
Today's agenda

HTML: Better, faster, more

1. Q&A about Slack
2. Discussion about the reading
3. Share & compare your priority guides
4. HTML best practices
 - Q&A
5. Convert your resume into HTML based on your priority guide
6. CodePen tips & tricks
7. Intro to Emmet

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ALISTAPART

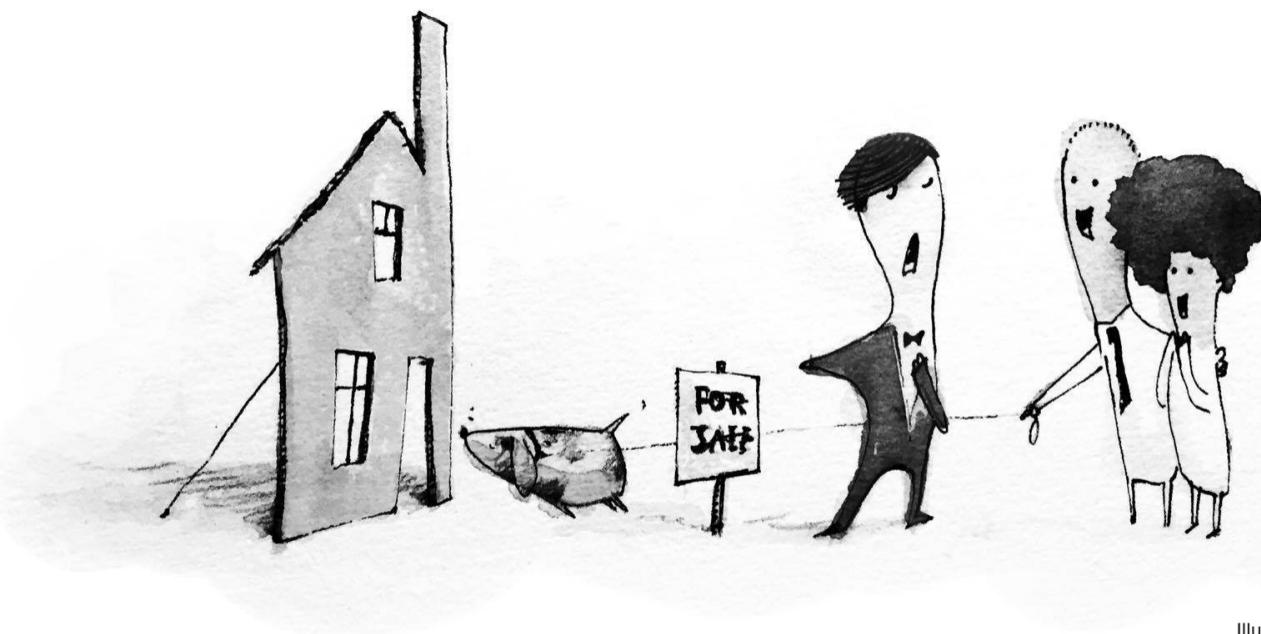


Illustration by [Dougal MacPherson](#)

Priority Guides: A Content-First Alternative to Wireframes

by [Heleen van Nues, Lennart Overkamp](#) · May 03, 2018

Published in [Design](#), [Responsive Design](#), [Process](#), [Workflow & Tools](#)

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Book a flight

1: Search 2: Flights 3: Extras 4: Payment

Your flights
Review your selection

Flight	Date	To	Passenger	Baggage	Class	Total Price
10:40	Mon 9 Jan	New York (JFK)	3x checked bag	Flight details	Business Class	€1,563
17:55	Fri 13 Jan	New York (JFK)	3x checked bag	Flight details	Business Class	€2,228

Tickets are changeable and refundable for a price. [Details](#) [Edit this flight](#)

Tickets are changeable and refundable for free. [Details](#) [Edit this flight](#)

Save and share

Total price **€3,081**

For 1 passenger

Add trip to wishlist >

Show trip details >

Follow the price of this trip >

Taxes, surcharges and booking fee of €10 included (credit card surcharge may apply). Prices shown may vary depending on fare availability. You will see the exact total price when selecting your payment method.

Take an option on this flight for €10

We will guarantee this price until Wednesday, 9 November >

Back Total price: **€3,081** **Continue**

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ALISTAPART



Illustration by [Dougal MacPherson](#)

Priority Guides: A Content-First Alternative to Wireframes

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Share & compare 15m

To discuss

- What were the sources of confusion?
- How in depth are they?
- What similarities? Differences?
 - between priority guides
 - vs. your existing resume

Typical resumes

Your Name

Profession
City, State

your.name@example.com
111-222-3333
www.your-website.com

SUMMARY

Lore ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WORK EXPERIENCE

Job Title
Company Name, Location
Jan 2013 - Dec 2013

Facililium id quidem est, inquam. Sin kakan malitiam dixisses, ad aliquid nos unum certum vatum consuetudo Latina traducere;

- Hoc sic expositione dissimile est superiori. Haec mihi videtur deliciator, ut ita dicam, molitorique ratio, quam virtus vis gravitasque postulat;
- Et quidem iure fortasse, sed tamen non gravissimum est testimonium multitudinis. Haec quo modo convenienter, non sane intellego.
- Nam bonum ex quo appetulum silt, nescio, praepositum ex eo credo, quod preeponatur aliis.

EDUCATION

Degree
School Name, Location
2013 - 2013

ADDITIONAL INFORMATION

Quod si ita se habeat, non possit beatam praestare vitam sapientia. Illa videamus, quae a te de amicitia dicta sunt:

- Duo enim genera quae erant, fecit tria. Immo alio genero. Numquam facies. Claudi ibidini, qui tum erat summo ne imperio, dederetur.
- Qui enim voluptatem ipsam contemnunt, illis licet dicere se acupenserem maenae non anteponere.

CV Cameron Jones

CONTACTS

cameronj001@gmail.com
111-222-3333

4455 Meadows Ct, Apt 4
Jollyman, FL

ABOUT ME

A diligent and hardworking administrative assistant seeking to use strong organizational and communications skills to enhance functions at Johnson Corp.

WORK EXPERIENCE

Administrative Assistant (Dec 2010 - Present)
Dellinger & Johnson, Montebianc, FL

Maintained client profiles and updated them with latest information at all times. Ensured that client files in database were up-to-date. Conducted monthly email sweeps to ensure that all client correspondence was filed. Made trips to city court to file documents; obtained clerk certified copies of documents.

Administrative Assistant (Sep 2007 - Nov 2010)

University of Rochester, Rochester, NY

Maintained cleanliness of reception space. Ensured that office was well-stocked and that resident assistants had the materials they needed to conduct programs. Reviewed and oversaw yearly budget with Head of Student Affairs.

Advanced proficiency with Microsoft Office, including Word, Excel, Outlook, and Powerpoint

SKILLS

Ability to establish rapport quickly with prospective and current clients

Excellent organizational and time management skills

Advanced proficiency with Microsoft Office, including Word, Excel, Outlook, and Powerpoint

Strong communication skills, both written and oral

Receptionist (Sep 2002 - Aug 2007)

Camphor Spa, Miami, FL

Greeted visitors and provided intake forms. Answered questions about services provided and current promotions. Analyzed and filed intake forms. Managed calendar for different employees, including managers and masseuses. Ensured that employee break room and client intake room was well stocked.

JOSÉ SMITH

518 Woodfield Rd. Chicago, IL 60652
555-212-8533 • jose_smith807@gmail.com

KEY SKILLS

Soft Skills
Brand Positioning & Storytelling
Project Management
Team Leadership

Hard Skills
Google Analytics
Marketo
Salesforce
Excel

PRIOR WORK EXPERIENCE

Umbrella Corp.
Dec. 2016 - Present
Marketing Intern

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ web site visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

Coffee 2 Go
Sep. 2012 - Dec. 2016
Barista, Shift Manager

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

EDUCATION

Springfield University Sep. 2012 - Dec. 2016
Bachelor of Business Administration (Specialization in Marketing)
Graduated Summa Cum Laude with a 3.7 GPA

ADDITIONAL EXPERIENCE

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

HTML Best Practices

Talking about HTML



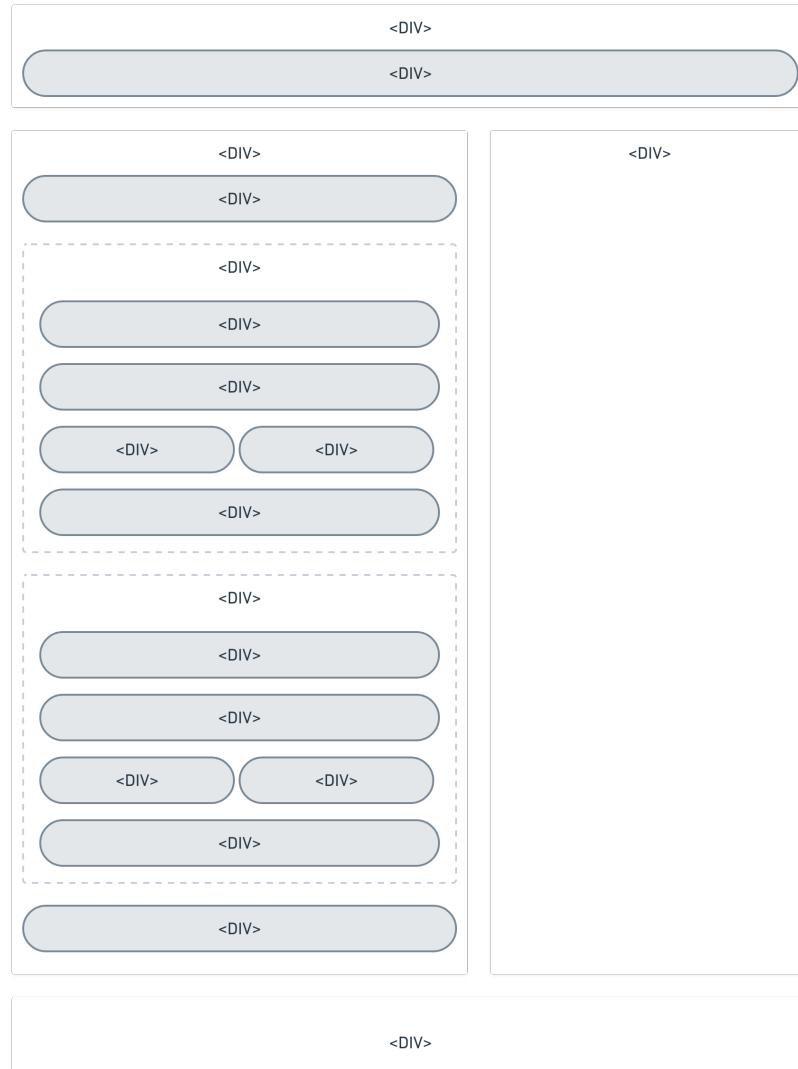
Semantic

Semantic HTML

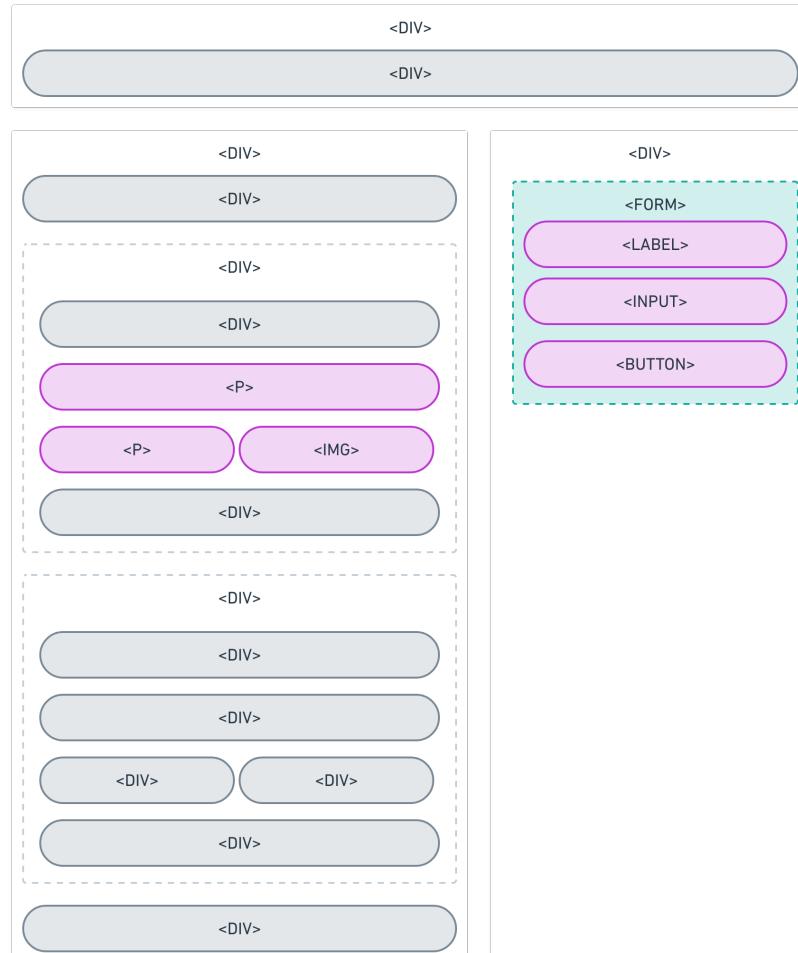
Semantic HTML elements

- header
- footer
- nav
- aside
- main
- section
- article
- figure & figcaption
- time

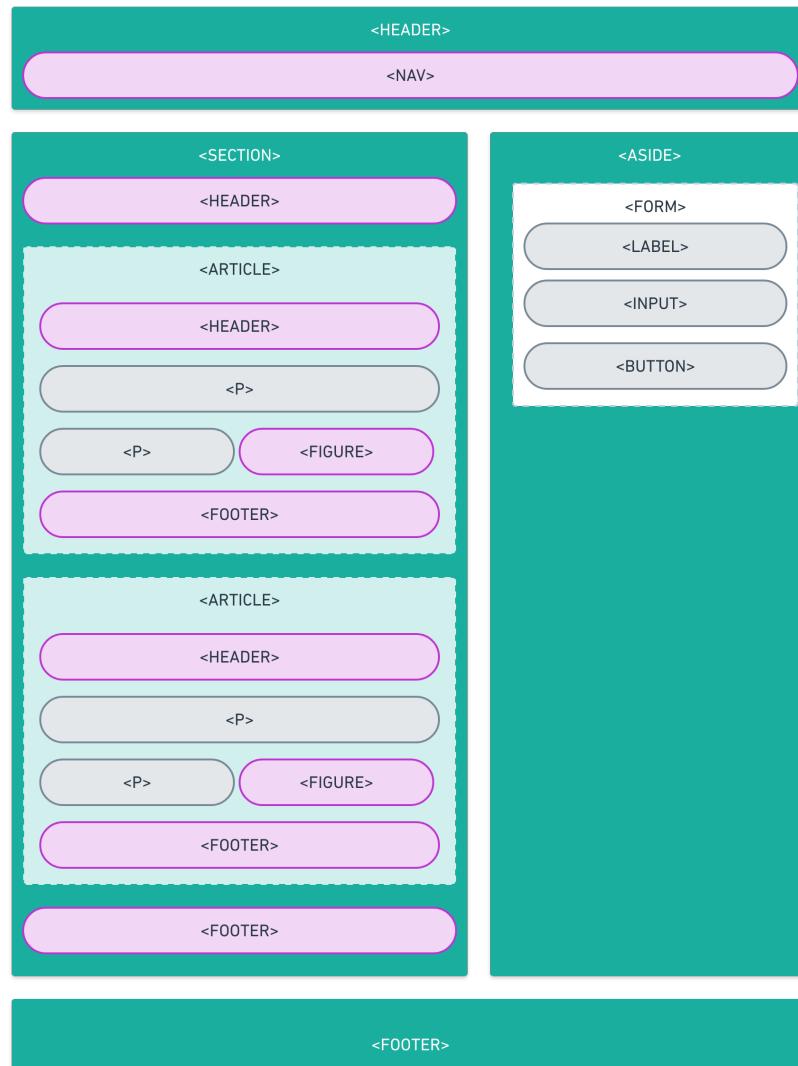
Avoid DIVitis



Avoid DIVitis



Avoid DIVitis



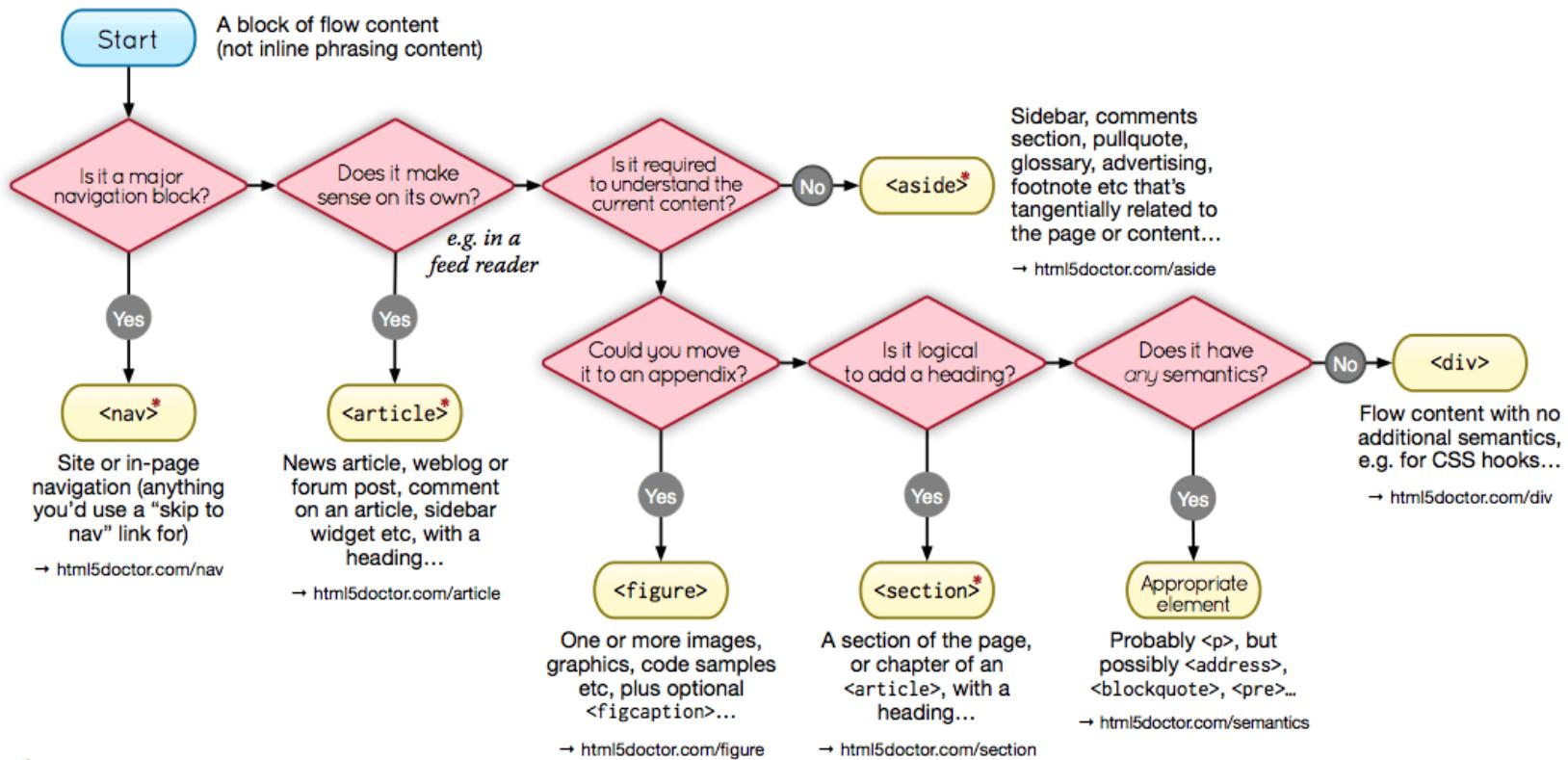


Doctor

HTML5 Element Flowchart

Sectioning content elements and friends

By @riddle & @boblet
www.html5doctor.com



* Sectioning content element

These four elements (and their headings) are used by HTML5's outlining algorithm to make the document's outline
→ html5doctor.com/outline

2011-07-22 v1.5

For more information:
www.html5doctor.com/semantics

Heading tags

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6



Heading classes

alt for img

```

```



alt for img

```

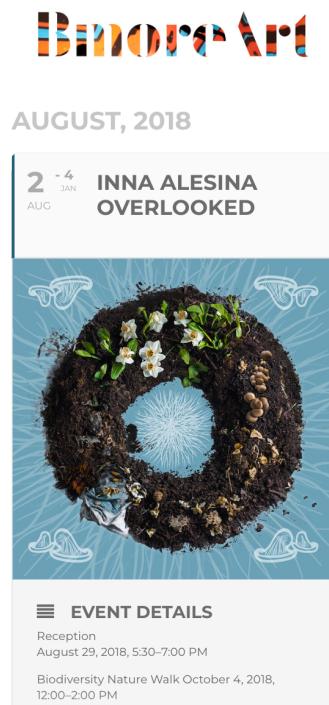
```

With ALT text! ❤

alt examples

```

```



SOURCE: <http://www.bmoreart.com/events/inna-alesina-overlooked-2>

alt examples

```

```

MICA › EVENT DETAILS



OVERLOOKED

Humans now recognize more brands than plants. In order to combat this trend, *OVERLOOKED* employs biomimicry in reverse. Instead of following the human adaptation of nature's problem-solving abilities, the surreal nature of *OVERLOOKED* adopts human methods of promotion to make us care for its well-being. Branding can transform something, making it visible, valuable, and desirable. In this exhibition, Inna Alesina reclaims promotional techniques to make our environments better, healthier, and less artificial.

⌚ Tuesday, September 4 at 11:00 am to 7:00 pm
More dates through January 4, 2019

📍 Stevenson University (Greenspring Campus),
Greenspring Art Gallery 1525 Greenspring Valley
Road, Stevenson, MD, 21153

SOURCE: <http://events.mica.edu/event/overlooked#.W41ZVJNKgZw>

alt examples

```

```

The screenshot shows a website layout for a tourism organization. At the top, there's a navigation bar with categories: MARYLAND, UNIQUELY MARYLAND, PLACES TO GO, THINGS TO DO, EVENTS & FESTIVALS, PLACES TO STAY, DINING & ENTERTAINMENT, and a search icon. Below the navigation, the date range 'Aug. 27, 2018 – Jan. 4, 2019' is displayed. To the right, there's a logo for 'Baltimore County Central Maryland' featuring a map of the county.

Description
Designer Inna Alesina explores biomimicry in reverse. How could branding be used to convince humans of nature's importance and usefulness?

Event Details
Category: Visual Arts, Nature & Outdoor
Event Hours: Varies depending on day
0

Share
Like | Tweet | Google+ | Pinterest | Share
Save
Email

A large image of a person's face partially hidden behind several large mushrooms, with the word 'OVERLOOKED' overlaid in white text.

SOURCE: <https://www.visitmaryland.org/event/overlooked-inna-alesina>

alt examples

OVERLOOKED by Inna Alesina

[Download](#) [Reminder](#) [Share](#)

Date/Time:
Fri, Jan 4, 2019 11:00am - 7:00pm (Recurring)

Location:
Art Gallery - Greenspring Campus 1525 Greenspring Valley Road, Stevenson, MD 21153
[View Map Link](#)

Details:
Humans now recognize more brands than plants. In order to combat this trend, *OVERLOOKED* employs biomimicry in reverse. Instead of following the human adaptation of nature's problem-solving abilities, the surreal nature of *OVERLOOKED* adopts human methods of promotion to make us care for its well-being. Branding can transform something, making it visible, valuable, and desirable. In this exhibition, Inna Alesina reclaims promotional techniques to make our environments better, healthier, and less artificial.

Exhibition: August 2, 2018-January 4, 2019
Greenspring Art Gallery, Stevenson University, Stevenson, MD

Reception: August 29, 2018, 5:30-7:00 PM
Greenspring Art Gallery, Stevenson University, Stevenson, MD



SOURCE: <http://www.stevenson.edu/about/arts-cultural-programs/arts-cultural-events/event/01/04/2019/overlooked> 10 / 18

alt examples

```

```

OVERLOOKED by Inna Alesina

Download Reminder Share

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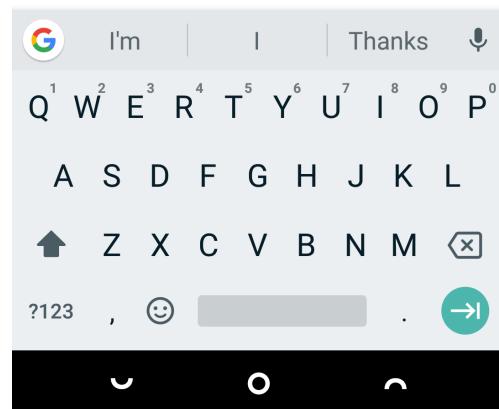
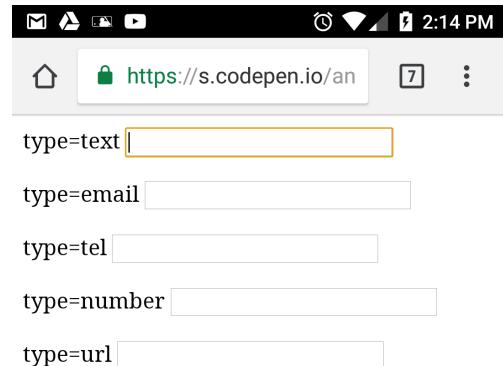
Additional alt advice

alt=""

- Bullet Point
- ✓ Bullet Point
- Bullet Point
- ♥ Bullet Point
- 💣 Bullet Point
- ⚡ Bullet Point

input types

```
<input type="text">
```

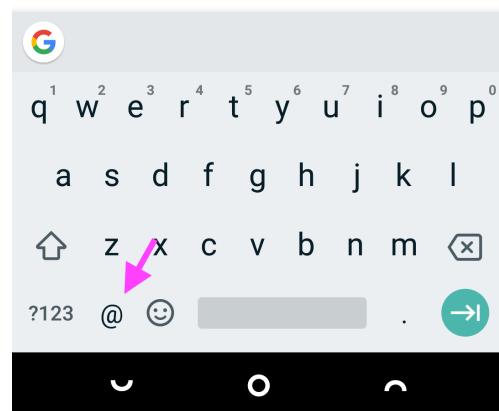
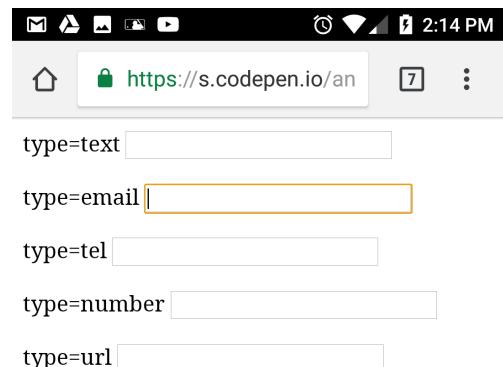


Try it yourself <http://bit.ly/input-tests>

12 / 18

input types

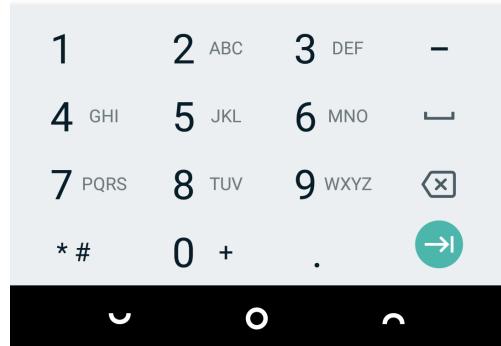
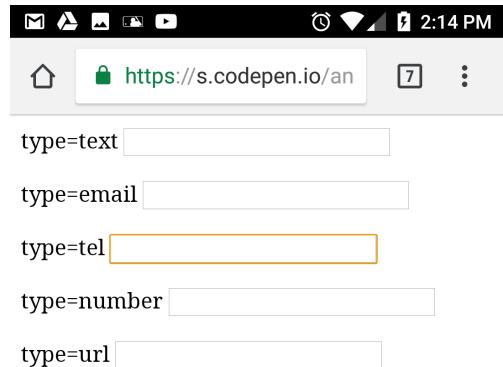
```
<input type="email">
```



Try it yourself <http://bit.ly/input-tests>

input types

```
<input type="tel">
```

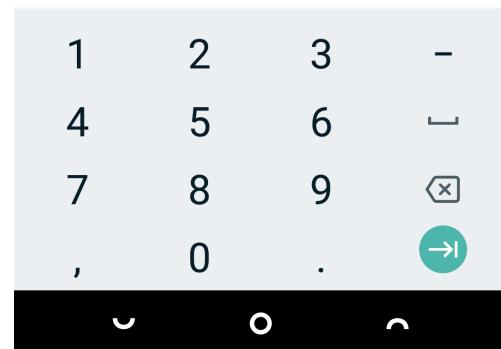
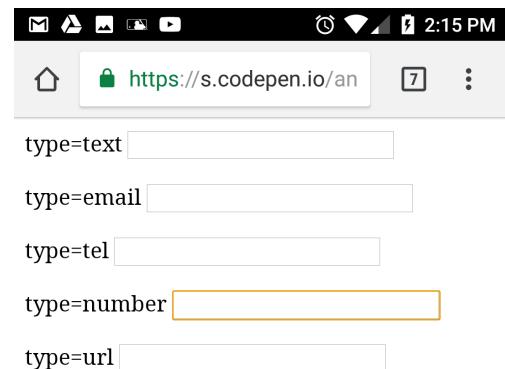


Try it yourself <http://bit.ly/input-tests>

12 / 18

input types

```
<input type="number">
```

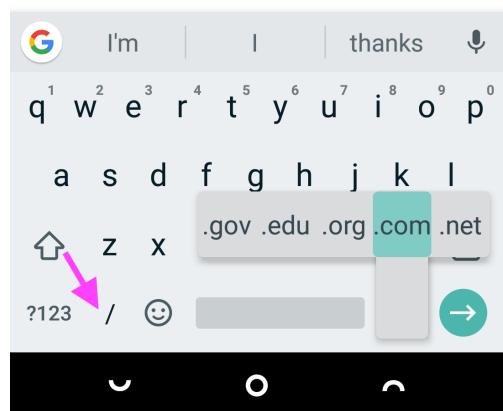
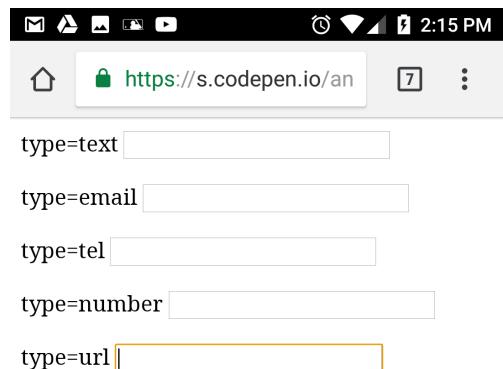


Try it yourself <http://bit.ly/input-tests>

12 / 18

input types

```
<input type="url">
```



Try it yourself <http://bit.ly/input-tests>

12 / 18

placeholder != label

Avoid

Retsuko is an anthropomorphic red panda, 25 years old and single, who works in the accounting department of a Japanese trading firm.

Facing constant frustration every day from pushy superiors and annoying co-workers, Retsuko lets out her emotions by going to a karaoke bar every night and singing death metal.

Do this instead

<p>Retsuko is an anthropomorphic red panda, 25 years old and single, who works in the accounting department of a Japanese trading firm.</p>

<p>Facing constant frustration every day from pushy superiors and annoying co-workers, Retsuko lets out her emotions by going to a karaoke bar every night and singing death metal.</p>

When to use

```
<p>Your beats are wack<br>
and your rap sucks<br>
Why'd you go again?<br>
Nobody wants to hear it!</p>
```

```
<address>
  Sanrio Puroland<br>
  1-31 Ochiai<br>
  Tama, Tokyo 206-8588<br>
  Japan
</address>
```

<hr>

```
<p>This is above line.</p>
<hr>
<p>This is below the line.</p>
```

This is above line.

This is below the line.

HTML style

- lowercase
 - element names
 - attributes
 - values
- double quotes around attributes
- indent nested elements
- no slash on self-closing elements
- no values on Boolean attributes

Your turn

Convert your resume text into HTML

- Use Codepen for this
 - New to Codepen? Take the tour:
<https://codepen.io/pen/tour/welcome>
- Organize per your priority guide
- See resources section if you need a refresher on HTML:
<http://bit.ly/431-resources>