

# a deeper dive into HTML

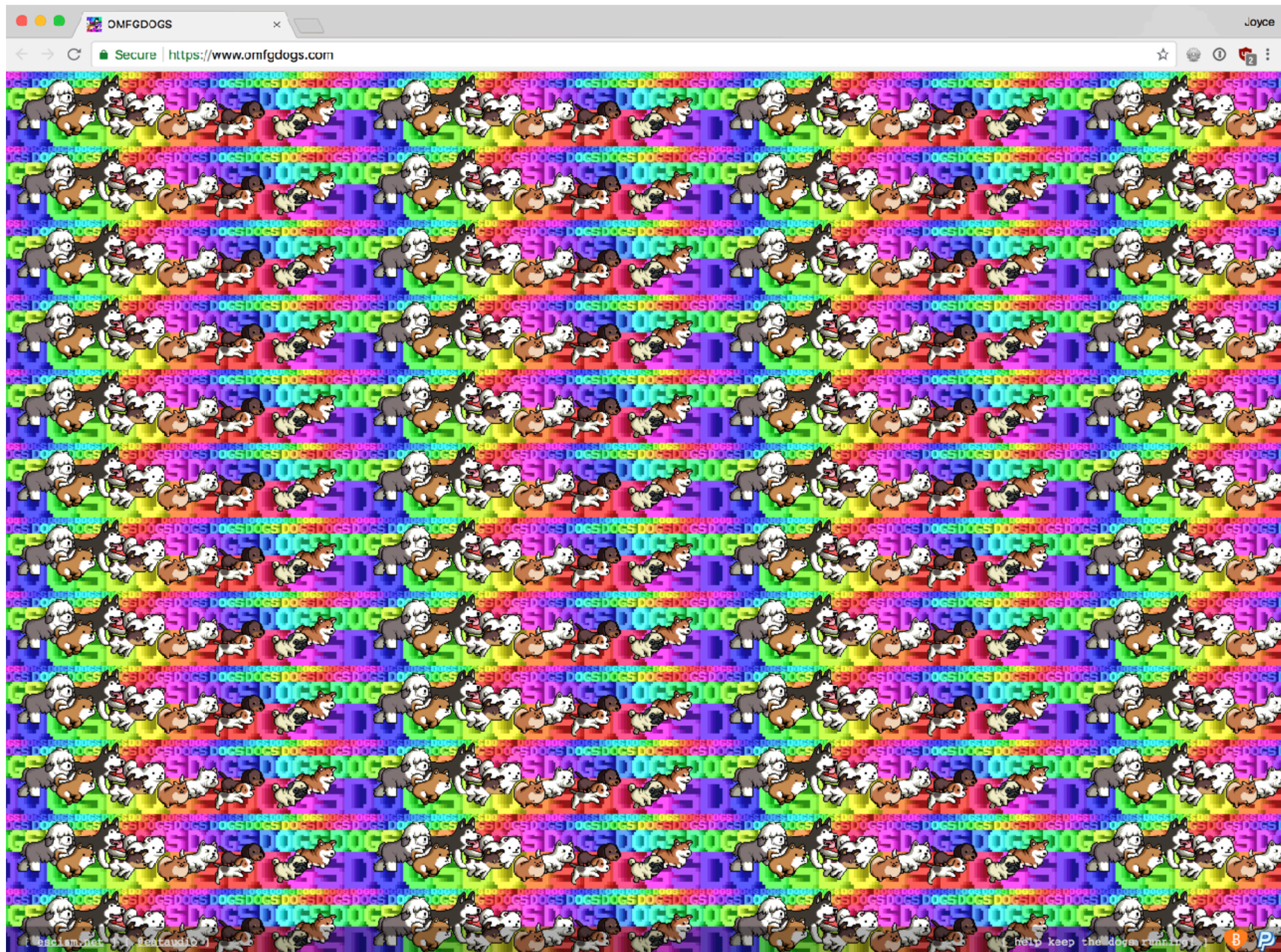
Building a Website 2018



the internet is often  
referred to as the **wild**  
**wild west**

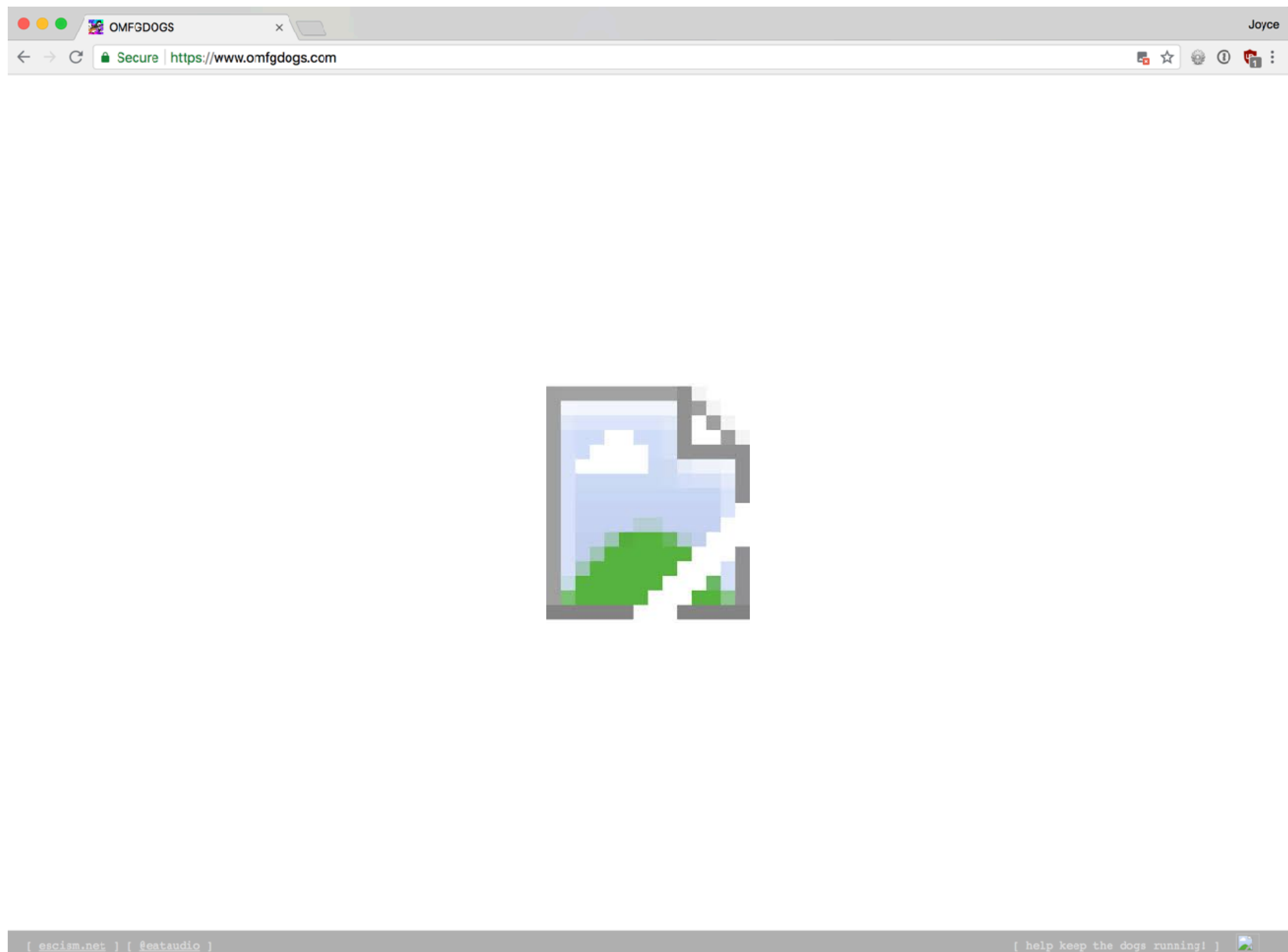








standards ensure that **other people**  
**can see** what you put online



# the *background*

# Web standards

The formal, non-proprietary standards and other technical specifications that define and describe aspects of the World Wide Web

[wikipedia.org](https://en.wikipedia.org)

```

```



```

```

where do standards come from?





the World Wide Web Consortium

W3C

Views: desktop mobile print

W3C By RegionGo

STANDARDS

PARTICIPATE

MEMBERSHIP

ABOUT W3C

TECHNICAL REPORTS

WEB AND INDUSTRY

Automotive

Entertainment (TV and Broadcasting)

Publishing

Web Commerce

Web of Data

Web Payments

Web and Telecommunications

Web of Things

Web Security

WEB FOR ALL

Accessibility

Internationalization


W3C A to Z

COMMUNITY AND BUSINESS GROUPS

Current Groups

▼ Upcoming Workshop: Digital Publication Layout and Presentation (from Manga to Magazines)

26 June 2018 | Archive



W3C announced today a [W3C Workshop on Digital Publication Layout and Presentation \(from Manga to Magazines\)](#), September 18-19 2018, in Tokyo, Japan. The event is hosted by the Advanced Publishing Laboratory, at the historic [Mita Campus of Keio University](#).

The primary goal of the workshop is to bring together experts to evaluate the current status and explore future directions of visually-rich long-form digital publications based on Web Technologies (particularly CSS, the formatting language of the Web), encompassing both fixed and dynamic layouts.

Expected topics of discussion include:

- Advanced layout using recent and upcoming CSS innovations, particularly for mobile and other devices (CSS grid, viewport units, media queries, css-shapes, etc.)
- “Smart transitions” for manga/comics including “Turbo Media” and other new forms
- Analysis of proprietary platforms in comics, magazines, and other verticals
- Comparison of image-dominated and text-dominated fixed-layout (and considerations for choosing reflowable vs. fixed representations, such as accessibility)
- Differences between rendering of fixed-layout EPUB in dedicated EPUB reading systems and typical browser rendering of HTML-SVG-CSS, and considerations for convergence
- Accessibility for high-design digital publications
- Innovative and interactive high-design digital publications
- Use of interactive features (e.g., scroll snap) of CSS for sequential art
- Programmatic (JavaScript) vs. declarative (HTML/CSS, SVG)

The World Wide Web Consortium (W3C) is an international community that develops open [standards](#) to ensure the long-term growth of the Web.

W3C operates under a [Code of Ethics and Professional Conduct](#).

Become a [Friend of W3C](#): support the [W3C mission](#) and free [developer tools](#).

W3C BLOG

Call for Participation: W3C Workshop on Digital Publication Layout and Presentation (from Manga to Magazines)

26 June 2018 by Bill McCoy

Publishing Business Group Releases RFP for epubcheck Development

25 June 2018 by Tzviya Siegman

Diversity at W3C; launch of TPAC Diversity Scholarship

20 June 2018 by Jeff Jaffe

JOBS

We are hiring:

A [Web Standards Technology Expert](#) (Japan)

A [Site Manager](#) for

W3C was  
born in 1994

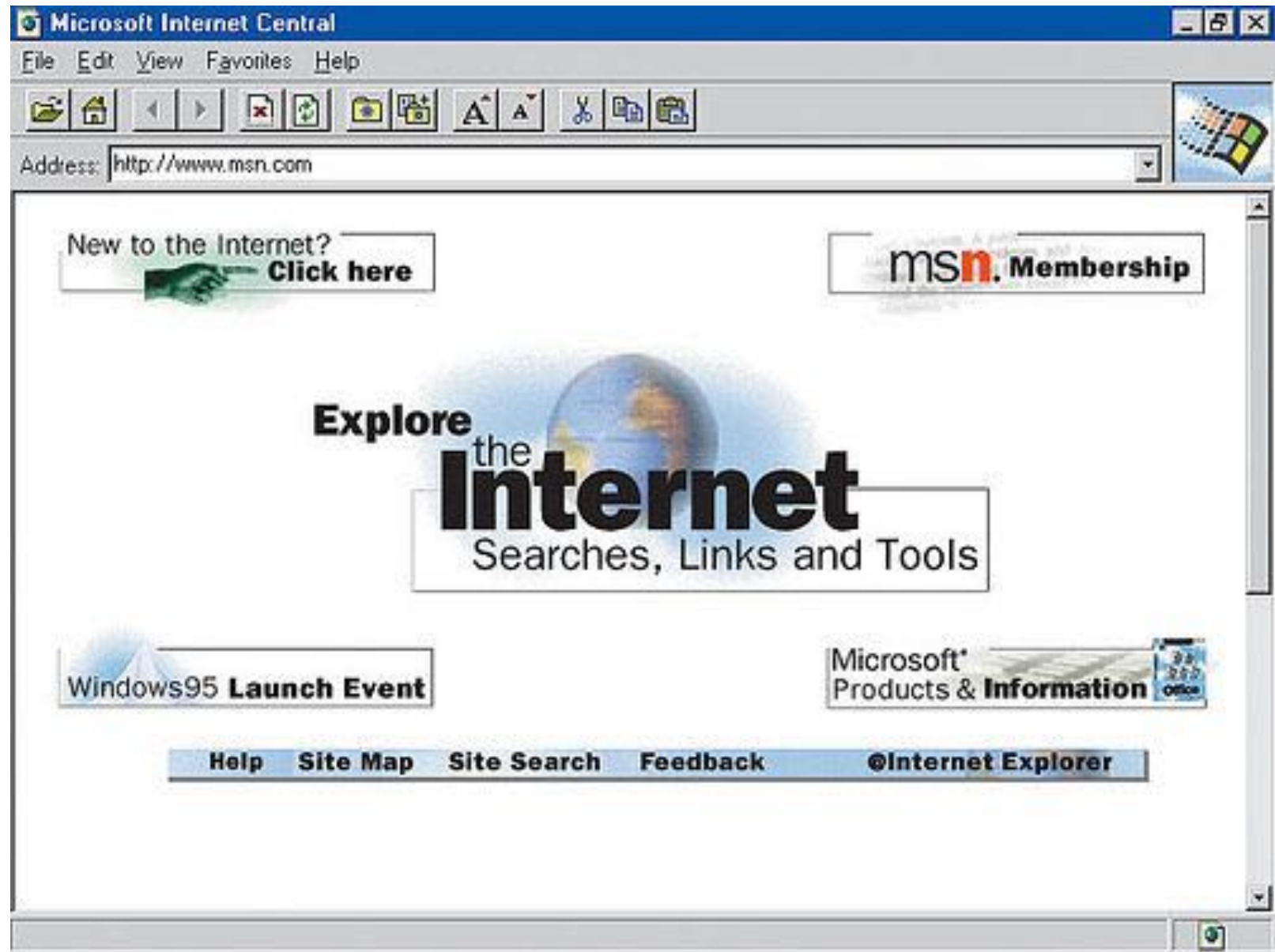
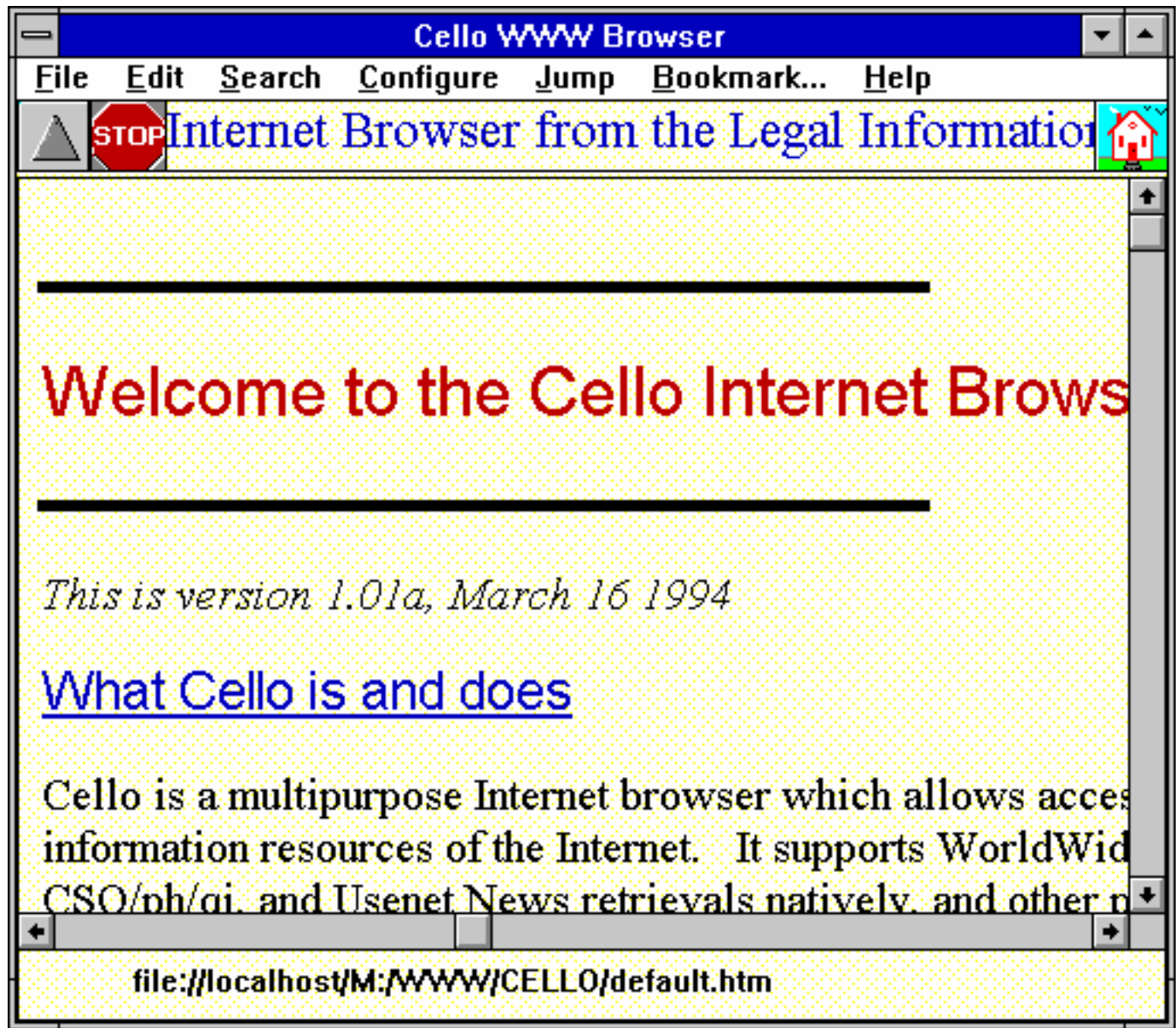
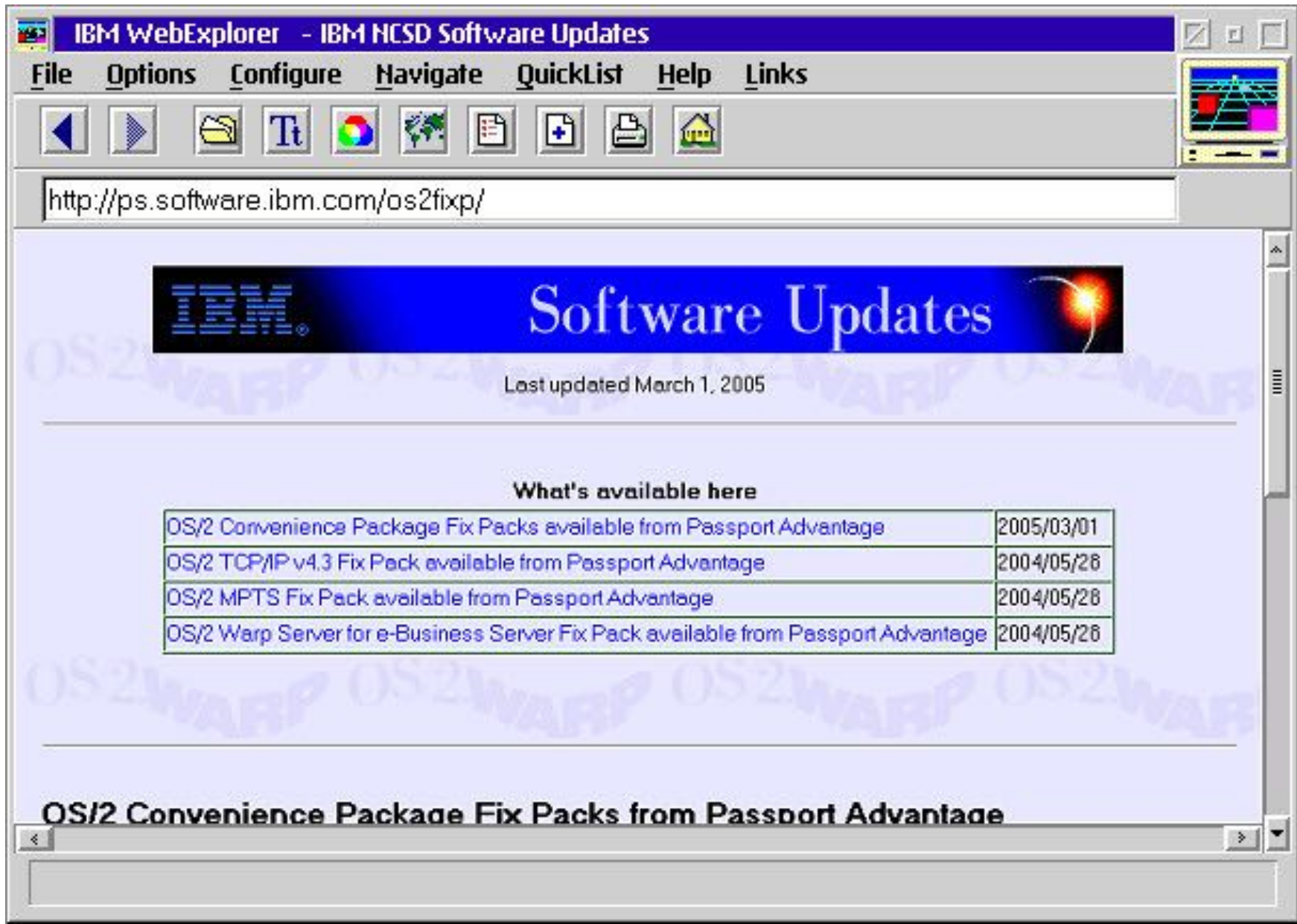
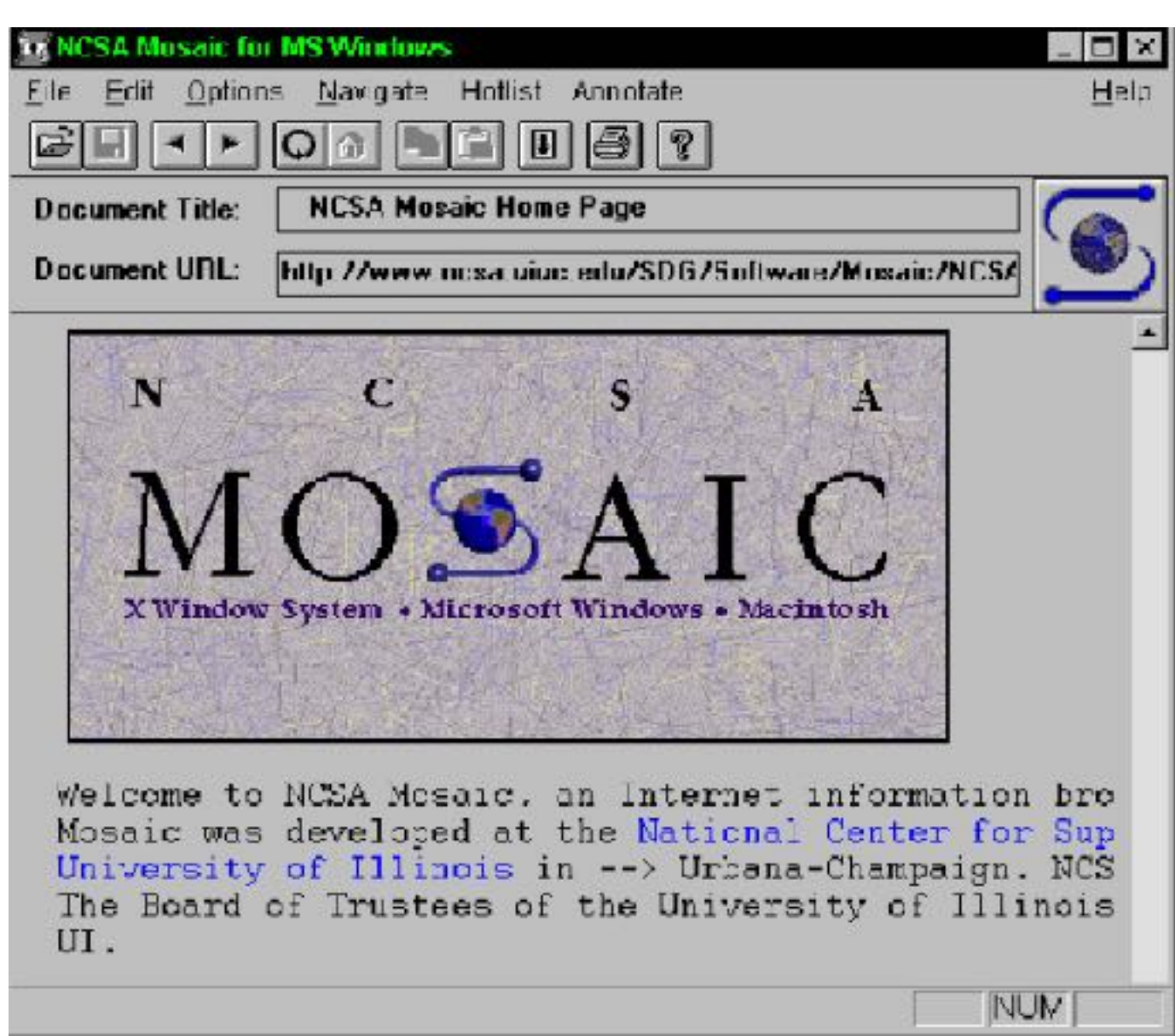
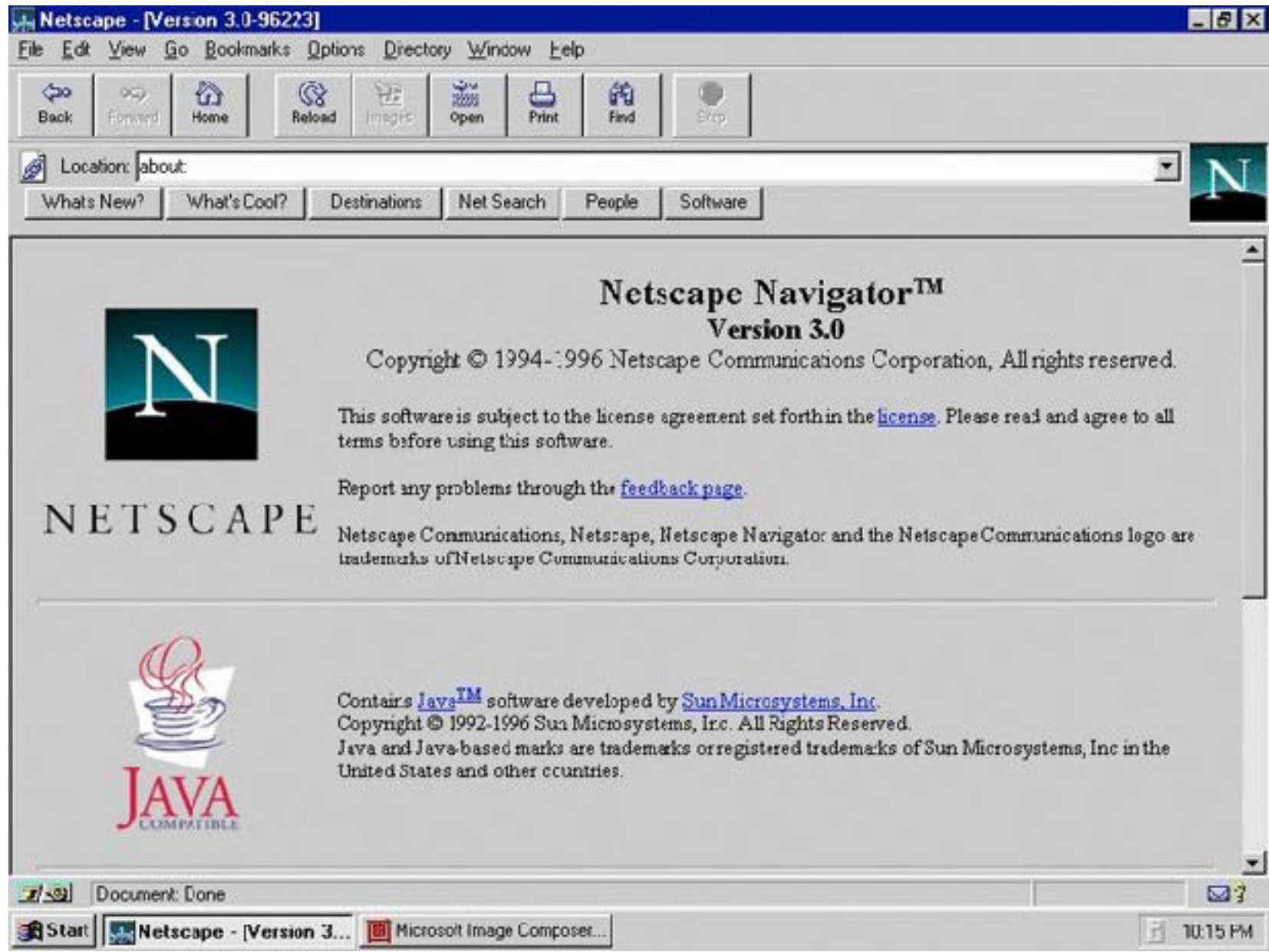


“The World Wide Web Consortium (W3C) is an international community where member organizations, a full-time staff, and the public work together to develop Web standards”

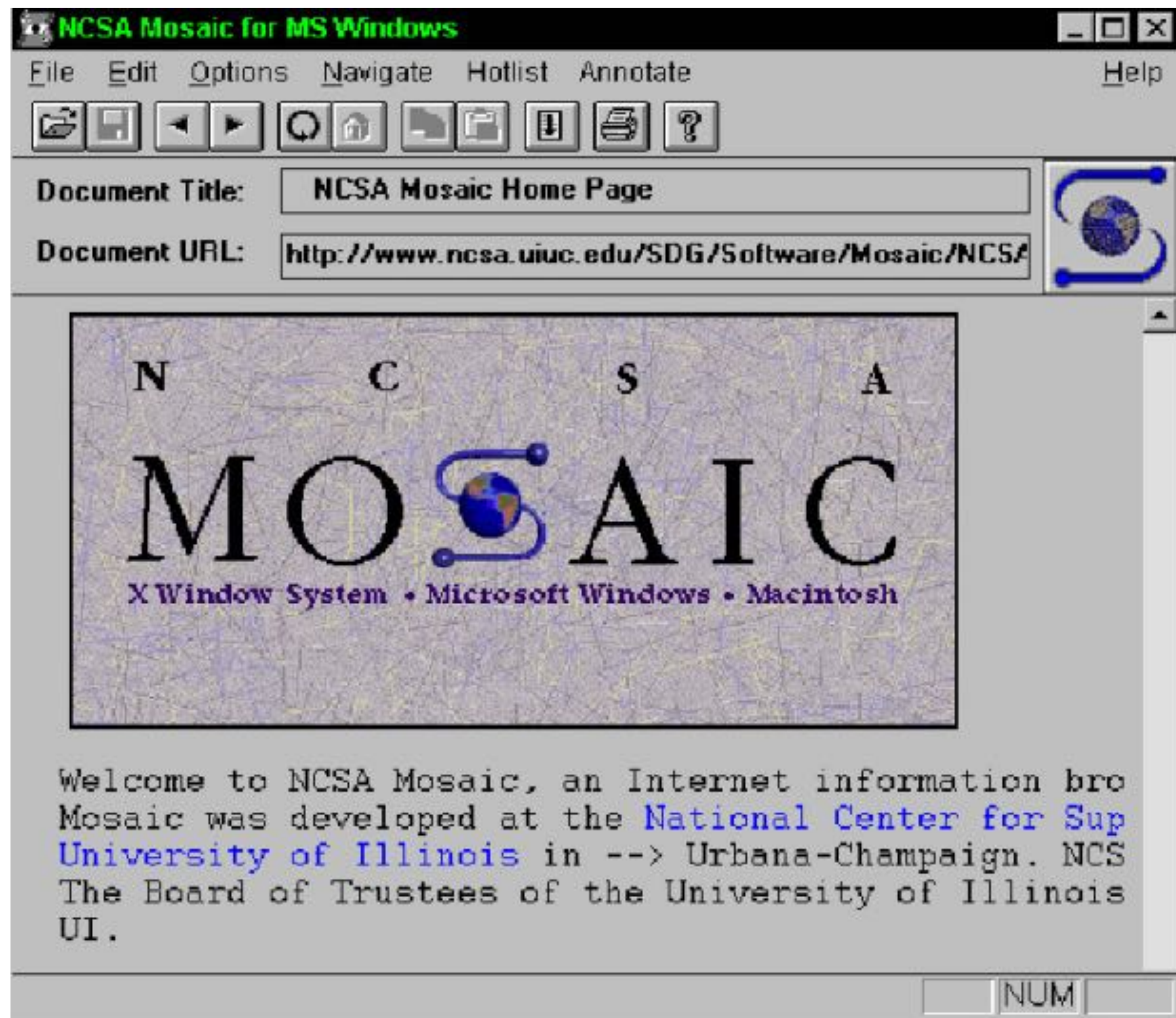
*–W3C.org*

in the earlier, wilder days of the  
internet, there were **no standards**

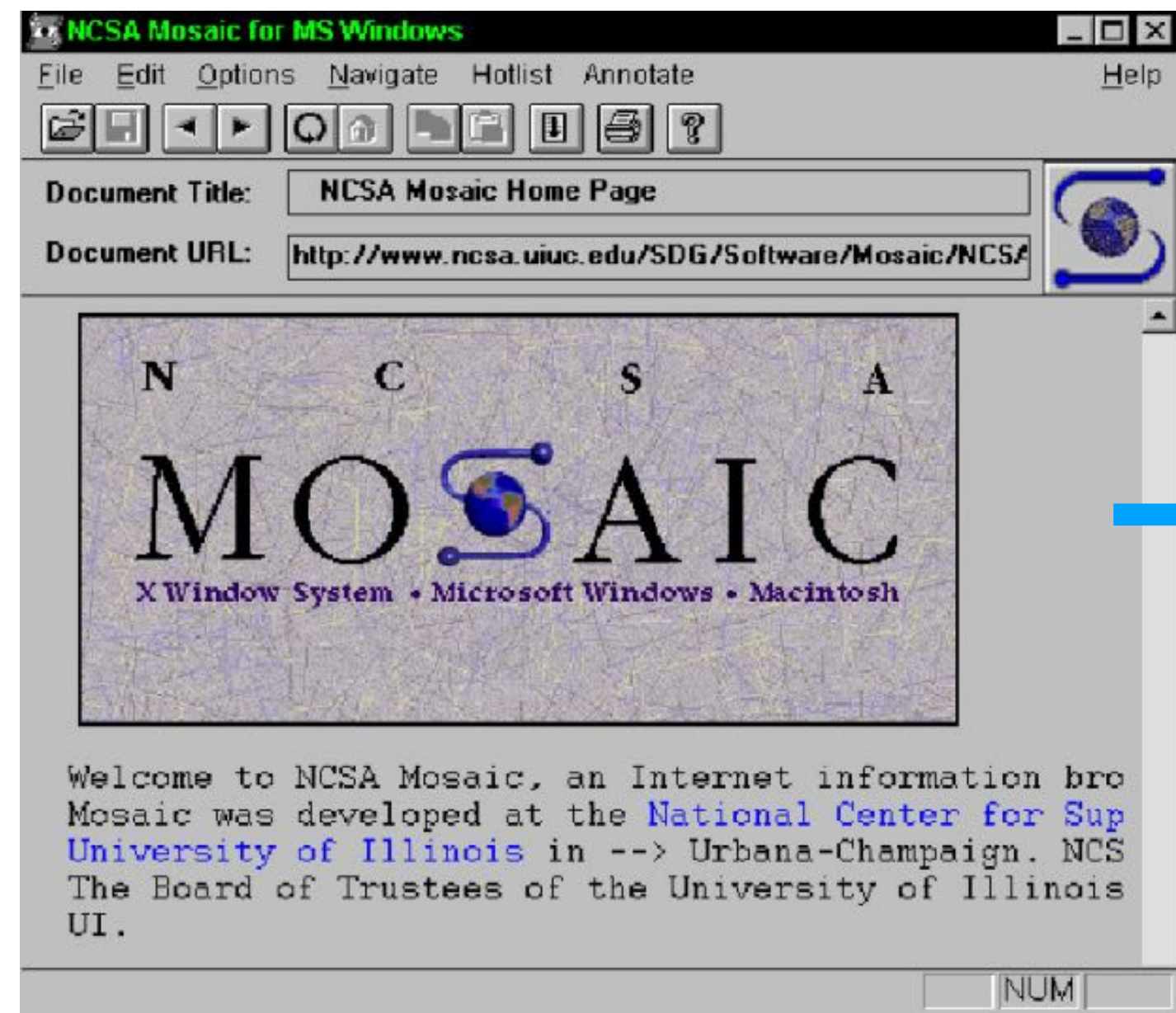




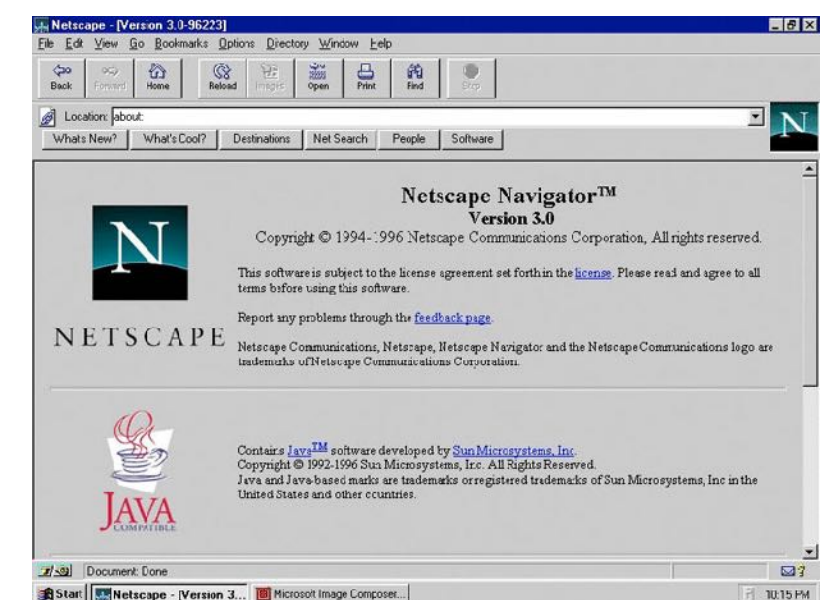
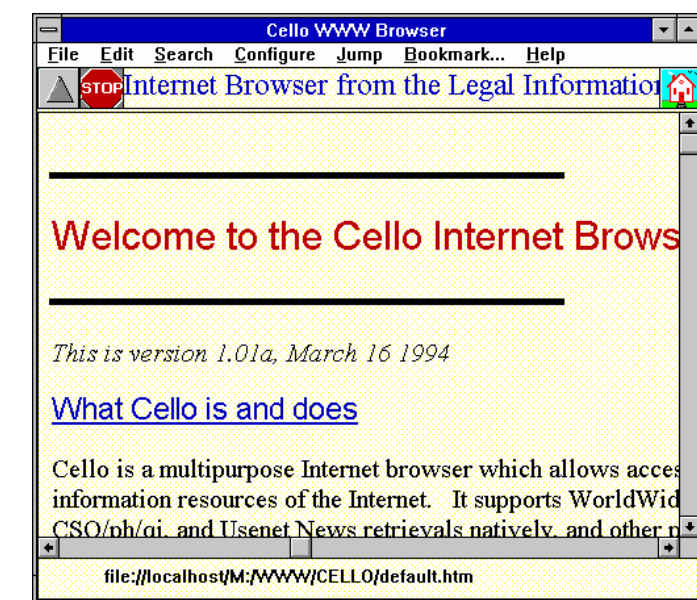
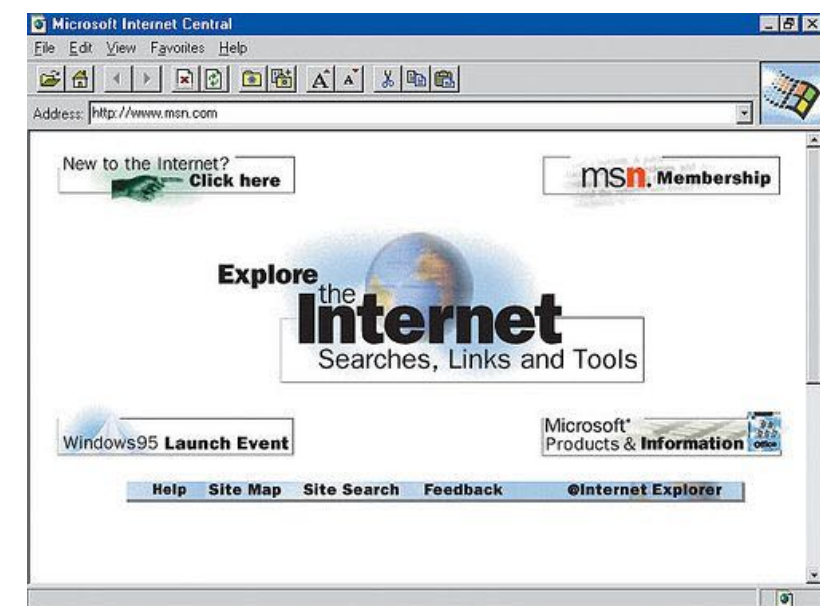
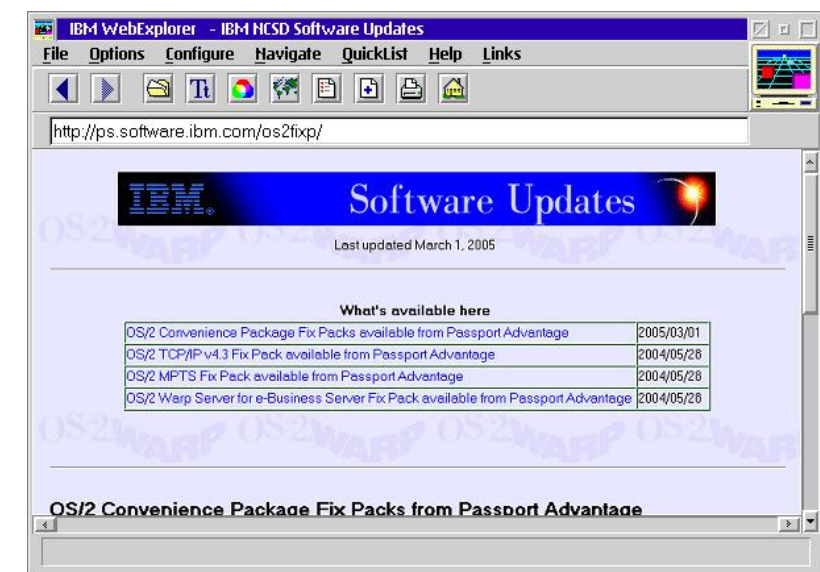




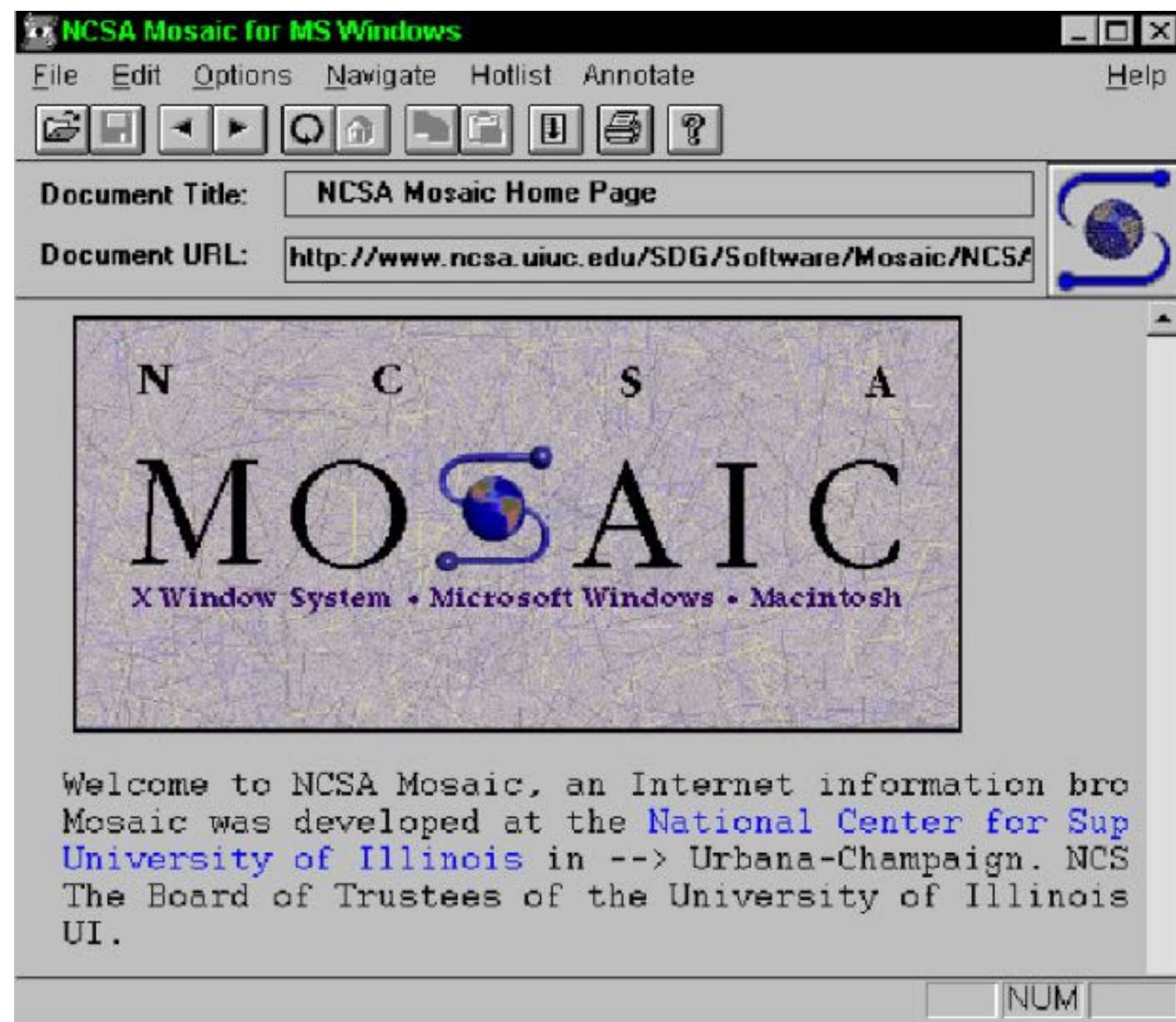




yo what if  
there were  
pictures on the  
internet??







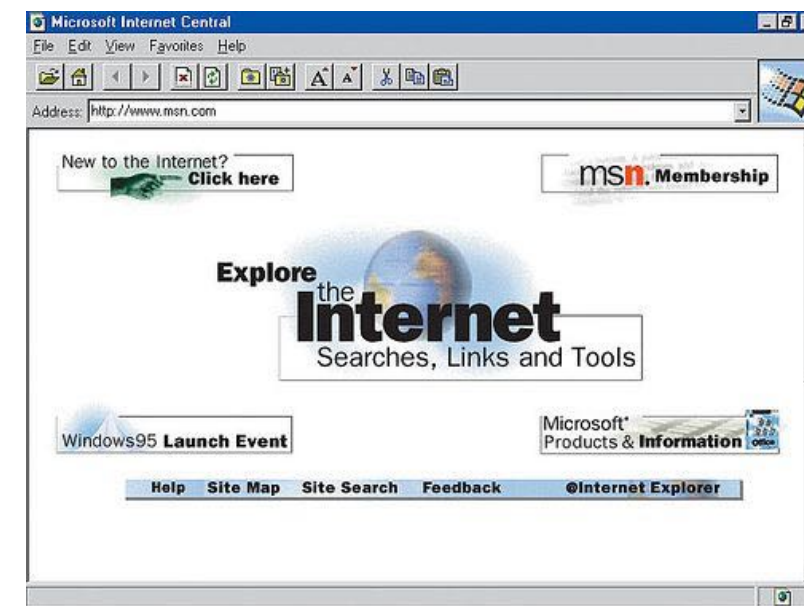
I think we should do it this way:

```

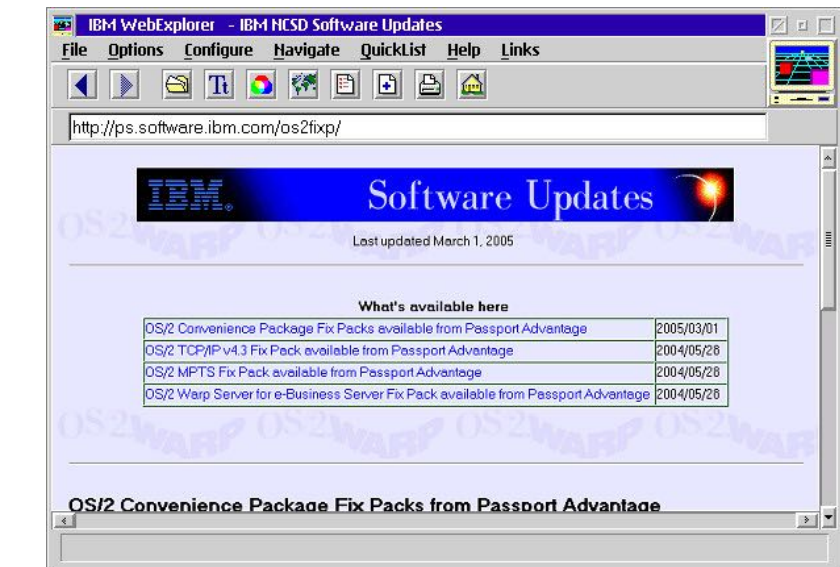
```



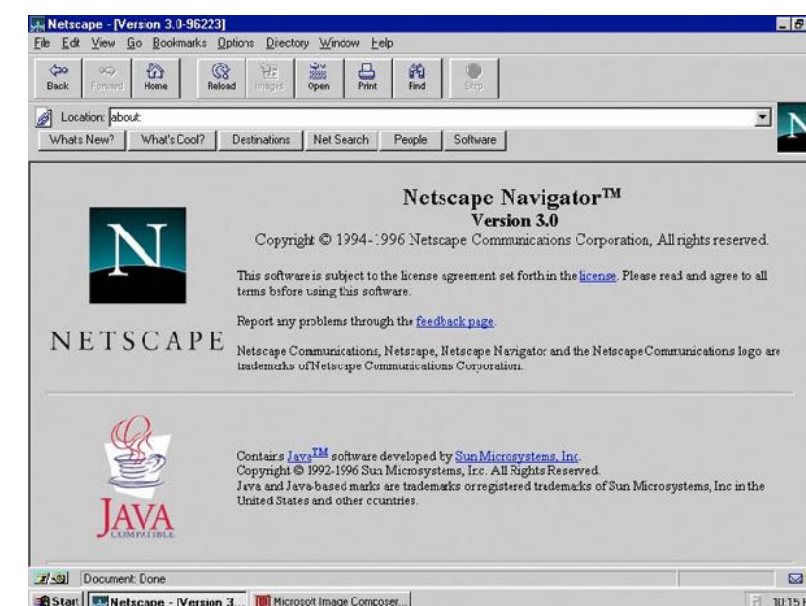
i like  
bitmaps  
tho



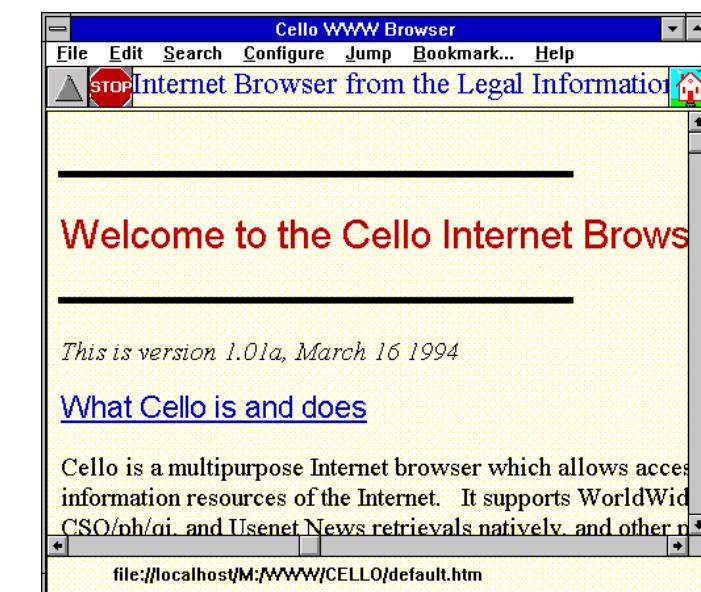
angle  
brackets  
are dumb

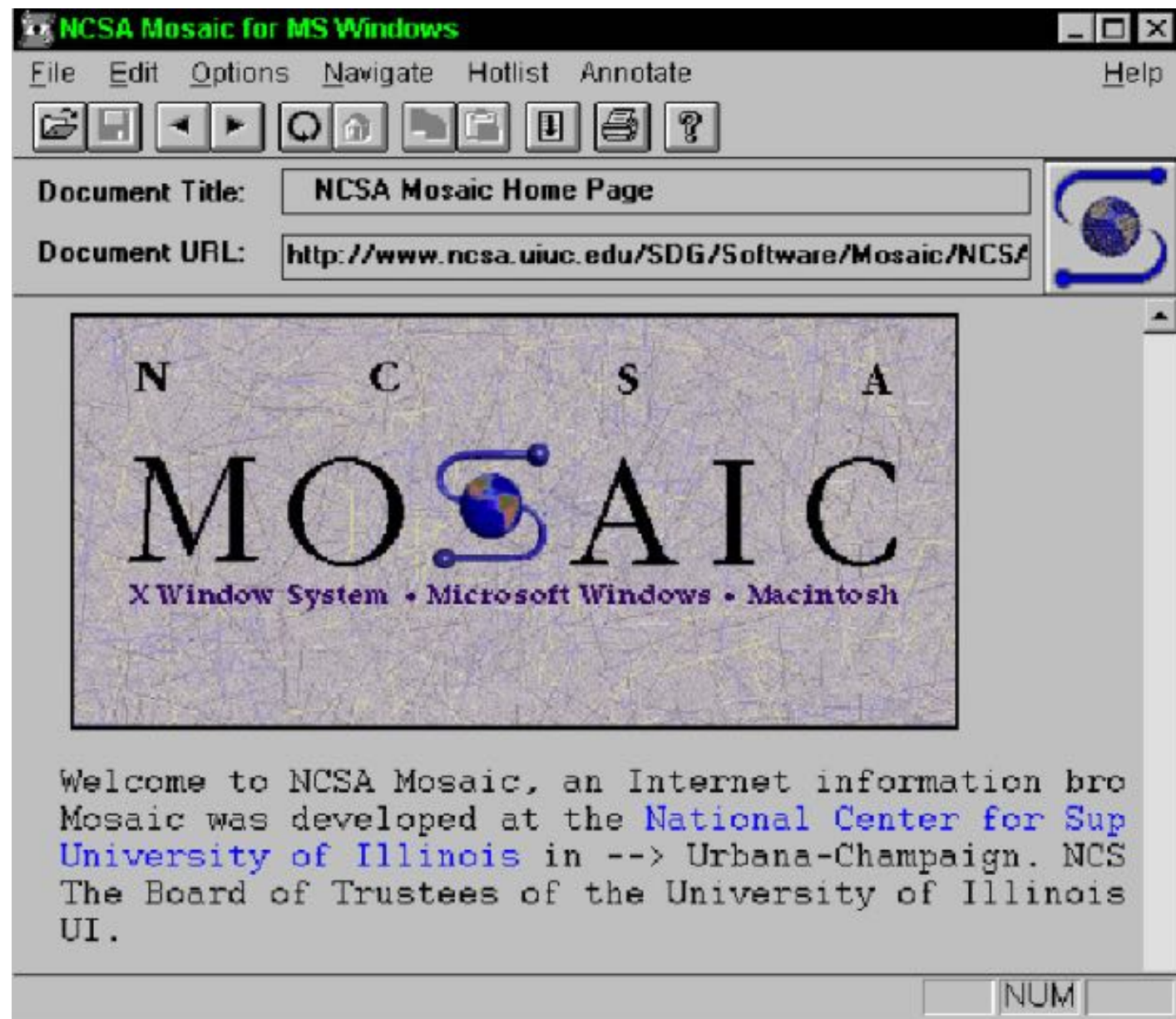


no  
abbreviations!!



that doesn't  
work for me



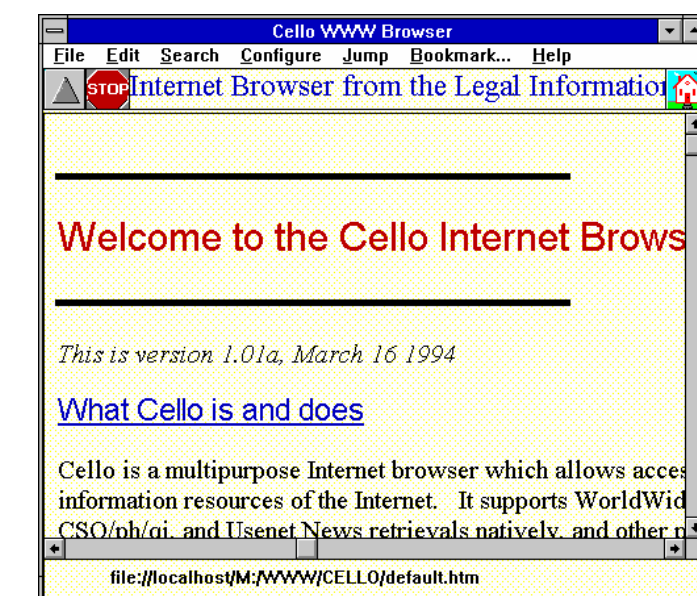
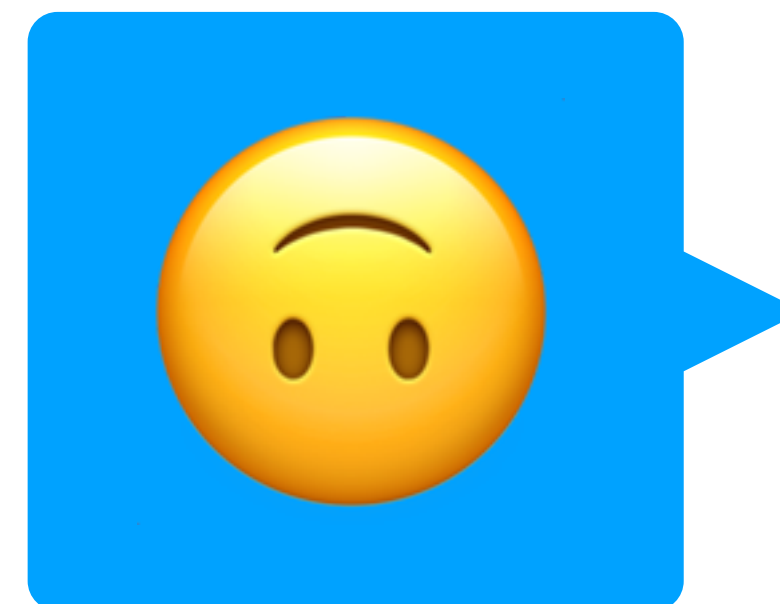
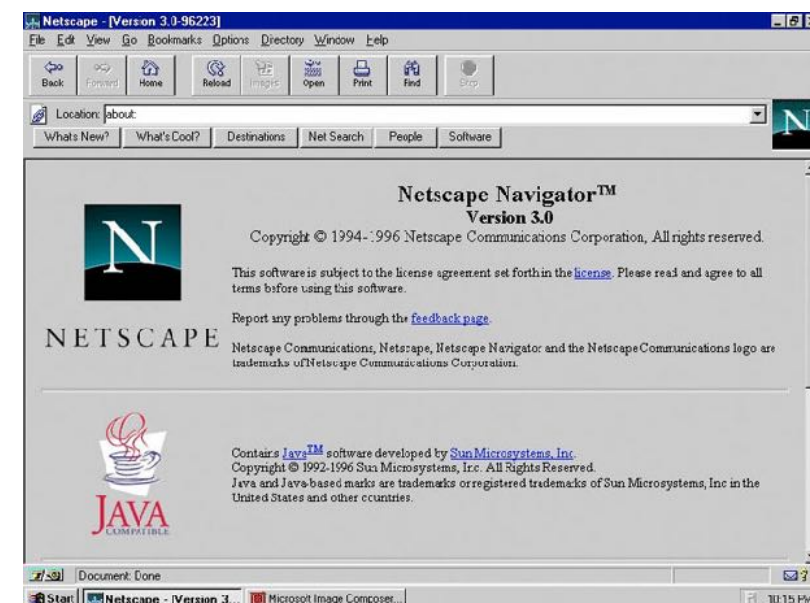
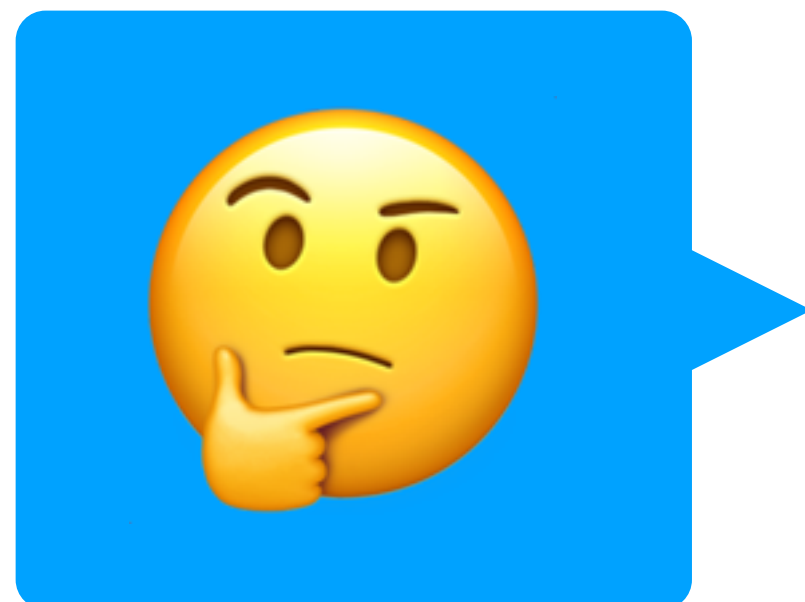
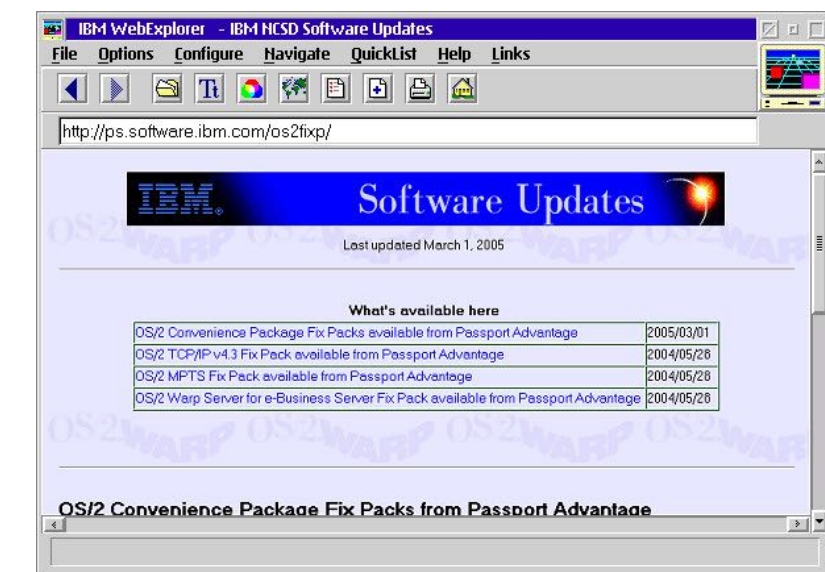
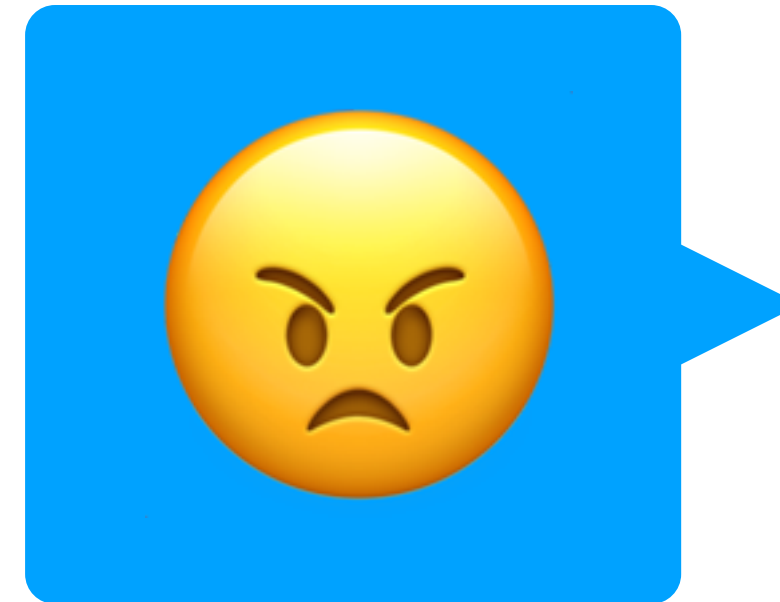
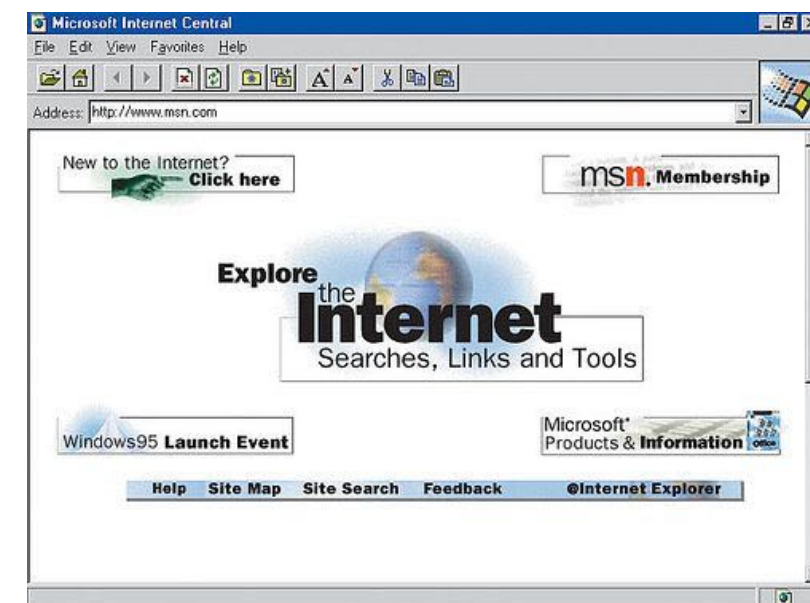
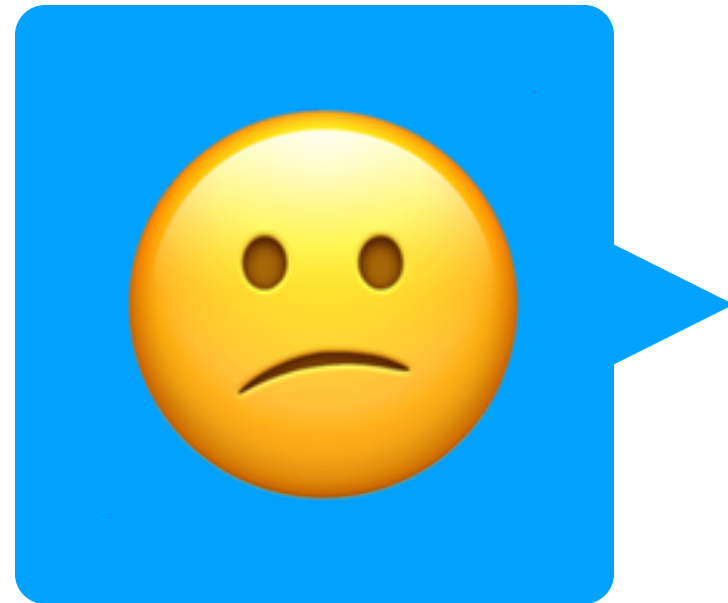


k well good chat, i'm gonna  
do it this way:

```

```









```

```

```
<ICON name="NoEntry" href="http://note/  
foo/bar/NoEntry.xbm">
```

```
<a name=fig1 href="foobar" REL="EMBED,  
PRESENT">Figure </a>
```



# W3C

hey jerks, everyone  
do it the same way!

anyone can hack together HTML



but standards help us organize,  
troubleshoot, and use new tools

the *conceptual*



modern standards govern all sorts of  
web development behavior

some of the most important modern standards are those for **accessibility**



# Web accessibility

The inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities

[wikipedia.org](https://en.wikipedia.org/wiki/Web_accessibility)

“When sites are correctly designed,  
developed and edited, all users have  
equal access to information and  
functionality.”

*–[wikipedia.org](https://www.wikipedia.org)*



# accessibility standards address impairments such as:

---

visual

auditory

mobility

seizures

cognitive

HTML as a language is largely  
**written to address** these  
accessibility standards



today we're going to talk about **best practices** and using **sections**

the *practical*



# vocab

---

h tags

alt text

sections

navigation

div

# h tags

<h1>

<h2>

<h3>

<h4>

<h5>

<h6>



# h tags

**h1**      **Garage sale next Saturday**

**h2**      **You are invited, my dog will be there**

**p**      On Saturday at 10am I am having a garage sale, please come buy my junk so I can use my garage again. I will have all kinds of junk, truly all kinds. You won't regret being the new owner of my fine junk.

# h tags

Google and other search engines also use heading tag content to determine if your site is worthy of showing up in user searches

Use h tags **in order** and don't use more than you need



# h tags

**h1**      **Garage sale next Saturday**

**h2**      **You are invited, my dog will be there**

**p**      On Saturday at 10am I am having a garage sale, please come buy my junk so I can use my garage again. I will have all kinds of junk, truly all kinds. You won't regret being the new owner of my fine junk.

# h tags

there can only be  
**one h1 tag per section**

# alt text

an attribute defining text associated  
with an image



# alt text

```

```





# alt text

```

```



# sections

an HTML element that acts as a **parent** to things that go together



# sections

```
<!--HERE IS THE HEADER-->
<header>
  <a href="http://teenyrobots.net">
    <h1>joyce rice</h1>
    <h2 class="selected">design <span style="...">et al.</span></h2>
  </a>
  <nav>
    <ul>
      <a href="work.html">
        <li>work</li>
      </a>
      <a href="about.html">
        <li>about</li>
      </a>
      <a href="news.html">
        <li>blog</li>
      </a>
      <a href="contact.html">
        <li>contact</li>
      </a>
    </ul>
  </nav>
</header>
```

# sections

joyce rice

design et al.

work

about

blog

contact

# sections

```
<!--HERE IS THE HEADER-->
<header>
  <a href="http://teenyrobots.net">
    <h1>joyce rice</h1>
    <h2 class="selected">design <span style="...">et al.</span></h2>
  </a>
  <nav>
    <ul>
      <a href="work.html">
        <li>work</li>
      </a>
      <a href="about.html">
        <li>about</li>
      </a>
      <a href="news.html">
        <li>blog</li>
      </a>
      <a href="contact.html">
        <li>contact</li>
      </a>
    </ul>
  </nav>
</header>
```



# sections

```
35  header {  
36      width: 95%;  
37      display: flex;  
38      margin: auto;  
39      flex-wrap: wrap;  
40      justify-content: center;  
41      margin-bottom: 1em;  
42      color: #707070;  
43  }
```

# navigation

```
<nav>
  <ul>
    <a href="work.html">
      <li>work</li>
    </a>
    <a href="about.html">
      <li>about</li>
    </a>
    <a href="news.html">
      <li>blog</li>
    </a>
    <a href="contact.html">
      <li>contact</li>
    </a>
  </ul>
</nav>
```

# navigation

joyce rice

design et al.

work

about

blog

contact



# div

an HTML element representing a  
division on the page

# div

similar to a section, but more of a  
workhorse

# div

```
</ul>
</header>
<!--THAT'S IT FOR THE HEADER-->

<div class="content">
  
  
  
  
  
  
  
  
  
  
  <a href="fiction.html" class="button" style="margin: 3em 0 0 0;">Return to comics</a>
</div>
```



# div

because a div is **not a section**, it  
**does not** get it's own special `<h1>`  
privilege

Q's?

let's make our own!



# homework

- Write the HTML and CSS for index.html for your website about your favorite art movement
- Organize your page accessibly, include alt text for your images, and build out your navigation
- Your page should reflow for mobile according to your wireframes

Due tomorrow.