

Intro



Architecture



Aspects of IA



Wireframing



IA in the Google Era



HTML5



History of HTML



Tour of HTML



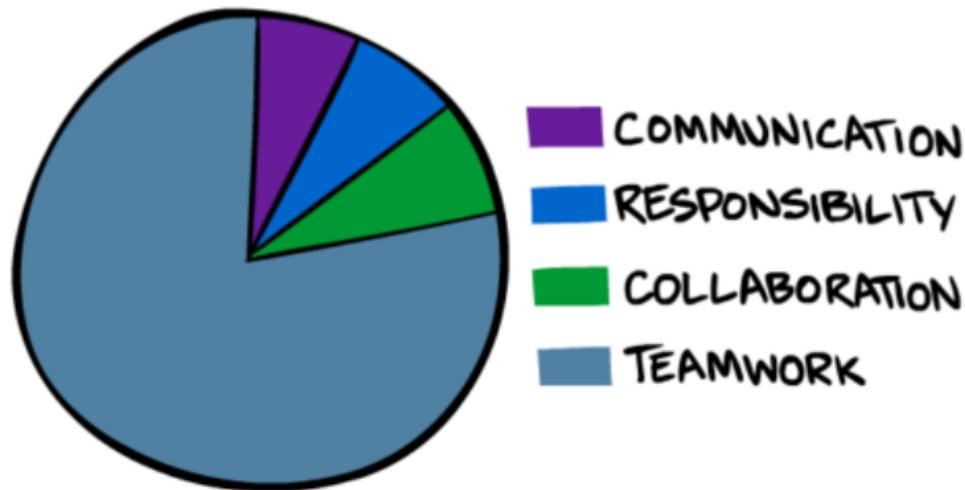
HTML & Information Architecture



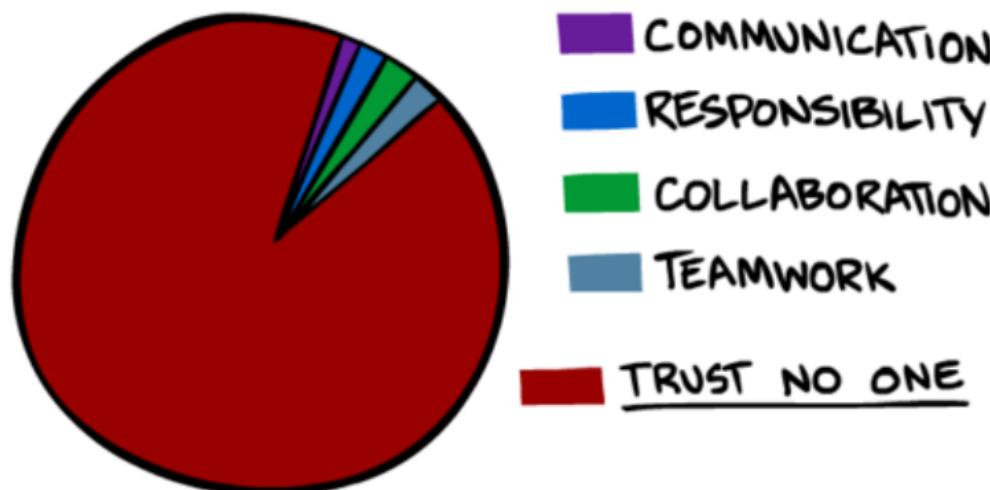
CM2003
Dynamic Web
Programming

Lecture 2

WHAT GROUP PROJECTS ARE SUPPOSED TO TEACH YOU



WHAT GROUP PROJECTS TAUGHT ME



Groups
OK?

Information Architecture

Overview

- Architecture in computing
- Information Architecture (IA)
 - Definitions
 - Practice
 - Principles
- Skillset: Wireframing

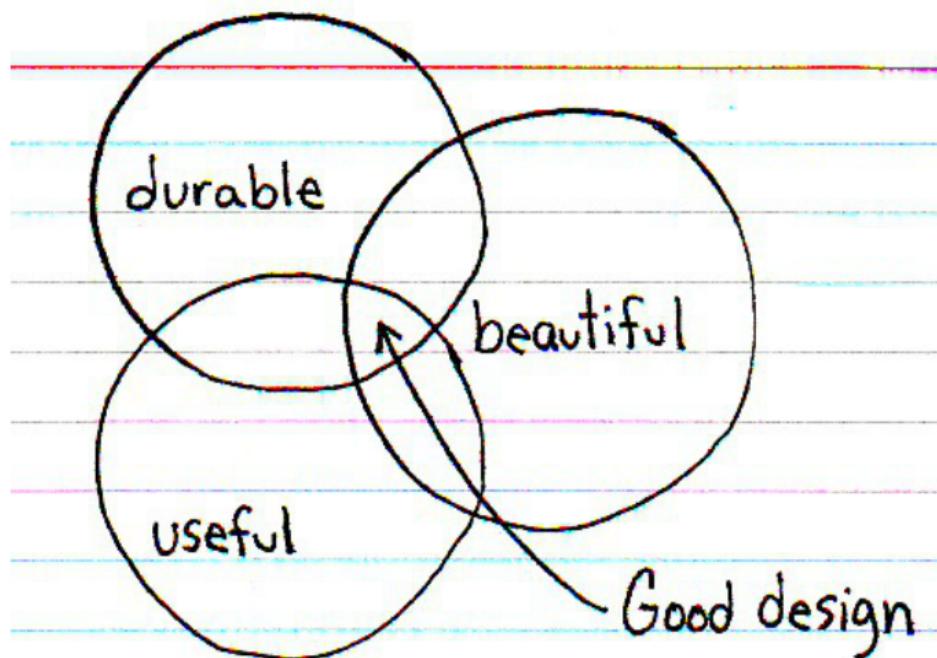
Architecture



Architecture

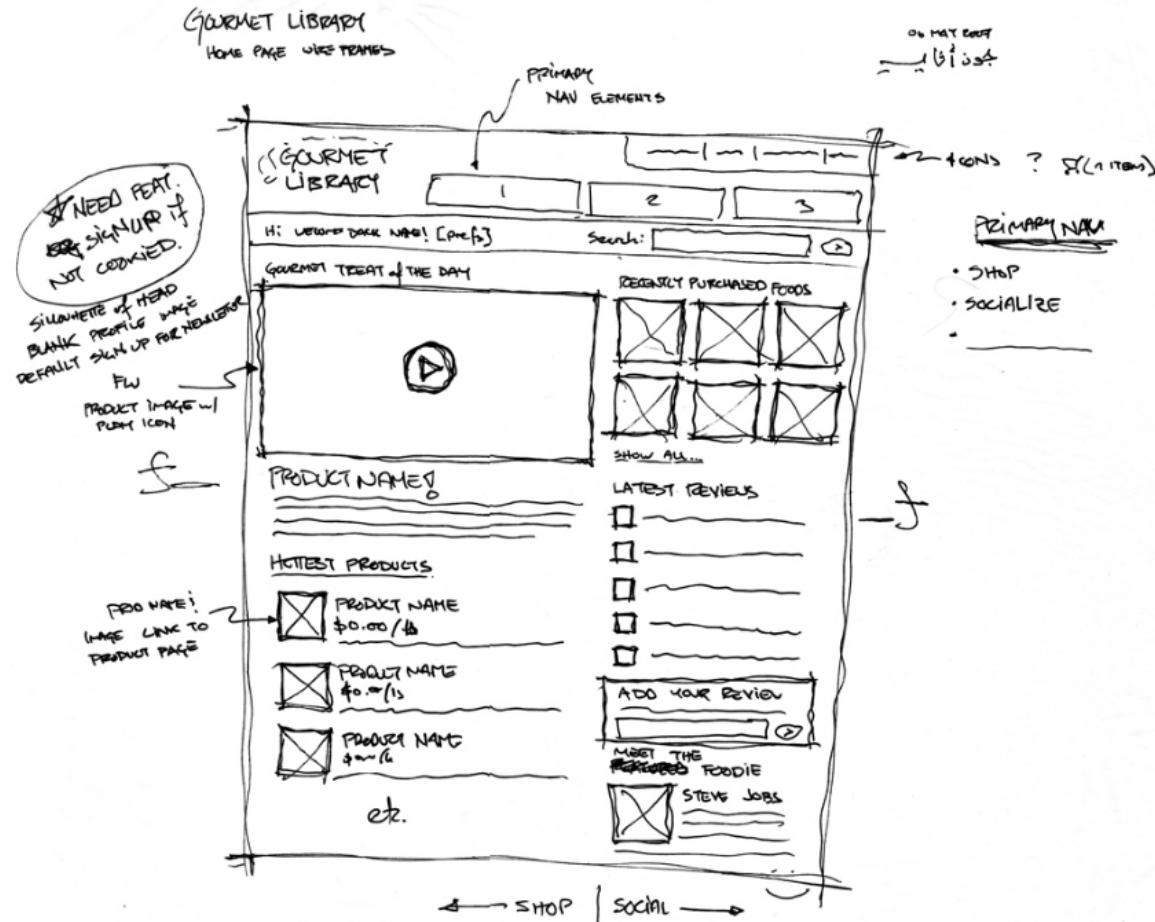
The process and product of

- planning,
- designing,
- construction (of buildings)



Information Architecture

The CNN homepage features a large navigation bar at the top with links for Home, Video, World, US, Africa, Asia, Europe, Latin America, Middle East, Business, World Sport, Entertainment, Tech, Travel, and Report. Below the navigation is a main content area with a large video player and several news articles. On the left side, there's a sidebar with Editor's Choice, Business, World Sport, Daily Snapshot, CNN TV, Arts and culture, Quicklinks, Environment, Opinions, and Travel sections. At the bottom, there's a footer with links for About Us, Help, Privacy, Cookies, and Terms of Use.



EDITION: INTERNATIONAL | U.S. | MEXICO | ARABIC
Set edition preference

Home | **Video** | **World** | **U.S.** | **Africa** | **Asia** | **Europe** | **Latin America** | **Middle East** | **Business** | **World Sport** | **Entertainment** | **Tech** | **Travel** | **iReport**

February 12, 2011 - Updated 1640 GMT (0940 HKT)

Egypt military vows democracy after Mubarak's fall

Egypt's military leaders say they are committed to returning power to civilians, ending military rule and urging people to respect rules who clashed with protesters. [FULL STORY](#)

- Clean-up starts [Military role](#)
- Reaction in Cairo | [LIVE BLOG](#)
- Photos | [Reports](#) | [Twitter](#) | [CNN Arabic](#)

Other news

- Three arrested in Tahrir Square
- What next after Egypt's revolution?
- Domino effect? Casting a watchful eye
- Protesters, police clash in Algeria
- Yemeni protesters clash with forces
- Mursi' supporters demand Shura Council to issue executive decisions
- China: West not punish Zimbabwe
- Iran 'blocks web' before planned rally
- Steady Woods eyes win in Dubai
- Rooney stunner wins Manchester derby

[View more stories](#)

How will Obama be judged on Egypt?

A dictator has fallen. A people are free. The sky is the limit of their dreams, and half of the rest of the world is cheering with them. How will history judge President Obama's response to the seismic changes in Egypt? [FULL STORY](#)

HIGHLIGHTS

18 days that changed Egypt forever

Opposition Nonviolence defeats injustice

Rise and fall of Hosni Mubarak

Military's new role: Running Egypt

Egyptians tweet about aftermath

Construction of 1,000m-high car bridge

Discover Tokyo, one secret at a time

EXPLORE WITH CNN GO

Editor's Choice | [Highlights](#) | [From Morgan Stanley](#) | [Connector of the Day](#)

Business >

- Facebook launches pages redesign
- China: West must lift Zimbabwe sanctions
- Nokia: Microsoft join forces for phone
- Month's recalled after 2 babies die
- Lebanon bank denies laundering
- U.S. trade gap hits three-month high
- Groupon axes controversial ads

[More](#)

World Sport >

- Football: Barcelonans earn Sporting draw
- Football: Rooney stunner sinks City
- Football: Bayern go third with 4-0 win
- Tennis: Djokovic through to Paris final
- Motorsport: Heidfeld quick in Jerez
- Rugby Union: England thrash Italy
- Golf: Woods eyes win in Dubai Classic

[More](#)

Daily Snapshot

Fire!

Send your images to iReport

Nikon

in association with

CNN TV >

Revolution in Egypt

Stay with CNN for live coverage of all the developments in Egypt, plus analysis, reaction and more! Live on TV & Online

Programs

CNN TV Schedule - What's on?

Quickvote

Will the revolution that started in Tunisia end in Egypt?

Yes No

[WRITE](#) or view results

Environment >

- Hybrid airships prepare to take flight
- Shark hunting threatens species
- 'Barefoot' greenwashers power on
- Solar energy to become major
- Can our 'Vitamino' lesser emulsions?
- Insects sweep new meat for junk food
- Eco-friendly superyacht

[More](#)

Opinion >

- Internet wasn't real hero of Egypt
- How history will judge Obama on Egypt
- Art 'inactivists' take on Facebook
- Berlin film shows 'clash of civilizations' was a myth
- How nonviolence beats injustice
- The Grammys embrace pop
- Did Facebook bring down Mubarak?
- Egypt's revolution is just the beginning

[More](#)

Arts and culture >

- Art 'inactivists' take on Facebook
- Berlin film shows 'clash of civilizations' was a myth
- How nonviolence beats injustice
- The Grammys embrace pop
- Did Facebook bring down Mubarak?
- Egypt's revolution is just the beginning

[More](#)

Travel >

- Spots for a Valentine's Day proposal
- Interactive: Berlin at a glance
- Long road ahead for Egypt tourism
- What it's like to cruise like a mogul
- Bluffer's guide to traveling Asia
- Baggage handler locked in cargo hold
- Strike hits Pakistan's national airline

[More](#)

Technology >

- Egypt's 'digital revolution'
- Old iPhone users driven Mubarak?
- Unimpressed by Verizon iPhone
- 'Aplicacion' at the Android Market
- Microsoft, Nokia partner on phone
- Groupon axes controversial ads
- Carriers combat Verizon iPhone

[More](#)

World >

- Protests, police clash in Algiers
- Groupon threatens Facebook
- Old iPhone users driven Mubarak?
- Unimpressed by Verizon iPhone
- 'Aplicacion' at the Android Market
- Microsoft, Nokia partner on phone
- Groupon axes controversial ads
- Carriers combat Verizon iPhone

[More](#)

Hot topics >

- 1 Egypt
- 2 Nelson Mandela
- 3 Doves 2011
- 4 Piers Morgan
- 5 Tunisia
- 6 Kate Middleton
- 7 WikiLeaks
- 8 Gabriele Giffords
- 9 Academy Awards
- 10 China

[View more](#)

6° H 10° L 0°
London, United Kingdom Weather forecast

[Home](#) | [Video](#) | [World](#) | [U.S.](#) | [Africa](#) | [Asia](#) | [Europe](#) | [Latin America](#) | [Middle East](#) | [Business](#) | [World Sport](#) | [Entertainment](#) | [Tech](#) | [Travel](#) | [Report](#)

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[SEARCH](#)

powered by Google

edition.cnn.com

Volkside

Wireframe created with Wifly by Volkside on 13 Feb 2011
Check out [Netwirer](#) for IA work and [Wifly export preview](#)

▼ Wifly Pro

§ Page layout and structure are the property of the website owner



SILHOUETTE OF ME
BLANK PROFILE
DEFAULT SKIN
FW
PRODUCT PLATE

GOURMET LIBRARY

HOME PAGE WIREFRAMES

06 MAY 2007

Visit

NEED FEAT.
SIGN UP IF
NOT LOGGED IN.

SILHOUETTE OF HEAD
BLANK PROFILE IMAGE
DEFAULT SIGN UP FOR NEWSLETTER

FW
PRODUCT IMAGE w/
PLAY ICON



PRIMARY NAV

- SHOP
- SOCIALIZE
-

Information Architecture

CNN - International | EN | ARABIC | HEBREW

HOME | Video | World | US | Africa | Asia | Europe | Latin America | Middle East | Business | World Sport | Entertainment | Tech | Travel | Report

Egypt military views after Mursi's fall

How will Obama be judged on Egypt?

Analysts: Americans are Read. The way it is the end of the decade, are President Obama's responses to the actions in Egypt? Video & more

Obama: I'm not going to be judgmental. I think it's important that we have a clear understanding of what happened in Egypt. We have to understand the context of what happened in Egypt. We have to understand the context of what happened in Egypt.

Obama: I think it's important that we have a clear understanding of what happened in Egypt. We have to understand the context of what happened in Egypt. We have to understand the context of what happened in Egypt.

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Editor's Choice

Business

World Sport

Daily Snapshot

CNN TV

Environment

Opinion

Arts and culture

Quickvote

Travel

Technology

World

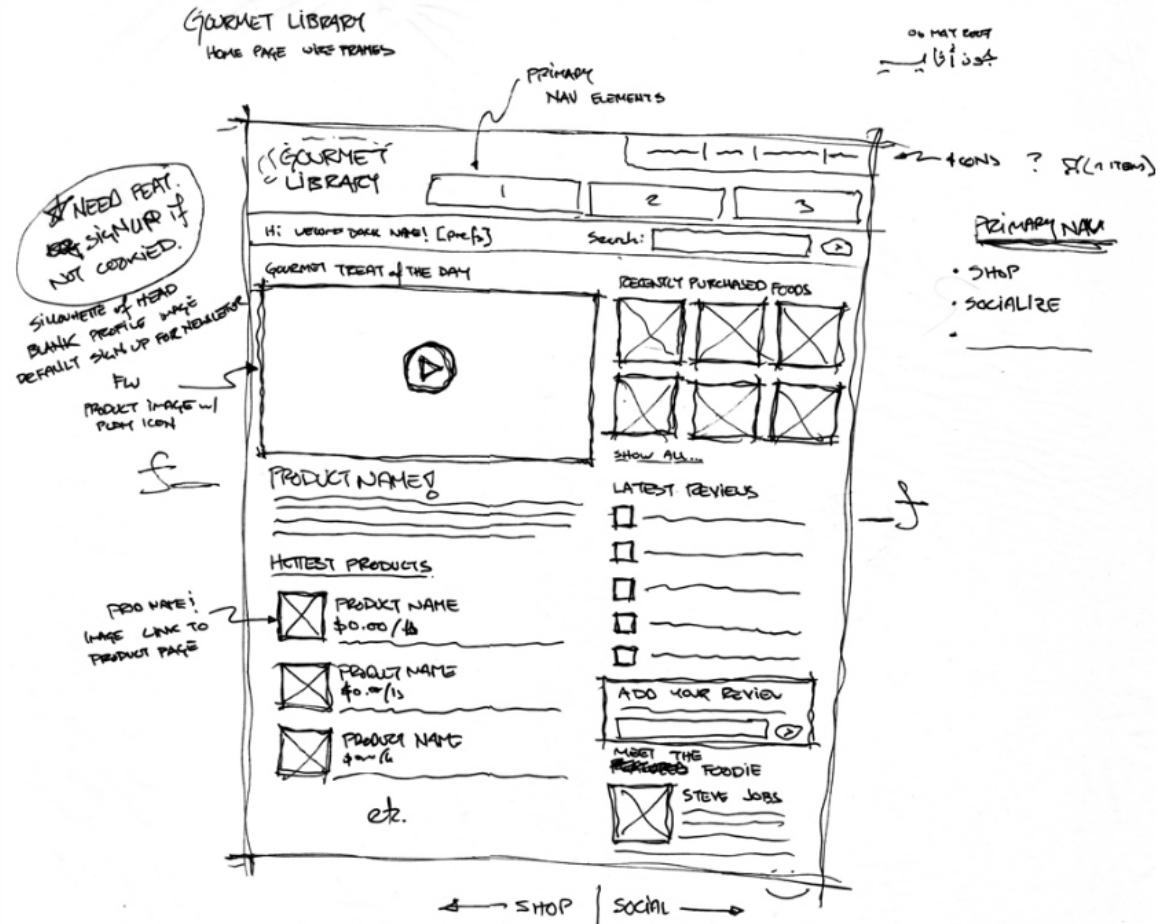
Hot topics

Home | Video | World | US | Africa | Asia | Europe | Latin America | Middle East | Business | World Sport | Entertainment | Tech | Travel | Report

edition.cnn.com

Wixie.com created with Wixie on 13 Feb 2011
Check out Neeve's M work and Wixie projects

Study Pro



Definition

- The structural design of shared information environments
- The combination of organization, labeling, search, and navigation systems within web sites and intranets

SOUND FAMILIAR?

Structuring, Organising & Labelling

- core activity
- determine appropriate levels of **granularity** for content, and how they relate together on a page
- Organising creates **categories** of related content and **labelling** communicates their meaning

WALL Swaps

Want an erskine birdie badge
and your stuff on our wall?

Send your things to:
ERSKINE DESIGN
4 Stoney Street,
Lace Market,
Nottingham,
NG1 1LG



This is our favourite so far, a strange egg whisk and a funny card from Alexandra in Germany, accompanied with a nice message in both English and German.

Ann Linklater sent us a few bits, an egg attached to a wire and a squishy



IMPORTANT INSTRUCTIONS!!!

1. hold your ctrl key on your keyboard
2. use your mouse to direct the traffic

OR



Clearleft sent us a load of moo cards, moo stickers, badges and teabags in



exchange for one more...

ENJOY!

Finding & Managing

- **findability** is a critical factor in usability
- combination of **browsing**, **searching**, and **asking**

Twiistup connects people from technology, media and entertainment.

Our events feature invited startups chosen to "showoff" their products & services to influential thinkers, fellow tech-heads, investors, the media and those interested in learning about what's hot in tech.

An alternative to traditional networking events, Twiistup means it up with humor, music, bites, beverages, prizes, swag and the unexpected.

Next Twiistup: 2009

Los Angeles 7pm - midnight

Twiistup 5 soon.
Get on alert list.



Sponsors

Sponsors for our Fall event will be announced soon.

[Get involved](#)

Photos



[View Twiistup photos on flickr](#) >>>

Subscribe via email



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Blog

[More on the blog page...](#)

[Subscribe](#)

TCSO Happy Hours Hosted by ChiLang

Written by [Mike Maciasaus](#) on September 8, 2008 at 9:47 am

Filed under [Events](#), [Parties](#)

[Comments \(0\)](#)



Asides

twitter

ET @maccasau: #Twiistup 5 will most likely be sometime during the second half of January & it should be available within the next 2 weeks. 9 days ago

[Follow Twiistup on Twitter](#)

Three Questions



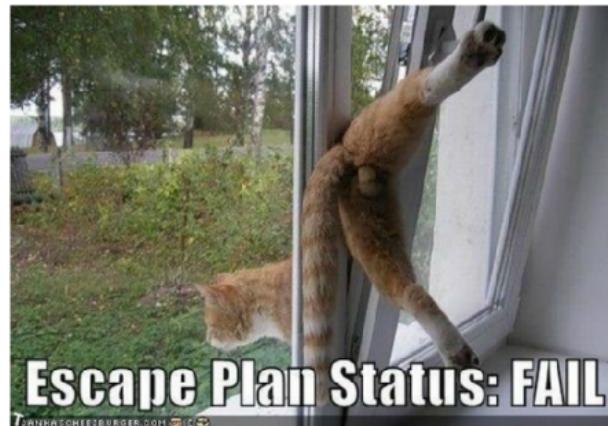
Where am I?

BRAND/PURPOSE



Why am I here?

CONTENT



Where am I going next?

NAVIGATION

Art vs Science

- users are increasingly studied interacting with information systems, uncovering **usage patterns and interface inefficiencies**
- however the art and intuition of IA remains as there is **no correct answer** in design matters



CO NABÍZIM

TOMÁŠ POJETA

GRAFICKÉ PORTFOLIO

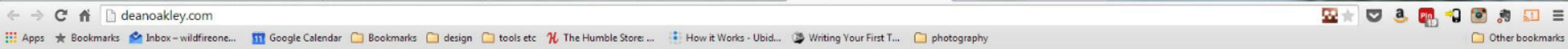


Již několik let dodávám grafiku pro Vás i Vaše firmy. Vdechuj život Vašim logotypům i www stránkám. A že se Vám moje vlastní stránka zdá nějak prázdná? Nebojte se, nedošly mi nápadů a kreativní práce mě stále velmi baví. Chtěl jsem Vám dát možnost podílet se na tváři téhoto stránek podobně, jako já utvářím ty Vaše. Pošlete mi své návrhy a sledujte, jak dostávají reálnou podobu. Neváhejte a popusťte uzdu své fantazii.



KONTAKT





Dean Oakley

Web designer and developer

[About Me](#)
[My Work »](#)
[Contact »](#)

Hi, I'm a Gold Coast web designer and developer specialising in WordPress.

I live on the sunny GC, Australia, where I graduated, receiving 1st Class Honours in a Bachelor of IT at Griffith University in 2004. Since graduating, my craft has taken me around the world, from building high end digital productions in the UK, through to niche sites for small, local businesses. My work has landed me back on the **Gold Coast** where I now run **Thrive Web Design Gold Coast**, a boutique web, digital design and development studio.

Thrive consists of a tightknit team of like-minded, creative professionals, and we are always on the lookout for projects – large or small – so please [contact us](#) if you need our expert services. We not only love creating unique, clean, custom-designed websites that are easy to navigate, we can also provide branding solutions, print packages and a myriad of other digital strategies.

Please peruse our [portfolio](#) where we have a small selection of our more recent work.


[My Work](#)
[« About Me](#)
[Contact »](#)


Public Restaurant

We designed and developed this sleek, fully-responsive site for a high-end, award-winning restaurant in Brisbane's CBD. It features a single page vertical scrolling layout and integrates a high def HTML5 video loop (which we shot in-house) and fixed background techniques to give a dynamic user experience.

lovepublic.com.au


[+](#)

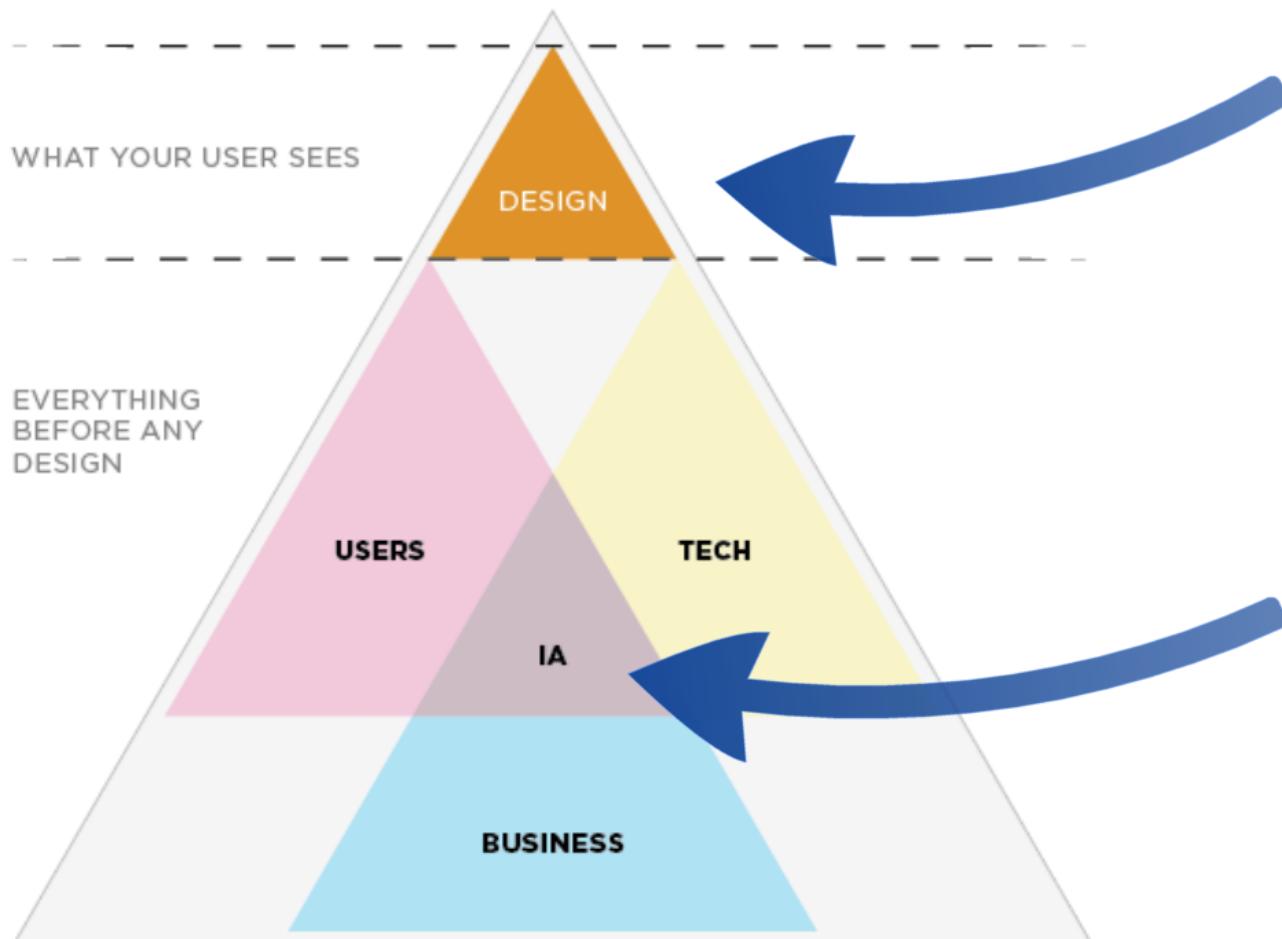

Inspiration

two great websites with loads of ideas,
tools and plugins for web interactive
pages

- www.smashingmagazine.com
- www.noupe.com

Aspects of Information Architecture

INFORMATION ARCHITECTURE ICEBERG



WHAT THE
USER CARES
ABOUT

SWEET
SPOT

Why is IA important

the cost of **(not) finding** information

- users go elsewhere, path of least resistance

the cost of **construction** and **maintenance**

- expensive to build and support information systems

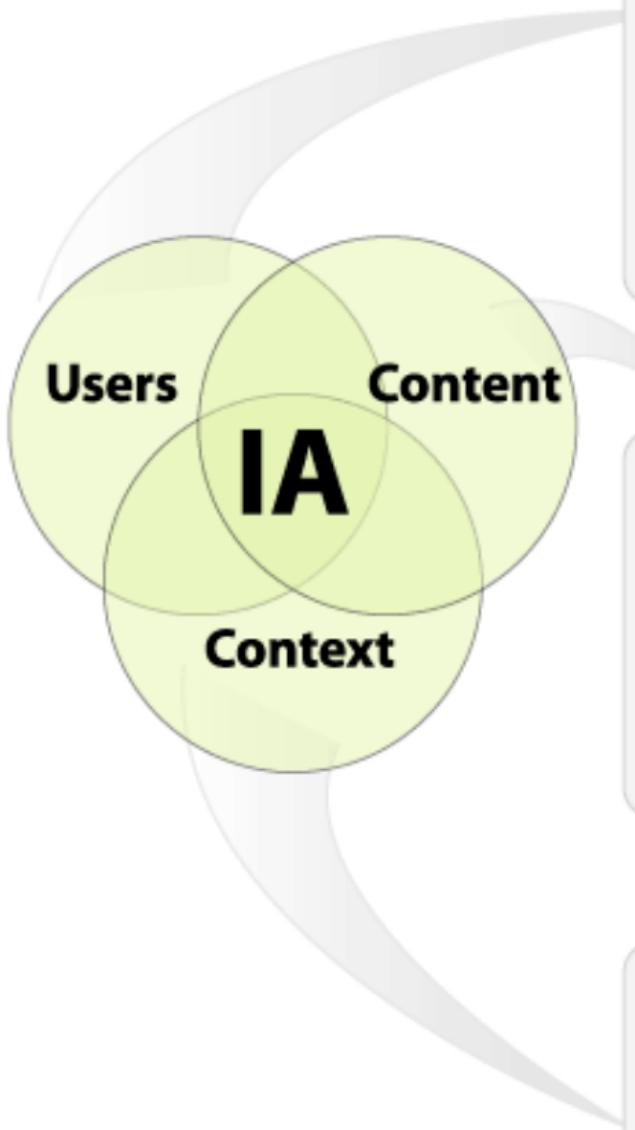
the cost of **training**

- for users and maintainers

the value of **brand**

- provide an edge over competitors

**Users +
Content +
Context
= IA**



Users

who they are, what their information-seeking behaviors and needs are

Skills and Roles

- Contextual Inquiry
- Personas
- Ethnography
- Task Analysis
- Usability Testing
- Usability Inspection
- Articulating User Needs
- Documenting User Experience Requirements



Content

volume, formats, metadata, structure, organization

Skills and Roles

- Indexing & Cataloging
- XML and Metadata
- Thesaurus Development
- Site Architecture
- Writing
- Content Management
- Navigation and Labeling



Context

business model, business value, politics, culture, resources and resource constraints

Skills and Roles

- Defining Business Needs
- Project Management
- Project Scope and Definition
- Business Analysis
- Systems Analysis
- ROI Calculation
- Managing Client Expectations
- Technical Constraints

Three More Questions



Who's it for?



What does it do?

How does it do it?



IA in your web apps

You will **design** the IA (for your app)

- using wireframes

You will **report** the IA

- context
- users
- content

You will **implement** the IA

- using HTML / CSS

Skills - Wireframes

The New York Times

Saturday, February 12, 2011 Last Update: 5:20 PM ET

YOU HAVE THE RIGHT TO ARRIVE DOWNTOWN

Military Seeks to Assure Egypt and Neighbors

EI PHOTOGRAPHS **VIDEO: CLEANING UP TAHIR SQUARE**



Stock photo for The New York Times

OPINION **Op-Ed: The Ghost of Revolution Past**

What Egyptians can learn from the experience of Bulgarians in 1989.

Herbert: When Democracy Weakens | **Comments (164)**

Collins: A Quick Sex Scandal

Blow: Repeat and Repress

Editorial: Egypt's Moment

Ellison: Parent Trapped

BUSINESS DAY

Buy Rating on DealBook

The Defense Department has to be bullish on military contractors, Joe Nocera writes.

DealBook

dealbook.nytimes.com

Spokesman Pledges 'Peaceful Transition'

By KARENNA MAHAN 2:21 PM ET

As Hosni Mubarak begins his final days as president, new leaders sought to project control and message a project about military rule.

[Post a Comment](#) | [Read \(10\)](#)

Opening 'All the Files' to Track Mubarak Riches

By NINA MUAYANGHANA, DAVID SIEGELMAN and JAMES ROBINSON 4:03 PM ET

With Hosni Mubarak out of power, there are growing calls for an accounting of his family's wealth.

Obama to Propose Open Budget in Bid to Showdown

By JONATHAN CALMER 2:35 PM ET

The President Obama will propose on Monday reflects a plan to cut non-defense spending and tax cuts to offset the economy's gains up.

THE CAUCUS

Palin Hires a Political Adviser

By JEFFREY A. HARRIS 2:30 PM ET

Michael Glauser, who worked on Bob Dole's presidential campaign, will organize Sarah Palin's political transition.

FBI's File on Ted Stevens Musty Just Color 2:17 PM ET

Senate Republicans Test Conservatives' G.O.P. Is United 12:28 PM ET

Suspect in Brooklyn Stabbing Spree is Captured

By ROBERT C. MARFACIO 14 minutes ago

Malvini Gelman, 23, was arrested in a rampage that left four people dead and two wounded.

U.S. Spends Millions to Support Exports

By RON NIXON 2:30 PM ET

An Agriculture Department program has given out almost \$2 billion to help companies promote goods abroad.

MORE NEWS

- **Attack on Police in Kandahar Stirs Fears** 2:06 PM ET
- **Susicide Bomber Kills 30 in Iraq** 2:06 PM ET
- **Pakistan Issues Musharraf Warrant** 2:39 PM ET
- **Wisconsin Hands Ohio State Its First Loss** 17 minutes ago

NEW YORK FASHION WEEK

An Improbable Magazine From a Fashion Zelig

FASHION DIARY

By JULY FRASER

Atmospheric runway show at age 15, Andre Walker has been in the thick of many different fashion scenes.

- More From the Blogs: [On the Runway](#) | [Magazine](#)
- **Slide Show: Day 2** | [Submit Your Photo](#)

New York Fashion Week: Complete Coverage

VIDEO

More Video | Multimedia



PLAY **SHARE**

POLITICS

CPAC Provides First Look at 2012 Race

Gathering of More Than 10,000 Republicans



IN V. REGION **STYLE** **BUSINESS**

NEWS FROM AP & REUTERS

+ Florida State Stages Virginia Rally for 6-3-5 Win 1 minute ago

+ Minnesota Sweeps Flight Deckhouse 6-2-51 2 minutes ago

+ English FA Reports Warning to Players About Tweets 11 minutes ago

OPINION

Stretch: The Delicate Art of Adjustments

By EILEEN S. RUED

Hands-on instruction is essential for many forms of yoga but isn't always welcome.

[Post a Comment](#)

STRETCH

English FA Reports Warning to Players About Tweets

11 minutes ago

CLICK HERE TO MAKE NYTIMES.COM YOUR HOME PAGE

INSIDE NYTIMES.COM

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In New California Gold Rush, Old Mines Respire


Debonair: The Southern Matthew Brady


Lawless Over Condo's Size Claims Escalate


From Here to There and Back, Melody Swirls


The Bohemian Fashion Muse



LUGO →
WITH LIGHT
WHITE HALO/
GLOW OVER
COASTAL IMAGE

HORIZONTAL
NAVIGATION

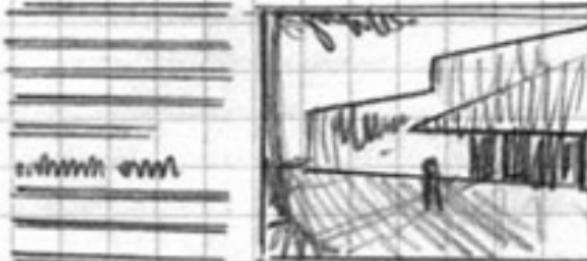
INTRO TO
COASTAL
CAPITAL
PARTNERS

COPY
RIGHT +
CONTACT INFO



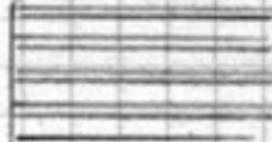
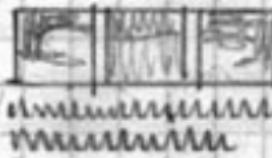
COASTAL CAPITAL

Coastal Capital Partners: Focused on Quality & Performance



Recent Projects

CAPITAL WORKS



Capital Resumé

Press Room

Search



ACTUAL
OR
STYLIZED
COASTAL
VIGNETTE

BLOG
POST
HERE
OR -
FEATURED
INVESTMENT
MANAGED
VIA BLOG

RSS FEEDS
FOR BLOG

SEARCH

PRIVACY
OR
DISCLAIM
LINK

My App

[Sign Up](#) [Login](#)

**Feature
Image**

App Tagline

Description of feature	Description of feature
Description of feature	Description of feature

Box 1 heading

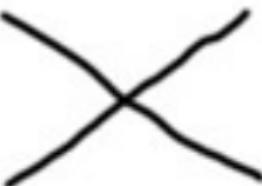
Box 2 heading

Box 3 heading

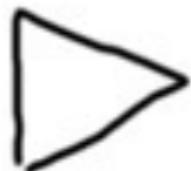
Box 4 heading



DIV



IMAGE



VIDEO



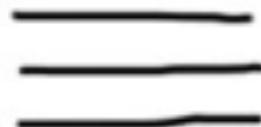
HEADER



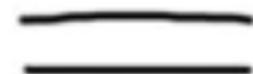
PARAGRAPH



NAV BAR



VERT NAV BAR



TEXT FIELD



TEXT AREA



CHECK BOX



HR RULE



VERT RULE



TABLE



DROPODOWN

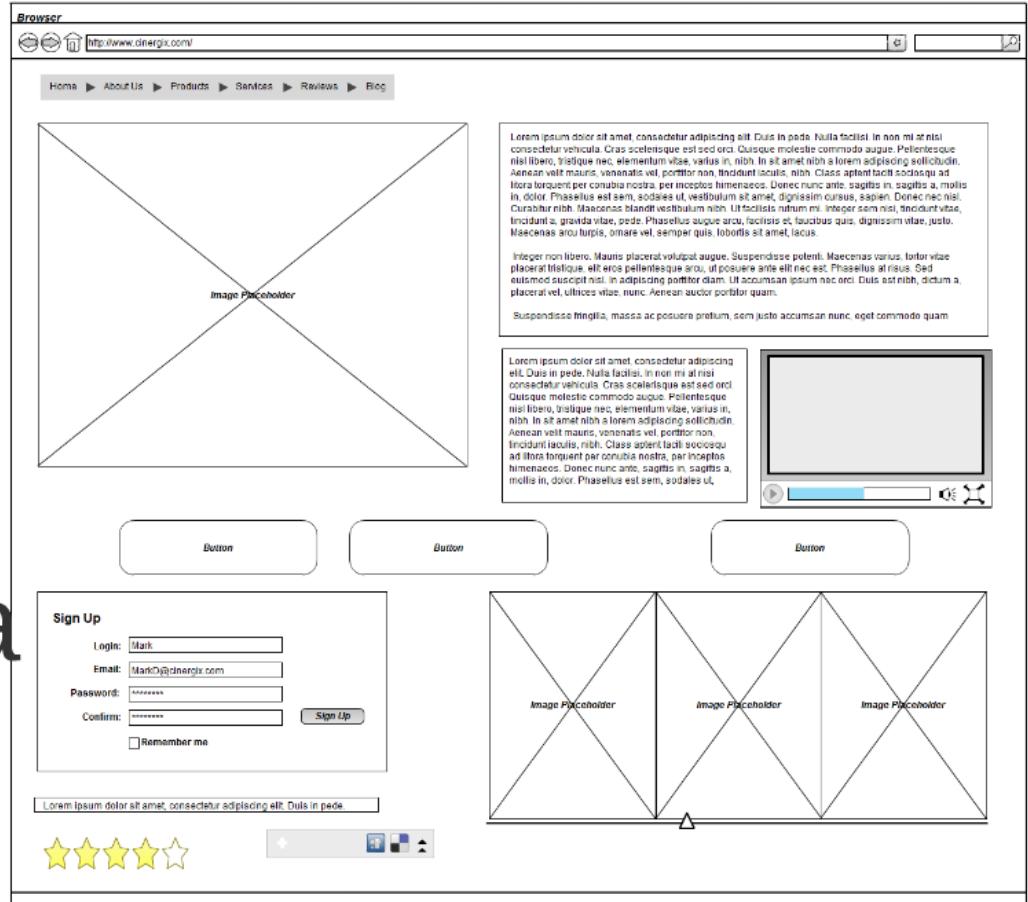


BREADCRUMB

Wireframe vs Mockup vs Prototype

Wireframe

- Basic illustrations of the structure, layout and components of a site.
- First step in the design process



Wireframe vs Mockup vs Prototype

Mockup

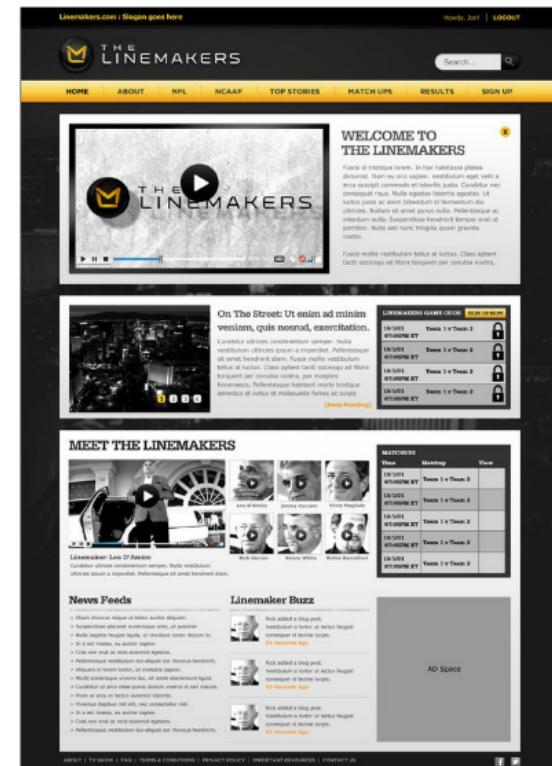
- Focus more on the visual design of a site. Closer to the final product



Wireframe vs Mockup vs Prototype

Prototype

- Semi-functional layouts, implemented in HTML and CSS



Wireframe Utility

- First step in the **design** process after devising a concept. **Clarifies what you need**
- Links **Information Architecture** and **Information Presentation**
- Opportunity to **identify the major elements** and illustrate **how they will relate to each other**

Wireframe Contents

Structural elements of the interface

- Headers, Navigation, Main Content, Sidebars

Layout of structural elements

- Position, Size

Labeling of elements

Types of content should be displayed

- Text, Pictures, Video

Wireframe Process

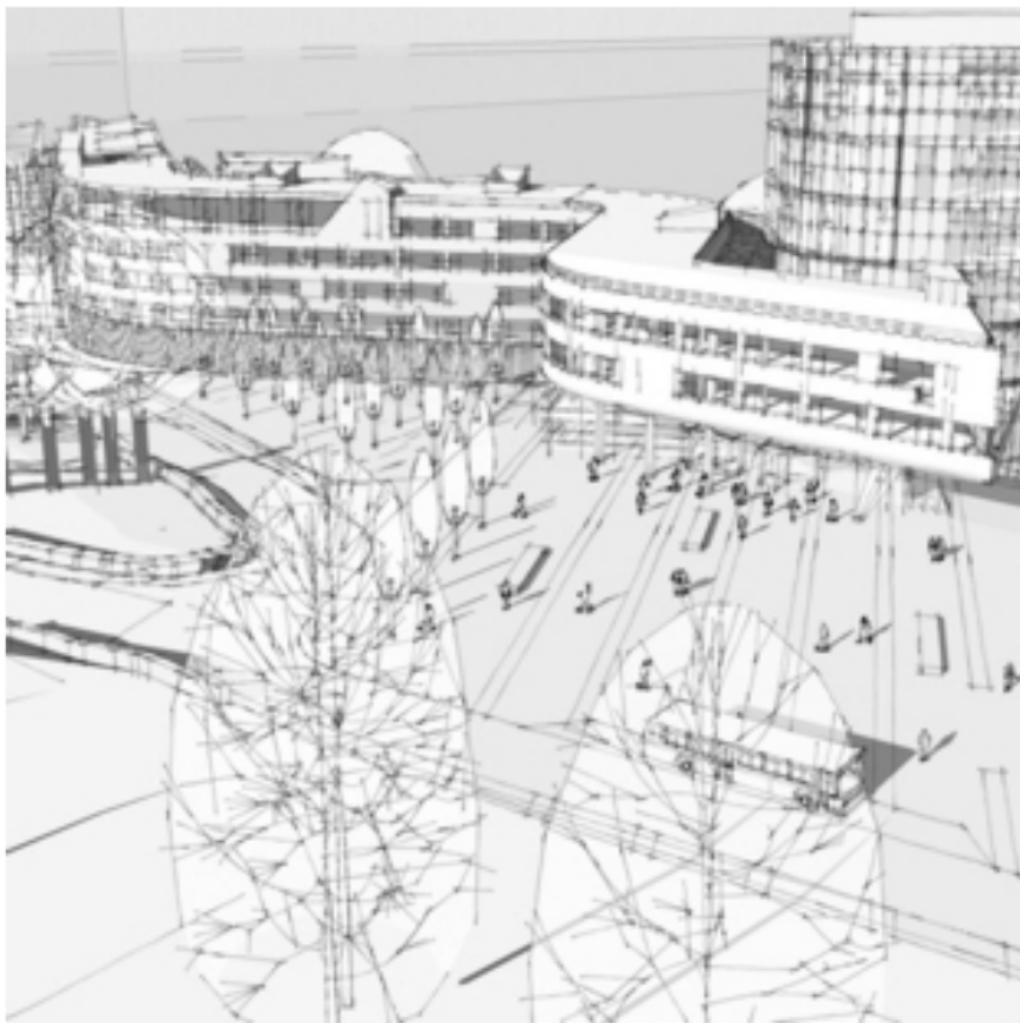
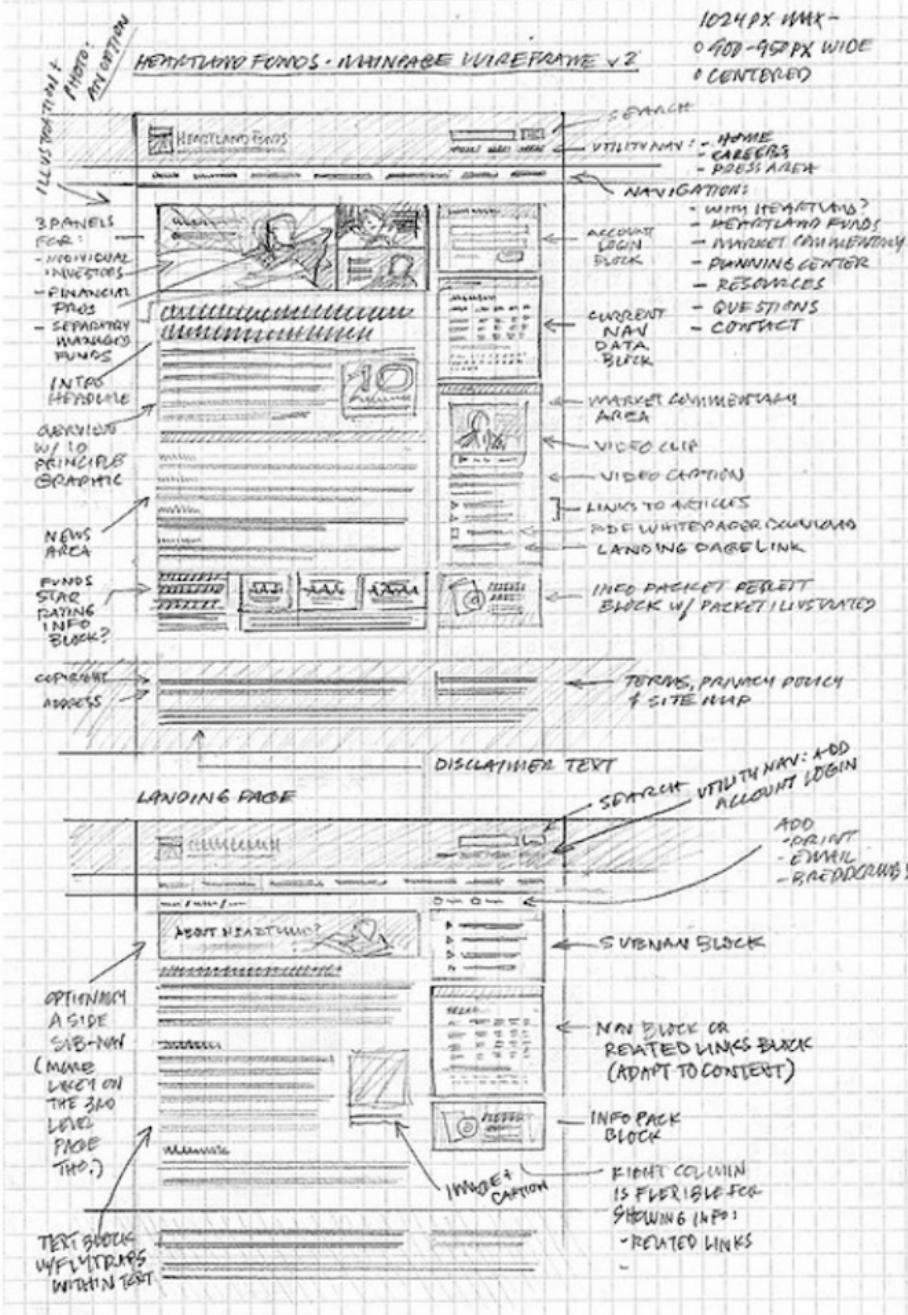
Can be as simple as required
pen and paper

Can show multiple pages of a site

Can show various depths of detail

- major elements: page structure
- minor elements: single element structure

All Just Architecture





YouTube

What is HTML?

Markup Language

language that uses **annotations** to convey the **original text** and some **extra** information or **metadata**

- essay and examiners remarks
- manuscript and instructions for printers
- web page / HTML with tags for browser to interpret
- wikitext with minimal syntax to be converted into HTML

3

(a) Suggest two benefits of the pasteurisation stage.

Two pasteurisation stages kill any harmful substance with the milk, and also means that only the bacteria that is relevant to the production of cheese will remain from the ~~stomach lining~~ [2]

(b) (i) Rennin is a protein that can be obtained from the stomach lining of calves. It is used in the cheese-making process in the ratio one part rennin to 10 000 parts milk. Suggest what type of protein rennin is and explain how a very small quantity of rennin is able to convert a large quantity of milk.

Rennin is a ~~gastroesophageal protein~~ as it is soluble and as it is soluble can be used easily in a milk as can convert the entire volume, the enzyme can also be used multiple times after it converts casein. [3]

(ii) Rennin could, in theory, be immobilised for use in cheese-making. List two potential advantages of this.

1. Can be used many times in reactions ✓
2. ~~Immobilised~~ Enzyme Free ✓ [2]

11/17 - Me.

15/17 - With both.

Turn over

Hypertext Markup Language

- Main markup language for the **WWW**
- Set of HTML **elements** for building web pages
- elements are called **tags** when surrounded by **angled brackets**
<section>, <header>, <footer>
- Usually appear in **pairs**
<table> </table>
- They wrap **content**, such as text, or other **HTML tags**

Brief History of HTML

Blame a physicist



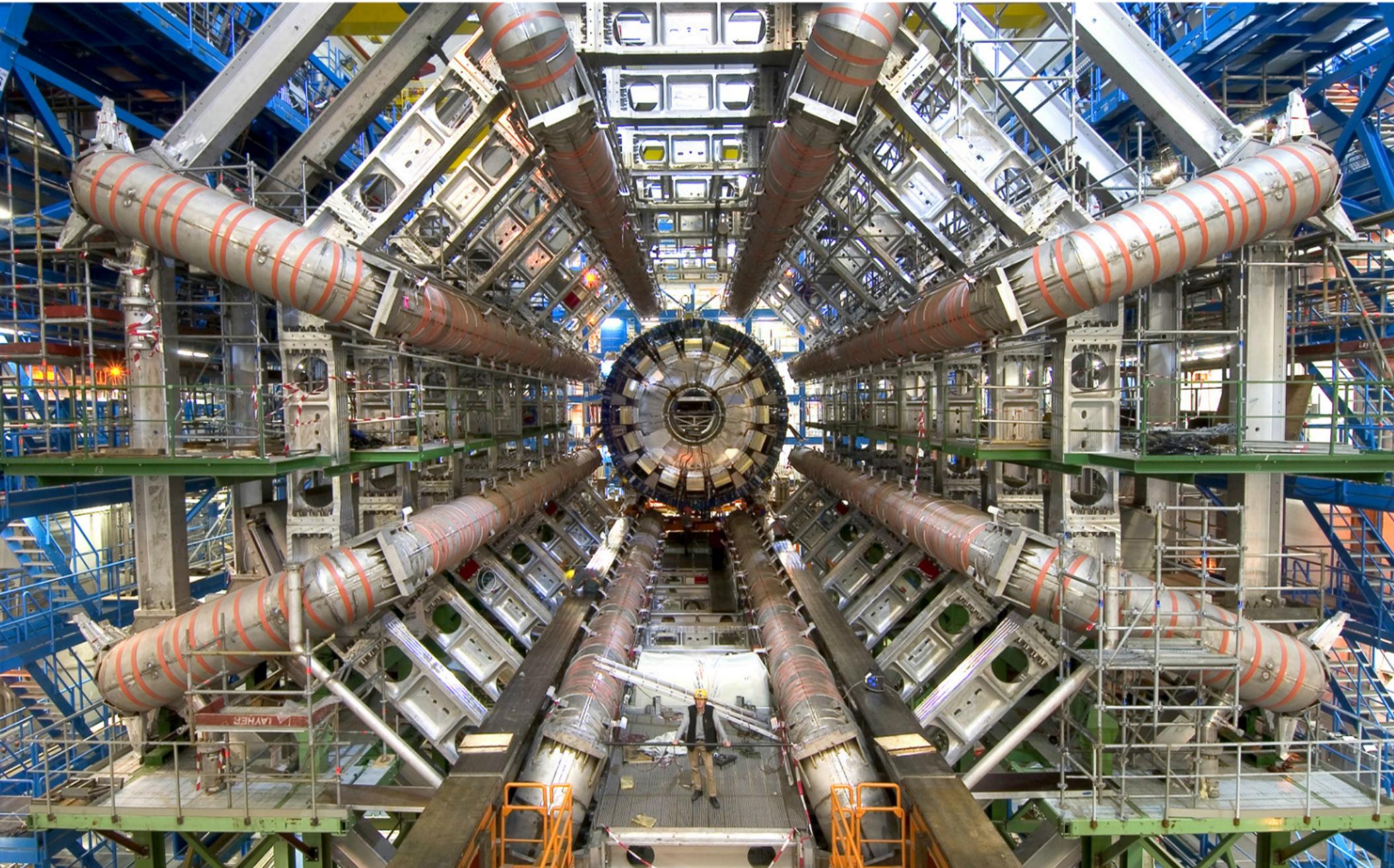
Tim Berners-Lee

First Web Server



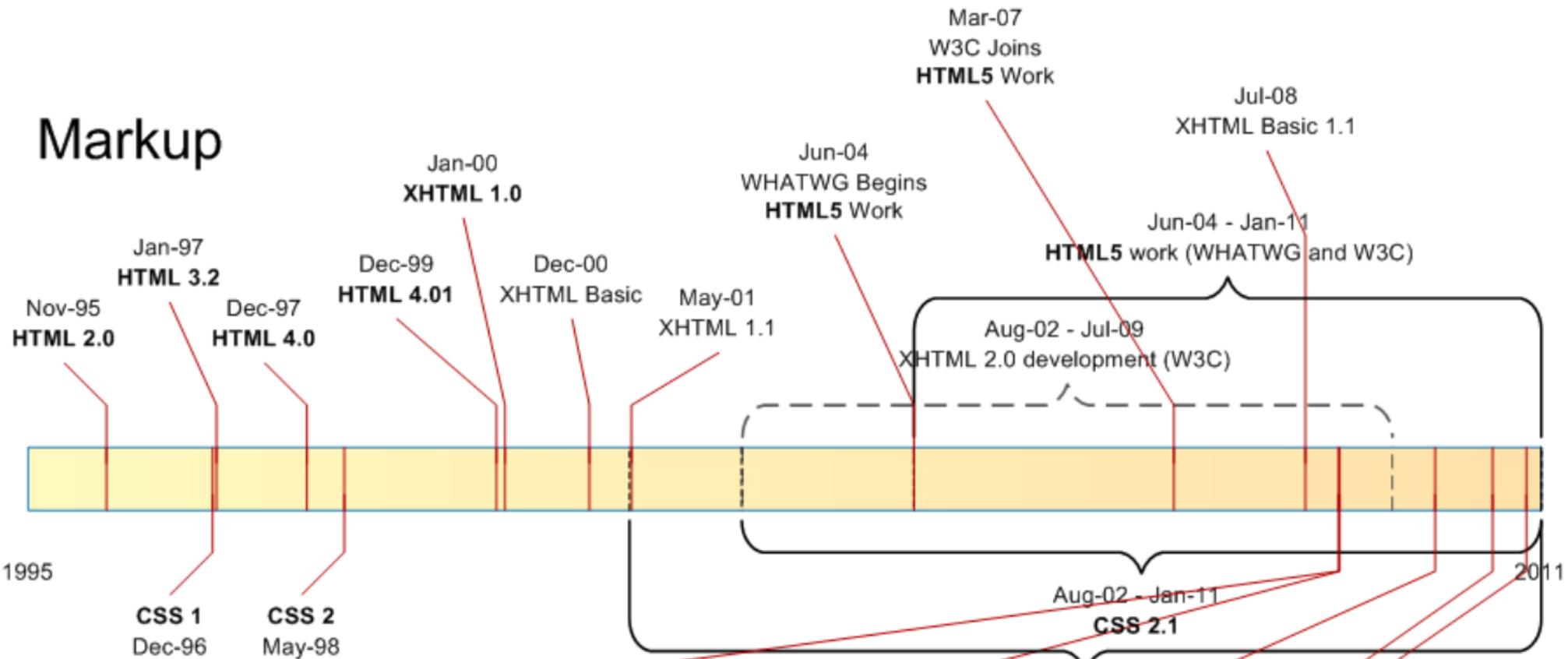
Next - Before Steve Jobs was cool

CERN



Evolving Standards

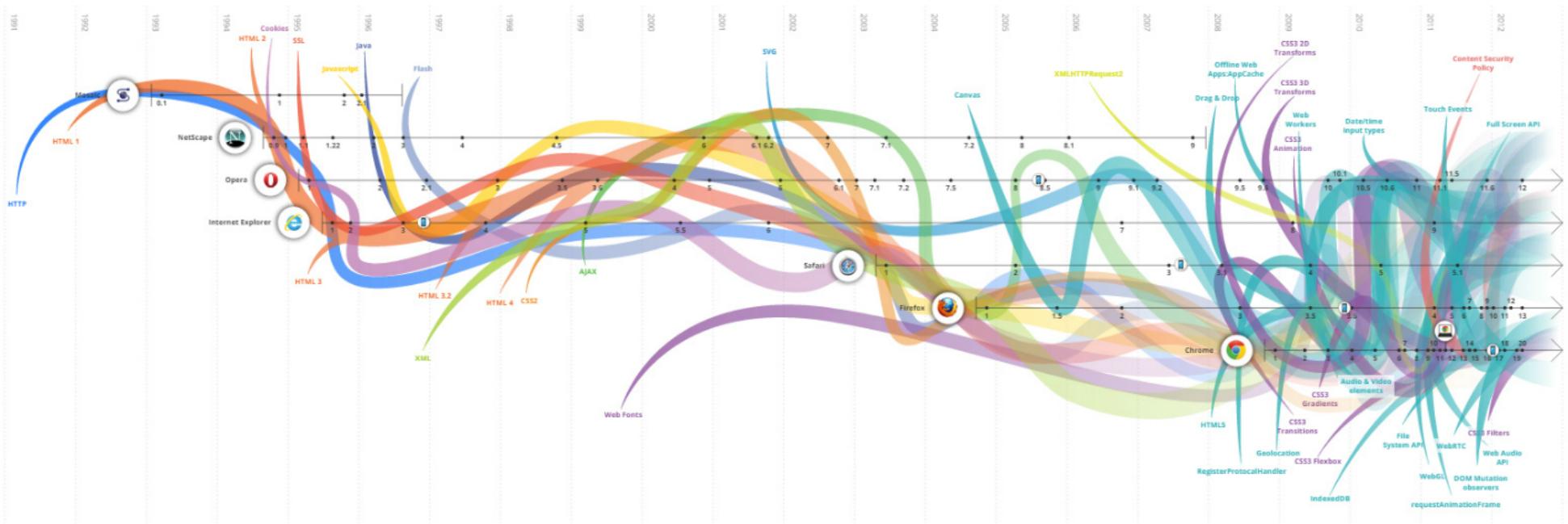
Markup



Style

Browser Wars

Browser developers implemented the HTML standard in their own way, to create a competitive edge in terms of feature support



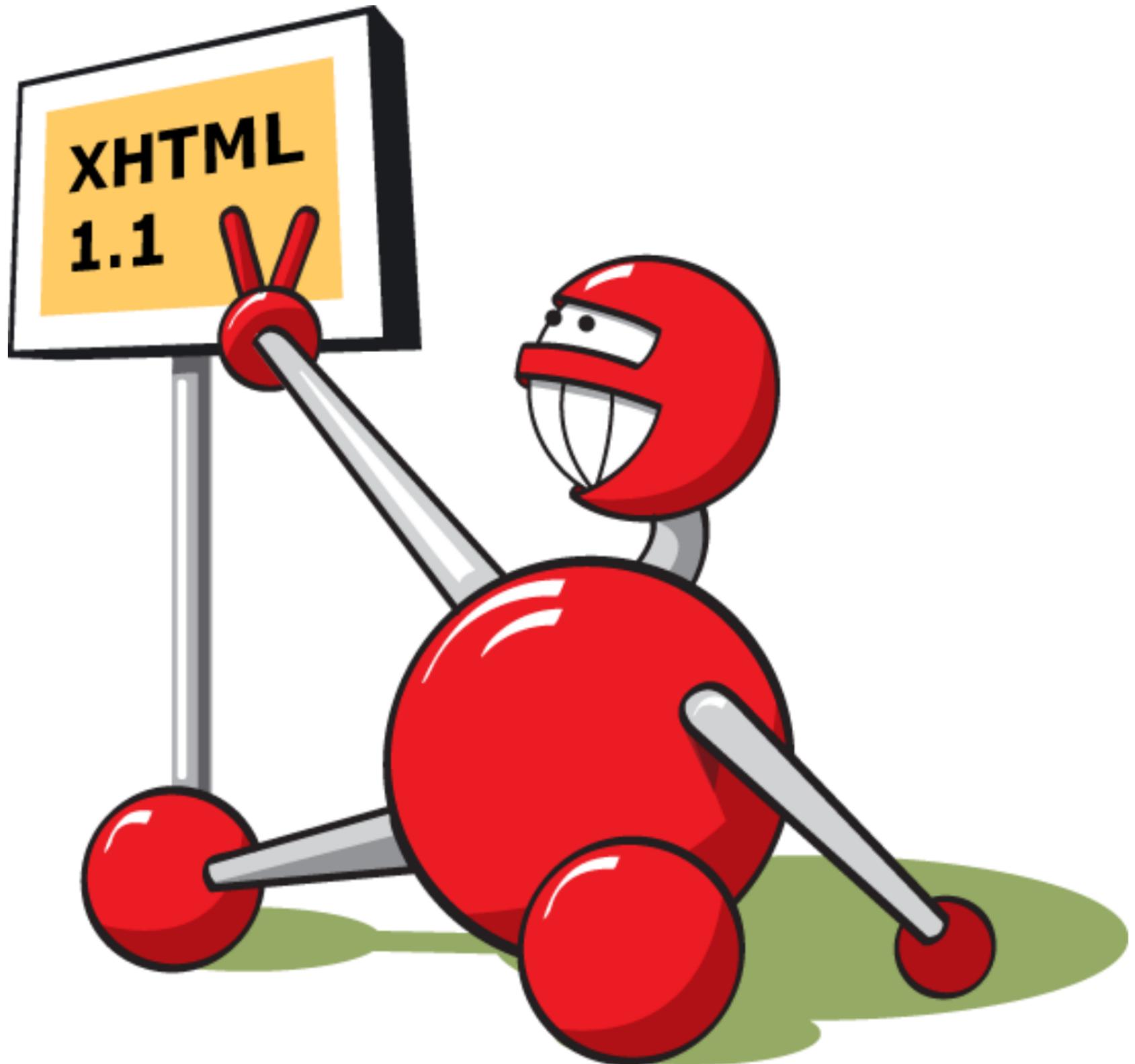
Politics

Design by committee

- and nothing ever is achieved
- needless complexity, internal inconsistency, logical flaws, banality, and the lack of a unifying vision

W3C setup to steer development of HTML

- led to XHTML
- which broke everything
- suppressed web app development



Sanity?

- WHATWG broke away and started HTML5
- One controlling editor
 - **Iain Hickson** (now at google)
 - **and a steering committee in case he goes mad**
- Focus of Web Apps and Web Forms
- Improved semantics modelling common web page components
- Better support for multimedia

More Info

- If you are interested there is a cool infographic here that explains the history of HTML & WWW standards much better than I can.

<http://mattersofgrey.com/a-brief-history-of-web-standards-infographic/>

Useful HTML5 Elements

5 Things

It's not one big thing
collection of new features

You don't need to throw anything away
backwards compatible with HTML 4

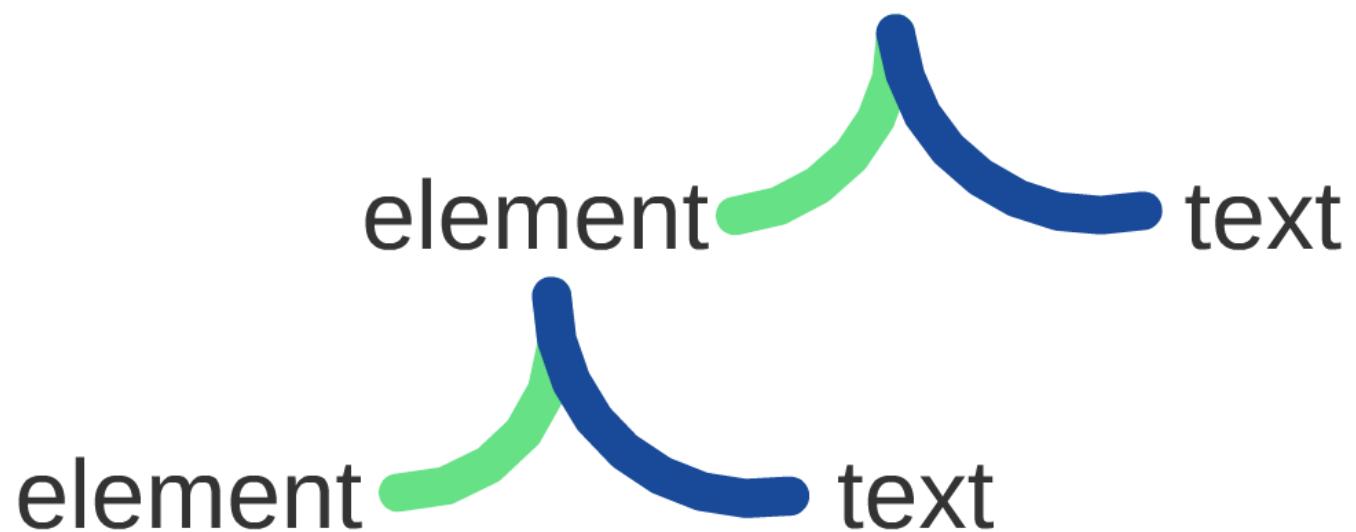
Easy to get started
just change 1st line to `<!DOCTYPE html>`

It already works
most browsers have support (levels vary)

It's here to stay (HTML 6?)

Anatomy of a HTML5 Element

```
<element attribute = "value">content</element>
```



Anatomy of a HTML5 Element

```
<a href ="http://www.google.com">Google it</a>
```

```
<img src ="face.jpg" />
```

```
<strong>  
    <p>Make this paragraph Bold it</p>  
</strong>
```

html, head and body

```
<!doctype html>
<html>
  <head>
    <meta charset="UTF-8">
    <title>The Blog</title>
  </head>
  <body>
    <p>some stuff here</p>
  </body>
</html>
```

Defining Page Structure

Most web pages can be divided into sections

- header
- navigation
- content
- sidebars
- footer

sections



PageHeader

SiteLogo

SiteName

SiteNavigation

Home

About

Contact

PageContent

BlogPost

BlogPostTitle

BlogPostDate

BlogPostContent

PageFooter

LegalStuff

section
identifiers

header, nav, h1 and lists

```
<header id="PageHeader">
  
  <h1 id="SiteTitle">The Blog</h1>
</header>

<nav id="SiteNavigation">
  <ul>
    <li><a href="#">Home</a></li>
    <li><a href="#">About</a></li>
    <li><a href="#">Contact</a></li>
  </ul>
</nav>
```



Helping you implement HTML5 today

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HTML5 Element Index

SPONSOR

This is a quick reference of elements that are new or have been redefined in HTML5. For each element there is a short description, a link to the specification, and a code example. “Our prognosis” links to the HTML5 Doctor article on the element. There are more articles in the [Article Archive](#).

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

A

[A](#)

If the `a` element has an `href` attribute, then it represents a [hyperlink](#) (a [hypertext anchor](#)). If the `a` element has no `href` attribute, then the element represents a placeholder for where a link might otherwise have been placed, if it had been relevant.

<http://html5doctor.com/>

The `target`, `rel`, `media`, `hrefLang`, and `type` attributes must be omitted if the

Expressing Information Architecture in HTML5

IA to HTML5

Translating wireframes into HTML

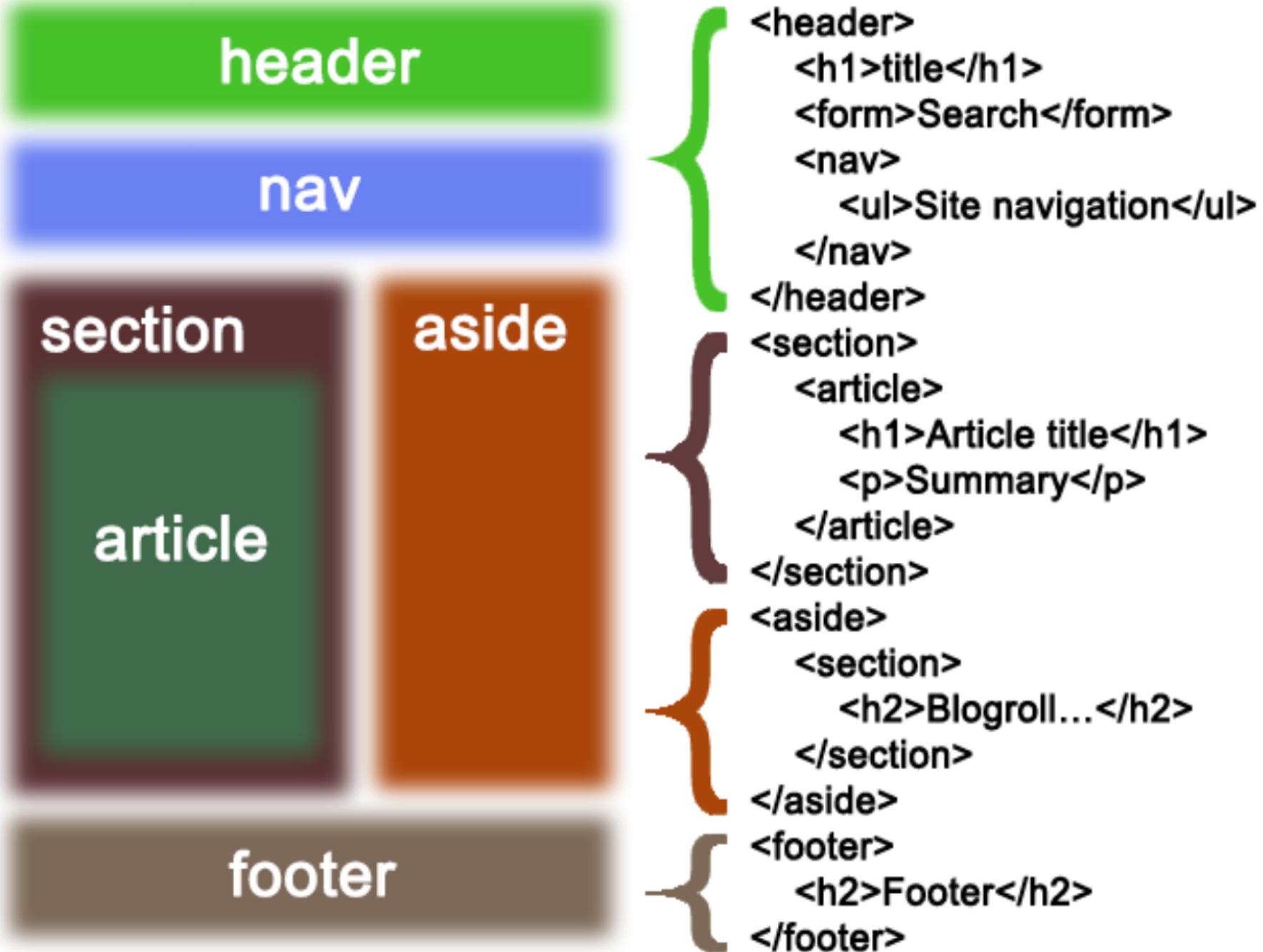
- Importance of labelling
- id and class attributes

Information Presentation

- CSS

Information Interaction

- JavaScript / jQuery



Translating Wireframes to HTML

Despite the introduction of new structure elements, it is recommended in this course that major tags are still identified

- using **identifier attributes**: if there is exactly one of these in a page
 - site title
- using **class attributes**: if there is a set of one or more of these things in a page
 - navigation links

Presentation & Interaction

As the course progresses, it will become increasingly important that HTML pages are **well structured and labelled**

CSS will make use of **id** and **class attributes** to identify parts of the page to **style**

JavaScript will make use of **id** and **class attributes** to identify parts of the page to **manipulate**

Summary

- Brief introduction to HTML5
- Translate wireframes into HTML
- Crucially, we want to think of our HTML pages as a **data-structure** that we can style and manipulate