

WEB

Syllabus Summary:

DAY 1 : NO CLASS
DAY 2 : INTRO TO THE INTERNET
DAY 3 : HTML & STRUCTURE OVERVIEW
DAY 4 : CSS BASICS
DAY 5 : RECAP & JQUERY BASICS
DAY 6 : INTRO TO WEB DESIGN
DAY 7 : CSS EXPERIMENTATION
DAY 8 : JS/JQUERY EXPERIMENTATION
DAY 9 : PROTOTYPING
DAY 10 : PRESENT PROTOTYPE

DAY 11-14 : WORKING SESSION
DAY 15 : FINAL PRESENTATION









HTML is a
classification system.



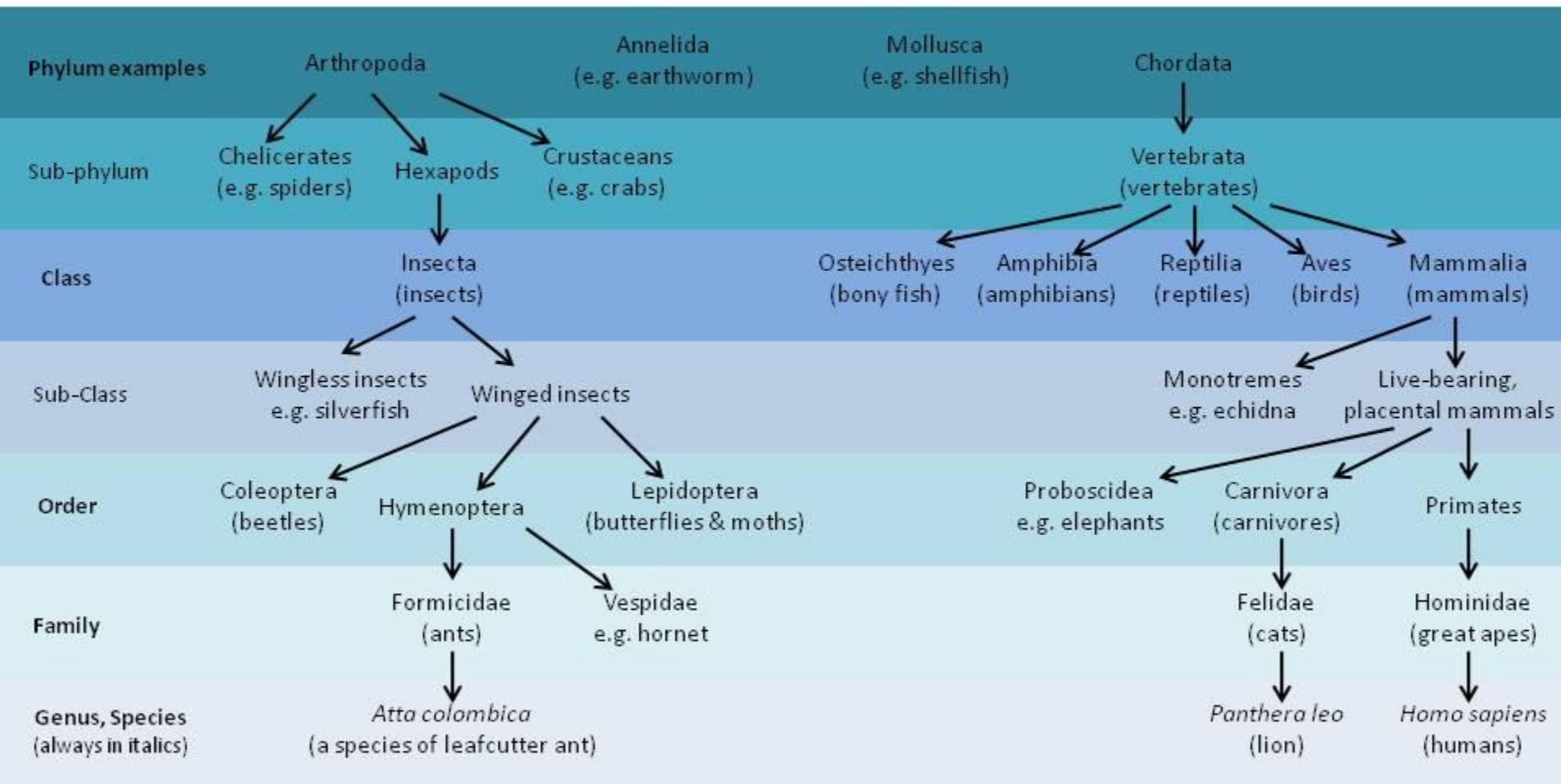
Markup is
Hierarchy



The Animal Kingdom

(the world's organisms are divided into 5 'kingdoms' of which the Animalia, or animals, are just one)

The Animal Kingdom is vast, so this diagram shows a few examples and is not all-inclusive!



NB Taxonomy (the science of classifying animals into their different groups) is extremely complicated, and continually changing, so this is an intentional simplification for clarity

Instead of types of animals, it's types of markup elements.

For example...

Element = Kingdom

Inline or Block = Phylum

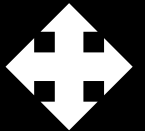
Tag = Family

Content = Species

Markup classifies types of content for easy **organization**. Organization is necessary to create a **hierarchy**. Hierarchy brings focus and **clarity**.



Markup the world



BREAK

<greeting>

37signals  <branding>

Making collaboration productive and enjoyable for people every day. <mission statement>

Frustration-free web-based apps for collaboration, sharing information, and making decisions. <tagline>

**Basecamp®****Manage Projects**

Used by millions for project management.

**Highrise®****Manage Contacts**

Know the people you do business with.

**Campfire™****Work in Real-Time**

Group chat rooms for your business.

<projects>

<header>

<image>



Meet some customers

Millions of entrepreneurs, freelancers, small businesses, and departments inside big organizations rely on our web apps.

<headline>

<link>

<text>

Our loyal customers include designers, developers, freelancers, lawyers, accountants, architects, non-profits, charities, universities, PR firms, retailers, manufacturers, consultants, authors, publishers, government agencies, students, marketers, airlines, restaurants, filmmakers, farmers, and just about everyone in-between. <paragraph>

The world's most popular brands depend on our products every day. We'll never take their trust — or your trust — for granted.

<paragraph>



<image>

<right rail>



<image>

<footer>

```
<html>
```

```
  <head></head>
```

```
  <body></body>
```

```
</html>
```

Head stuff...

doctype, title, links, scripts,
favicon

Body stuff...

Everything else. Real content.

Head/Body Puzzle

Real tags

<http://media.smashingmagazine.com/wp-content/uploads/images/html5-cheat-sheet/html5-cheat-sheet.pdf>

HTML Tag Mastermind

Homework!

Write markup classifying a system of your choice. For example... Your favorite books. The pets you've owned. Use only real tags and think about hierarchy!

<http://www.w3schools.com/>

