



HTML5 Semantics Accessibility & Forms

Aaron Gustafson



easy designs

HTML5 provides more control



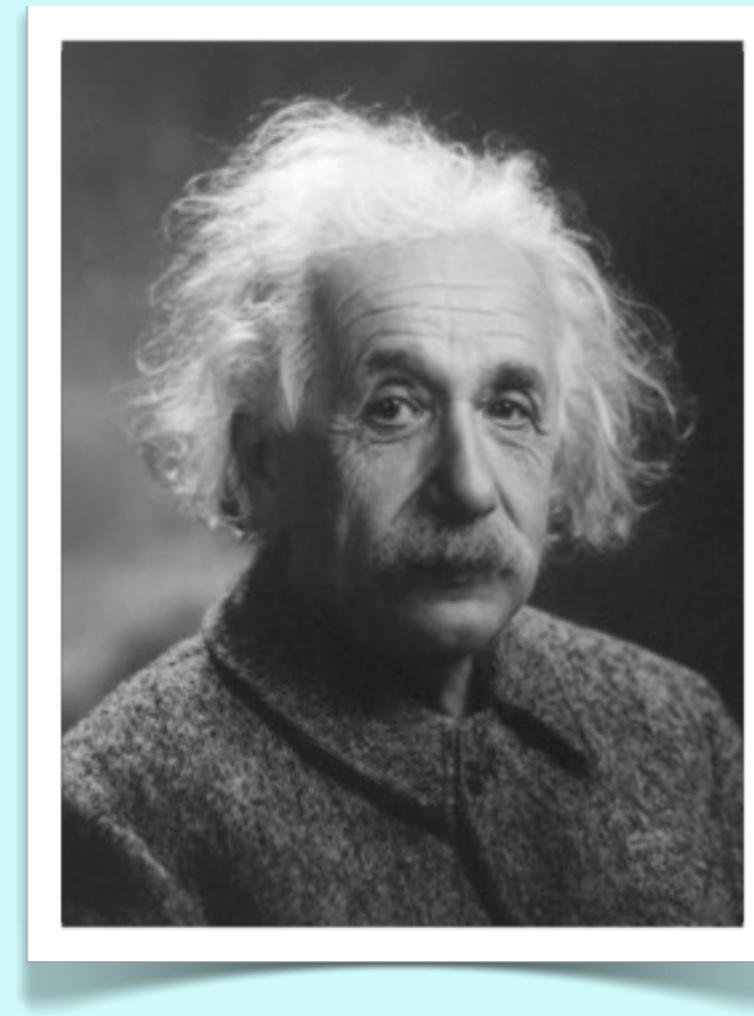


Paves the
cowpaths we've
carved on the web



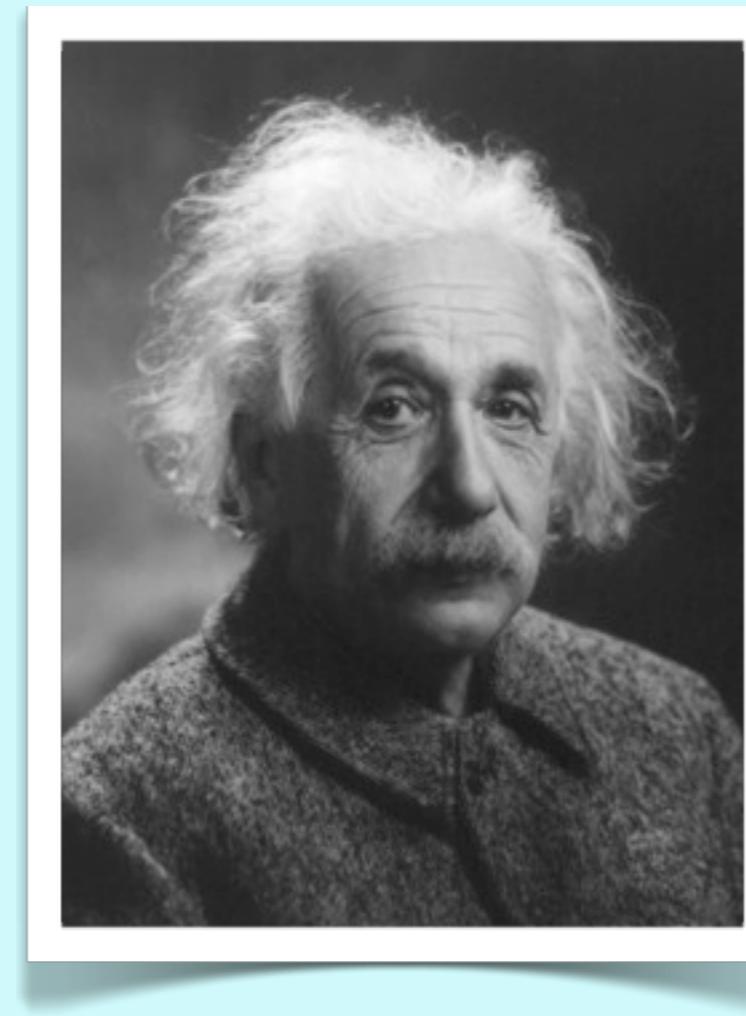
The process is
ongoing, however,
so **watch your step**

Then&now



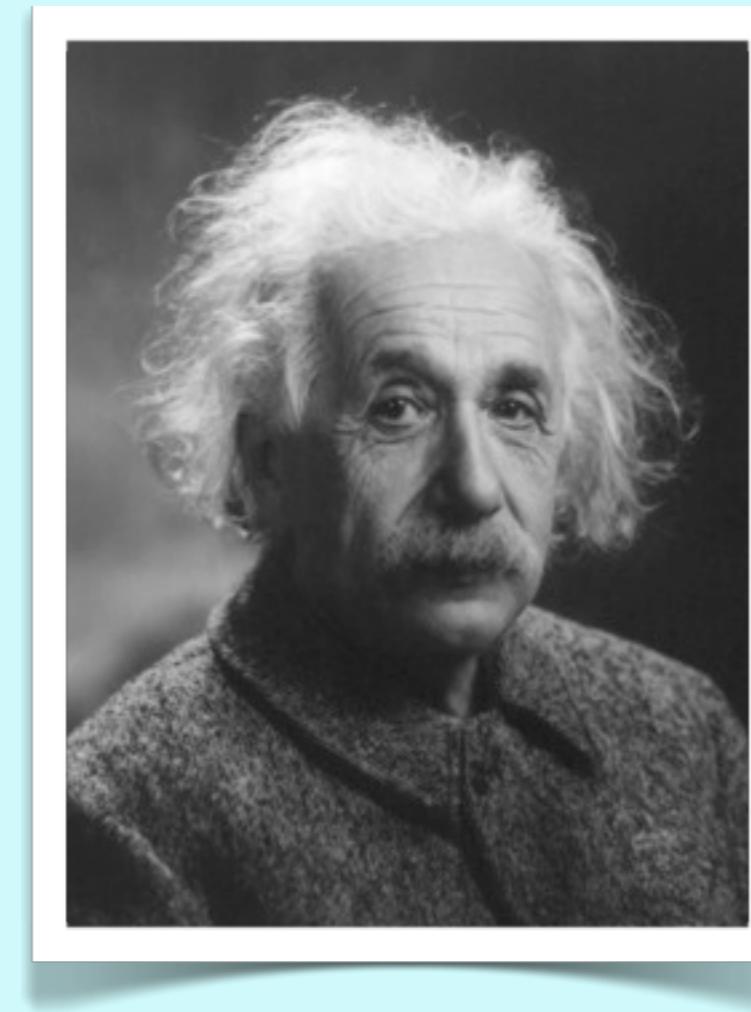
```
<fig>
  
  <caption>Photo of Albert Einstein</caption>
</fig>
```

Then&now



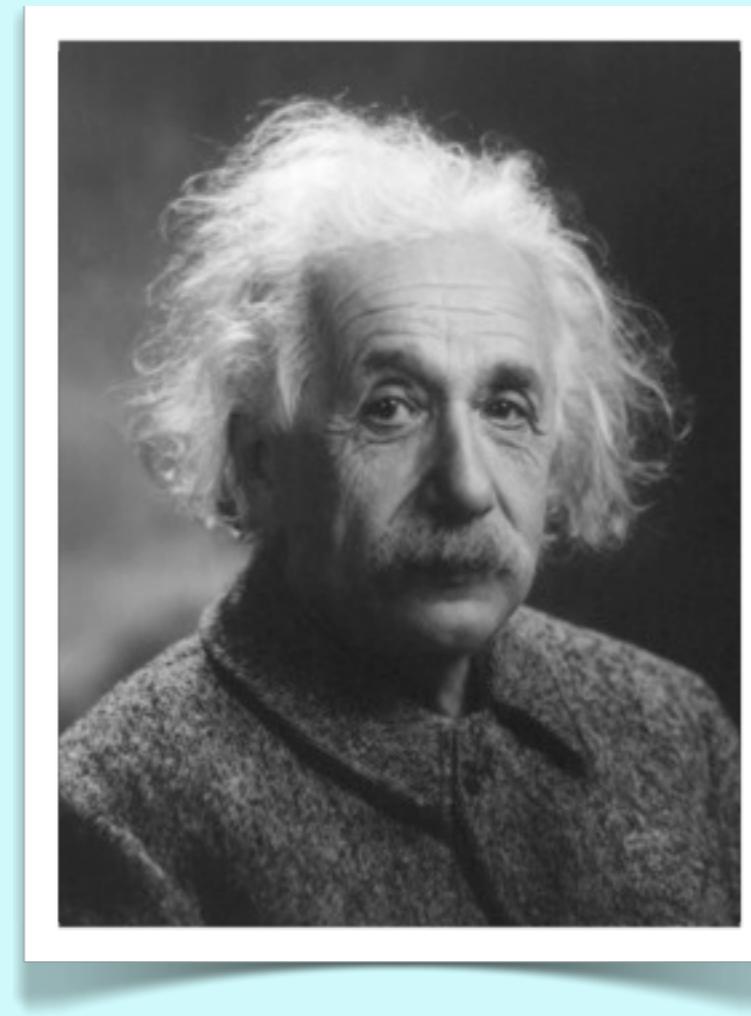
```
<div class="figure">
  
  <p class="caption">Photo of Albert Einstein</p>
</div>
```

Then&now



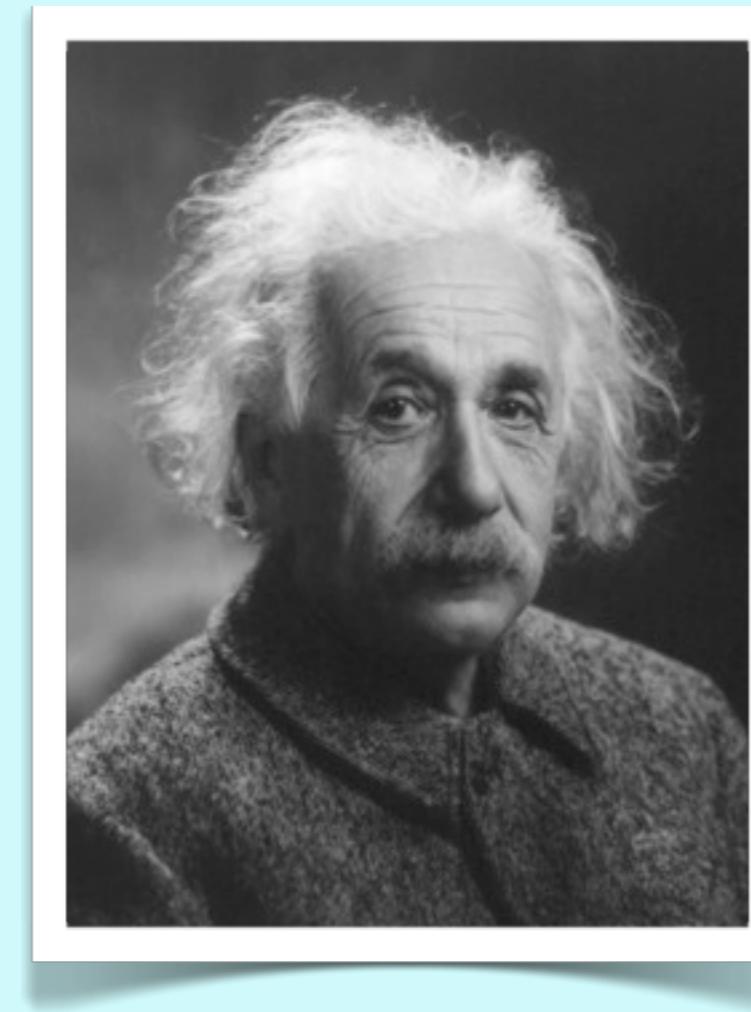
```
<figure>
  
  <legend>Photo of Albert Einstein</legend>
</figure>
```

Then&now



```
<div class="figure">
  
  <p class="captionlegend">Photo of Albert Einstein</p>
</div>
```

Then&now



```
<figure>
  
  <figcaption>Photo of Albert Einstein</figcaption>
</figure>
```

Oldies but goodies



html
meta head link style
title base body dl dt dd
bdo script noscript map dfn b
object param p div ul ol li cite
iframe address area img br a small
pre code abbr kbd var q samp hr menu
textarea ins del sub sup span strong
select option optgroup label input
form fieldset legend button i em
blockquote h1 h2 h3 h4 h5 h6
table caption col colgroup
thead tbody tfoot tr
th td

New & revisited

A Venn diagram consisting of two overlapping circles. The left circle is teal and contains a list of elements. The right circle is magenta and also contains a list of elements. The intersection of the two circles contains a subset of elements from both lists.

html
meta head link style
title base body dl dt dd
bdo script noscript map dfn
object param p div ul ol li
iframe address area img br a
pre code abbr kbd var q samp
textarea ins del sub sup span
select option optgroup label
form fieldset legend button i
blockquote h1 h2 h3 h4 h5 h6
table caption col colgroup
thead tbody tfoot tr
th td

section article
b aside details summary
cite canvas audio video
small nav figure figcaption
hr menu header footer command
strong time source datalist
input output ruby progress
em mark hgroup meter
wbr keygen embed
rt rp

Our focus today

A Venn diagram consisting of two overlapping circles. The left circle is teal and contains a list of HTML elements. The right circle is magenta and contains a list of HTML5 semantic elements. The intersection of the two circles contains a subset of elements from both lists.

html
meta head link style
title base body dl dt dd
bdo script noscript map dfn
object param p div ul ol li
iframe address area img br a
pre code abbr kbd var q samp
textarea ins del sub sup span
select option optgroup label
form fieldset legend button i
blockquote h1 h2 h3 h4 h5 h6
table caption col colgroup
thead tbody tfoot tr
th td

section article
b aside details summary
cite canvas audio video
small nav figure figcaption
hr menu header footer command
strong time source datalist
input output ruby progress
em mark hgroup meter
wbr keygen embed
rt rp



Cha-cha-cha-changes...

b and i are back

The b element

Represents a span of text **offset from its surrounding content, but of no extra importance.**

<p>This presentation is about HTML5.</p>

The i element

Represents a span of text in an **alternate voice or mood.**

<p>The <code>b</code> and <code>i</code> elements have been legitimized in HTML5. <i>Go figure.</i></p>

em and strong got adjusted

The em element

Represents a span of text with **emphatic stress**.

<p>HTML5 introduces several <**em**>really</**em**> useful elements and a ton of new APIs.</p>

The strong element

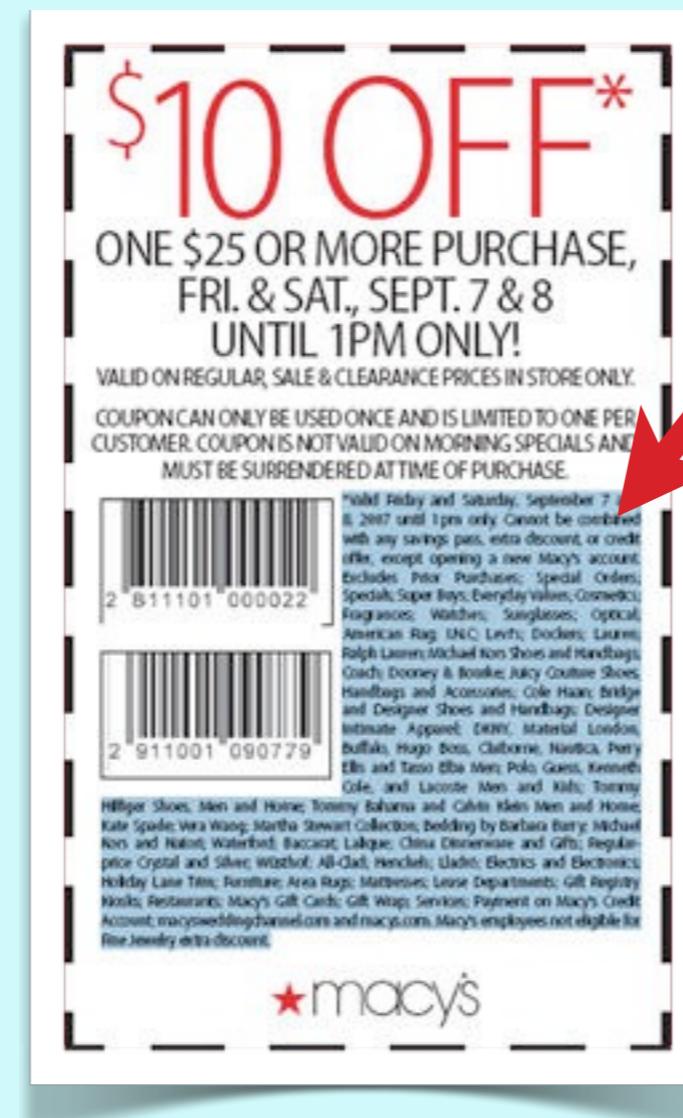
Represents a span of text of **great importance**.

<p>Please fill out the form below. <**strong**>Note: all fields are required.</**strong**></p>

small turned to the dark side

The small element

Represents **so-called “fine print”** (e.g. disclaimers, caveats, etc.).



cite got clarified

The cite element

The **title of a cited work** (e.g. a book, magazine, or journal).

<p>In <code><cite>Web Form Design</cite></code>, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.</p>

menu got resurrected

The menu element

Represents a **list of commands**.

```
<menu>
  <li><a id="bold">Bold</a></li>
  <li><a id="italic">Italic</a></li>
  <li><a id="underline">Underline</a></li>
</menu>
```

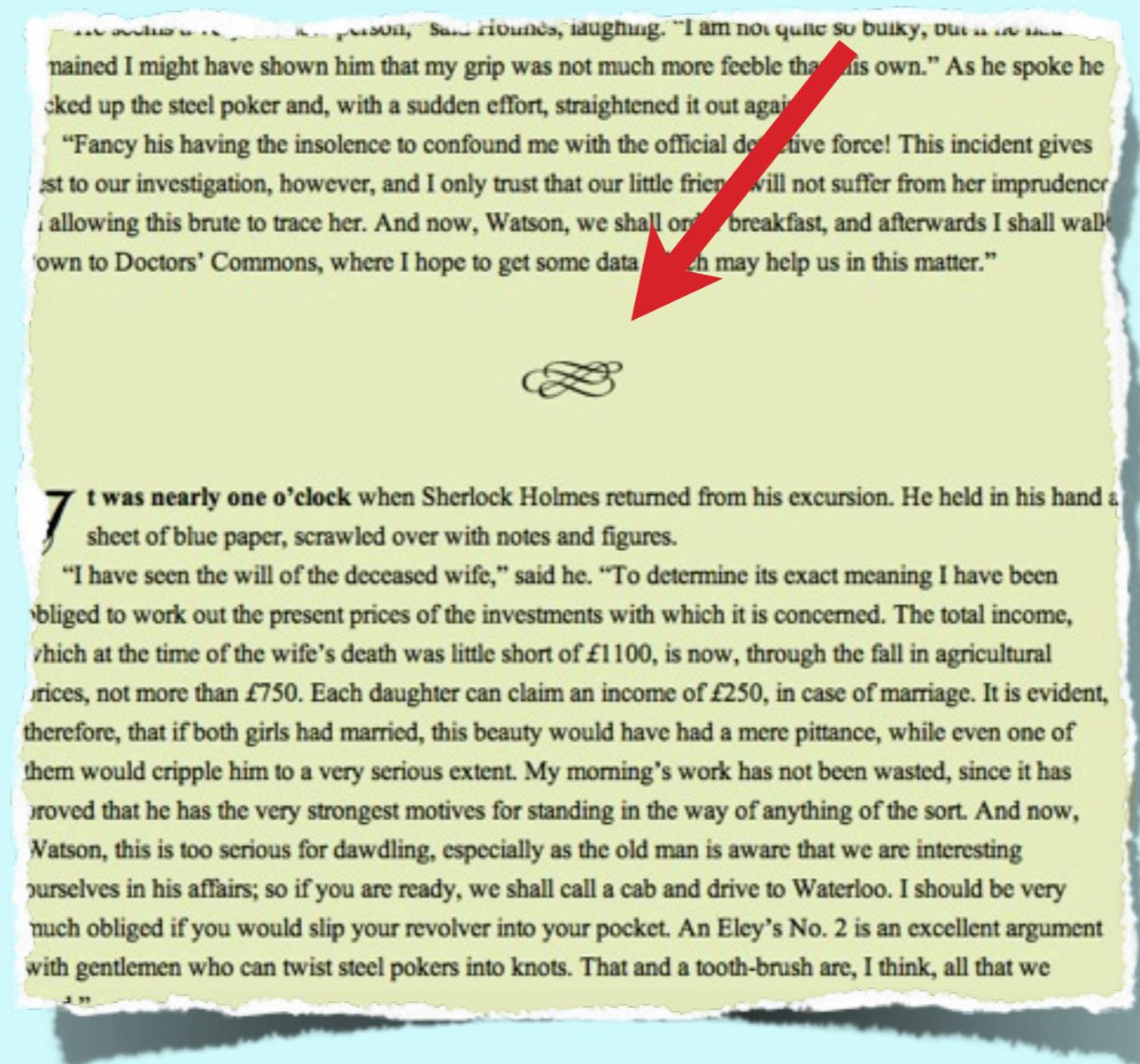
or

```
<menu>
  <command icon="/i/icons/b.png" label="Bold"/>
  <command icon="/i/icons/i.png" label="Italic"/>
  <command icon="/i/icons/u.png" label="Underline"/>
</menu>
```

hr found meaning

The hr element

Represents a paragraph-level thematic break.





**HTML5 offers many
new options for
building documents**

Organization: section & article

The section element

Represents a **section of a document**, typically with a title or heading.

```
<section>  
  <!-- pretty much anything can go here -->  
</section>
```

The article element

Represents a section of **content that forms an independent part of a document** or site.

```
<article>  
  <!-- pretty much anything can go here -->  
</article>
```

Organization: section & article

The screenshot shows the front page of The New York Times website. At the top, there's a navigation bar with links for 'HOME PAGE', 'TODAY'S PAPER', 'VIDEO', 'MOST POPULAR', 'TIMES TOPICS', and 'MOST RECENT'. To the right of this is a sign-in area for 'Subscribe to The Times | Log In | Register Now | TimesPeople'. Below the navigation is a sidebar with a link to 'Download the world today' and a preview of the International Herald Tribune's website. The main title 'GLOBAL EDITION The New York Times WITH THE International Herald Tribune' is prominently displayed. A search bar is located below the title. The date 'Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT)' is shown. On the left, there's a sidebar with various news categories like 'GLOBAL EDITION', 'WORLD', 'BUSINESS', etc. The main content includes several news articles: 'Iran Begins Loading Fuel at Nuclear Reactor' (by William Yong and Alan Cowell), 'Iraq Court Sentences Tariq Aziz to Death' (by Jack Healy), 'China Telecom Giant Makes Push for U.S. Market' (by John Markoff and David Barboza), and 'Unions at Critical Point as Strikes Continue' (by Steven Erlanger). There are also sections for 'GLOBAL SPOTLIGHT' (Roger Cohen on Turkey) and 'SCIENCE' (Improvised Remedies of an Art Healer). The right side features a 'MARKETS' section with stock market data and a 'THE WATCH AVENUE' advertisement.

Organization: section & article

The screenshot of The New York Times website illustrates the use of semantic HTML5 elements for organization. The main navigation bar at the top includes links for "HOME PAGE", "TODAY'S PAPER", "VIDEO", "MOST POPULAR", "TIMES TOPICS", and "MOST RECENT". On the right side of the header, there are links for "Subscribe to The Times", "Log In", "Register Now", and "TimesPeople". A sidebar on the left provides links to various global editions: "Switch to U.S. Edition", "GLOBAL EDITION WORLD", "Asia", "Europe", "Middle East", "Africa", "Americas", and "U.S.". Below this, there are links for "BUSINESS", "SPORTS", "FASHION & STYLE", "ARTS", "OPINION", "EDUCATION", and "GREAT HOMES". The main content area features several articles:

- Iran Begins Loading Fuel at Nuclear Reactor** (By WILLIAM YONG and ALAN COWELL 4 minutes ago) - An image shows a worker in a red jacket standing next to a large industrial machine.
- Iraq Court Sentences Tariq Aziz to Death** (By JACK HEALY 43 minutes ago) - An image shows a courtroom setting.
- China Telecom Giant Makes Push for U.S. Market** (By JOHN MARKOFF and DAVID BARBOZA)
- Unions at Critical Point as Strikes Continue** (By STEVEN ERLANGER) - An image shows a street scene with trash piles.
- 2010 Midterm Elections**
- Divide on U.S. Deficit Likely to Grow After Election** (By JACKIE CALMES) - An image shows a political campaign poster.

The right sidebar contains sections for "GLOBAL SPOTLIGHT", "OPINION", "SCIENCE", and "MARKETS". The "GLOBAL SPOTLIGHT" section includes links to "Roger Cohen: Turkey Steps Out" and "Improvised Remedies of an Art Healer". The "OPINION" section has a link to "Roger Cohen: Turkey Steps Out". The "SCIENCE" section has a link to "Improvised Remedies of an Art Healer". The "MARKETS" section displays financial data for various indices like FTSE 100, DAX, CAC 40, FTSE Italia, and Eurofirst 300, along with a small chart showing market trends.

section

Organization: section & article

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS | MOST RECENT | Subscribe to The Times | Log In | Register Now | TimesPeople

Download the world today 

GLOBAL EDITION
The New York Times
WITH THE International Herald Tribune

Try the new IHT Reader free 

Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT)

Switch to U.S. Edition 

Iran Begins Loading Fuel at Nuclear Reactor
By WILLIAM YONG and ALAN COWELL 4 minutes ago
TEHRAN — Tuesday's fuel injection moves Iran closer to the start-up of a facility that the U.S. once hoped to stop.
• Times Topics: Iran's Nuclear Program

Iraq Court Sentences Tariq Aziz to Death
By JACK HEALY 43 minutes ago
BAGHDAD — Saddam Hussein's foreign minister was sentenced to death Tuesday for persecuting Shiites under the former regime.

China Telecom Giant Makes Push for U.S. Market
By JOHN MARKOFF and DAVID BARBOZA


Lionel Cironneau/Associated Press

MEMO FROM PARIS
Unions at Critical Point as Strikes Continue
By STEVEN ERLANGER
Ongoing demonstrations led by labor unions risk alienating some supporters, while hurting France's economy and its reputation abroad. Above, Marseille struggles with trash as sanitation crews remain on strike.

— 2010 Midterm Elections —
Divide on U.S. Deficit Likely to Grow After Election
By JACKIE CALMES
A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

GLOBAL SPOTLIGHT 1 2 3 4
OPINION » Roger Cohen: Turkey Steps Out
Ankara applies Western ideas and the West doesn't like it. 

SCIENCE » Improvised Remedies of an Art Healer
Because of unusual materials, modern works of art can be hard to conserve. 

MARKETS Data delayed at least 15 minutes 10/26/2010 7:40 AM ET
U.S. AMERICAS EUROPE ASIA CURRENCIES COMMODITIES

	FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN
DAX	6,621.16	-18.05	-0.27%		
CAC 40	3,843.10	-26.90	-0.70%		
FTSE Italia	21,937.89	-79.86	-0.36%		
Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday	

GET QUOTES My Portfolios >
Stock, ETFs, Funds Go

CURRENCIES More Rates >
1 USD = 0.72 EUR =

THE WATCH AVENUE 

section > article

Organization: section & article

Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



Fixes looks at solutions to social problems and why they work.

TAGS: COFFEE, DEVELOPMENT, FAIR TRADE, FINANCE, LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia, Latin America and Central America gain access to capital, skills and consumer markets.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

Fixes explores solutions to major social problems. Each week, it examines creative initiatives that can tell us about the difference between success and failure. It is written by David Bornstein, author of "How to Change the World," and founder of [dowser.org](#), and Tina Rosenberg, contributing writer for The New York Times magazine and author of the forthcoming "Join the Club: How Peer Pressure Can Transform the World." Readers with ideas for future columns can write to the authors at fixes@nytimes.com.

INSIDE OPINIONATOR

**STANLEY FISH**

**THE STONE**

**DICK CAVETT**

MORE CONTRIBUTORS



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Beyond Ribbon-Cutting

Readers of Fixes weighed in on the important but too often forgotten part of fixing things: making

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article

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article > section

Organization: header & footer

The `header` element

Represents **the header of a section**.

```
<header>
  <!-- titles, etc. go here -->
</header>
```

The `footer` element

Represents **the footer of a section**.

```
<footer>
  <!-- meta/supplementary information goes here -->
</footer>
```

Organization: header & footer

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS | MOST RECENT | Subscribe to The Times | Log In | Register Now | TimesPeople

Download the world today | International Herald Tribune | Try the new IHT Reader free | International Herald Tribune ihtreader

Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT)

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GLOBAL SPOTLIGHT | 1 | 2 | 3 | 4

OPINION » Roger Cohen: Turkey Steps Out
Ankara applies Western ideas and the West doesn't like it. 

SCIENCE » Improvised Remedies of an Art Healer
Because of unusual materials, modern works of art can be hard to conserve. 

MARKETS Data delayed at least 15 minutes | 10/26/2010 7:40 AM ET

U.S.	AMERICAS	EUROPE	ASIA	CURRENCIES	COMMODITIES
FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN	
DAX	6,621.16	-18.05	-0.27%		
CAC 40	3,843.10	-26.90	-0.70%		
FTSE Italia	21,937.89	-79.86	-0.36%		
Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday	

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A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

Get Quotes | My Portfolios | Stock, ETFs, Funds | Go | Currencies | More Rates | 1 USD = 0.72 | EUR | THE WATCH AVENUE | VISIT | 1 USD = 0.72 | EUR =

Organization: header & footer

The screenshot displays the homepage of The New York Times. At the top, there's a navigation bar with links for "HOME PAGE", "TODAY'S PAPER", "VIDEO", "MOST POPULAR", "TIMES TOPICS", and "MOSRECENT". On the right side of the header, there are links for "Subscribe to The Times", "Log In", "Register Now", and "TimesPeople". A promotional box for "Download the world today" and "International Herald Tribune" is visible. The main title "The New York Times" is prominently displayed with "GLOBAL EDITION" above it, followed by "WITH THE International Herald Tribune". Below the title, the date "Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT)" is shown. A search bar is located just below the date. The left sidebar contains a "Switch to U.S. Edition" link and a vertical menu with categories like "GLOBAL EDITION", "WORLD", "BUSINESS", "SPORTS", "FASHION & STYLE", "ARTS", "OPINION", "EDUCATION", "GREAT HOMES", "TRAVEL", "TECHNOLOGY", "SCIENCE", "HEALTH", "N.Y./REGION", "DINING & WINE", "HOME & GARDEN", "BOOKS", and "MOVIES". The main content area features several news articles: "Iran Begins Loading Fuel at Nuclear Reactor" (by William Yong and Alan Cowell, 4 minutes ago), "Iraq Court Sentences Tariq Aziz to Death" (by Jack Healy, 43 minutes ago), and "China Telecom Giant Makes Push for U.S. Market" (by John Markoff and David Barboza). To the right of the articles is a large photograph of a person working in a trash-strewn environment, with the caption "MEMO FROM PARIS Unions at Critical Point as Strikes Continue" and author Steven Erlanger. Below this is a section titled "2010 Midterm Elections" with the headline "Divide on U.S. Deficit Likely to Grow After Election" by Jackie Calmes. The right sidebar includes a "GLOBAL SPOTLIGHT" section with links to "OPINION" (Roger Cohen: Turkey Steps Out) and "SCIENCE" (Improvised Remedies of an Art Healer). It also features a "MARKETS" section with a chart showing stock performance for FTSE 100, DAX, CAC 40, FTSE Italia, and Eurofirst 300, along with a "GET QUOTES" and "THE WATCH AVENUE" section.

header

Organization: header & footer

- Divide on U.S. Deficit Likely to Grow After Election
- House Democrats Fight to Survive in Arizona

N.Y. / REGION »

- Few Women in Cuomo or Paladino Inner Circles
- Paladino Threatens Shutdown if Budget Is Late
- Minor Parties See Threat in Ballot Quirk

Gnocchi Are Sticky and Lumpy (and Just Right)

A Good Appetite: Giving Vegetables a Bath in Hot Oil

EDUCATION »

- Difficulties in Defining Errors in Case Against Harvard Researcher
- Help Stop Bullying, U.S. Tells Educators
- Tough as Nails, but Always Ready for a Bearhug

HOME & GARDEN »

- Habitats | Far Rockaway, Queens: A Beach Bungalow With a Magnetic Pull
- On Location: A Tiny Penthouse Studio Dressed in Comic Book Colors
- A Wood-Fired Hot Tub for an Old-Style Soak

T Magazine: Artifacts | The Baldessari Variations

T Magazine: Tasting the Salone del Gusto

AUTOMOBILES »

- Behind the Wheel | 2011 Porsche Cayenne: Cayenne Hybrid: Prius of Porsches
- Less Weight and More Sport for Cayenne Turbo
- Technology: 3 Hybrids By Porsche Tailored To the Task

OPINIONATOR: Filling the Gap Between Farm and Fair Trade

October 25, 2010, 8:11 PM

• DOT EARTH: Real-World Steps on Energy and CO₂

October 25, 2010, 5:21 PM

• ROSS DOUTHAT: Juan Williams and the Partisan Cocoon

October 25, 2010, 3:51 PM

• FREAKONOMICS: Search Engine Meets Internal Combustion Engine

October 25, 2010, 2:30 PM

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 International Auto Show
Heritage Luxury
LONDON 2010
November 9 & 10, 2010

 International Herald Tribune
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The New 41 MPG Lincoln. Hybrid Technology the Same Price as Gas.
Lincoln.com/2011MKZHybrid

Porsche Super Sale
Porsche Dealers Must Clear Cayenne Inventory! Find New Porsche Deals.
Cayenne-Discount.123FindACar.com

Porsche Cayenne Clearance
Porsche Cayenne Blowout Pricing! Get Discount Porsche Cayenne Prices
Porsche.Reply.com

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Organization: header & footer

- Divide on U.S. Deficit Likely to Grow After Election
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October 25, 2010, 2:30 PM

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Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN

 Fixes looks at solutions to social problems and why they work.

TAGS: COFFEE, DEVELOPMENT, FAIR TRADE, FINANCE, LENDING

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Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia, and Latin America gain access to capital, skills and consumer markets.

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new market segments — seed companies, agricultural processors, staple foods, like sorghum, beans, and maize, and high-nutrient foods like [plumpy'nut](#). It is helping farmers invest in "leap frog" technologies like [drip irrigation](#), which can multiply crop yields and efficiencies.

In the coming years, Foote plans to standardize Root Capital's work — to turn it into a "plug and play business" so other lenders can adopt its model. Some of its borrowers have already "graduated" to mainstream banks, a mark of success. But Foote is not expecting commercial banks to dive in anytime soon. Rather, he envisions something similar to what occurred in micro-finance over the past 15 years.

"I think we're going to see the catalyzing of an entirely new industry of specialized financial institutions that are 100 percent dedicated to this market," he said. "Because it's such a massive opportunity — and it's so grossly underserved right now."

 *David Bornstein* is the author of "[How to Change the World](#)," which has been published in 20 languages, and "[The Price of a Dream: The Story of the Grameen Bank](#)," and is co-author of "[Social Entrepreneurship: What Everyone Needs to Know](#)." He is the founder of [dowser.org](#), a media site that reports on social innovation.

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Coffee, development, fair trade, finance, lending

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Coffee, development, fair trade, finance, lending

article > footer

Organization: nav

The nav element

Demarcates a **group of navigational links**.

```
<nav>
  <ol>
    <li><a href="#details">Details</a></li>
    <li><a href="#lodging">Lodging</a></li>
    <li><a href="#location">Location</a></li>
    <li><a href="#topics">Topics</a></li>
    <li><a href="#contact">Contact Us</a></li>
  </ol>
  <p><a href="register">Register Now</a>
    <b>Only 5 spaces left</b></p>
</nav>
```

Organization: nav

The New York Times website illustrating semantic navigation and organization.

Header: Global Edition, The New York Times, WITH THE International Herald Tribune, GLOBAL EDITION, Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT), Try the new IHT Reader free, ihtreader.

Main Navigation: HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, TIMES TOPICS, MOST RECENT, Download the world today, International Herald Tribune.

Search: Search.

Left Sidebar (Global Edition): Switch to U.S. Edition, GLOBAL EDITION, WORLD, Asia, Europe, Middle East, Africa, Americas, U.S., BUSINESS, SPORTS, FASHION & STYLE, ARTS, OPINION, EDUCATION, GREAT HOMES, TRAVEL, TECHNOLOGY, SCIENCE, HEALTH, N.Y./REGION, DINING & WINE, HOME & GARDEN, BOOKS, MOVIES.

Top Stories:

- Iran Begins Loading Fuel at Nuclear Reactor** By WILLIAM YONG and ALAN COWELL 4 minutes ago. TEHRAN — Tuesday's fuel injection moves Iran closer to the start-up of a facility that the U.S. once hoped to stop. - Times Topics: Iran's Nuclear Program.
- Iraq Court Sentences Tariq Aziz to Death** By JACK HEALY 43 minutes ago. BAGHDAD — Saddam Hussein's foreign minister was sentenced to death Tuesday for persecuting Shiites under the former regime.
- China Telecom Giant Makes Push for U.S. Market** By JOHN MARKOFF and DAVID BARBOZA BYRON YORK 8A JOHN MARKOFF AND DAVID BARBOZA BYRON YORK

Image: A photograph showing a person working in a cluttered, makeshift workshop or storage area, possibly related to the Iran nuclear story.

Global Spotlight: GLOBAL SPOTLIGHT, 1, 2, 3, 4.

- OPINION:** Roger Cohen: Turkey Steps Out. Ankara applies Western ideas and the West doesn't like it. By ROGER COHEN.
- SCIENCE:** Improvised Remedies of an Art Healer. Because of unusual materials, modern works of art can be hard to conserve. By JESSICA RABALAIS.

Markets: Data delayed at least 15 minutes, 10/26/2010 7:40 AM ET.

	U.S.	AMERICAS	EUROPE	ASIA	CURRENCIES	COMMODITIES
FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN		
DAX	6,621.16	-18.05	-0.27%			
CAC 40	3,843.10	-26.90	-0.70%			
FTSE Italia	21,937.89	-79.86	-0.36%			
Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday		

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Advertisement: THE WATCH AVENUE, VISIT.

Organization: nav

The screenshot of The New York Times homepage illustrates several semantic navigation patterns:

- Header Navigation:** A horizontal bar at the top includes links for "HOME PAGE", "TODAY'S PAPER", "VIDEO", "MOST POPULAR", "TIMES TOPICS", and "MOST RECENT".
- Top Right Callout:** A callout box in the top right corner promotes the "ihtreader" app with the text "Try the new IHT Reader free" and a download link.
- Left Sidebar:** A sidebar on the left contains a "GLOBAL EDITION" section with links for "WORLD", "BUSINESS", "SPORTS", "FASHION & STYLE", "ARTS", "OPINION", "EDUCATION", and "GREAT HOMES". It also lists "TRAVEL", "TECHNOLOGY", "SCIENCE", "HEALTH", "N.Y./REGION", "DINING & WINE", "HOME & GARDEN", "BOOKS", and "MOVIES".
- Central Content Area:** The main content area features a large headline "Iran Begins Loading Fuel at Nuclear Reactor" with a photo of a worker in a nuclear facility. Below it is a "MEMO FROM PARIS" section about strikes in France.
- Right Sidebar:** A sidebar on the right titled "GLOBAL SPOTLIGHT" includes sections for "OPINION", "SCIENCE", and "MARKETS". The "OPINION" section features an article by Roger Cohen. The "SCIENCE" section shows a piece about art conservation. The "MARKETS" section displays stock market data for FTSE 100, DAX, CAC 40, FTSE Italia, and Eurofirst 300, along with a small chart.
- Bottom Navigation:** At the very bottom of the page, there is a "nav" element containing links for "GET QUOTES", "My Portfolios", "CURRENCIES", and "THE WATCH AVENUE".

nav

Organization: nav

- Divide on U.S. Deficit Likely to Grow After Election
- House Democrats Fight to Survive in Arizona

N.Y. / REGION »

- Few Women in Cuomo or Paladino Inner Circles
- Paladino Threatens Shutdown if Budget Is Late
- Minor Parties See Threat in Ballot Quirk

Gnocchi Are Sticky and Lumpy (and Just Right)

A Good Appetite: Giving Vegetables a Bath in Hot Oil

EDUCATION »

- Difficulties in Defining Errors in Case Against Harvard Researcher
- Help Stop Bullying, U.S. Tells Educators
- Tough as Nails, but Always Ready for a Bearhug

HOME & GARDEN »

- Habitats | Far Rockaway, Queens: A Beach Bungalow With a Magnetic Pull
- On Location: A Tiny Penthouse Studio Dressed in Comic Book Colors
- A Wood-Fired Hot Tub for an Old-Style Soak

T Magazine: Artifacts | The Baldessari Variations

T Magazine: Tasting the Salone del Gusto

AUTOMOBILES »

- Behind the Wheel | 2011 Porsche Cayenne: Cayenne Hybrid: Prius of Porsches
- Less Weight and More Sport for Cayenne Turbo
- Technology: 3 Hybrids By Porsche Tailored To the Task

OPINIONATOR: Filling the Gap Between Farm and Fair Trade

October 25, 2010, 8:11 PM

DOT EARTH: Real-World Steps on Energy and CO₂

October 25, 2010, 5:21 PM

ROSS DOUTHAT: Juan Williams and the Partisan Cocoon

October 25, 2010, 3:51 PM

FREAKONOMICS: Search Engine Meets Internal Combustion Engine

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[Porsche Cayenne Clearance](#)
Porsche Cayenne Blowout Pricing! Get Discount Porsche Cayenne Prices
Porsche.Reply.com

Organization: aside

The `aside` element

Demarcates content that is **tangentially related to the primary content**.

`<article>`

```
<!-- main content -->
```

```
<aside>
```

```
  <!-- something related -->
```

```
</aside>
```

`</article>`

Organization: aside

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aside

Organization: details

The details element

A **UI control for hiding optional content**. Must contain a `summary` element, followed by other content.

```
<details>
  <summary>This is the visible description</summary>
  <p>This content would be hidden by default.</p>
</details>
```



Less and More: How HTML5 Will Change The Framework Landscape
Alex Russell
09.55 – 10.40



Less and More: How HTML5 Will Change The Framework Landscape
Alex Russell
09.55 – 10.40

HTML5, CSS3, and whatever come with and after them are going to once again change the way we build web sites and apps, and in ways that are just as profound as the transition to Ajax for dynamic interactions.

Organization: figure

The `figure` element

A **unit of content (typically referenced by the primary content) that is self-contained**. May contain a `figcaption` element and other content.

```
<figure id="fig-1">
  
  <figcaption>Photo of Albert Einstein</figcaption>
</figure>
```

```
<figure id="fig-2">
  <table>
    <caption>2011 Forecast Earnings</caption>
    <!-- a bunch of data -->
  </table>
</figure>
```

- Considerations for Administration
- Hosting the Framework
- Hosted Solutions
- Server-Installed Solutions
- Content Generation
- Types of Online Content
- Working with the New Learning Environment
- Sample Workflow - Creating Content
- Sample Workflow - Implementing Content
- Roles
- Strategies for Using the Environment
- Case Studies
- Scenario "A" - free, fully-hosted, no downtime
- Scenario "B" - commercial hosting, no downtime
- Scenario "C" - self-hosting, no downtime
- Scenario "D" - self-hosting, limited downtime
- Scenario "E" - non-hosted, limited downtime
- Conclusion
- Appendices

Document outlines in HTML5

Implicit sectioning

<h1> HTML5

<p> HTML5 is currently under development...
<p> Like its immediate predecessors, HTML...

<h2> W3C standardization process

<p> The Web Hypertext Application...
<p> The HTML5 specification...
<p> According to the W3C timetable...
<p> Ian Hickson, editor of the HTML5...

<h2> Markup

<p> HTML5 introduces a number of...
<p> The HTML5 syntax is no longer...

1 HTML5

1.1 W3C standardization process

1.2 Markup

Explicit sectioning

The diagram illustrates a snippet of the Wikipedia entry on HTML5. A red dashed rectangular box highlights the entire `<section>` element. Inside this box, there are three nested `<h2>` elements, each also enclosed in its own red dashed box. The first `<h2>` is titled "W3C standardization process", the second is "Markup", and the third is "HTML5 syntax". Each `<h2>` is followed by a list of `<p>` tags describing the topic.

```
<h1> HTML5
<p> HTML5 is currently under development...
<p> Like its immediate predecessors, HTML...
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```

1 HTML5
1.1 W3C standardization process
1.2 Markup

Explicit sectioning

The diagram illustrates a snippet of the Wikipedia entry on HTML5. A red dashed box highlights the `<section>` element, which contains three main sections: "HTML5", "W3C standardization process", and "Markup". Each of these sections is enclosed in its own red dashed box.

```
<h1> HTML5
<p> HTML5 is currently under development...
<p> Like its immediate predecessors, HTML...

<h1> W3C standardization process
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<h1> Markup
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```

1 HTML5
1.1 W3C standardization process
1.2 Markup

Explicit sectioning

The diagram illustrates a snippet of the Wikipedia entry on HTML5. A red dashed rectangular box highlights the entire `<section>` element. Inside this box, the `<h1> HTML5` heading and two `<p>` paragraphs are visible. Below this, another red dashed box highlights the `<h4> W3C standardization process` heading and its three associated `<p>` paragraphs. A third red dashed box highlights the `<h6> Markup` heading and its two associated `<p>` paragraphs.

```
<h1> HTML5
<p> HTML5 is currently under development...
<p> Like its immediate predecessors, HTML...
<h4> W3C standardization process
<p> The Web Hypertext Application...
<p> The HTML5 specification...
<p> According to the W3C timetable...
<p> Ian Hickson, editor of the HTML5...
<h6> Markup
<p> HTML5 introduces a number of...
<p> The HTML5 syntax is no longer...
```

1 HTML5
1.1 W3C standardization process
1.2 Markup

Section management

Sectioning elements

Create explicit sections in an outline.

- `section` (obviously)
- `article`
- `aside`
- `footer`
- `header`
- `nav`

Outline limitations

```
<h1> Title  
<h2> Subtitle  
<p> Text content continues...  
<p> Text content continues...
```

1 Title
1.1 Subtitle

Enter the hgroup

hgroup

```
<h1> Title  
<h2> Subtitle  
<p> Text content continues...  
<p> Text content continues...
```

1 Title

Section management

Sectioning roots

Establish a new outline.

- `body` (obviously)
- `blockquote`
- `details`
- `fieldset`
- `figure`
- `td`

Rooted sections

```
<h1> Title  
<p> Text content continues...  
<p> Text content continues...  
  
<h2> Section heading  
<p> Text content continues...  
<blockquote>  
  <h2> Rooted heading  
  <p> Text content continues...  
  <p> Text content continues...  
  <p> Text content continues...  
  <p> Text content continues...
```

1 Title
1.1 Section heading



New elements
to consider

Multimedia

audio
video
canvas
(plus object & embed)



Multimedia

audio
video
canvas
(plus object & embed)



Stick around to hear Molly speak on these.

Nailing down a time

The `time` element

Represents a **date and/or time**.



Nailing down a time

Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



Fixes looks at solutions to social problems and why they work.

TAGS: COFFEE, DEVELOPMENT, FAIR TRADE, FINANCE, LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia, and Latin America gain access to capital, skills and consumer markets.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

PREVIOUS POST
Serving Two Masters: Shariah Law and the Secular State
By STANLEY FISH

Fixes explores solutions to major social problems. Each week, it examines creative initiatives that can tell us about the difference between success and failure. It is written by David Bornstein, author of "How to Change the World," and founder of [dowser.org](#), and Tina Rosenberg, contributing writer for The New York Times magazine and author of the forthcoming "Join the Club: How Peer Pressure Can Transform the World." Readers with ideas for future columns can write to the authors at fixes@nytimes.com.

INSIDE OPINIONATOR

**STANLEY FISH**

**THE STONE**

**DICK CAVETT**

MORE CONTRIBUTORS



**FIXES**

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October 22, 2010

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time

Nailing down a time

The `time` element

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```
<time>October 25, 2010 8:11 PM</time>
```



Nailing down a time

The `time` element

Represents a **date and/or time**.

```
<time>October 25, 2010 8:11 PM</time>
```

```
<time datetime="2010-11-26T01:11:00-05:00">  
  October 25, 2010 8:11 PM</time>
```

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```
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```

```
<time datetime="2010-11-26T01:11:00-05:00">  
    October 25, 2010 8:11 PM</time>
```

```
<time datetime="2010-11-26T01:11:00-05:00"  
      pubdate="pubdate">October 25, 2010 8:11 PM</time>
```

Highlighting content

The mark element

Represents a **a run of text in one document marked or highlighted for reference purposes, due to its relevance in another context.**

```
<ol id="search-results">
  <li>
    <h3><a href="...">Web Upgrade <mark>HTML5</mark>
      May Weaken Privacy</a></h3>
    <p>The new language, <mark>HTML5</mark>, could give
      marketers access to many more details about users'
      online activities.</p>
  </li>
</ol>
```

Highlighting content

The screenshot shows the search results for "html5" on The New York Times website. The search bar at the top contains "html5". Below it, there are filters for "Today", "Past 7 Days", "Past 30 Days", "Past 12 Months", and "All Results Since 1851". The search results are categorized by "All Result Types" (Articles, Multimedia). The first result is a sponsored link from Microsoft about HTML5 access to student software. The second result is another sponsored link from expresskcs.com about using HTML5 for web ad production. The third result is an article titled "Web Upgrade HTML 5 May Weaken Privacy" by Tanzina Vega, discussing privacy concerns. The fourth result is a podcast titled "Tech Talk Podcast: Privacy and HTML5" by Tanzina Vega. The fifth result is a comment section titled "How Do You Test a Battery? - Readers' Comments" by Mike Pogue, discussing video testing. The sixth result is an article titled "Microsoft's App Phone Has Problems and Promise" by Mike Pogue, discussing Microsoft's mobile platform.

The New York Times

Search

Your Search **html5**

Search Advanced Search »

Today | Past 7 Days | **Past 30 Days** | Past 12 Months | All Results Since 1851

All Result Types | Articles | Multimedia

1-10 of 125 Results

Sponsored Links

[HTML5](#) Get Access to Student Software & Tools at No Cost from Microsoft.
[DreamSpark.com/Microsoft](#)

[Stop using Flash](#) Offshore web ad production using the latest HTML5 standards
[www.expresskcs.com](#)

Web Upgrade HTML 5 May Weaken Privacy
The new language, **HTML5**, could give marketers access to many more details about users' online activities.

Tech Talk Podcast: Privacy and HTML5
Tanzina Vega on **HTML 5** privacy issues; watching TV on your phone; the tech term "video codec;" and news.
Bits

How Do You Test a Battery? - Readers' Comments
Vimeo has a feature where you can easily toggle between Flash and **HTML5** versions of the same videos. Since the objective is to test Flash ...
[Community.nytimes.com/comments/pogue](#) Blog

Microsoft's App Phone Has Problems and Promise
Like the iPhone, the Web browser doesn't play Flash videos on the Web — but it also won't play the

Highlighting content

The screenshot shows the search results for the query "html5" on The New York Times website. The search interface includes a search bar with "html5", a "Search" button, and links for "Advanced Search" and "Most Popular Searches". Below the search bar are time filters: "Today", "Past 7 Days", "Past 30 Days", "Past 12 Months", and "All Results Since 1851". The results section starts with "All Result Types" (Articles, Multimedia), showing 1-10 of 125 Results. A "Sponsored Links" sidebar features ads for "Fonts.com Web Fonts" and "Stop using Flash". The main content area displays several news articles:

- Web Upgrade HTML 5 May Weaken Privacy**
The new language, **HTML5**, could give marketers access to many more details about users' online activities.
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- How Do You Test a Battery? - Readers' Comments**
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Highlighting content

The screenshot shows a search results page from The New York Times for the query "html5". The results are filtered by "Articles". The first result is a sponsored link from Microsoft about HTML5 access to student software. The second result is an article titled "Web Upgrade HTML 5 May Weaken Privacy" by Tanzina Vega, dated October 28, 2010. The third result is a podcast entry titled "Tech Talk Podcast: Privacy and HTML5" by Tanzina Vega. The fourth result is a comment section titled "How Do You Test a Battery? - Readers' Comments" by Pogue, dated October 28, 2010. The fifth result is an article titled "Microsoft's App Phone Has Problems and Promise" by Pogue, dated October 28, 2010. Red arrows highlight the titles and subtitles of the articles and the podcast entry, indicating semantic highlighting.

The New York Times

Search

Your Search html5

Today | Past 7 Days | Past 30 Days | Past 12 Months | All Results Since 1851

All Result Types | Articles | Multimedia

1-10 of 125 Results

Sponsored Links

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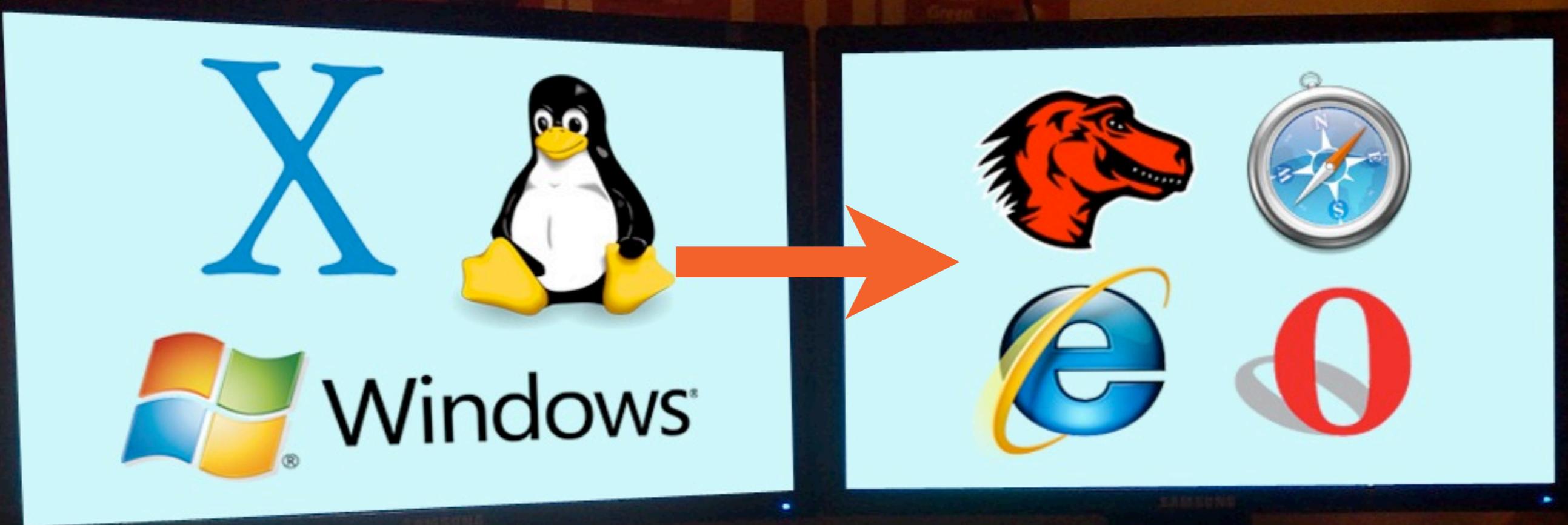
The screenshot shows a search results page from The New York Times. At the top, there's a search bar with 'Your Search' and 'html5' entered. Below the search bar are several time filters: 'Today', 'Past 7 Days', 'Past 30 Days' (which is highlighted with a red arrow), 'Past 12 Months', and 'All Results Since 1851'. The results are categorized by 'All Result Types' (Articles, Multimedia). A sidebar on the right lists 'Sponsored Links' for 'HTML5' and 'Stop using Flash'. The main content area displays several news articles:

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mark

A close-up, low-angle shot of a person's legs and feet as they walk on a paved surface. The person is wearing dark blue jeans and brown leather boots. A white cane with a red tip is visible on the right side of the frame, extending from the bottom right towards the center. The background is blurred.

**HTML5 supports
ARIA out of the box**



All the site's a play...

The `role` attribute

Defines **the part an element is playing** (assuming it's different than the semantics would otherwise imply).

```
<section id="main" role="main">  
  <!-- The primary content for the page would go here -->  
</section>
```

Landmark roles

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS | MOST RECENT | Subscribe to The Times | Log In | Register Now | TimesPeople

Download the world today | International Herald Tribune

GLOBAL EDITION | The New York Times | WITH THE International Herald Tribune | Try the new IHT Reader free | ihtreader

Tuesday, October 26, 2010 - Last Update: 7:11 AM ET (11:11 GMT) | Search | Switch to U.S. Edition | Subscribe to Home Delivery | Personalize Your Weather

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BUSINESS

SPORTS

FASHION & STYLE

ARTS

OPINION

EDUCATION

GREAT HOMES

TRAVEL

TECHNOLOGY

SCIENCE

HEALTH

N.Y./REGION

DINING & WINE

HOME & GARDEN

BOOKS

MOVIES

ROAVER

Download the world today | International Herald Tribune

Iran Begins Loading Fuel at Nuclear Reactor

By WILLIAM YONG and ALAN COWELL 4 minutes ago

TEHRAN — Tuesday's fuel injection moves Iran closer to the start-up of a facility that the U.S. once hoped to stop.

- Times Topics: Iran's Nuclear Program

Iraq Court Sentences Tariq Aziz to Death

By JACK HEALY 43 minutes ago

BAGHDAD — Saddam Hussein's foreign minister was sentenced to death Tuesday for persecuting Shiites under the former regime.

China Telecom Giant Makes Push for U.S. Market

By JOHN MARKOFF and DAVID BARBOZA

MEMO FROM PARIS

Unions at Critical Point as Strikes Continue

By STEVEN ERLANGER

Ongoing demonstrations led by labor unions risk alienating some supporters, while hurting France's economy and its reputation abroad. Above, Marseille struggles with trash as sanitation crews remain on strike.

2010 Midterm Elections

Divide on U.S. Deficit Likely to Grow After Election

By JACKIE CALMES

A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

GLOBAL SPOTLIGHT

1 | 2 | 3 | 4

OPINION » Roger Cohen: Turkey Steps Out

Ankara applies Western ideas and the West doesn't like it.

SCIENCE » Improvised Remedies of an Art Healer

Because of unusual materials, modern works of art can be hard to conserve.

Laurent Cipriani/Associated Press

MARKETS Data delayed at least 15 minutes | 10/26/2010 7:40 AM ET

U.S. AMERICAS EUROPE ASIA CURRENCIES COMMODITIES

FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN
DAX	6,621.16	-18.05	-0.27%	
CAC 40	3,843.10	-26.90	-0.70%	
FTSE Italia	21,937.89	-79.86	-0.36%	
Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday

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CURRENCIES More Rates | 1 USD = 0.72 EUR

THE WATCH AVENUE VISIT | A circular graphic showing various watch faces.

Landmark roles

The screenshot shows the homepage of The New York Times. At the top, there's a navigation bar with links for "HOME PAGE", "TODAY'S PAPER", "VIDEO", "MOST POPULAR", "TIMES TOPICS", and "MOST RECENT". To the right of the main title are links for "Subscribe to The Times", "Log In", "Register Now", and "TimesPeople". A sidebar on the left lists global editions: "GLOBAL EDITION WORLD Asia Europe Middle East Africa Americas U.S." Below this are sections for "BUSINESS", "SPORTS", "FASHION & STYLE", "ARTS", "OPINION", "EDUCATION", and "GREAT HOMES". The main content area features several articles: "Iran Begins Loading Fuel at Nuclear Reactor" by William Yong and Alan Cowell (4 minutes ago), "Iraq Court Sentences Tariq Aziz to Death" by Jack Healy (43 minutes ago), and "China Telecom Giant Makes Push for U.S. Market" by John Markoff and David Barboza. There's also a photo of a trash-strewn street in Paris. On the right side, there's a "GLOBAL SPOTLIGHT" section with articles about Turkey and art preservation, and a "MARKETS" section showing stock market data for FTSE 100, DAX, CAC 40, FTSE Italia, and Eurofirst 300. A "THE WATCH AVENUE" advertisement is also present.

<header role="banner">

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<nav role="navigation">

Landmark roles

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS | MOST RECENT | Subscribe to The Times | Log In | Register Now | TimesPeople

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GLOBAL SPOTLIGHT | 1 | 2 | 3 | 4

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SCIENCE » Improvised Remedies of an Art Healer
Because of unusual materials, modern works of art can be hard to conserve. | A painting

MARKETS | Data delayed at least 15 minutes | 10/26/2010 7:40 AM ET | U.S. | AMERICAS | EUROPE | ASIA | CURRENCIES | COMMODITIES

	FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN
DAX	6,621.16	-18.05	-0.27%		
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<form role="search">

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<section role="main">

Landmark roles

- Divide on U.S. Deficit Likely to Grow After Election
- House Democrats Fight to Survive in Arizona

N.Y. / REGION »

- Few Women in Cuomo or Paladino Inner Circles
- Paladino Threatens Shutdown if Budget Is Late
- Minor Parties See Threat in Ballot Quirk

Gnocchi Are Sticky and Lumpy (and Just Right)

A Good Appetite: Giving Vegetables a Bath in Hot Oil

EDUCATION »

- Difficulties in Defining Errors in Case Against Harvard Researcher
- Help Stop Bullying, U.S. Tells Educators
- Tough as Nails, but Always Ready for a Bearhug

HOME & GARDEN »

- Habitats | Far Rockaway, Queens: A Beach Bungalow With a Magnetic Pull
- On Location: A Tiny Penthouse Studio Dressed in Comic Book Colors
- A Wood-Fired Hot Tub for an Old-Style Soak

T Magazine: Artifacts | The Baldessari Variations

T Magazine: Tasting the Salone del Gusto

AUTOMOBILES »

- Behind the Wheel | 2011 Porsche Cayenne: Cayenne Hybrid: Prius of Porsches
- Less Weight and More Sport for Cayenne Turbo
- Technology: 3 Hybrids By Porsche Tailored To the Task

OPINIONATOR: Filling the Gap Between Farm and Fair Trade

October 25, 2010, 8:11 PM

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October 25, 2010, 5:21 PM

ROSS DOUTHAT: Juan Williams and the Partisan Cocoon

October 25, 2010, 3:51 PM

FREAKONOMICS: Search Engine Meets Internal Combustion Engine

October 25, 2010, 2:30 PM

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Lincoln.com/2011MKZHybrid

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<footer role="contentinfo">

Landmark roles

The screenshot illustrates the use of HTML5 semantic elements to mark up navigation sections. The main navigation bar at the top includes links for Home, World, U.S., N.Y./Region, Business, Technology, Science, Health, Sports, Opinion, Arts, Style, Travel, Jobs, Real Estate, and Autos. Below the main content area, there are several sections with headings and lists:

- N.Y. / REGION »**
 - Divide on U.S. Deficit Likely to Grow After Election
 - House Democrats Fight to Survive in Arizona
- EDUCATION »**
 - Gnocchi Are Sticky and Lumpy (and Just Right)
 - A Good Appetite: Giving Vegetables a Bath in Hot Oil
- HOME & GARDEN »**
 - Difficulties in Defining Errors in Case Against Harvard Researcher
 - Help Stop Bullying, U.S. Tells Educators
 - Tough as Nails, but Always Ready for a Bearhug
- AUTOMOBILES »**
 - T Magazine: Artifacts | The Baldessari Variations
 - T Magazine: Tasting the Salone del Gusto
- Technology: 3 Hybrids By Porsche Tailored To the Task**
- OPINIONATOR: Filling the Gap Between Farm and Fair Trade**
October 25, 2010, 8:11 PM
- DOT EARTH: Real-World Steps on Energy and CO₂**
October 25, 2010, 5:21 PM
- ROSS DOUTHAT: Juan Williams and the Partisan Cocoon**
October 25, 2010, 3:51 PM
- FREAKONOMICS: Search Engine Meets Internal Combustion Engine**
October 25, 2010, 2:30 PM

Below the main content, there are two advertisements:

- International Herald Tribune Heritage Luxury LONDON 2010**
November 9 & 10, 2010
- Subscribe and save up to 68% >**

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The New 41 MPG Lincoln. Hybrid Technology the Same Price as Gas.
Lincoln.com/2011MKZHybrid
- Porsche Super Sale**
Porsche Dealers Must Clear Cayenne Inventory! Find New Porsche Deals.
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- Porsche Cayenne Clearance**
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<nav role="navigation">

Landmark roles

Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN

 Fixes looks at solutions to social problems and why they work.

TAGS: COFFEE, DEVELOPMENT, FAIR TRADE, FINANCE, LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia and Latin America gain access to capital, skills and consumer markets.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

PREVIOUS POST
Serving Two Masters: Shariah Law and the Secular State
By STANLEY FISH

Fixes explores solutions to major social problems. Each week, it examines creative initiatives that can tell us about the difference between success and failure. It is written by David Bornstein, author of "How to Change the World," and founder of [dowser.org](#), and Tina Rosenberg, contributing writer for The New York Times magazine and author of the forthcoming "Join the Club: How Peer Pressure Can Transform the World." Readers with ideas for future columns can write to the authors at fixes@nytimes.com.

INSIDE OPINIONATOR

Fixes	Stanley Fish	October 25, 2010 Filling the Gap Between Farm and Fair Trade
	STANLEY FISH	An ex-banker's lending initiative helps mid-size rural farmers gain access to capital, skills and consumer markets.
	THE STONE	October 22, 2010 Beyond Ribbon-Cutting
	THE THREAD	Readers of Fixes weighed in on the important but too often overlooked principles of fixed marriage.
	DICK CAVETT	
MORE CONTRIBUTORS		

Landmark roles

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INSIDE OPINIONATOR

 FIXES

STANLEY FISH
THE STONE
THE THREAD
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MORE CONTRIBUTORS ▾
HOME

October 25, 2010
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An ex-banker's lending initiative helps mid-size rural farmers gain access to capital, skills and consumer markets.

October 22, 2010
Beyond Ribbon-Cutting
Readers of Fixes weighed in on the important but often unheralded part played by local governments in creating a more just society.

<aside role="complementary">

Landmark roles

application
banner
complementary

contentinfo
form
main

navigation
search



Structural roles

article
columnheader
definition
directory
document
group

heading
img
list
listitem
math
note

presentation
region
row
rowheader
separator

Structural roles

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Iran Begins Loading Fuel at Nuclear Reactor
By WILLIAM YONG and ALAN COWELL 4 minutes ago
TEHRAN — Tuesday's fuel injection moves Iran closer to the start-up of a facility that the U.S. once hoped to stop.
• Times Topics: Iran's Nuclear Program

Iraq Court Sentences Tariq Aziz to Death
By JACK HEALY 43 minutes ago
BAGHDAD — Saddam Hussein's foreign minister was sentenced to death Tuesday for persecuting Shiites under the former regime.

China Telecom Giant Makes Push for U.S. Market
By JOHN MARKOFF and DAVID BARBOZA

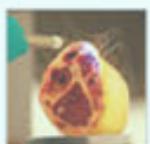

Lamont O'Gorman/Associated Press

MEMO FROM PARIS
Unions at Critical Point as Strikes Continue
By STEVEN ERLANGER
Ongoing demonstrations led by labor unions risk alienating some supporters, while hurting France's economy and its reputation abroad. Above, Marseille struggles with trash as sanitation crews remain on strike.

2010 Midterm Elections
Divide on U.S. Deficit Likely to Grow After Election
By JACKIE CALMES
A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

GLOBAL SPOTLIGHT | 1 | 2 | 3 | 4

OPINION » Roger Cohen: Turkey Steps Out
Ankara applies Western ideas and the West doesn't like it. 

SCIENCE » Improvised Remedies of an Art Healer
Because of unusual materials, modern works of art can be hard to conserve. 

MARKETS Data delayed at least 15 minutes 10/26/2010 7:40 AM ET

U.S.	AMERICAS	EUROPE	ASIA	CURRENCIES	COMMODITIES
FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100 BRITAIN	
DAX	6,621.16	-18.05	-0.27%		
CAC 40	3,843.10	-26.90	-0.70%		
FTSE Italia	21,937.89	-79.86	-0.36%		
Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday	

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<article role="article">

Widget roles

```
<span role="button">OK</span>
```

Widget roles

```
<span role="button">OK</span>
```

(of course `<button>OK</button>` would be better)

Widget roles

```
<span role="button">OK</span>
```

(of course `<button>OK</button>` would be better)

```
<div role="alert">  
  <p>Something went wrong.</p>  
</div>
```

Widget roles

```
<span role="button">OK</span>
```

(of course `<button>OK</button>` would be better)

```
<div role="alert">  
  <p>Something went wrong.</p>  
</div>
```

```
<div role="alertdialog">  
  <p>Something went wrong.</p>  
    
</div>
```

Widget roles

alert
alertdialog
button
checkbox
combobox
dialog
gridcell
link
log

marquee
menuitem
menuitemcheckbox
menuitemradio
option
progressbar
radio
radiogroup
scrollbar

slider
spinbutton
status
tab
tabpanel
textbox
timer
tooltip
treeitem

Widget Container Roles

grid
listbox
menu

menubar
tablist
toolbar

tree
treegrid

Widget properties

aria-activedescendant

aria-atomic

aria-autocomplete

aria-controls

aria-describedby

aria-dropeffect

aria-flowto

aria-haspopup

aria-label

aria-labelledby

aria-level

aria-live

aria-multiline

aria-multipleselectable

aria-orientation

aria-owns

aria-posinset

aria_READONLY

aria_relevant

aria_required

aria_setsize

aria_sort

aria_valuemax

aria_valuemin

Widget states



(off)



(on)

```
<span>  
    
</span>  
<span>  
    
</span>
```

Widget states



(off)



(on)

```
<span>
  
</span>
<span>
  
</span>
```

Widget states



(off)



(on)

```
<span role="button" aria-pressed="false">  
    
</span>  
<span role="button" aria-pressed="true">  
    
</span>
```

Widget states

aria-busy

aria-checked

aria-disabled

aria-expanded

aria-grabbed

aria-hidden

aria-invalid

aria-pressed

aria-selected

aria-valuenow (the W3C defines this as a “property”)

aria-valuetext (ditto)

personal details	
Title	
Forename	
Address	
Postcode	
no Day	
evening	
Are you a member?	

With HTML5 you can build more usable forms

New input types: dates×

datetime

A UI control for selecting a date & time that **includes timezone information**.

datetime-local

A UI control for selecting a date & time that **does not include timezone information**.

date

A UI control for selecting a date with **access to all date components** (day, month and year).

month

A UI control for selecting a date that provides access to **month and year only**.

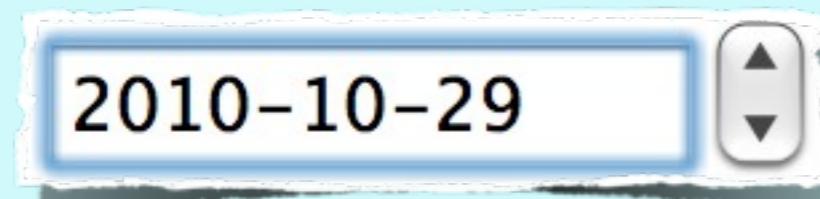
time

A UI control for selecting a time that **does not include timezone information**.

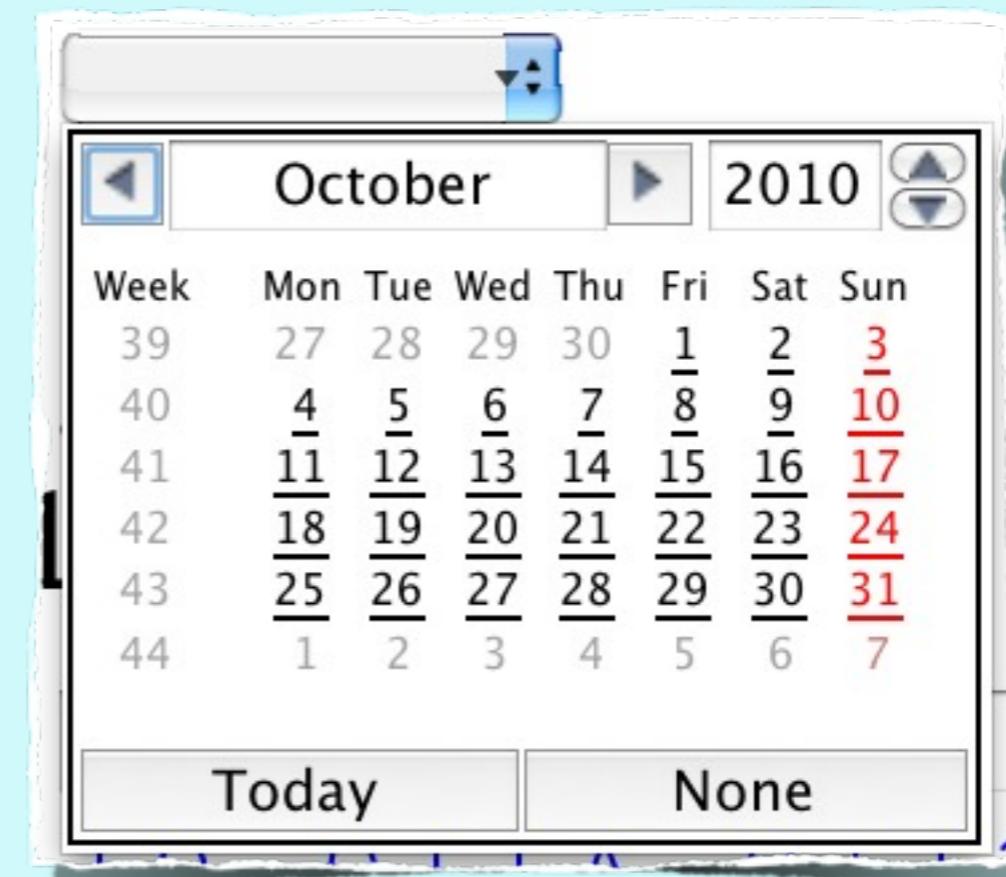
week

A UI control for selecting a date that provides access to **week and year only**.

New input types: dates×



Safari



Opera

```
<input type="date" name="dob"/>
```

New input types: numbers

number

A UI control for selecting a number.

range

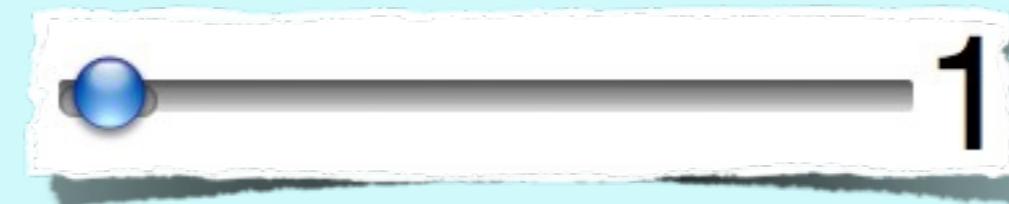
A UI control for selecting an imprecise number.

New input types: numbers



A screenshot of a web browser showing an input field with the value "42". To the right of the input field is a small control panel with up and down arrows, indicating it's a numeric input field.

```
<input type="number" name="foo"/>
```



A screenshot of a web browser showing a range slider. The slider has a blue circular handle on the left and the number "1" on the right, indicating the current value.

```
<input type="range" min="1" max="11" name="foo"/>
```

New input types

email

A UI control for entering an email.

url

A UI control for entering a URL.

tel

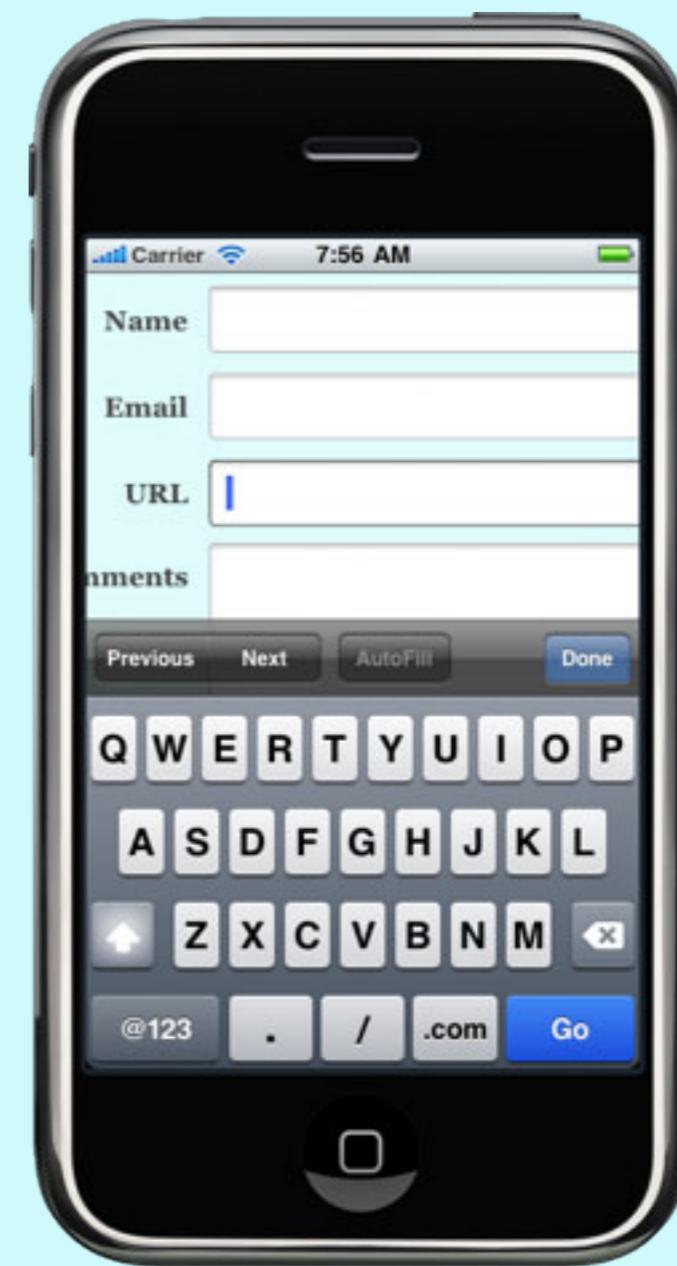
A UI control for entering a telephone number.



New input types



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



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

New input types: search

search

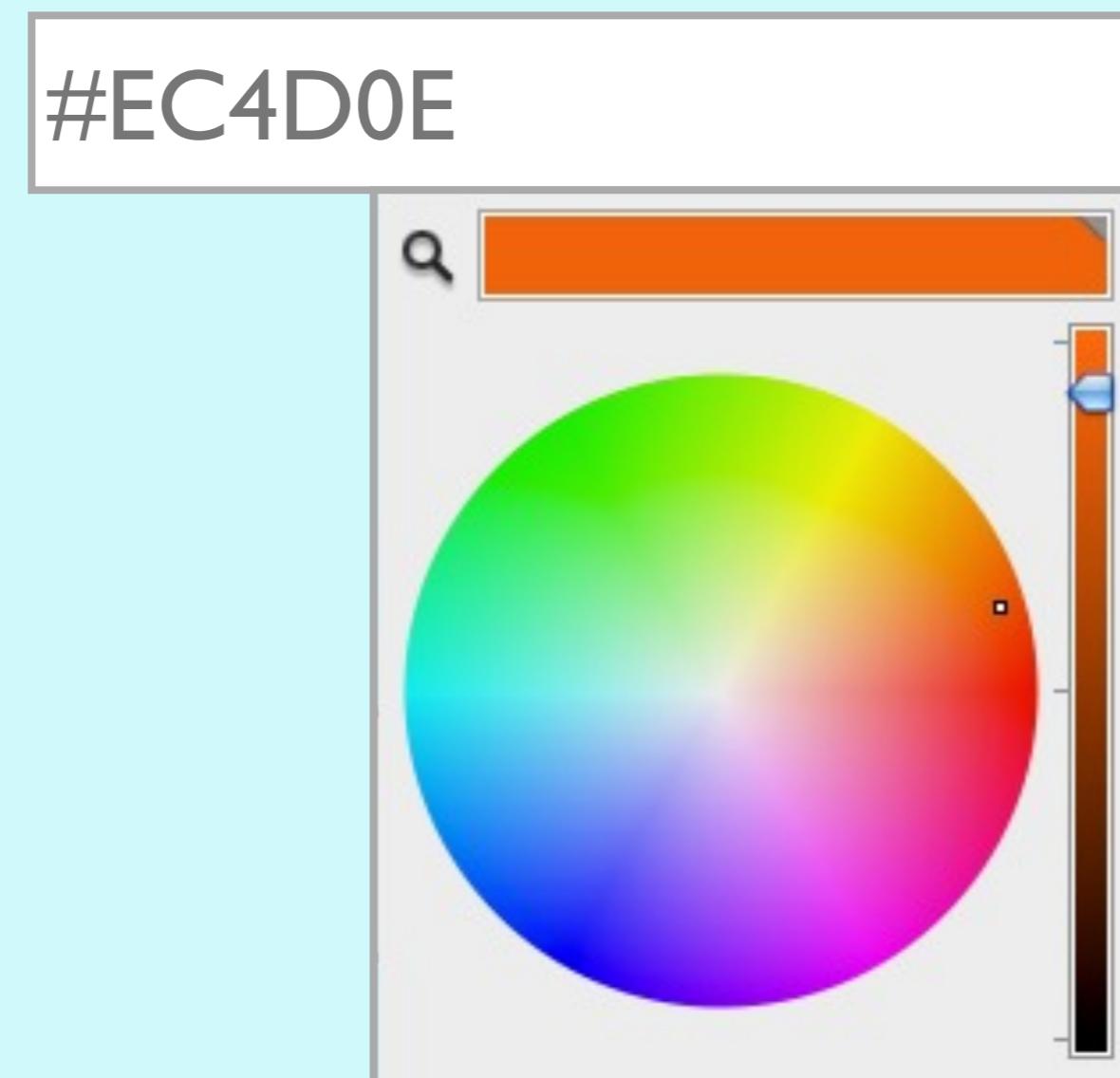
A UI control for plain text editing of one or more search terms.

 X

New input types: color

color

A UI control for selecting a color.



UI controls

autocomplete

Tells the User Agent **whether or not the value should be stored.**

autofocus

Tells the User Agent to bring **focus to the form control on page load.**

form

An `id` **reference to the form** to which a given control belongs.

required

Indicated the **form control must be provided a value.**

placeholder

Offers users **a short hint about the required value.**

Value controls

min & max

Lower and upper boundary for an element value (dates, time, and numbers only).

step

The granularity of values allowed (dates, time, and numbers only).

```
<input type="range" min="1" max="11" step="0.5" .../>
```

Value controls

pattern

A regular expression **pattern that the User Agent should validate the input against.**

```
<input type="text"  
      pattern="\d{6}\w{3}"  
      placeholder="6 digits followed by 3 letters"  
      .../>
```

Value controls

list

An `id` reference to a `datalist` element containing acceptable values.

```
<input type="text" list="countries" name="country"/>
<datalist id="countries">
  <option>Afghanistan</option>
  <option>Åland Islands</option>
  <!-- ... -->
</datalist>
```



**which path will
you take?**

HTML5 Semantics Accessibility & Forms

Aaron Gustafson



easy designs

Slides available at
<http://slideshare.net/AaronGustafson>

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