

TCAP Coding Rules

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This document has put together about mistake easy points.

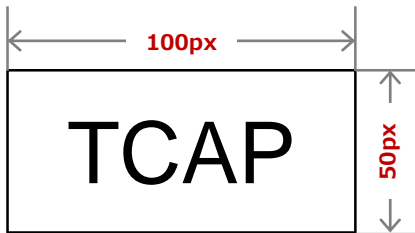
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The “img” tag rules.

Only PC coding rule

Set the “width”, “height”, and insert the **real image size** in HTML!



logo_tcap.gif

* Image naming should be explain it content.

Bad method

```

```

→ “width” and “height” are not setting.

```

```

→ The “width” and “height” are not setting real image size.

Good method

```

```

The “img” tag rules.

Set the “alt” tag in all of “img” tags!

The alt tag has very important meaning at SEO. Therefore, we have to set the alt tag all images in HTML.

* If you can't understand the Japanese character for put in the alt tag, please ask to Arisa or Jun.

Bad method



TCAP

- No set the “alt” tag
- alt=""
- alt="img01"

```

```

→ “alt” tag is not setting.

```

```

→ “alt” tag is setting blank.

* But if it doesn't have information that use alt="".

```

```

→ “alt” tag is not explaining about contents image.

Good method



TCAP

```

```

The contents of the “alt” tag, it have to explain the content of the image.

The “img” tag rules.

Don't use “Line Break” in “alt” tag!

* Be careful: When you copy the Japanese character that is not brought a “Line Break” together.

Bad method

```

```

Don't insert the “Line Break”

Good method

```

```

The “img” tag rules.

Use the **<p>** tag at the text images.

画像リード文のサンプルです。
この場合はpタグで囲うのでしょうか？

Read_text1.gif

Bad method

```

```

Good method

```
<p></p>
```

The text rules.

Don't use half-character of "<>" as the text in HTML!

Bad method

```
<p class="contents">お問い合わせについて <a href="/information/index.html">>詳しくはこちら</a></p>
```

```
詳しくはこちら">
```

Good method

```
<p class="contents">お問い合わせについて<a href="/information/index.html"> &gt; 詳しくはこちら</a></p>
```

→ Use the character entity.

* It may not be displayed depending on the type of browser

```
<p class="contents">お問い合わせについて<a href="/information/index.html">> 詳しくはこちら</a></p>
```

→ Use the Japanese double-byte character. It is not half-byte.

```
 詳しくはこちら">
```

→ Use the Japanese double-byte character. It is not half-byte.

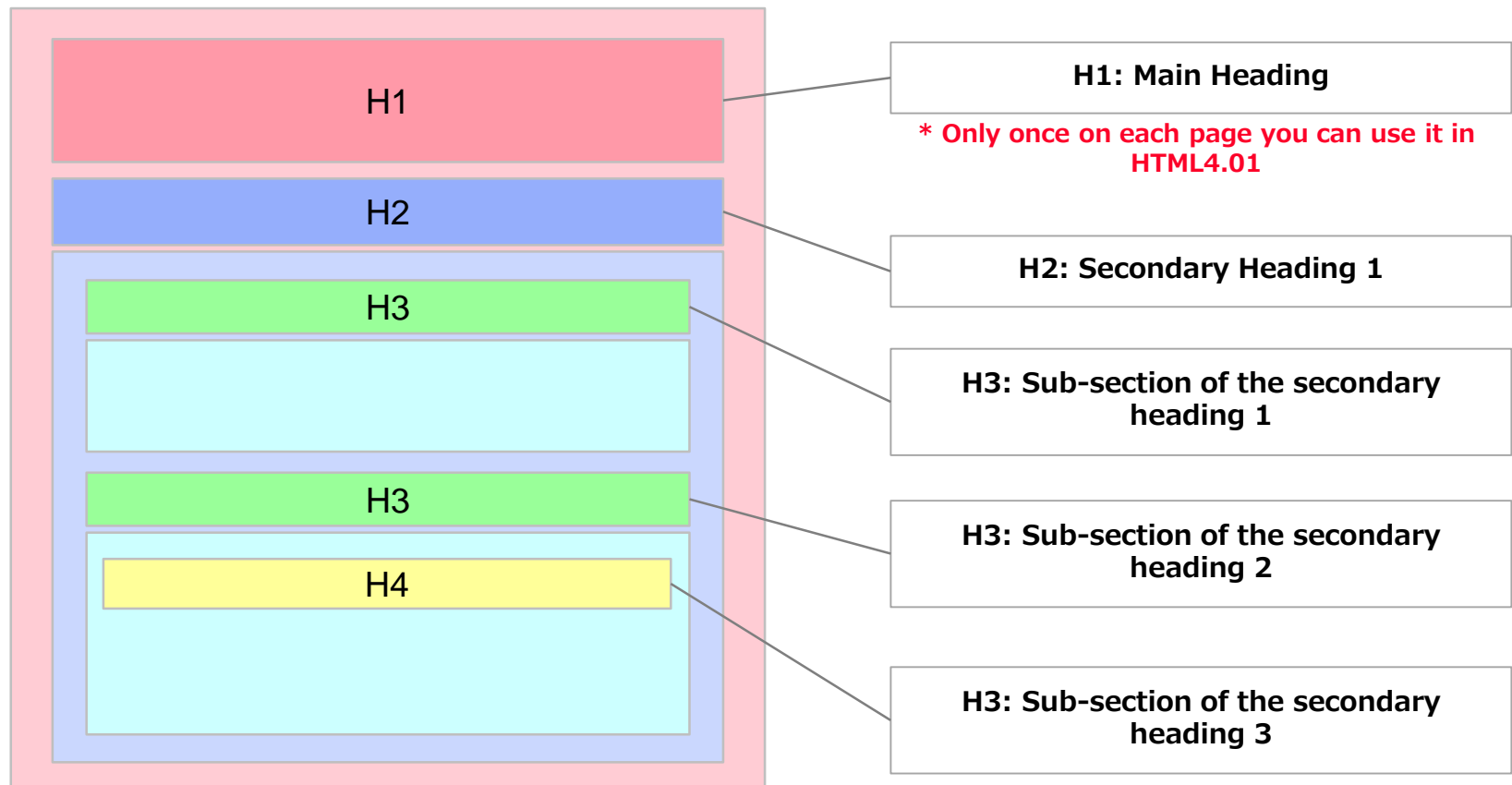
* The character entity is not use in alt tag.

The <H> tag rules.

Set the <H> tags in all of pages!

Using the <H> tag, it can inform the correct structure to Search Engine.

<h1> defines the most important heading. <h6> defines the least important heading.



The **<H>** tag rules.

Mistake easy point of **<H>** tag.

Don't include of the other tag with **<H>**tag. It use at the only headline.

Bad method

```
<h1 alt="TCAP">  
  <div class="logo"></div>  
  <div class="ComInfo"><p>transcosmos Asia Philippines, Inc.</p></div>  
</h1>
```

Good method

```
<div class="logo">  
  <h1 alt="TCAP"> </h1>  
</div>  
<div class="ComInfo"><p>transcosmos Asia Philippines, Inc.</p></div>
```

*** This rule is the same for other **<H>** tag.**

The other tag rules.

Remove the single-byte space from the end of a sentence and between <> and <>.

This mistake take place easily when you copy the Japanese characters from PSD.

Bad method

→ These include unnecessary single-byte spaces.

■ = single-byte space

```
<p></p>
```

```
<link rel="stylesheet" href="/common/css/base.css" ■>
```

```
<a href="../index.html">■■</a>
```

Good method

```
<p></p>
```

```
<link rel="stylesheet" href="/common/css/base.css">
```

```
<a href="../index.html"></a>
```

The other tag rules.

Set the single-byte spaces between the tag and the tag.

Bad method

```
<p></p>
```

→ It is not setting the single-byte space among the each tags.

Good method

■ = single-byte space

```
<p></p>
```

The other tag rules.

Don't set the two single-byte spaces between the tag and the tag.

Bad method

■ = single-byte space

```
<p></p>
```

→ It includes unnecessary the two single-byte spaces.

Good method

```
<p></p>
```

The other tag rules.

Don't set the empty <div>.

Bad method

```
<div class="clear"></div>
```

→ This way is old coding method.

Remove the images that are unnecessary.

The like using the check tool, you have to check that is not include unnecessary file before delivery.

You have to code by 320px screen size.

When you code smartphone sites, you have to code by 320px even if base design files were made by 640px. 320px is the smallest size in all smartphone screen solution.

Why designers make 640px design for smartphone?

1. 320px is the smallest screen solution. To fit 320px, designers make 640px because 640px is twice as 320px.
2. There are smartphones that has larger screen solution than 320px.

If designer made 320px design, some users using more than 320px smartphone see rough images.

How do you code for smartphone if base design was 640px.

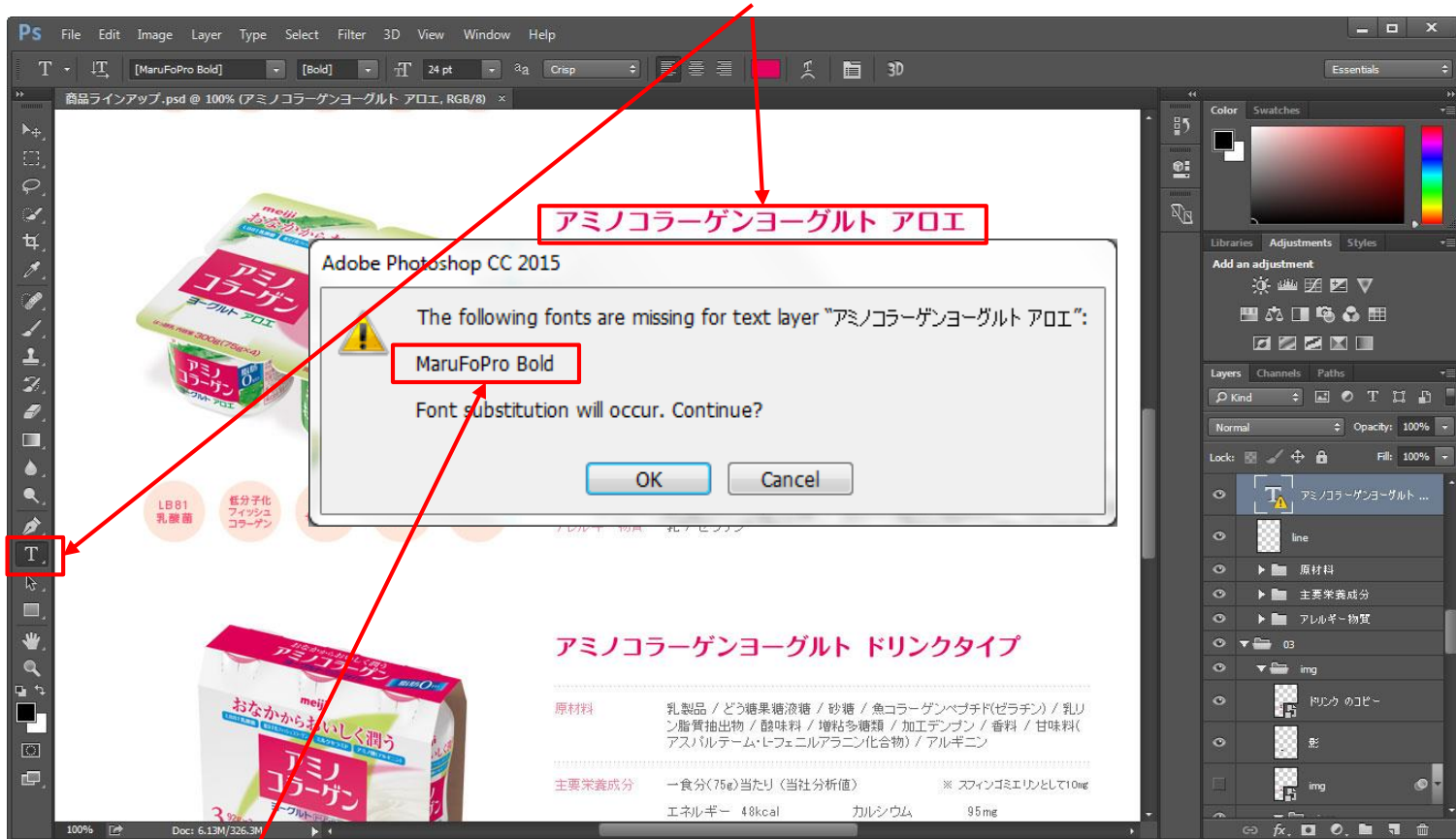
1. Just calculate half everything.(Do NOT shrink original images.)

How do you know if you coded correctly?

1. Compare with base design layout. If the one you coded was different from base design layout, it is wrong coding.(you miss calculation)
2. To check layout, use Google Chrome Developer tools. (press F12 and F5 every time you change device)

How to judge the “image” or “text”?

1) Select the text tool and click the Japanese character.



2) Check the Font type.

set the text tags. And windows standard fonts don't appear. If these fonts are not installed in windows standard, you set the image. If these fonts are installed in windows standard, you message.

Text tag fonts)

In PC : "MS P~", "Meiryo", and "Osaka" *If PC design PSD was used "Hirakaku~", you set the image!

In SP : "Hirakaku~" and "Meiryo"

Don't be lost in a maze! Watch the font type! Remember font name!

Image rule.

Be careful! When you crop the Actor/Actress pictures.

Actor/Actress photos have strict usage. please observe the below point.

- ✓ **Don't cut their face.**
- ✓ **Don't pile up materials on their pictures.**
- ✓ **Don't compensate the picture color.**
- ✓ **Don't process their pictures. But cutout from background is OK!**

