SESSION THIRTEEN
NOVEMBER 21, 2023

METADATA

DAVIS SCHERER
SCHERERD@NEWSCHOOL.EDU

COMING UP

11/21	11/28	12/5
Metadata + Access	Review + Wrap Up	FINAL Critiques

FINALS FILE STRUCTURE

📁 LName_FInitial_HCFinal

    📄 index.html

    📄 style.css

    📁 Entry1

        📄 entry1.html

        📄 style.css

        📁 images

    📁 Entry2

    … …

    📁 Entry11

*please use this nomenclature for the folder

} hub

} all files for each entry, including images, scripts, etc.
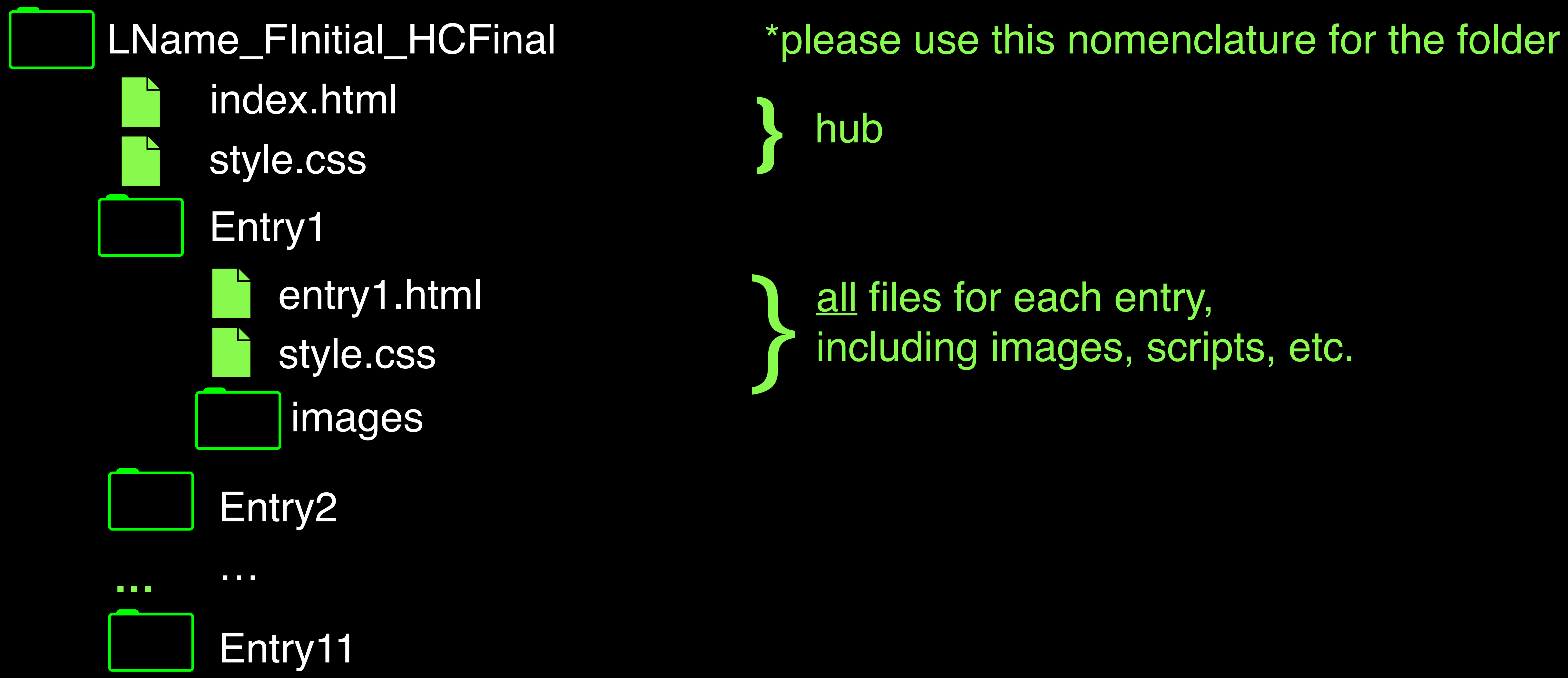
METADATA

We've talked a lot about building websites and webpages, but they exist in a broader context of the capital-w Web.

Today's lecture looks beyond the scope of this class to think about the networked web and practices for building websites that live beyond a school project.

WHAT IS METADATA?

Literally, data **about** data.

WHAT IS METADATA?

Metadata (broadly) is key for **discovery.**
It is a system for describing aspects of an artifact, consistently,
across a group of artifacts, for comparison and searching.

WHAT IS METADATA?

REFERENCE

DESCRIPTIVE   STRUCTURAL

METADATA

ADMINISTRATIVE   LEGAL

STATISTICAL

WHAT IS METADATA?

REFERENCE

DESCRIPTIVE   STRUCTURAL

METADATA

ADMINISTRATIVE   LEGAL
Management/permissions/authorship

STATISTICAL

WHAT IS METADATA?

REFERENCE

DESCRIPTIVE
Characteristics and content

STRUCTURAL

METADATA

ADMINISTRATIVE

LEGAL

STATISTICAL

WHAT IS METADATA?

REFERENCE

DESCRIPTIVE

STRUCTURAL
Technical information

METADATA

ADMINISTRATIVE

LEGAL

STATISTICAL

WHAT IS METADATA?

In our context, metadata will be largely functional or descriptive (e.g. UNICODE scheme or title of a webpage), and lives in the <head>

METADATA

We've already defined quite a bit of metadata in our webpages.

METADATA

We've already defined quite a bit of metadata in our webpages.

Setting a title, setting the viewport, linking pages, alt-tags for images——these are all types of metadata.

BASIC METADATA WE HAVENT USED

`<meta charset="UTF-8">`

Sets the text encoding system for a webpage

`<meta name="author" content="Your Name Here">`

Defines the author of a webpage

`<meta name="keywords" content="Parsons,New School">`

Defines keywords to be indexed in a search engine

`<meta name="description" content="My First Website">`

Defines a high-level description for your website

FAVICONS

A *favicon* ('favorite icon') appears in a browser's tabs, search history, and in some search engines. It can be a logo, a representative image, a silly icon.

Think of it like a first impression of your website out on the web.

FAVICONS

A *favicon* ('favorite icon') appears in a browser's tabs, search hi a
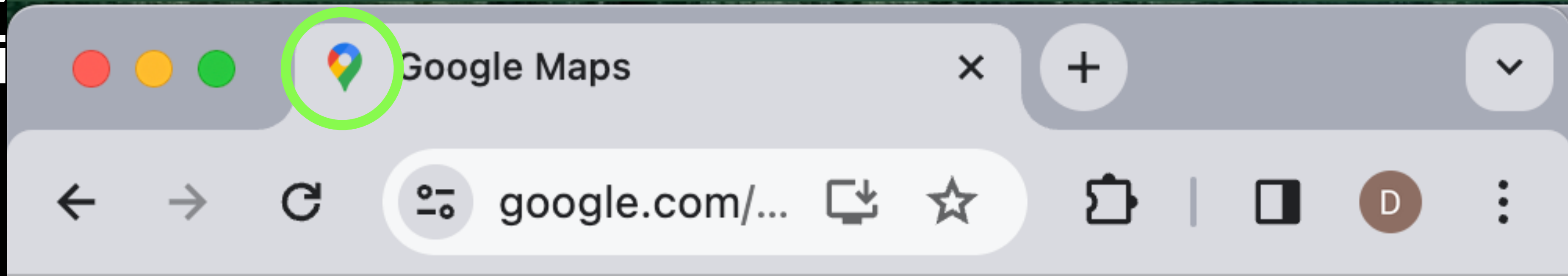
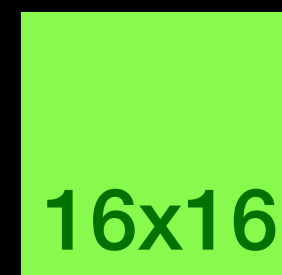Think of it like a first impression of your website out on the web.

FAVICONS

The best practice format for a favicon is an .ico (windows icon format). It is a package of discrete files—namely, the favicon image at 16x16, 32x32, and 64x64 px.
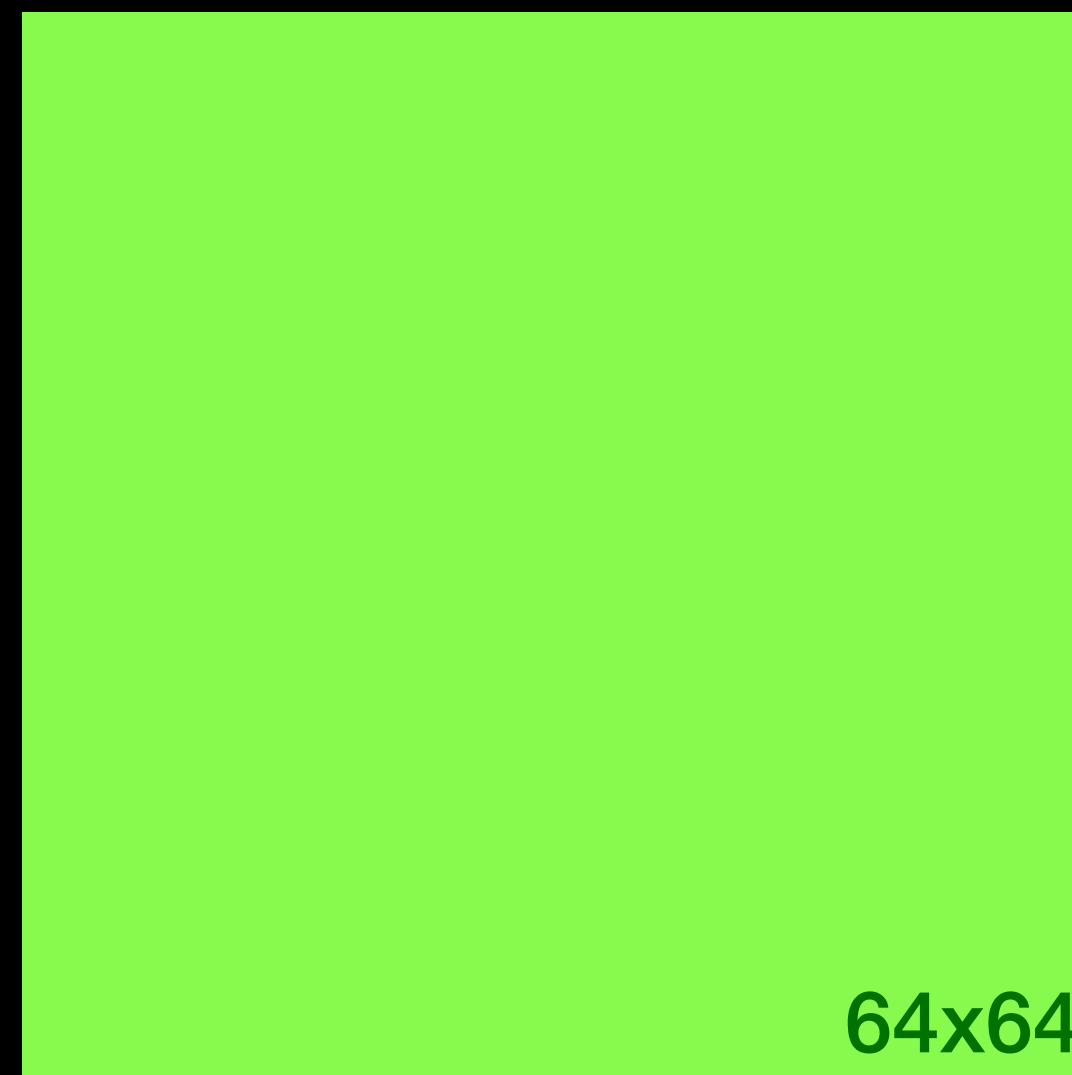
FAVICONS

favicon.ico

16x16

32x32

.png's

64x64

FAVICONS

The three png's are then compressed (using a compressor like ImageMagick) into an .ico.

If you choose to do this, the command line code to compress the folder is:

```
convert 16.png 32.png 64.png —compress zip favicon.ico
```

FAVICONS

We're just going to use single png's (although if you'd
like to go all the way, please do!).
The favicon, like all metadata, is linked in the head.

```html
<head>
  <title>Typography and Interaction</title>
  <link href="/assets/favicon.png" rel="icon" >
  <!-- if you do an .ico…
  <link href="/assets/favicon.ico" rel="icon" sizes="any">
  -->
</head>
```

SVGs

Chrome supports svg's as a favicon format (**safari does not**)—which solves any scaling problem elegantly.

SVGs

SVGs also allow for dark- and light-mode toggles (see our responsiveness lecture).

```
<svg viewBox="0 0 16 16" xmlns="http://www.w3.org/2000/svg">
    <style>
        #ampersand { fill: #000000; }

        @media (prefers-color-scheme: dark) {
            #ampersand { fill: #ffffff; }
        }
    </style>
    <path id="ampersand" d="M10.388 6.015h3.199v.282c-.442.035-.77.134-.983.297-.208.157-.535.64-.982 1.447-.447.807-.95 1.561-1.508 2.262.452.528.855.899 1
</svg>
```

& Sample Website

& Sample Website

APPLE-TOUCH-ICON:

When the iPhone (and mobile browsing) emerged in 2007, a new set of tags for **webpage icons** came into being. These are now commonly called **touch icons**.
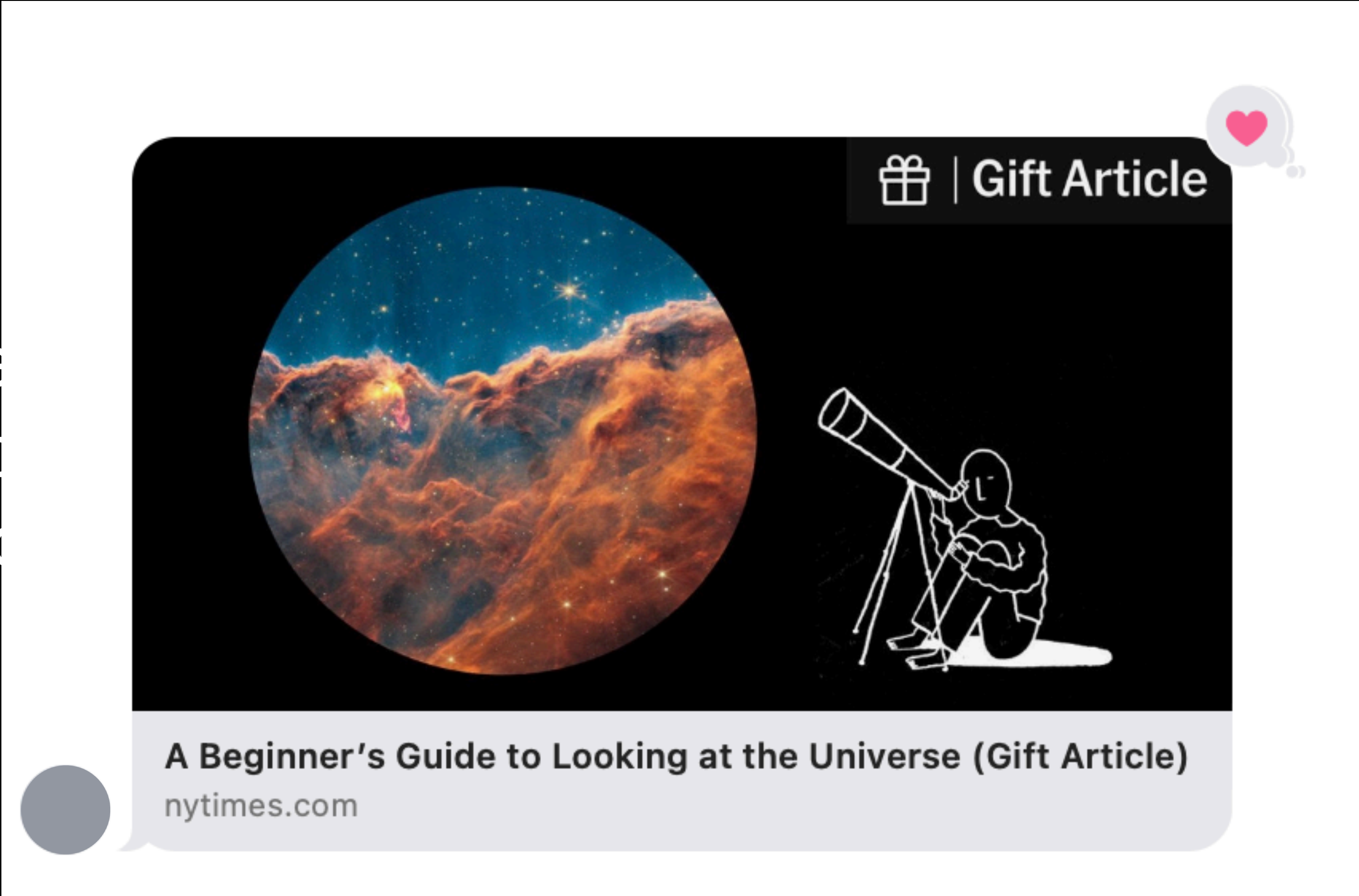
APPLE-TOUCH-ICON:

This is the icon that's visible in your bookmarked webpages on the home screen, in your frequently-visited lists, and in the cards you share when you send a link to someone.

APPLE-TOUCH-ICON:

This is the ... ... vebpages
    on the ho... ... s, and in
    the car... ... heone.

APPLE-TOUCH-ICON:

A touch icon should be 256x256 pixels, and needs an opaque background.

```
<link href="/assets/touch.png" rel="apple-touch-icon">
```

OPEN GRAPH

Social media brought importance and proliferation to *sharing* web content. Facebook (now *meta*) developed the Open Graph Protocol, which has become the standard for additional metadata that's pertinent to sharing.

OPEN GRAPH: IMAGE

Beyond favicons and touch icons, you can specify images to display when sharing, generally on the **page** level. This could be used for news articles or posts, a profile picture when you link a social media profile, etc.

These typically show when a card is shared on a social media platform or in a messenger app (e.g. slack).

Beyond ... images
to displ... el. This
could b... picture

These ... social
me... ck).

Alexandra Price, **Brandon Shields** and 5 other connections follow **Salesforce**

Salesforce
4,706,579 followers
Promoted

Today's top sales leaders know these 5 things can drive growth and boost productivity. Discover the secrets of successful sales for yourself.

salesforce

Want the 5 secrets to sales productivity?
Hint: It's all about data visibility.

#THINKOUTSIDETHEQUOTA

5 Productive Things Successful Sales People Do

1,668 submissions

OPEN GRAPH: IMAGE

`<meta content="cookie-cutter.jpg" property="og:image">`

(og = open graph)

OPEN GRAPH: IMAGE

```
<meta content="cookie-cutter.jpg" property="og:image">
<meta content="A six-sided, cubed, metal cookie cutter."
            property="og:image:alt">
```
(og = open graph)

OPEN GRAPH: TITLE/DESCRIPTION

Open Graph also has title & description properties. These
may be redundant against our existing meta tags.
The format is the same, essentially, as a typical meta tag
except 'name' becomes 'property'

`<meta property="description" content="My First Website">`

OPEN GRAPH: TITLE/DESCRIPTION

OPEN GRAPH: TITLE/DESCRIPTION

favicon

domain title

The New School

https://www.newschool.edu

The New School: A University in New York City

At The **New School**, your intellectual and creative journey moves seamlessly between the classroom and the city of New York. Discover a community that will ...

page title

description

OPEN GRAPH: AV

Open graph also allows you to embed a video (or sound) as your card on share. This is how YouTube videos can play in a text, for instance.

OPEN GRAPH: AV

Open grap   sound) as
your card   can play in

Scene from the Paris Hiltos song at the drugstore,
Promising Young Woman / Escena de la farmacia
youtube.com

OPEN GRAPH: AV

```
<meta property="og:video" content="https://example.com/
                  movie.swf" />

<meta property="og:audio" content="https://example.com/
                  sound.mp3" />
```

THEME COLOR

Lastly, a recent update: You can now specify a 'theme-color' which is used (by some browsers) (sometimes) to adjust the UI **around** the page.

THEME COLOR

```
<meta content="blue" name="theme-color">
```

THEME COLOR

Safari, as an example, will often try to guess a color to use from your <body> style; but it's good to specify it (especially if it may matter for your design).

THEME COLOR

`<meta content="red" name="theme-color">`

`<meta content="black" name="theme-color">`

Safari, as ... often ... or to use from ... e; bu ... ify it (c ... mat ... .

IFRAMES

One other thing! We touched on iFrames with p5.

IFRAMES

An iframe is an html element that nests another website to display on your page— a bit like picture in picture.

IFRAMES

```
<iframe
  id="inlineFrameExample"
  title="Inline Frame Example"
  width="300"
  height="200"

  src="http://othersite.com">
</iframe>
```

IFRAMES

The iframe can be styled with css, like any other inline element.

EXERCISE:

Start developing a favicon for your website;
if you have one, design an alternate.

It can be one image about you or your theme,
or perhaps a system of favicons that indicate the
individual entries.

If you finish that, think about what other metadata makes
sense for your webpages (the entries and the hub)

EXERCISE:
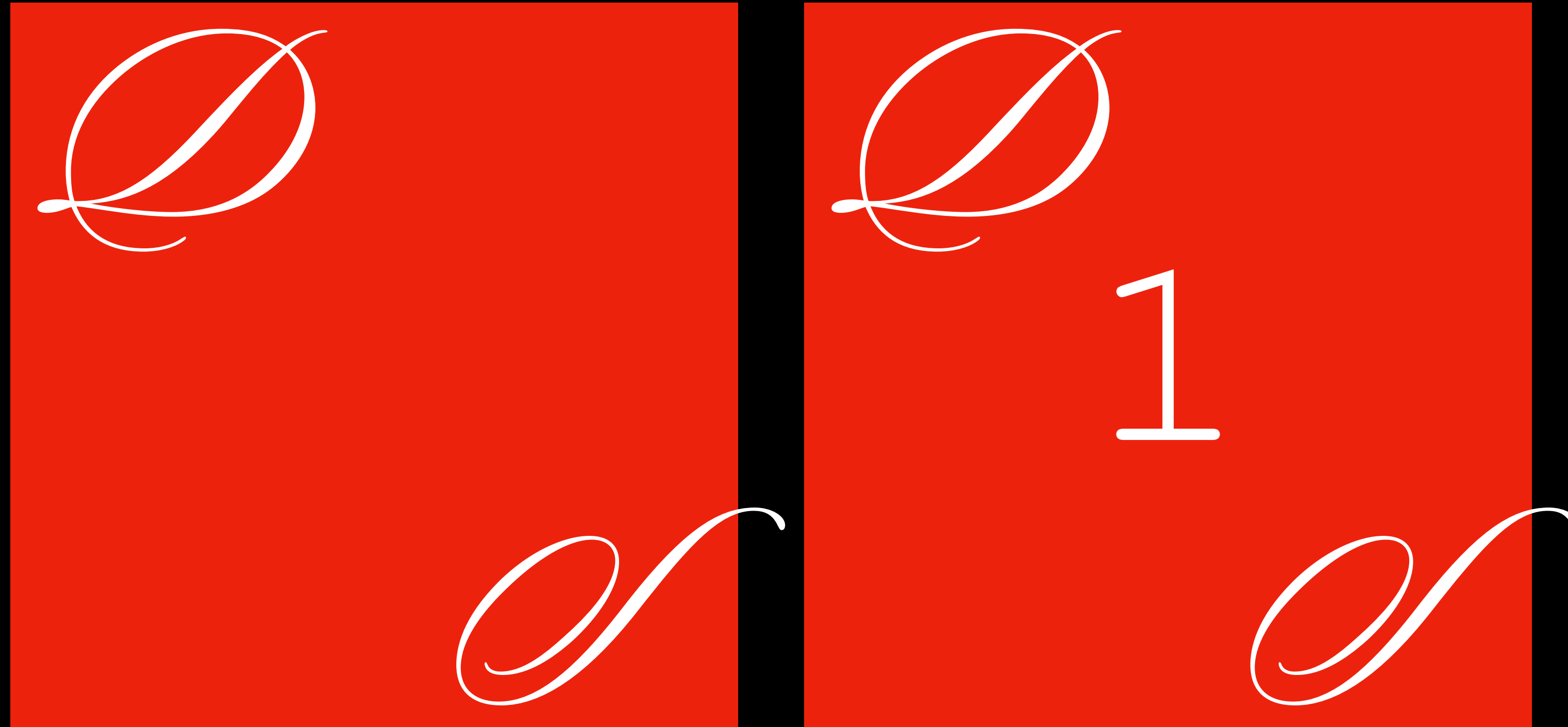
NEXT WEEK:

You should have **ALL ELEVEN ENTRIES** done next week! We'll be doing peer-to-peer critique and last minute Q+A / studio time as you prepare for our final critique on 12-5.

SESSION THIRTEEN   THANK YOU
NOVEMBER 21, 2023

DAVIS SCHERER
SCHERERD@NEWSCHOOL.EDU