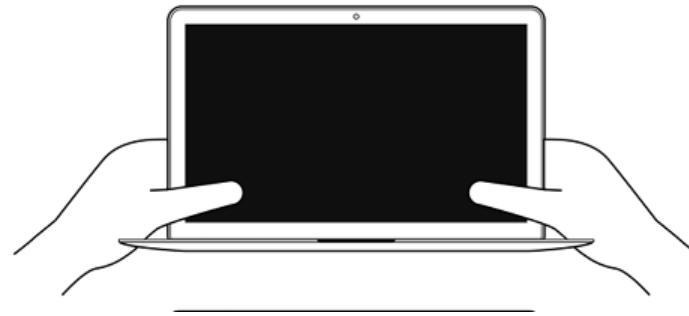
Optimizing For Touch

Controls Placement - Tablets



Optimizing For Touch

Controls Placement - Touch-enabled Laptops

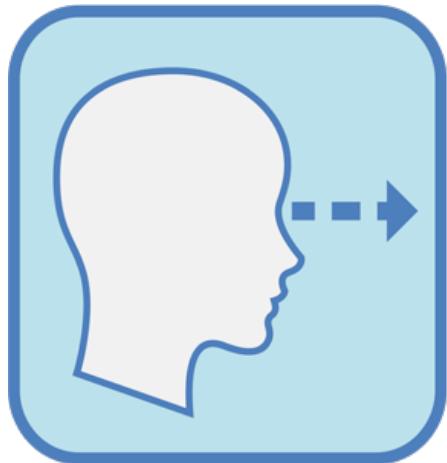




Accessibility Challenges



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/>





Search Engine Optimization

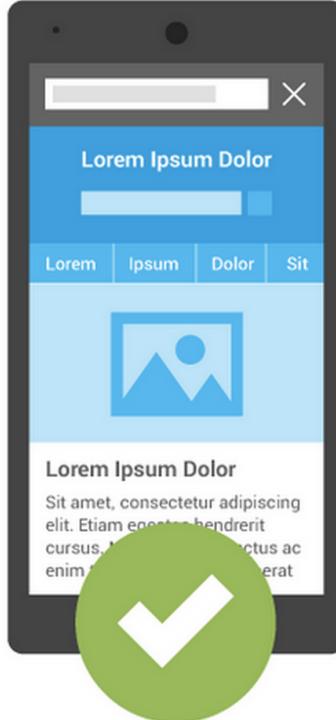


SEO Priorities

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



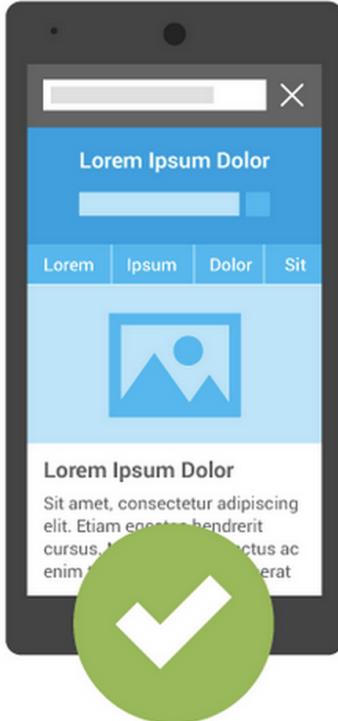
SEO - Mobile



- [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

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



Thanks for Attending

- Files

www.github.com/moonhighway/html-foundation



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