

1. Markup as Hierarchy (1 hr 40 mins)

EXERCISE (10 mins): Show a photograph.



Talk through the hierarchy of the photo. Break out the elements of the photo and list them out. Have them come up with this one's hierarchy.



Why did we do that?

What did you notice about the organization of the hierarchy we created?

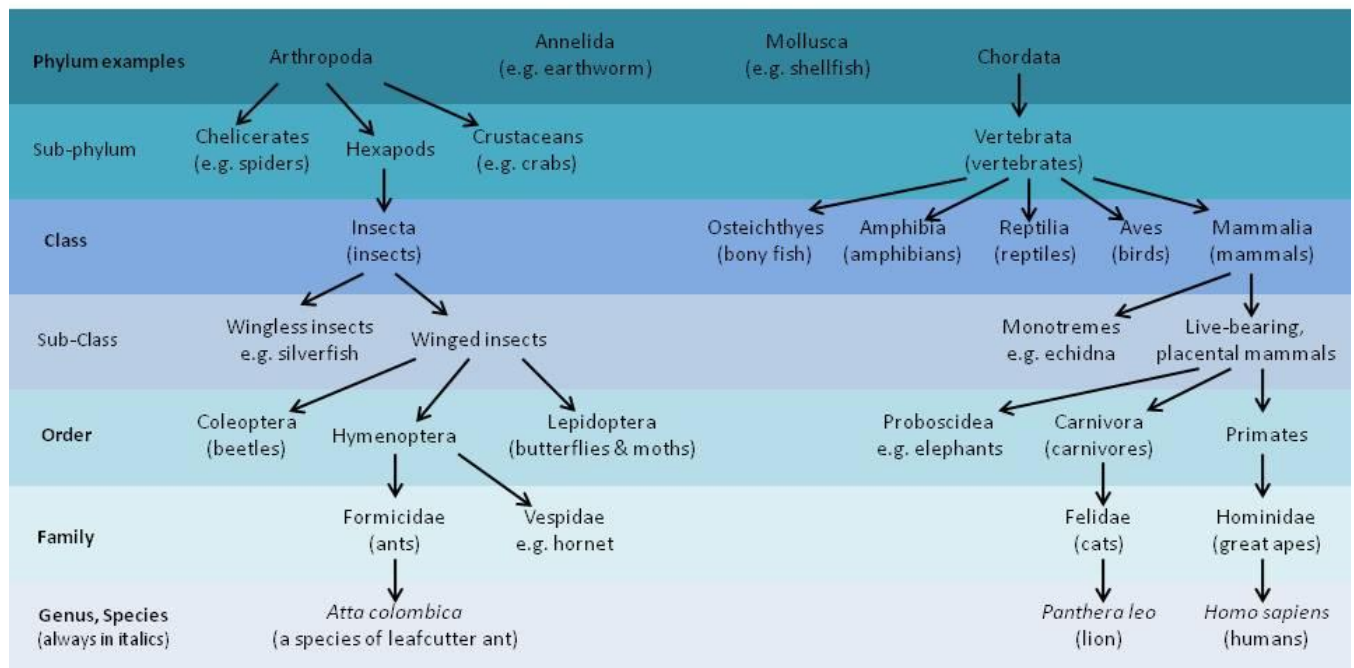
Lecture/Discussion (15 mins)

HTML is a classification system.

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

Rapid fire drilling of new pages, have class say the hierarchy they see. (Use stumbleupon)

EXERCISE (40 mins): Mark up the World. In small groups, students take 20 minutes to take a picture and then have to mark it up creating a hierarchy. Share results.

***** BREAK *****

Lecture/Discussion (20 mins)

How would you do the same for a webpage?

Happy Tuesday. <greeting>

<other actions> Company blog Our story Follow us on Twitter System status Sign in

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 <link>

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

<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>

<right rail>
<image>



<image>

<footer>

First introduction to real tags.

```
<html>
  <head></head>
  <body></body>
</html>
```

Head stuff...

doctype, title, links, scripts, favicon

Body stuff... Everything else. Real content.

EXERCISE (15 mins): Head/Body Operation. Have students place the pieces inside the head of body of a human outline. In order.

1. Tag crazy (40 mins)

Lecture/Discussion (10 mins)

What is a tag? How is it formed?

Brainstorm tags people have heard of.

Plop a bunch of them up there to see. Stress they don't need to write it down, but just start to recognize what's real and what's not. (*Make sure to include: div, a, img, form, input, button, span, p, header, footer, ul, ol, li*)

With the class, replace the pseudo tags in the 37 signals image with real tags.

EXERCISE (20 mins): HTML Tag Mastermind. Player 1 sorts through notecards of real and fake tags and make a pile of real and a pile of fake. Player 2 looks on the back to see the answer and can only tell the first player the number correct in each pile. Player 1 then makes changes until the piles are correct. Swap roles.

Tag cheatsheet: http://www.bluegrassdigital.com/media/92267/ultimate-html5-cheatsheet_550x8796.jpg

Also, show how to look up tags on w3c.

EXERCISE (10 mins): Replace their mark up the world tags with real tags. Verify questionable tags with w3c.

HOMEWORK

Write a HTML page classifying a system of your choice using 3 tags we didn't discuss in class