



Smart Markup for Smarter Websites

Aaron Gustafson
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HTML5 gives you more control over your documents and apps



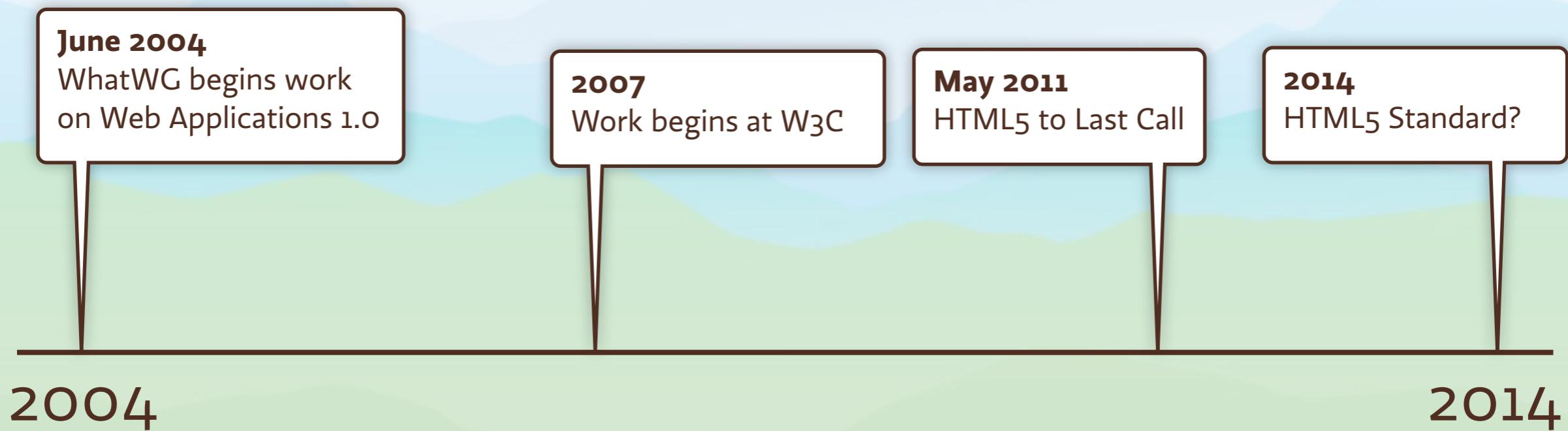
Paving our “cowpaths”



The process is ongoing...



...but the end is near.



You can use it now

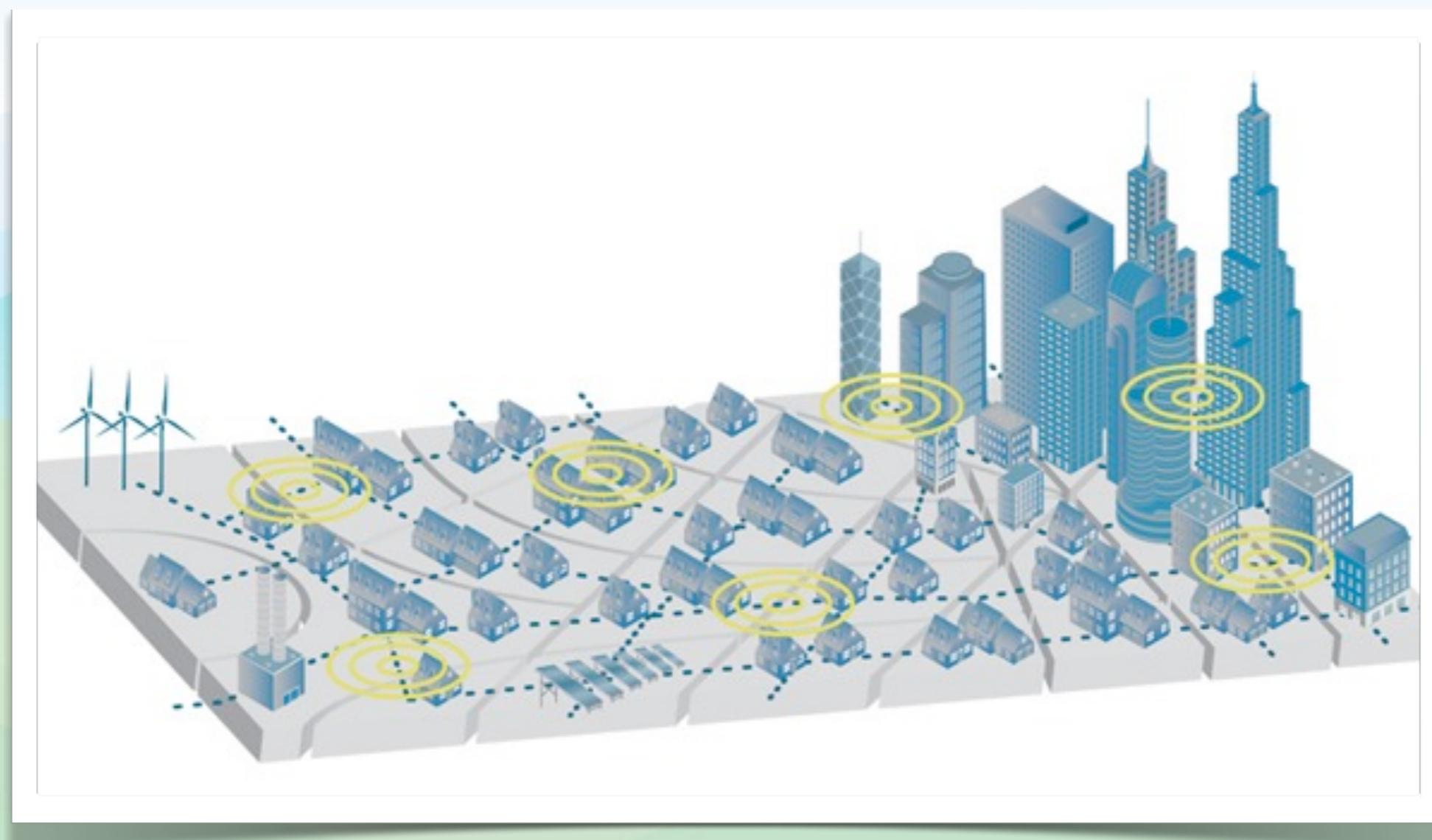


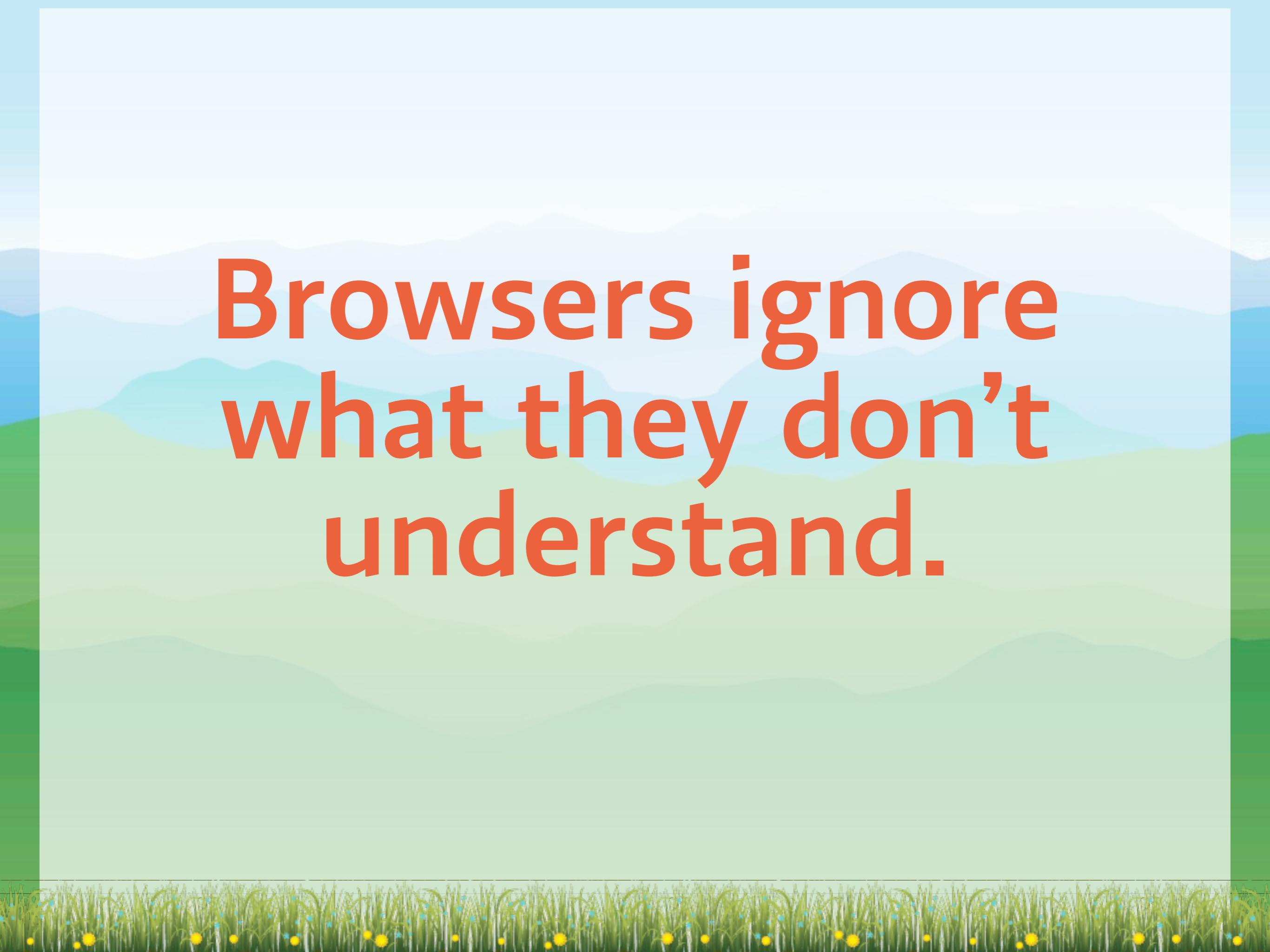
fault tolerance

n. a system's ability to continue to operate when it encounters an unexpected error.





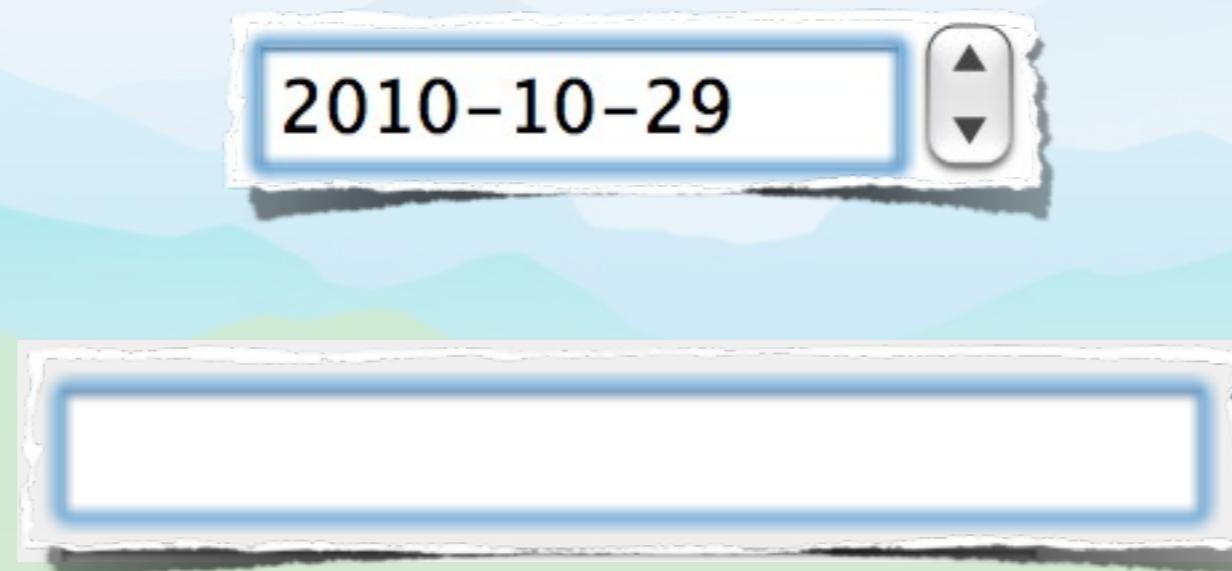




Browsers ignore
what they don't
understand.

For example

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



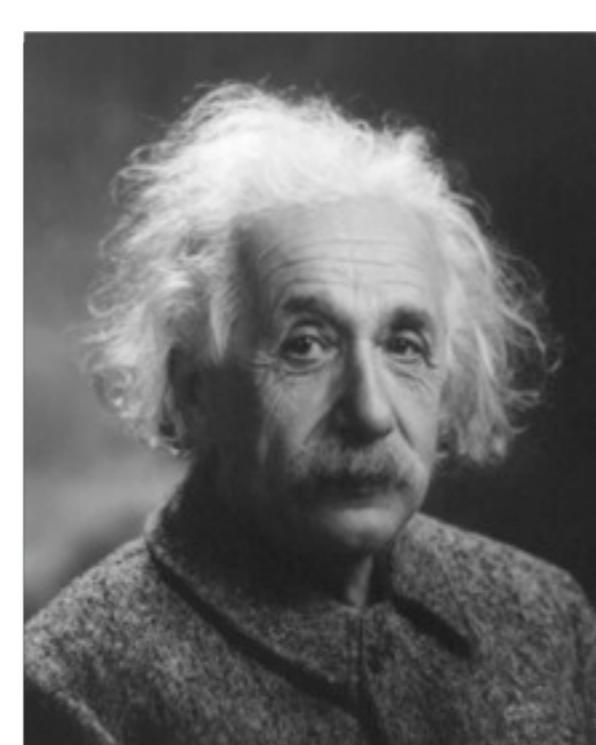
For example

```
<video poster="poster.png">
  <source src="video.m4v"/>
  <source src="video.webm"/>
  <source src="video.ogv"/>
  
  <ul>
    <li><a href="video.m4v">Download MP4</a></li>
    <li><a href="video.webm">Download WebM</a></li>
    <li><a href="video.ogv">Download Ogg</a></li>
  </ul>
</video>
```

Now back to those cowpaths...



A great idea that we lost.

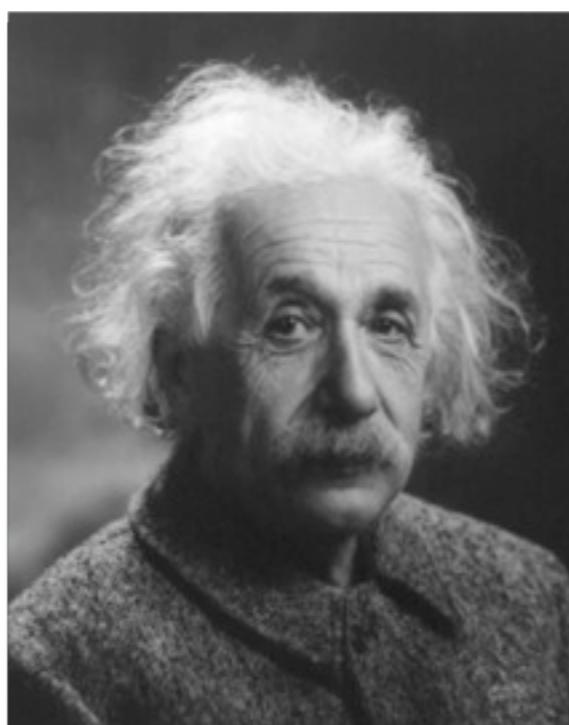


Albert Einstein

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

The original concept in HTML3: <http://www.w3.org/MarkUp/html3/figures.html>

Microformats brought it back.

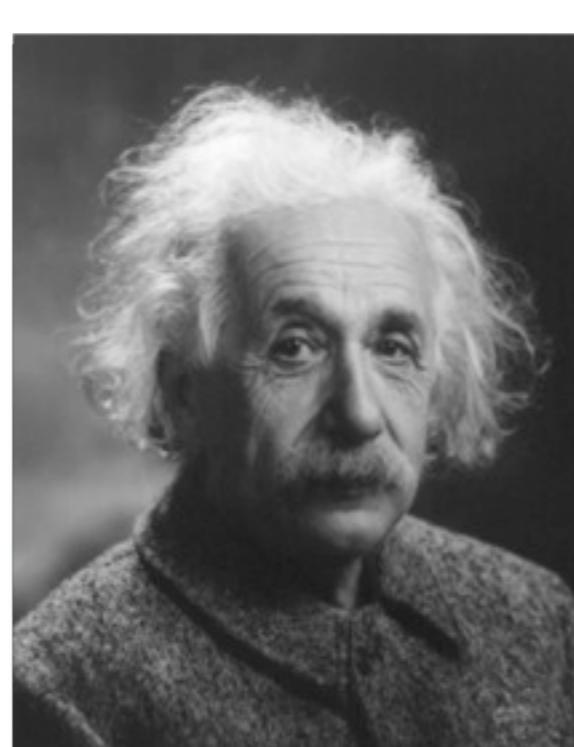


Albert Einstein

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

The original “figure” microformat.

HTML5 re-imagined it.

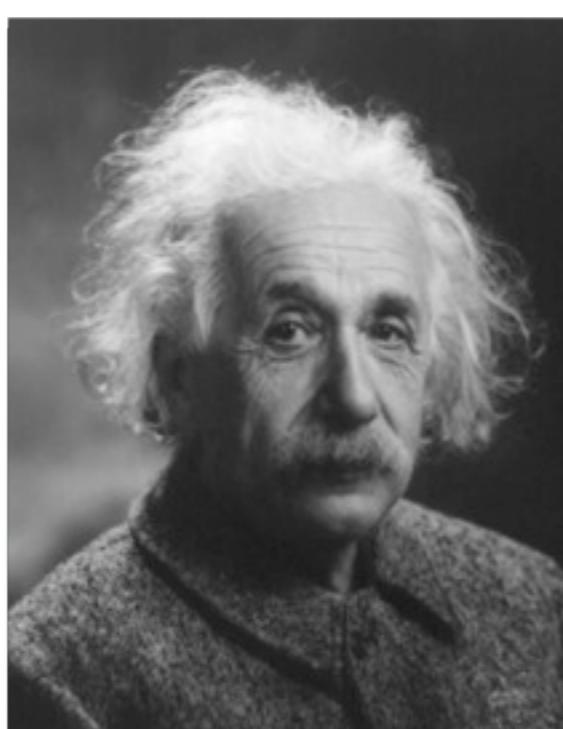


Albert Einstein

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

The original HTML5 figure.

Microformats adapted.

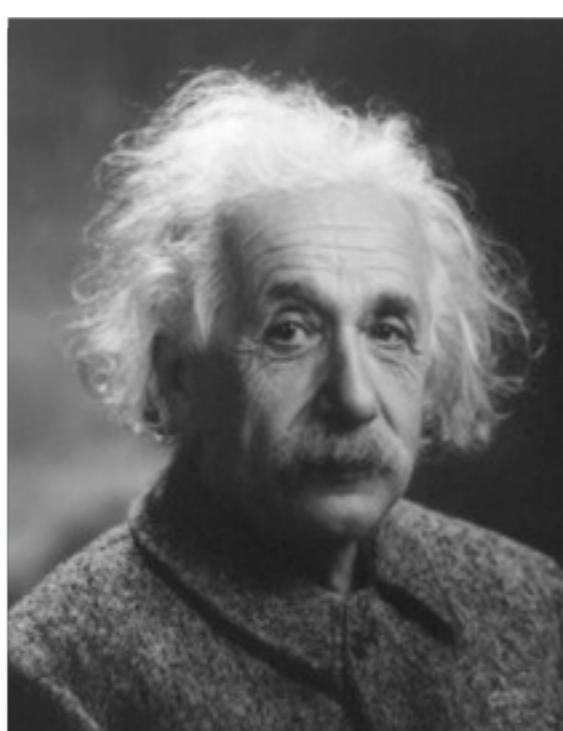


Albert Einstein

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

The revised (and now draft) “figure” microformat: <http://microformats.org/wiki/figure>

Microformats adapted.



Albert Einstein

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

The current (dare I say final?) HTML5 **figure**.

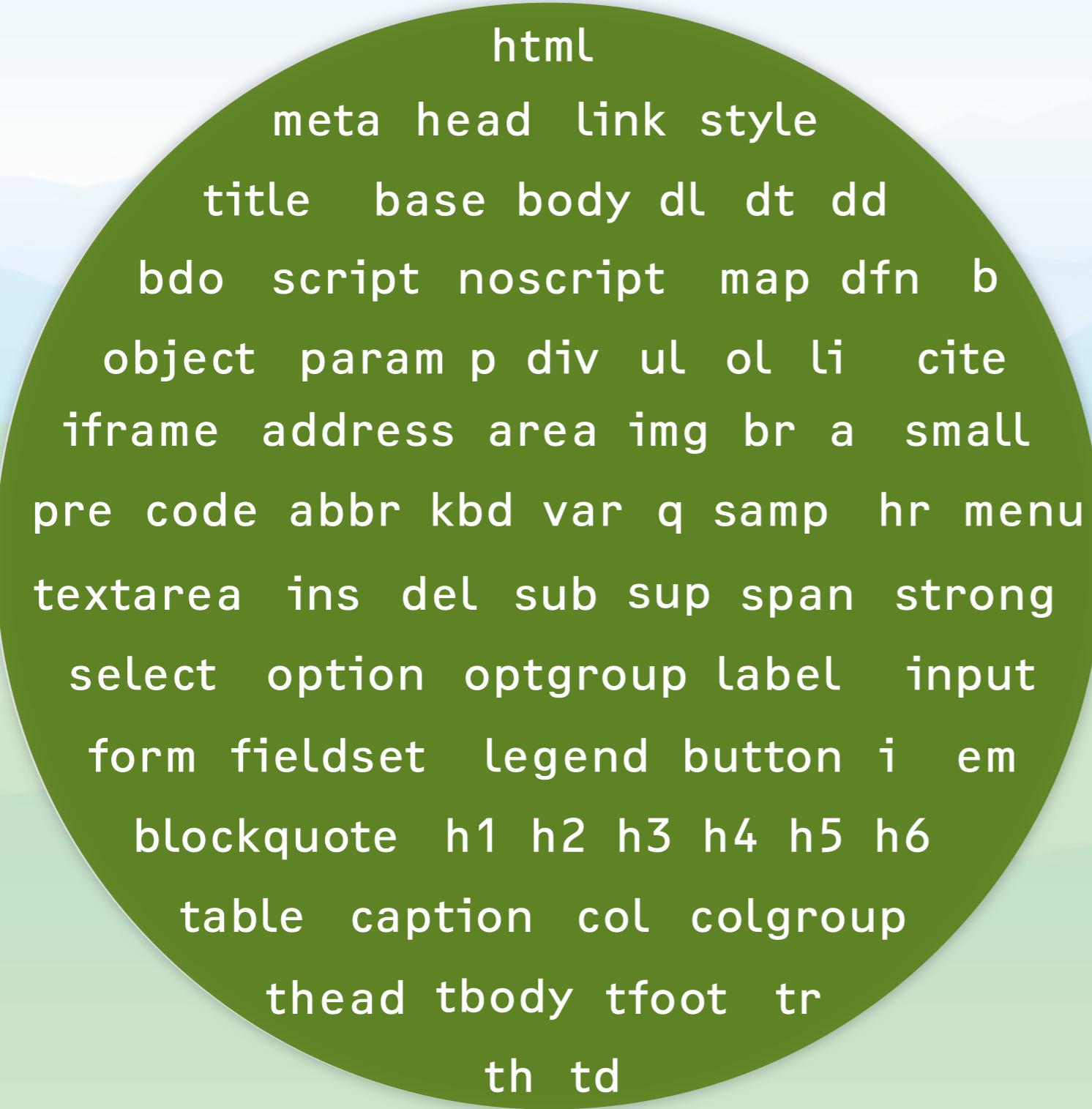


**What's the
easiest way to
write HTML5?**

Use the new doctype

```
<!DOCTYPE html>
```

The HTML4 Lexicon



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

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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

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

If only life were simpler...



Simplification

The html element

```
<html xmlns="http://www.w3.org/1999/xhtml"  
      lang="en"  
      xml:lang="en">
```

```
<html lang="en">
```



Simplification

Character encoding

```
<meta http-equiv="Content-Type"  
      content="text/html; charset=utf-8">
```



```
<meta charset="utf-8" />
```

Simplification

Styles and scripts

```
<link rel="stylesheet" href="style-original.css" type="text/css" />
<style type="text/css">
  /* ... */
</style>
<script type="text/javascript" src="myscript.js"></script>
```



```
<link rel="stylesheet" href="style-original.css" />
<style>
  /* ... */
</style>
<script src="myscript.js"></script>
```

Metamorphosis



Nip/tuck

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>
```

Evil incarnate

The small element

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



Clarification

The cite element

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

```
<p>In <cite>Web Form Design</cite>, 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>
```

Resurrection

The **b** element

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

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

The *i* element

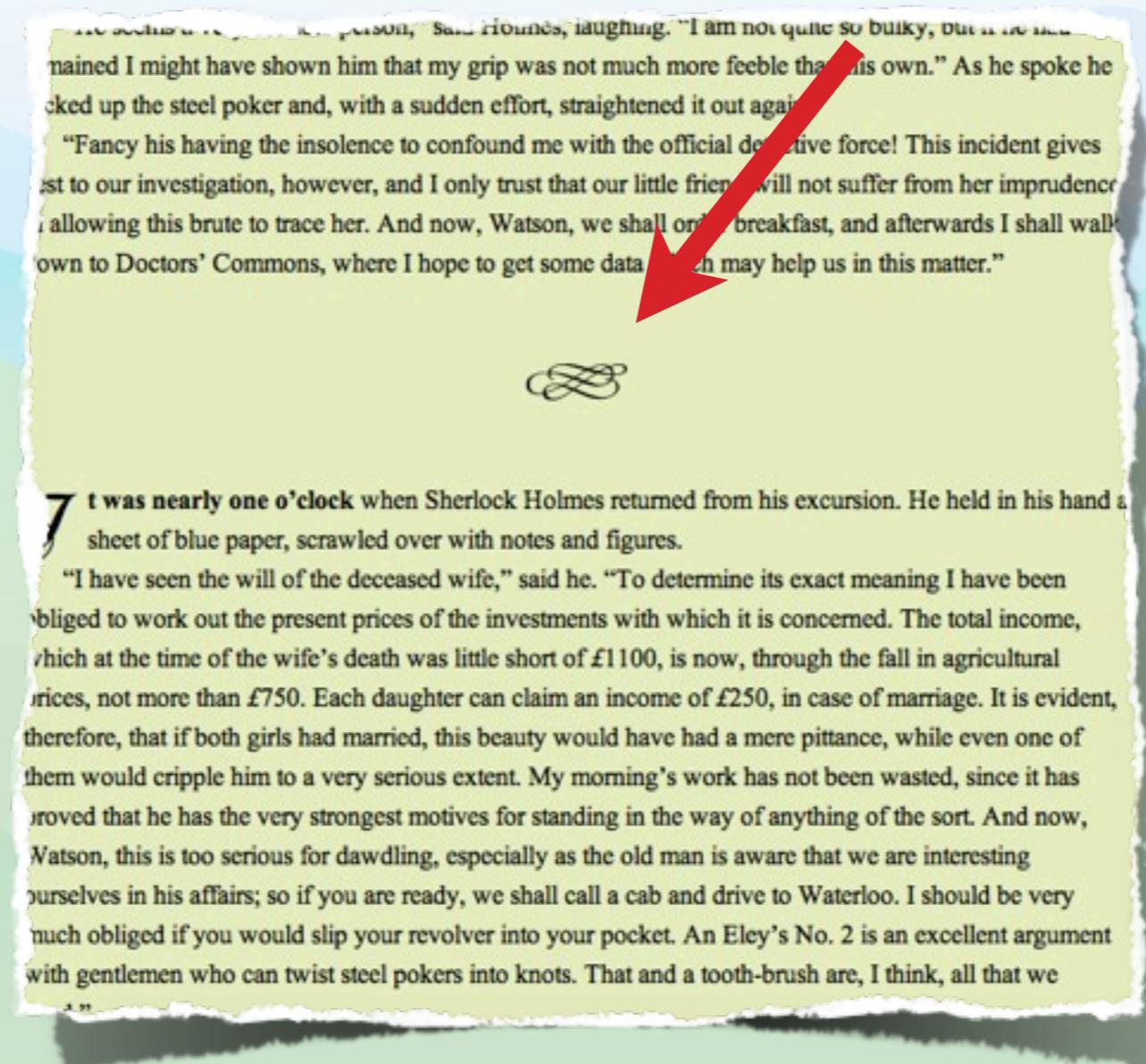
Represents a span of text in an **alternate voice or mood.**

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

Deeper meaning

The hr element

Represents a paragraph-level thematic break.



Raw materials



Organization

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>
```

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By WILLIAM YONG and ALAN COWELL 4 minutes ago

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• [Times Topics: Iran's Nuclear Program](#)

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By JACK HEALY 43 minutes ago

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China Telecom Giant Makes Push for U.S. Market

By JOHN MARKOFF and DAVID BARBOZA

SAO PAULO, BRAZIL — China Telecom, the giant state-owned telephone company, has agreed to buy a 33 percent stake in America Movil, the Mexican telecommunications company controlled by Carlos Slim Helú, the world's richest man.



Laurent Cipriani/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

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2

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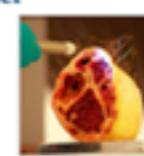
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Roger Cohen: Turkey Steps Out

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.

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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

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

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

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October 25, 2010

**Filling the Gap
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October 22, 2010

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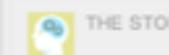
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Readers of Fixes weighed in on the important but often underreported principles of [free markets](#).

article > section

Organization

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>
```

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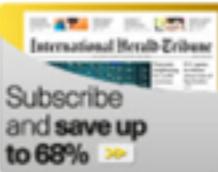
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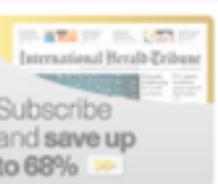
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By DAVID BORNSTEIN



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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

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Root Capital is now expanding into 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."

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- Tough as Nails, but Always Ready for a Bearhug

HOME & GARDEN »

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- On Location: A Tiny Penthouse Studio Dressed in Comic Book Colors
- A Wood-Fired Hot Tub for an Old-Style Soak

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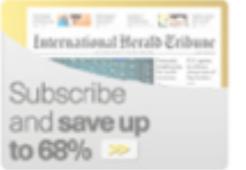
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OPINION

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- PAUL KRUGMAN: Do Investors Expect Too Much From Bernanke?
- October 26, 2010, 1:15 AM
- 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
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[Porsche Cayenne Clearance](#)
Porsche Cayenne Blowout Pricing! Get Discount Porsche Cayenne Prices
Porsche.Reply.com

Organization

The `aside` element

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

```
<article>  
  
  <!-- main content -->  
  
  <aside>  
    <!-- something related -->  
  </aside>  
  
</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

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

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October 22, 2010

Beyond Ribbon-Cutting

Readers of Fixes weighed in on the important but often overlooked part of ribbon-cutting ceremonies: the speeches of the people being honored.

aside

Organization

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

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>
```

Refining the outline



Implicit sections

<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 sections

<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 sections

The diagram illustrates the concept of explicit sections in HTML5. It features a white card-like box containing a snippet of HTML code from a Wikipedia entry, which is overlaid on a background of green hills and blue sky. A vertical red dashed line labeled "section" on its left side runs through the center of the box. The box contains three main sections, each with a red dashed border:

- <h1> HTML5**
 - <p> HTML5 is currently under development...
 - <p> Like its immediate predecessors, HTML...
- <h1> 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...
- <h1> Markup**
 - <p> HTML5 introduces a number of...
 - <p> The HTML5 syntax is no longer...

Below the box, a separate white card-like box displays the corresponding outline structure:

- 1 HTML5
 - 1.1 W3C standardization process
 - 1.2 Markup

Explicit sections

<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...

section

1 HTML5

1.1 W3C standardization process

1.2 Markup

Sectioning elements

Create explicit sections in an outline.

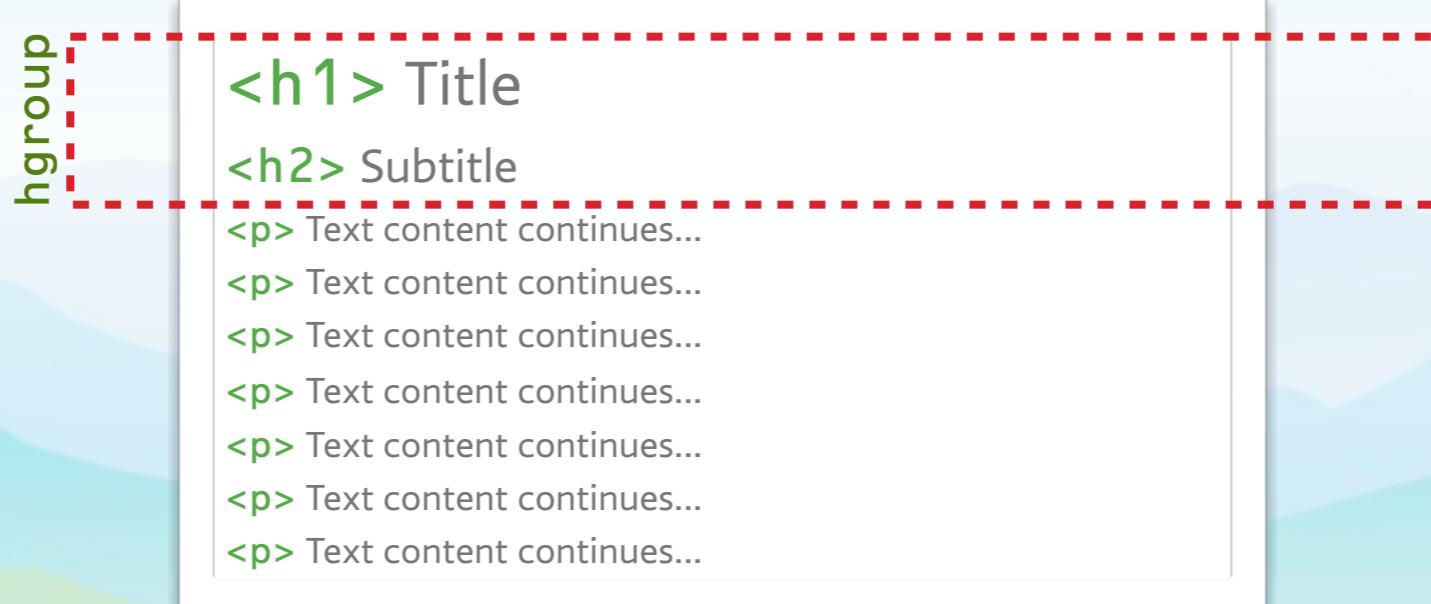
- **section** (obviously)
- **article**
- **aside**
- **footer**
- **header**
- **nav**

Outline limitations

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

```
1 Title  
1.1 Subtitle
```

Heading groups FTW!



1 Title

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



When?

The time element

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

Opinionator

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Fixes



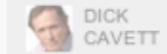
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time

When?

The time element

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

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

When?

The time element

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

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

```
<time datetime="2010-10-25T20:11:00-05:00">  
    October 25, 2010 8:11 PM</time>
```

When?

The time element

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

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

```
<time datetime="2010-10-25T20:11:00-05:00">  
    October 25, 2010 8:11 PM</time>
```

```
<time datetime="2010-10-25T20:11:00-05:00"  
      pubdate="pubdate">October 25, 2010 8:11 PM</time>
```

Highlighting

The mark element

Represents 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>
```

The New York Times

Search

TimesPeople

Your 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

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[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

The New York Times **Search** TimesPeople

Your Search Advanced Search »

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The screenshot shows a search results page from The New York Times. The search term 'html5' is entered in the search bar. The results are filtered by 'Articles' and show 1-10 of 125 results. The results include:

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Red arrows point to the first three results: the title, the subtitle, and the first few lines of text for each article.

mark

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-based filters: "Today", "Past 7 Days", "Past 30 Days" (which is highlighted with a red arrow), "Past 12 Months", and "All Results Since 1851". Underneath these filters, there are buttons for "All Result Types", "Articles", and "Multimedia". The main content area displays 1-10 of 125 results. The first result is a sponsored link for Microsoft Dreamspark.com/Microsoft. The second result is a link to "Stop using Flash" from www.expresskcs.com. Below these, there are three articles: "Web Upgrade HTML 5 May Weaken Privacy" by Tanzina Vega, "Tech Talk Podcast: Privacy and HTML5" by Tanzina Vega, and "How Do You Test a Battery? - Readers' Comments" by Community.nytimes.com/comments/pogue. The last visible article is "Microsoft's App Phone Has Problems and Promise" by Brian X. Chen.

The New York Times

Search

Your Search html5

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

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mark

More usable forms



Dates and times

`<input type="datetime">`

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

`<input type="datetime-local">`

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

`<input type="date">`

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

`<input type="month">`

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

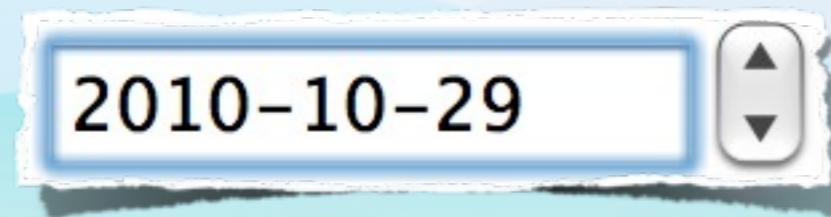
`<input type="time">`

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

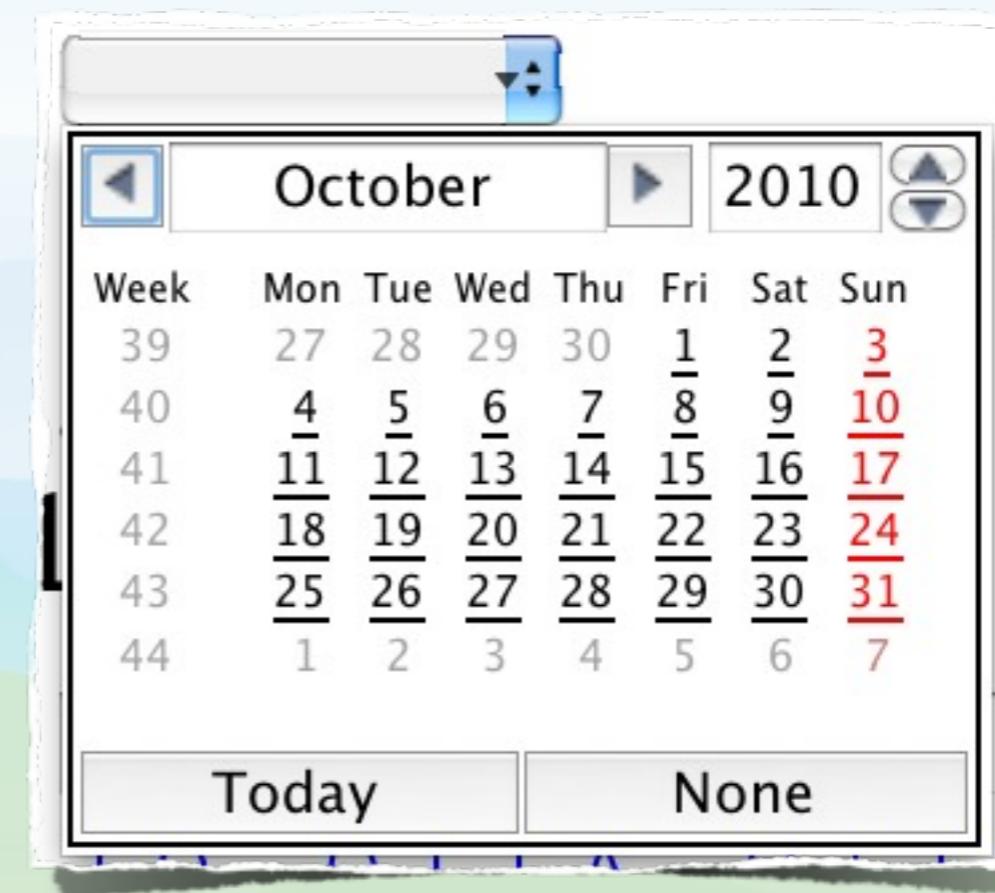
`<input type="week">`

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

Dates and times



Safari



Opera

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

Numbers

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

A UI control for selecting a number.

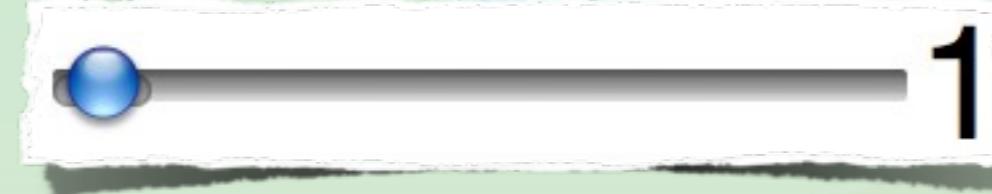
```
<input type="range">
```

A UI control for selecting an imprecise number.

Numbers



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



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

New types

`<input type="email">`

A UI control for entering an email.

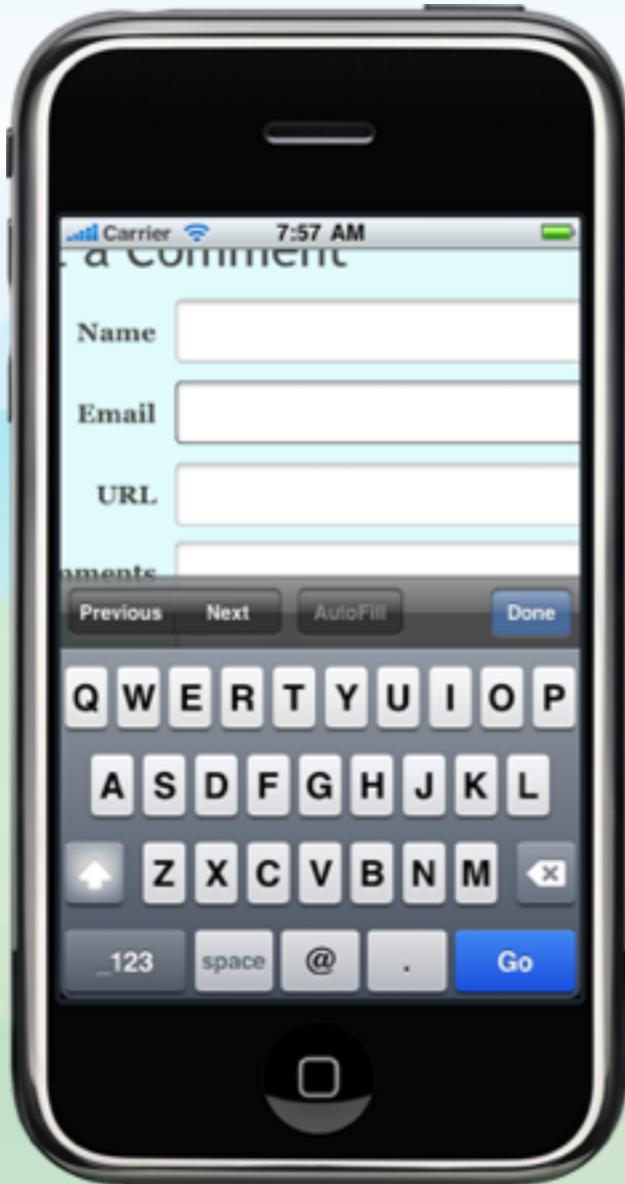
`<input type="url">`

A UI control for entering a URL.

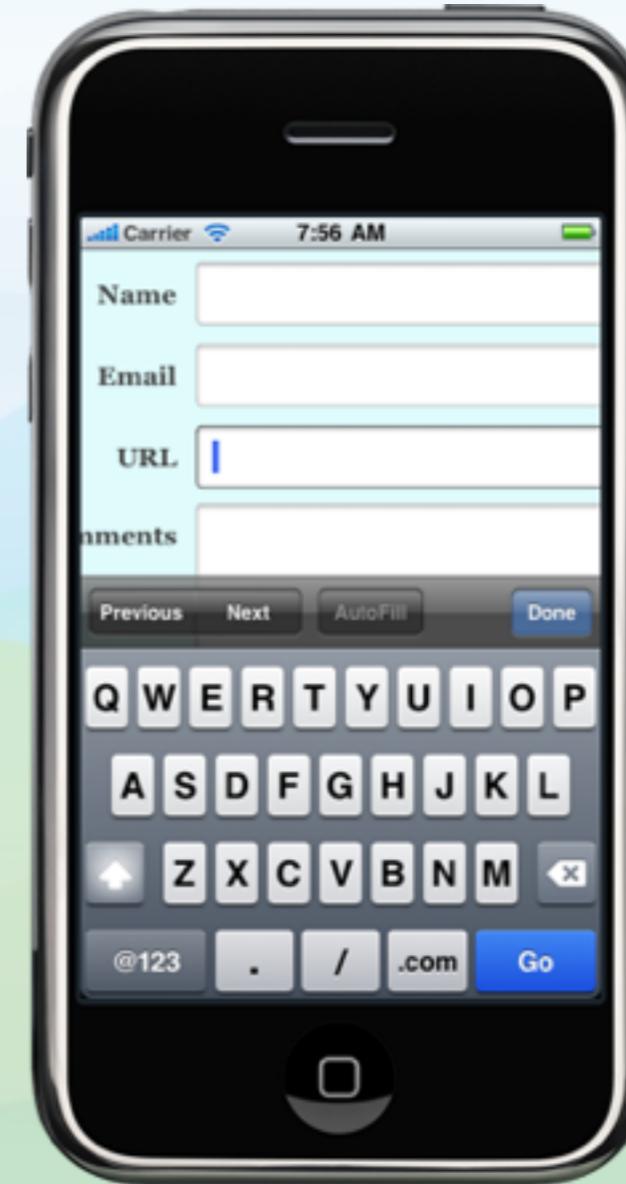
`<input type="tel">`

A UI control for entering a telephone number.

New types



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



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

UI control attributes

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 control

min and 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 control

pattern

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

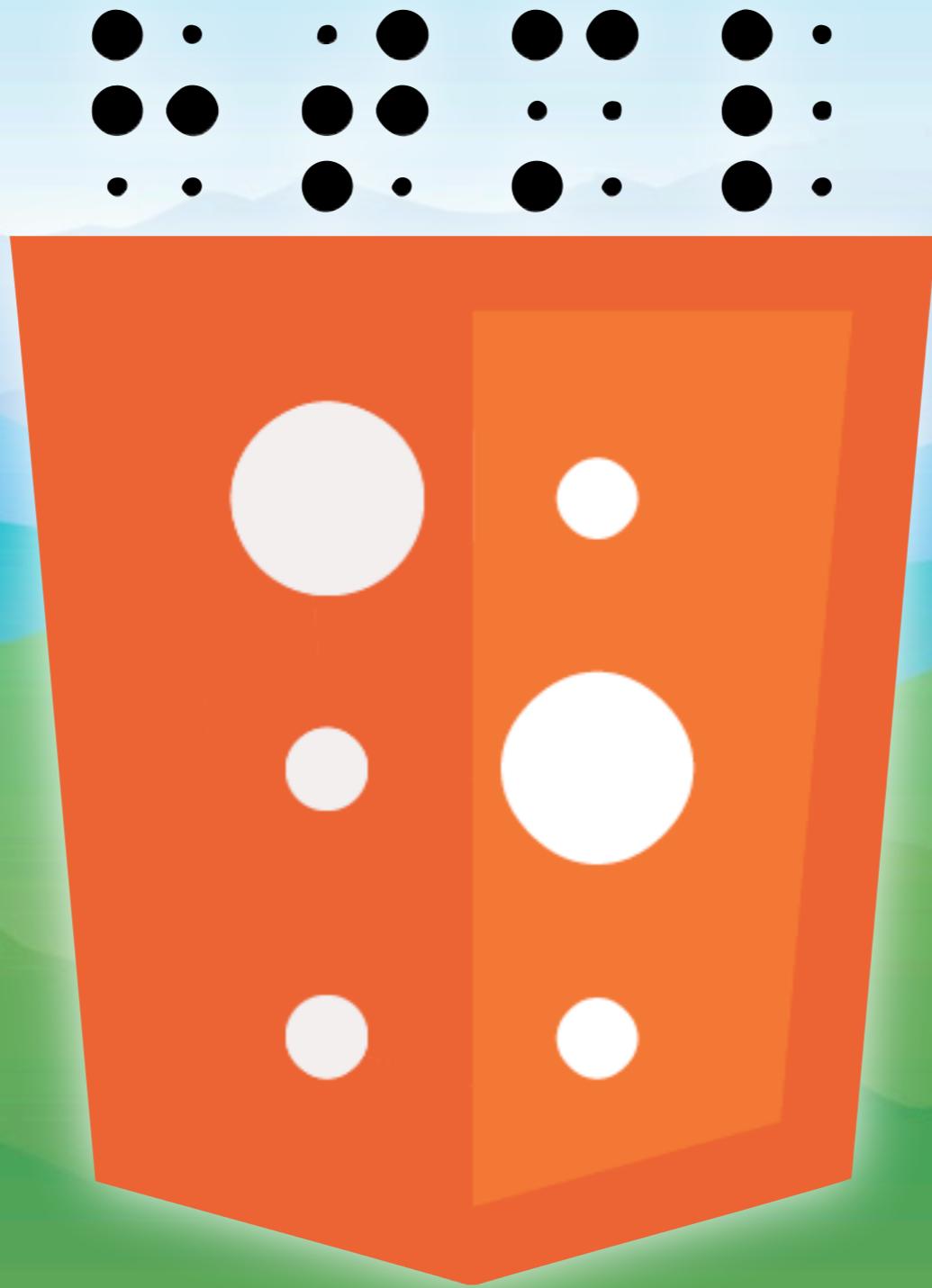
```
<input type="text"  
      pattern="\d{6}\w{3}"  
      placeholder="6 digits followed by 3 letters"  
      .../>
```

Value control

pattern

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>
```



Truth based on perspective



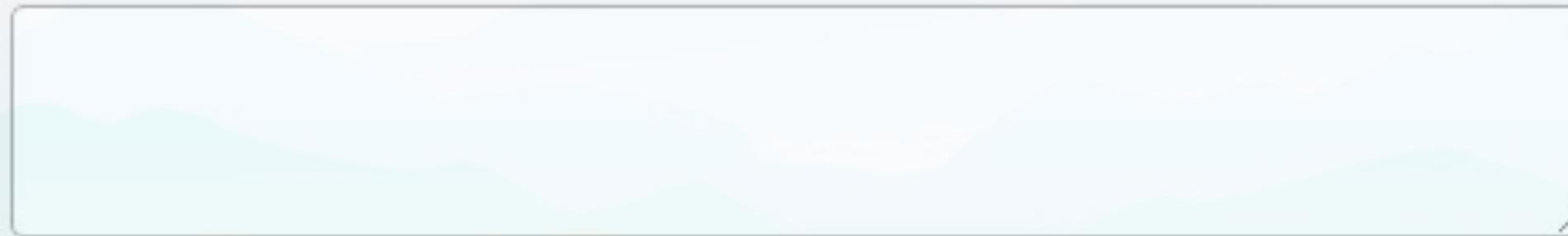
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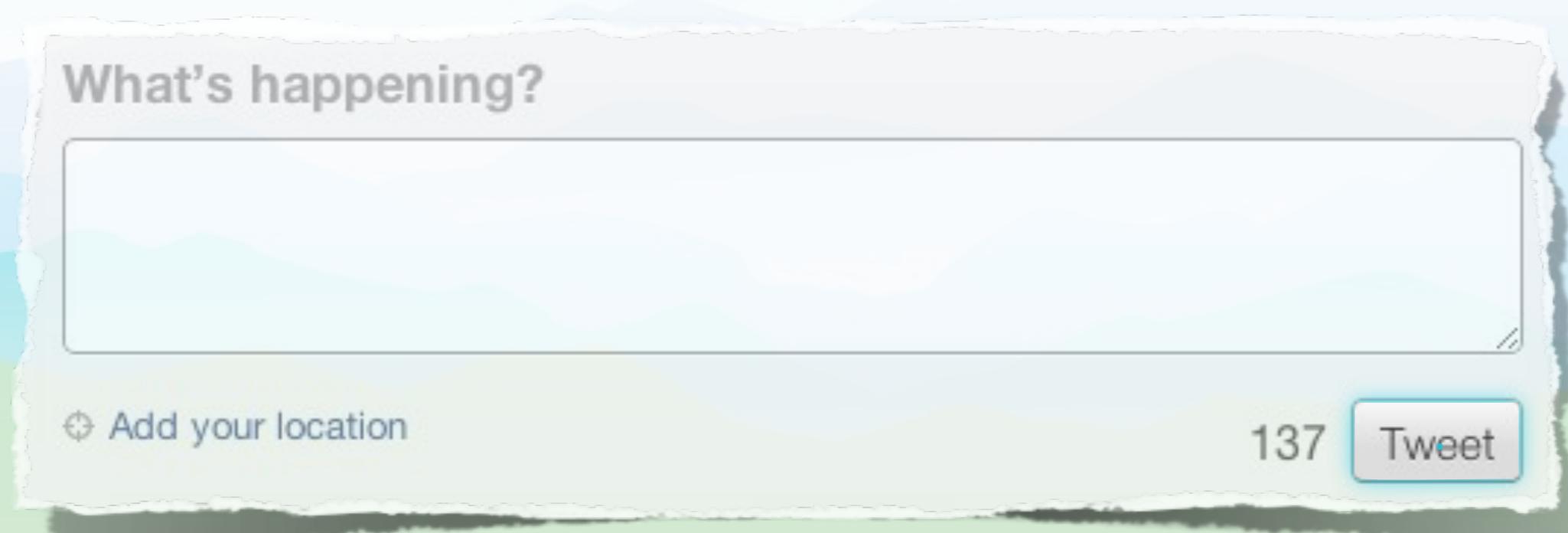


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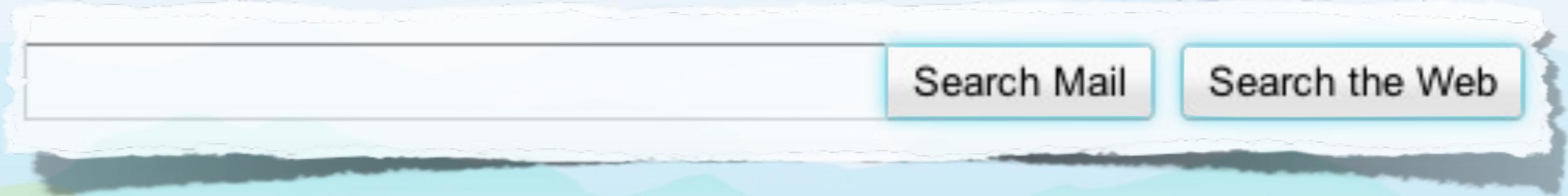
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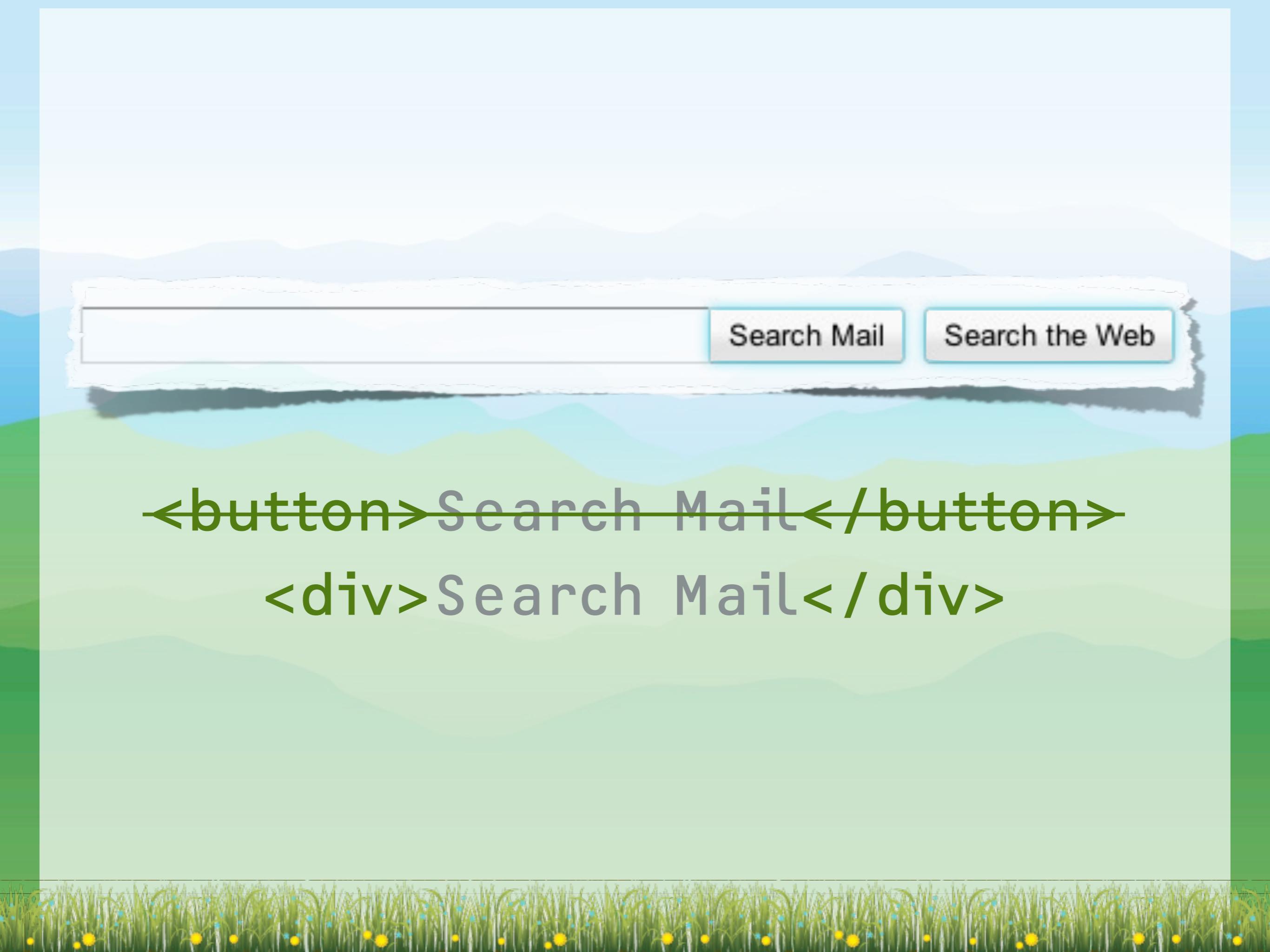
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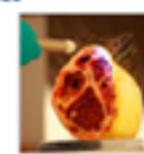
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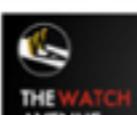
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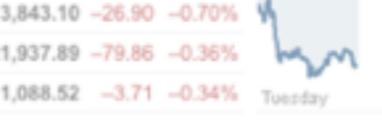
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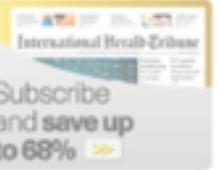
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Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



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problems and why they
work.

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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

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

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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, 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.

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◀ **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

THE
THREAD

DICK
CAVETT

MORE
CONTRIBUTORS

October 25, 2010

Filling the Gap Between Farm and Fair Trade

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 the people behind the scenes of major events.

<aside role="complementary">

Landmark roles

application

A region of the page representing a unique software unit executing a set of tasks for its users. It is an area where assistive technologies should also return browse navigation keys back over to the web application in this region.

banner

A region that contains the prime heading or internal title of a page.

complementary

A supporting section of the document that remains meaningful even when separated from the main content.

contentinfo

Metadata that applies to the parent document.

form

A region of the document that represents a collection of form-associated elements.

main

navigation

search

Landmark roles

main

The main content of a document.

navigation

A collection of navigational elements (usually links) for navigating the document or related documents.

search

The search tool of a web document.

Structural roles

article
columnheader
definition
directory
document
group
heading
img
list
listitem
math
note
presentation
region
row
rowheader
separator

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STYLE**[ARTS](#)[OPINION](#)[EDUCATION](#)**GREAT HOMES**[TRAVEL](#)**TECHNOLOGY**[SCIENCE](#)[HEALTH](#)[N.Y./REGION](#)[DINING &](#)[WINE](#)[HOME &](#)[GARDEN](#)[BOOKS](#)[MOVIES](#)**WOMEN**[LIFESTYLE](#)

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

Laurent Cipriani/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

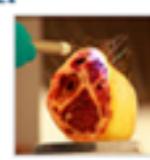
Divide on U.S. Deficit Likely to Grow After Election

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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1 USD = 0.72 EUR

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1,000 1,000 1,000 1,000 1,000

1,000 1,000 1,000 1,000 1,000

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2010 Midterm Elections

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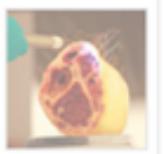
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GLOBAL SPOTLIGHT 1 2 3 4

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Eurofirst 300	1,088.52	-3.71	-0.34%	Tuesday	

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THE WATCH AVENUE VISIT ▶

<article role="article">

Structural roles

article

A section of a page that forms an independent part of a document, page, or site.

group

A set of user interface objects which are not intended to be included in a page summary or table of contents by assistive technologies.

note

A section whose content is parenthetic or ancillary to the main content of the resource.

presentation

An element whose implicit native semantics will not be mapped to the accessibility API.

region

A large perceivable section of a web page or document, that the author feels is important enough to be included in a page summary or table of contents.

separator

A divider that separates and distinguishes sections of content or groups of menu items.

Semantic comparison

Ad-hoc	ARIA Role	HTML5
#header, #top	banner	header (kind of)
#main, #content	main	none
#extra, .sidebar	complementary, note	aside
#footer, #bottom	contentinfo	footer
#nav	navigation	nav
.hentry	article	article

What is this!?



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>
```

What's happening?



Add your location

137

Tweet

Tweet

What's happening?



Add your location

137  Tweet

<code>Tweet</code>

Pumpkin Pie

OVERVIEW

INGREDIENTS

DIRECTIONS

NUTRITION

Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

Original recipe yield: 1 × 9-inch deep dish pie

Prep Time: 10min

Cook Time: 1hr

Ready In: 1hr 10min



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role="application"
aria-activedescendant="folder-1"

role="tablist"

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**role="tab"
aria-selected="true"
aria-controls="folder-1"**

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**role="tab"
aria-selected="false"
aria-controls="folder-4"**

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role="tabpanel"
aria-hidden="false"
aria-labelledby="folder-1-tab"

Pumpkin Pie

OVERVIEW

INGREDIENTS

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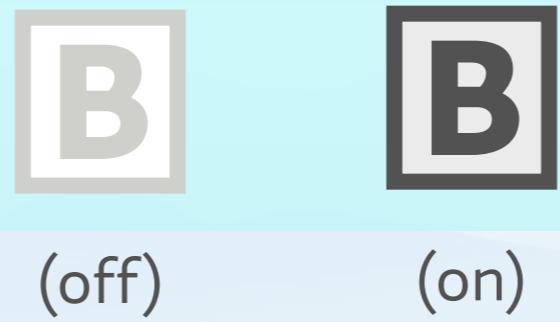


Photo by [Paul Goyette](#), licensed under [Creative Commons](#).

What's going on!?

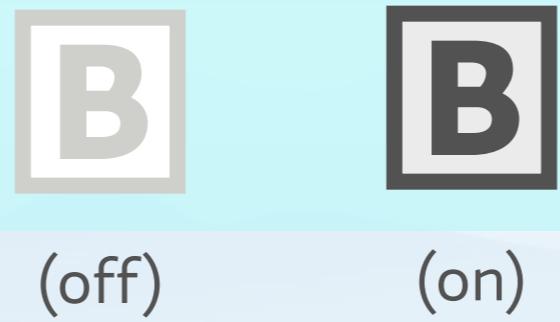


Widget states



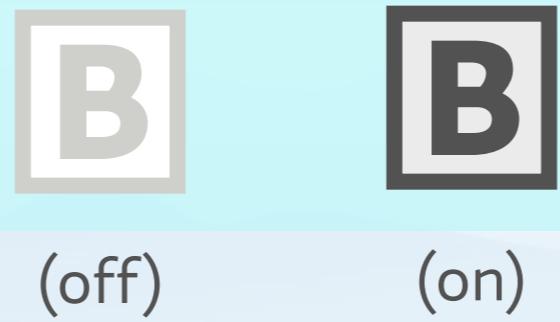
```
<span>
  
</span>
<span>
  
</span>
```

Widget states



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

Widget states



```
<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

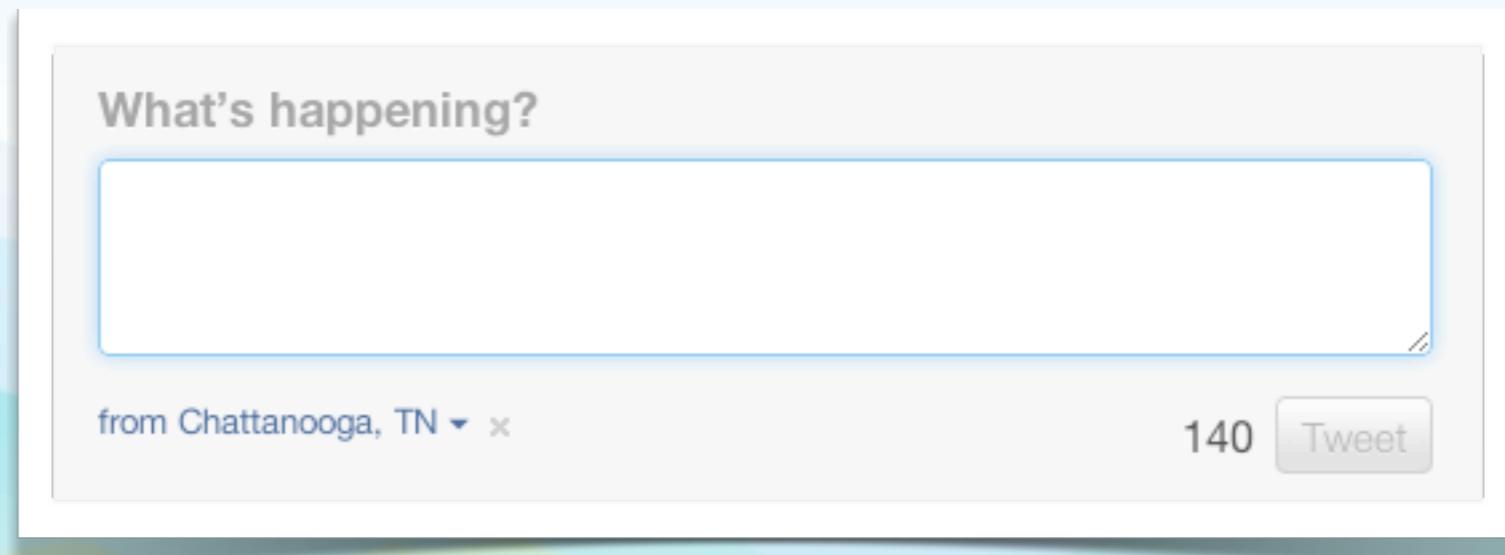
aria-valuenow (the W3C defines this as a “property”)

aria-valuetext (ditto)

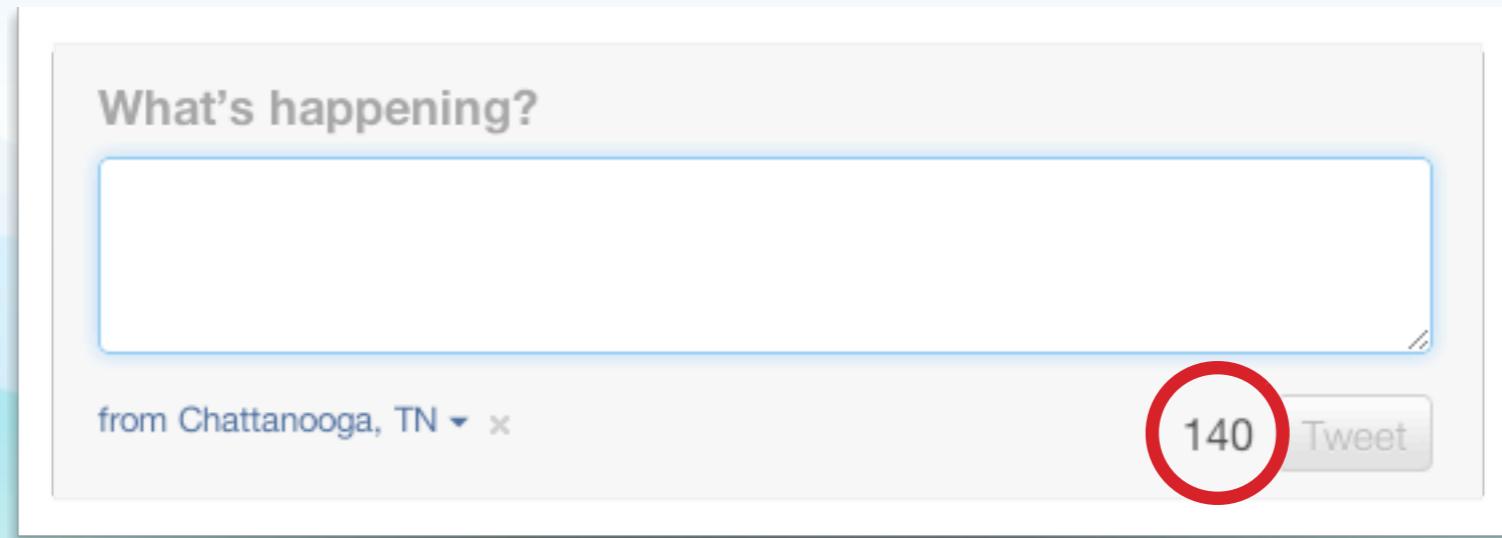
Highlighting living content



Live regions

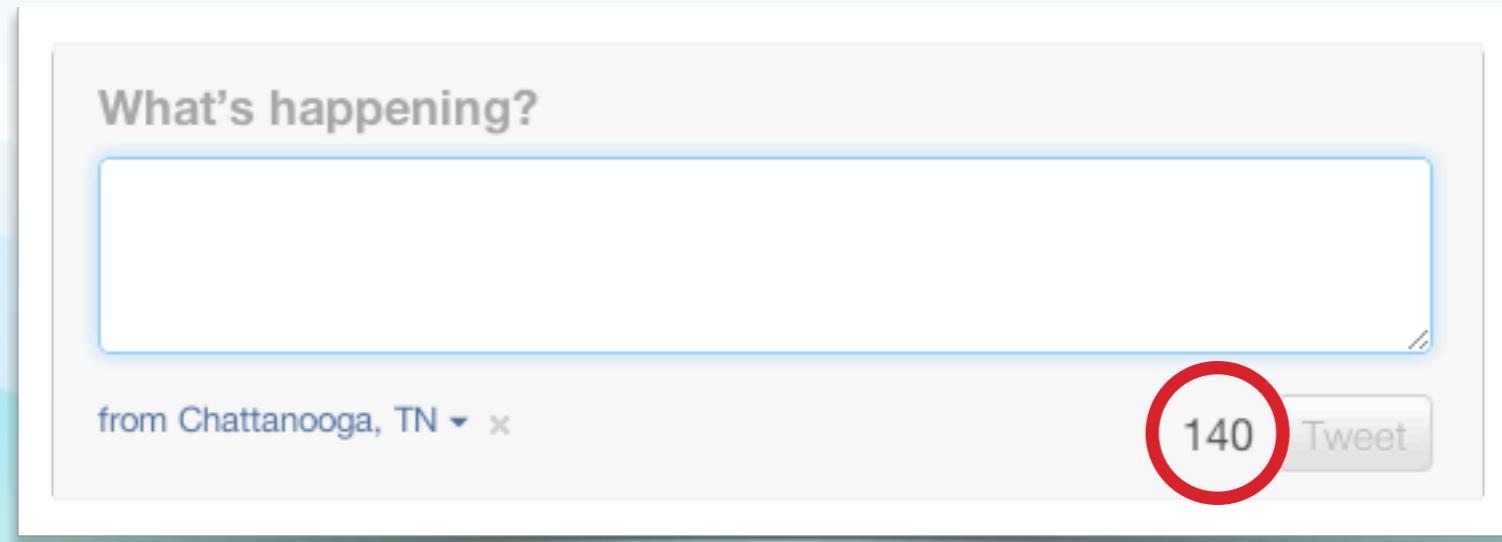


Live regions



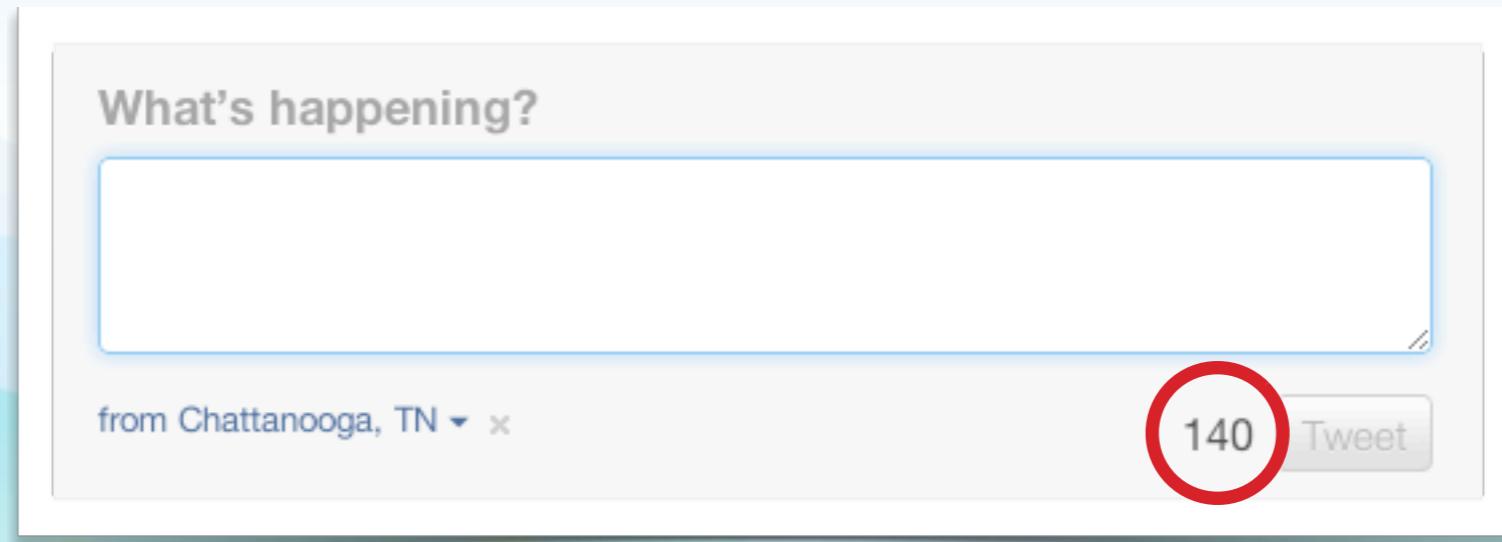
```
<input class="tweet-counter" value="140" disabled="disabled">
```

Live regions



```
<span id="chars_left_notice" class="numeric">
  <strong id="status-field-char-counter"
    class="char-counter">140</strong>
</span>
```

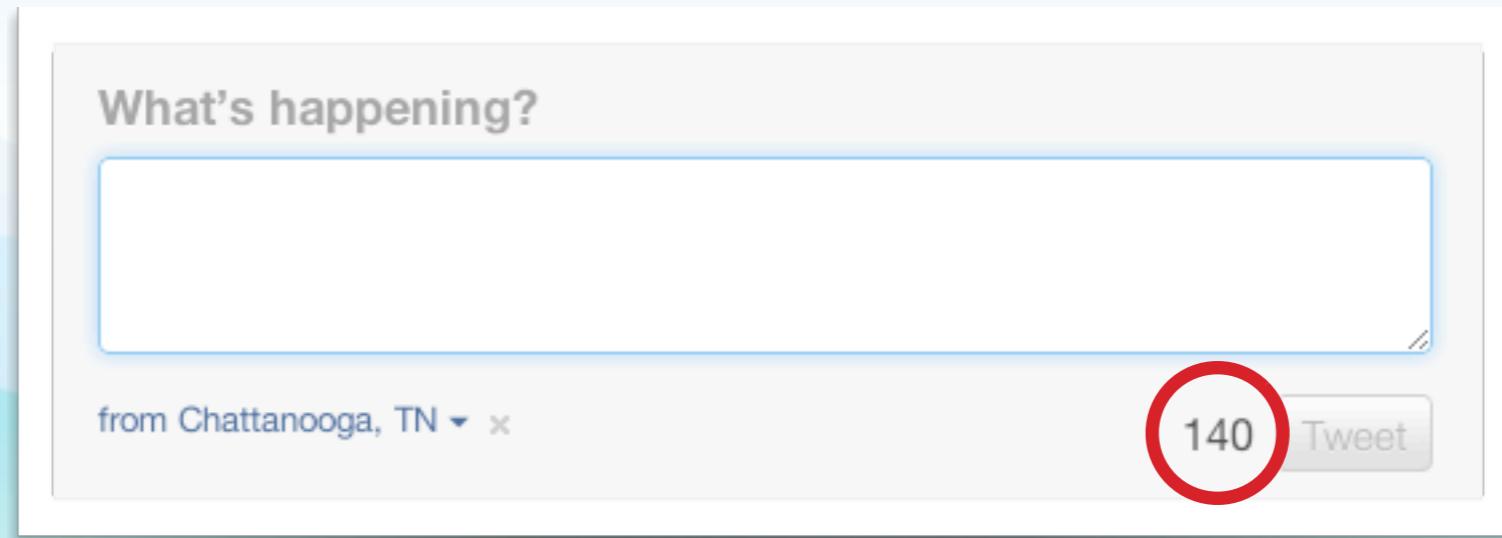
Live regions



```
<span class="tweet-counter">140<br/><b class="hidden"> characters remaining</b></span>
```

```
.hidden {<br/>  position: absolute;<br/>  left: -999em;<br/>}<br/>
```

Live regions

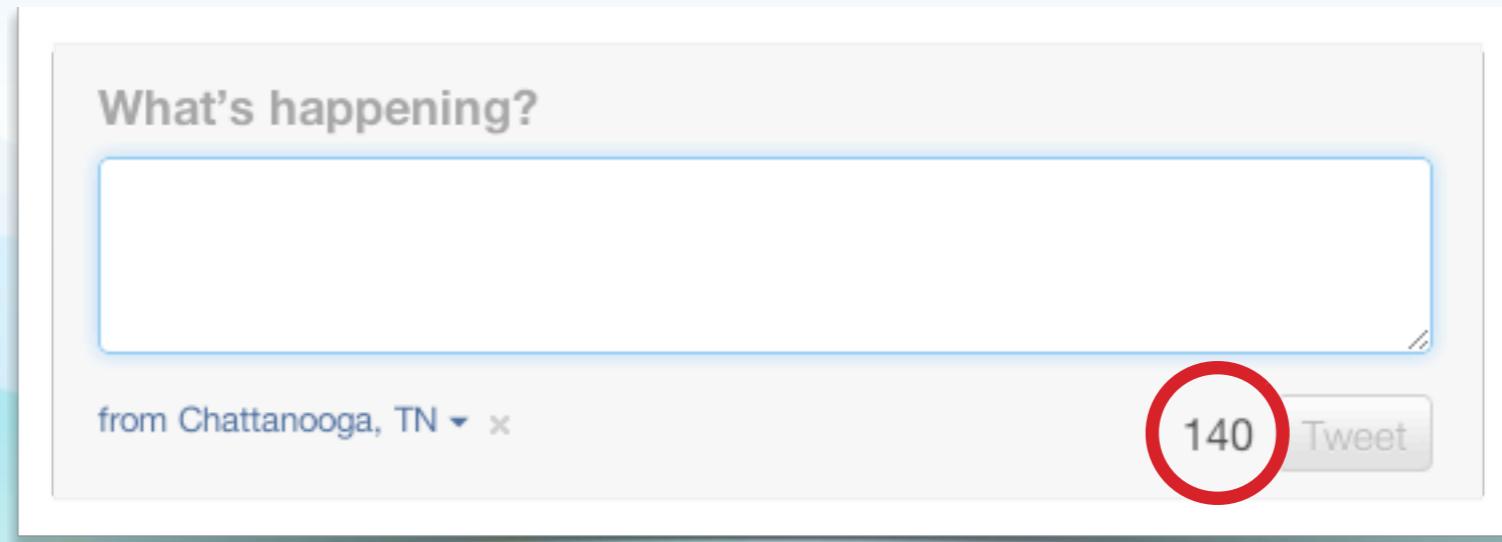


```
<span class="tweet-counter">maximum of 140 characters</span>
```



```
<span class="tweet-counter">140
  <b class="hidden"> characters remaining</b></span>
```

Live regions



```
<span aria-live="polite" aria-atomic="true"  
      class="tweet-counter">140<b class="hidden">  
      characters remaining</b></span>
```

Live regions

The screenshot shows a Twitter mobile interface. At the top is a black header bar with the Twitter logo, a search icon, and navigation links for Home, Profile, Messages, and What's happening?. Below the header is a light blue section containing a placeholder for a profile picture and the text "What's happening?". A button below it says "Add your location". To the right of this area is a counter for characters (140) and a "Tweet" button. Below this is a navigation bar with tabs for Timeline, @Mentions, Retweets, Searches, and Lists. A tweet from the user "beep" (Ethan Marcotte) is displayed. The tweet reads: "@ppk Yeah, I hear you. I like Keynote, but I'm a bit tired of the Inspector's dogged, um, single-paneledness. (Also, I make up words.)" It was posted "51 seconds ago". To the right of the tweet is a reply icon. On the far right, there is a sidebar with sections for "Your feed", "Followers", "Favorites", and "Trends".

Notification options

off

change not announced

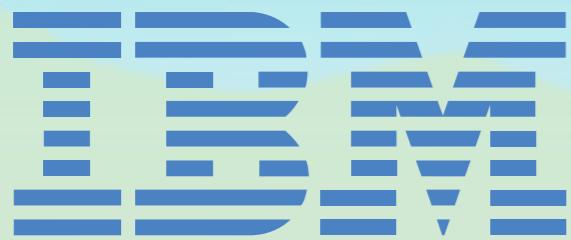
polite

change announced after user completes her current activity

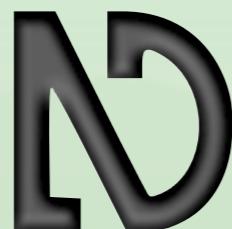
assertive

user agent should interrupt the user's activity, but not immediately

Who is Supporting WAI-ARIA?



Google Yahoo!



dōjō

Music to our ears



Can you hear me now?

The audio element

```
<audio src="my.oga" controls="controls"></audio>
```

Can you hear me now?

Browser	.aac	.mp3	.oga	.wav
Chrome 6+	YES	YES	YES	NO
Firefox 3.6+	NO	NO	YES	YES
Internet Explorer 9+	YES	YES	NO	YES
Opera 10.5+	NO	NO	YES	YES
Safari 5+	YES	YES	NO	YES

Can you hear me now?

```
<audio controls="controls">  
  <source src="my.mp3"/>  
  <source src="my.oga"/>  
  <!-- fallback -->  
</audio>
```

Available attributes

src

URL for the audio file.

autoplay

A boolean specifying whether or not the file should play as soon as it can.

loop

A boolean specifying whether or not playback of the file should be repeated.

controls

A boolean that tells the browser to use its default media controls.

preload

Tells the browser what content to preload. Options: “none,” “metadata,” and “auto.”

autobuffer (deprecated)

A boolean defining whether the file should be buffered in advance. Replaced by preload.

Can you hear me now?

```
<audio controls="controls" autobuffer="autobuffer"  
    preload="auto">  
    <source src="my.mp3"/>  
    <source src="my.oga"/>  
    <!-- fallback -->  
</audio>
```

Fallback options

```
<audio controls="controls" autobuffer="autobuffer"  
    preload="auto">  
    <source src="my.mp3"/>  
    <source src="my.oga"/>  
    <ul>  
        <li><a href="my.mp3">Download as audio/mp3</a></li>  
        <li><a href="my.oga">Download as audio/ogg</a></li>  
    </ul>  
</audio>
```

Fallback options

```
<audio controls="controls" autobuffer="autobuffer"  
    preload="auto">  
    <source src="my.mp3"/>  
    <source src="my.oga"/>  
    <object ...>  
        <!-- flash player goes here -->  
    </object>  
</audio>
```

Fallback options

```
$('audio').each(function(){
  var $audio = $(this), media = {}, formats = [];
  $audio.find('source').each(function(){
    var src = $(this).attr('src'),
        ext = src.split('.').pop();
    media[ext] = src;
    formats.push(ext);
  });
  $audio.jPlayer({
    swfPath: '/vendors/jPlayer',
    ready: function(){
      $audio.jPlayer('setMedia', media);
    },
    supplied: formats.join(', ')
  );
});
```

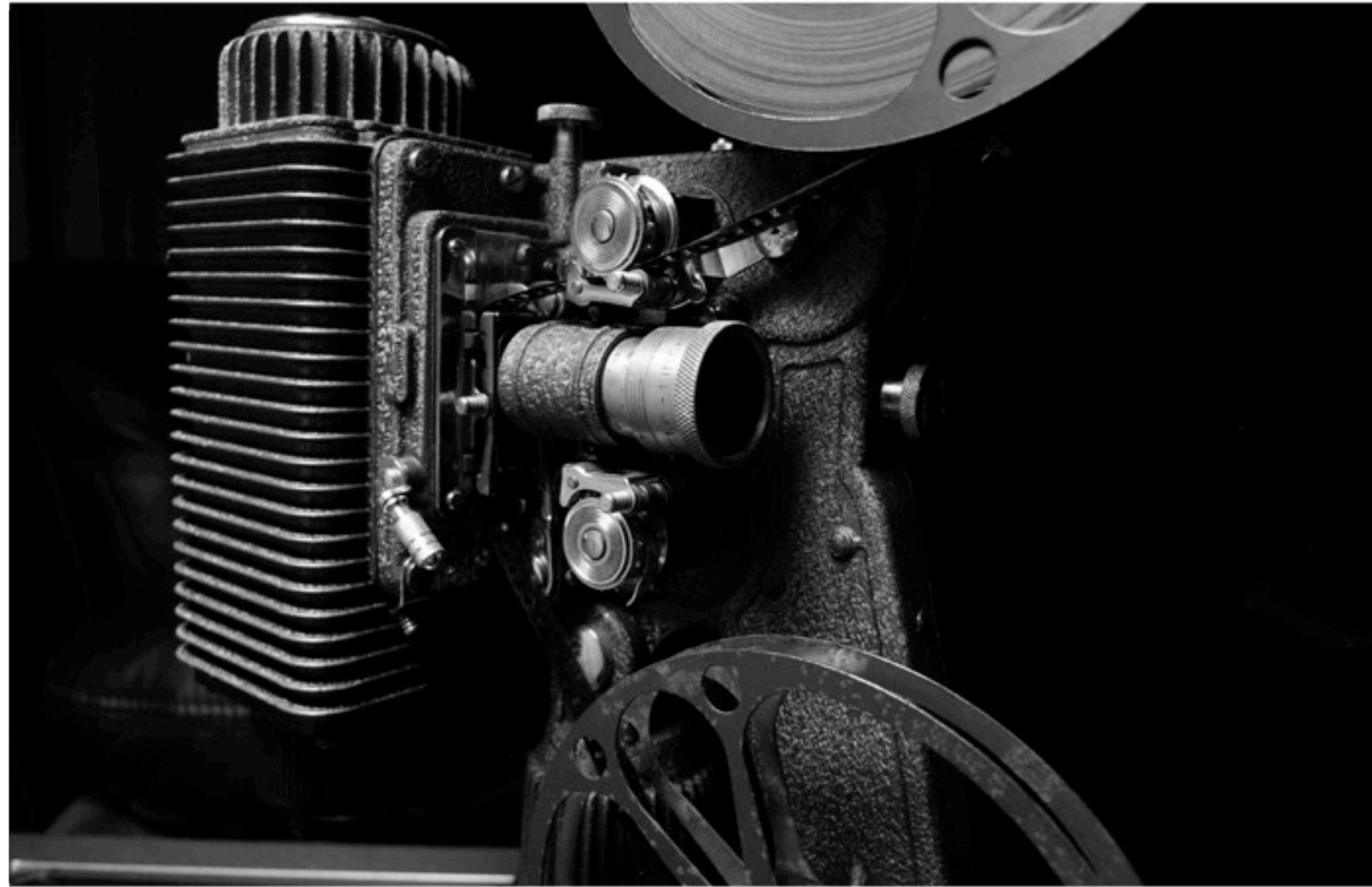
Using jQuery & jPlayer

Roll your own

```
$('audio').each(function(){
  var audio = this,
    $button = $('Play')
      .click(function(){
        audio.play();
      });
  $(this)
    .removeAttr('controls')
    .after($button);
});
```

Using jQuery

Opiate of the masses



Elementary, my dear Watson

The video element

```
<video src="my.ogv" controls="controls"></video>
```

Not so elementary

Video file = container file (like ZIP)

- 1 video track
- 1 (or more) audio tracks
- metadata
- subtitle/caption tracks (optional)

Not so elementary

Video formats

Flash Video (.flv)

Prior to 2008, the only video format supported in Adobe Flash.

MPEG 4 (.m4v or .mp4)

Based on QuickTime; iTunes uses this format.

Ogg (.ogg)

Open source container format.

WebM (.webm)

New format announced in May 2010.

Not so elementary

Video codecs

H.264

Used primarily in MPEG 4. Only video codec natively supported on iOS. Patented.

Theora

Used primarily in Ogg. Royalty free. Supported in Firefox 3.5+ (in Ogg).

VP8

Used primarily in WebM. Owned by Google, but licensed royalty-free.

Not so elementary

Audio codecs

MP3

Nearly universal in usage, but was part of FLV. Patented.

AAC (Advanced Audio Coding)

Used primarily in MP4. Patented.

Vorbis

Used in Ogg audio & video as well as WebM. Royalty-free.

Not so elementary

Browser	.m4v (AAC + H.264)	.ogv (Vorbis + Theora)	.webm (Vorbis + VP8)
Chrome	3+ (for now)	3+	6+
Firefox	NO	3.5+	4+
Internet Explorer	9+	NO	MAYBE
Opera	NO	10.5+	10.6+
Safari	3.1+	MAYBE	MAYBE

Format juggling

```
<video controls="controls" width="640" height="480">  
  <source src="my.m4v"/>  
  <source src="my.webm"/>  
  <source src="my.ogv"/>  
  <!-- fallback -->  
</video>
```

A good first impression

```
<video controls="controls" width="640" height="480"  
    poster="my.png">  
    <source src="my.m4v"/>  
    <source src="my.webm"/>  
    <source src="my.ogv"/>  
    <!-- fallback -->  
</video>
```

Kindness to strangers

```
<video controls="controls" width="640" height="480"  
    poster="my.png">  
    <source src="my.m4v"  
        type='video/mp4; codecs="avc1.42E01E, mp4a.40.2"'>  
    <source src="my.webm"  
        type='video/webm; codecs="vp8, vorbis"'>  
    <source src="my.ogv"  
        type='video/ogg; codecs="theora, vorbis"'>  
    <!-- fallback -->  
</video>
```

Note: The MPEG 4 codec will depend on the encoding “profiles” you use.

Available attributes

src

URL for the audio file.

autoplay

A boolean specifying whether or not the file should play as soon as it can.

loop

A boolean specifying whether or not playback of the file should be repeated.

controls

A boolean that tells the browser to use its default media controls.

poster

The image to be shown while the video is not activated.

preload

Tells the browser what content to preload. Options: “none,” “metadata,” and “auto.”

autobuffer (deprecated)

A boolean defining whether the file should be buffered in advance. Replaced by preload.

No MIME, no service

```
AddType video/ogg .ogg  
AddType video/mp4 .mp4  
AddType video/webm .webm
```

Fallback options

```
<video width="600" height="400" poster="/r/2-5.png"  
    controls="controls" preload="none">  
    <source src="/r/2-5.m4v" type="video/mp4"/>  
    <source src="/r/2-5.webm" type="video/webm"/>  
    <source src="/r/2-5.ogv" type="video/ogg"/>  
      
    <ul>  
        <li><a href="/r/2-5.m4v">Download as video/mp4</a></li>  
        <li><a href="/r/2-5.webm">Download as video/webm</a></li>  
        <li><a href="/r/2-5.ogv">Download as video/ogg</a></li>  
    </ul>  
</video>
```

Fallback options

```
<video width="600" height="400" poster="/r/2-5.png"
       controls="controls" preload="none">
  <source src="/r/2-5.m4v" type="video/mp4"/>
  <source src="/r/2-5.webm" type="video/webm"/>
  <source src="/r/2-5.ogv" type="video/ogg"/>
  <object width="600" height="400"
         type="application/x-shockwave-flash"
         data="flowplayer-3.2.1.swf">
    <param name="movie" value="flowplayer-3.2.1.swf"/>
    <param name="allowfullscreen" value="true"/>
    <param name="flashvars" value='config={"clip": {"url":
      "/r/2-5.m4v", "autoPlay":false,
      "autoBuffering":true}}'>
    
    <ul><!-- links --></ul>
  </object>
</video>
```

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