Globant

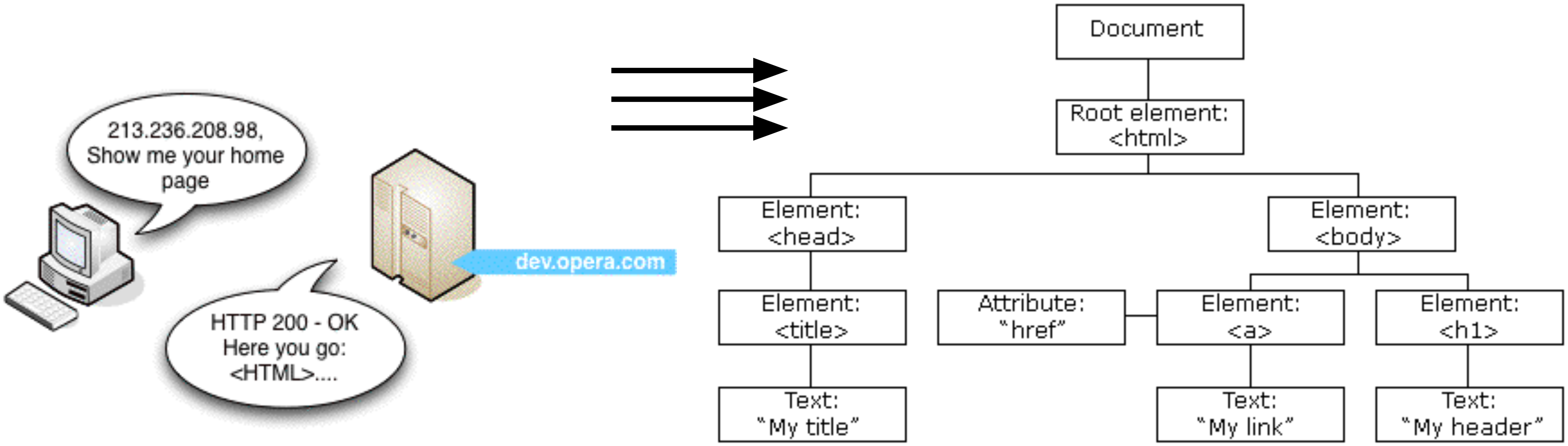
we are ready

Web Development

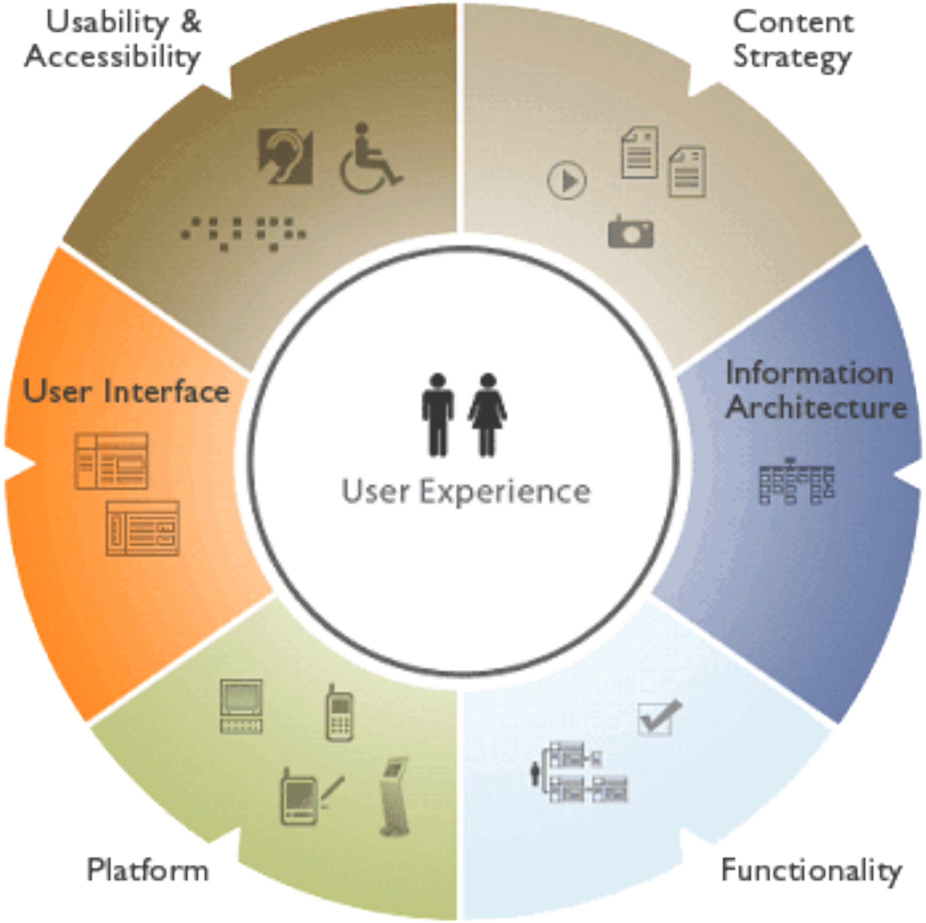
HTML Structure, Layouts & Introduction to CSS

What's a Document?

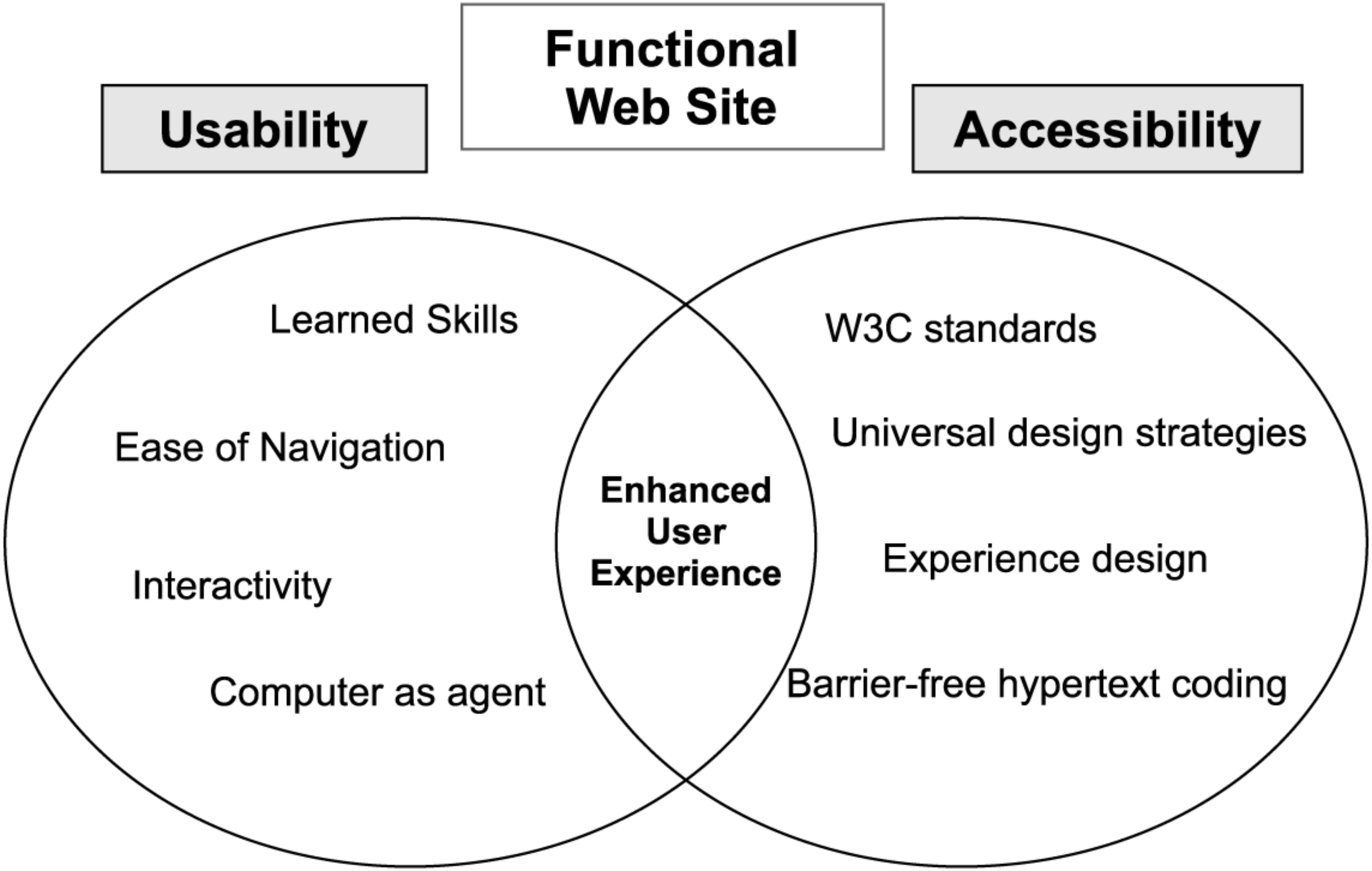
- It's a piece of hierarchically arranged information
- Something that has a URI and can return representations
- Can be available in many different formats and languages
- It's rendered by a web browser



What's a Document for Users?



Usability & Accessibility



Functional Web Site

Usability

Accessibility

Learned Skills

Ease of Navigation

Interactivity

Computer as agent

Enhanced User Experience

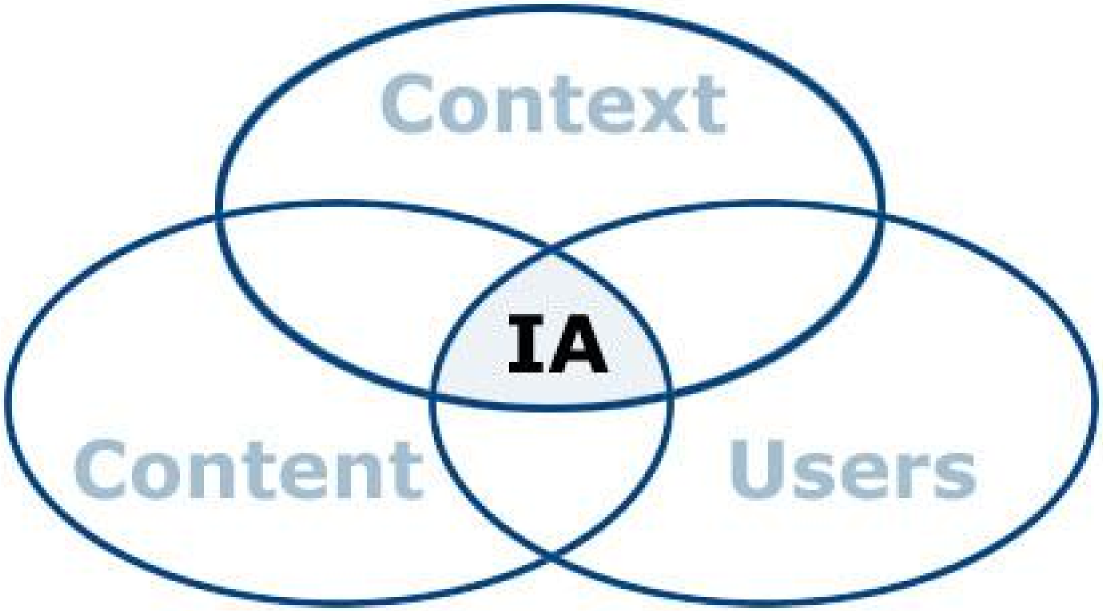
W3C standards

Universal design strategies

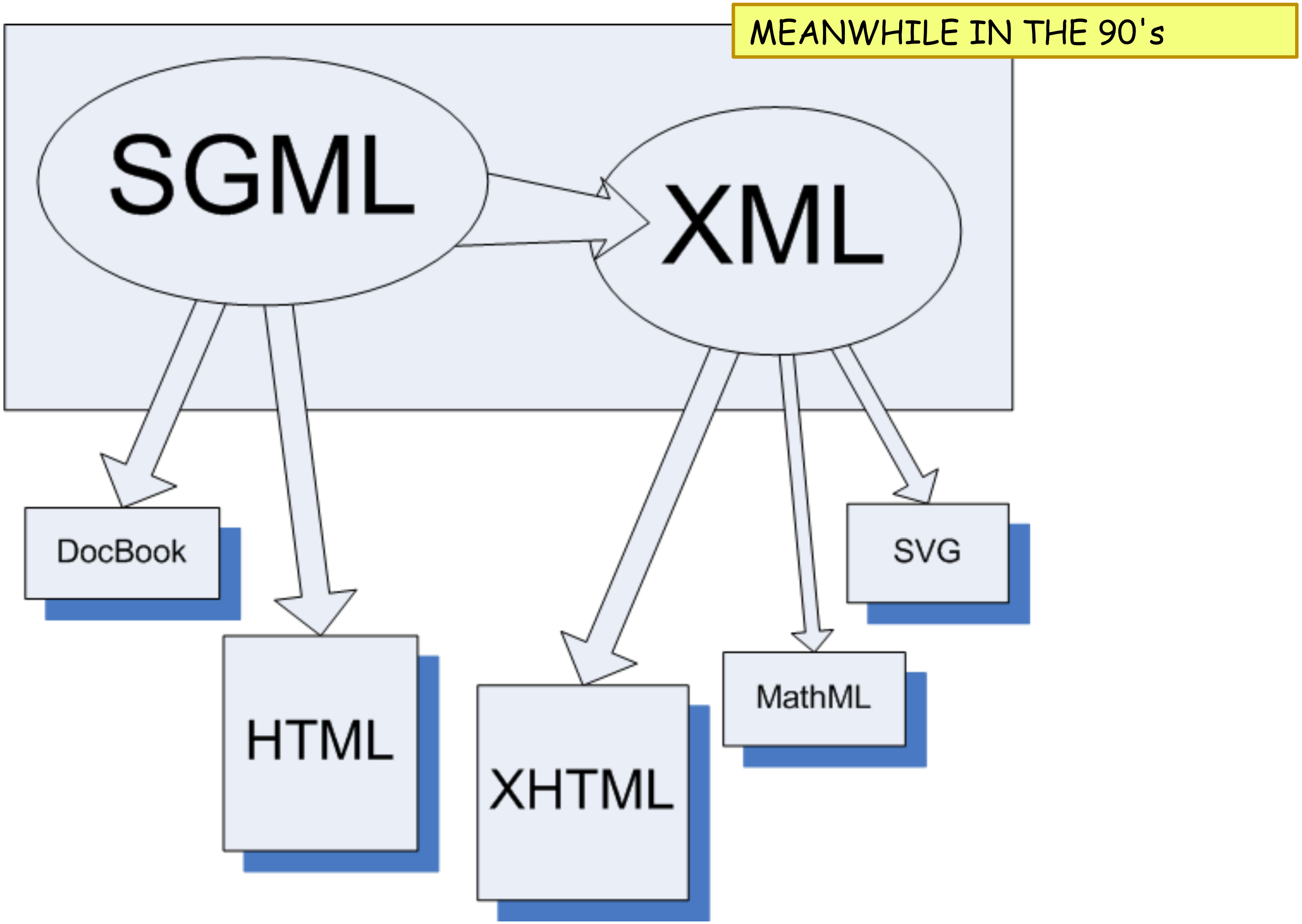
Experience design

Barrier-free hypertext coding

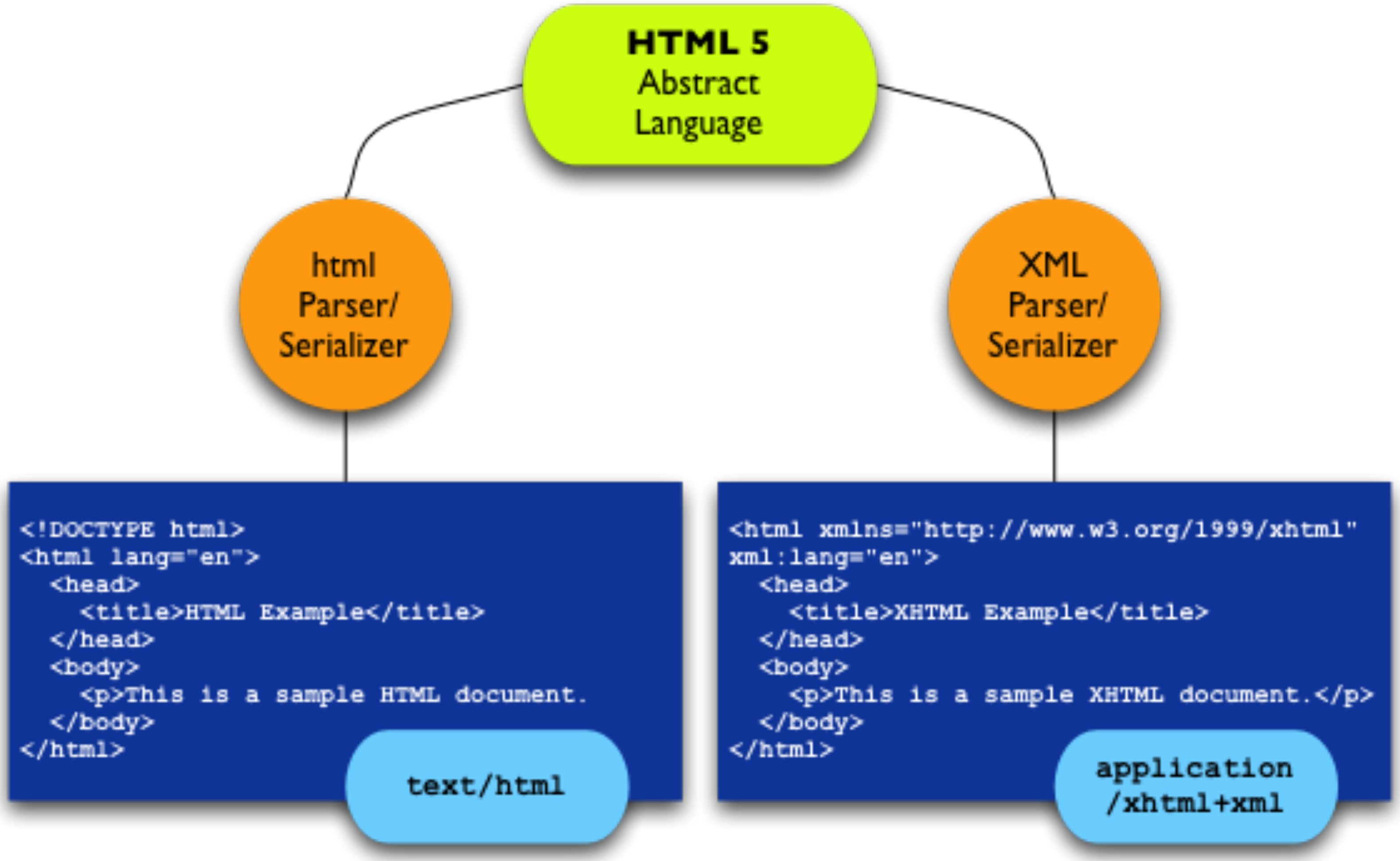
Information Architecture



Document Types



Document Types



HTML 5
Abstract
Language

html
Parser/
Serializer

XML
Parser/
Serializer

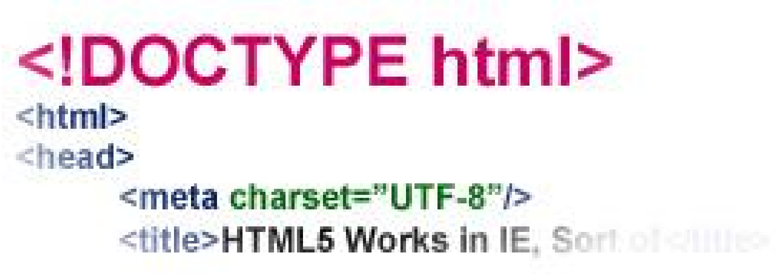
```
<!DOCTYPE html>
<html lang="en">
  <head>
    <title>HTML Example</title>
  </head>
  <body>
    <p>This is a sample HTML document.
  </body>
</html>
```

text/html

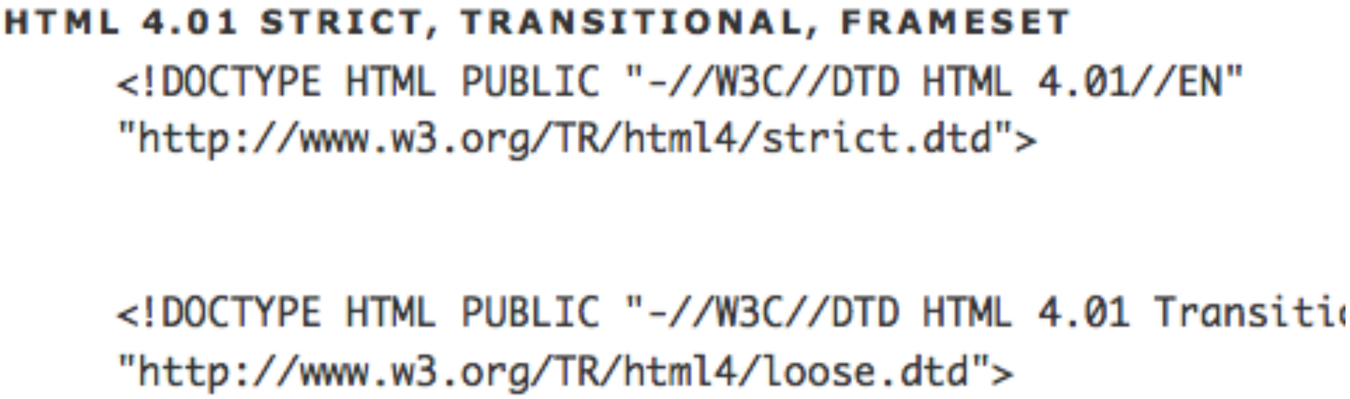
```
<html xmlns="http://www.w3.org/1999/xhtml"
xml:lang="en">
  <head>
    <title>XHTML Example</title>
  </head>
  <body>
    <p>This is a sample XHTML document.</p>
  </body>
</html>
```

application
/xhtml+xml

Document Type Definition (DTD)



```
<!DOCTYPE html>
<html>
<head>
        <meta charset="UTF-8"/>
        <title>HTML5 Works in IE, Sort of</title>
```

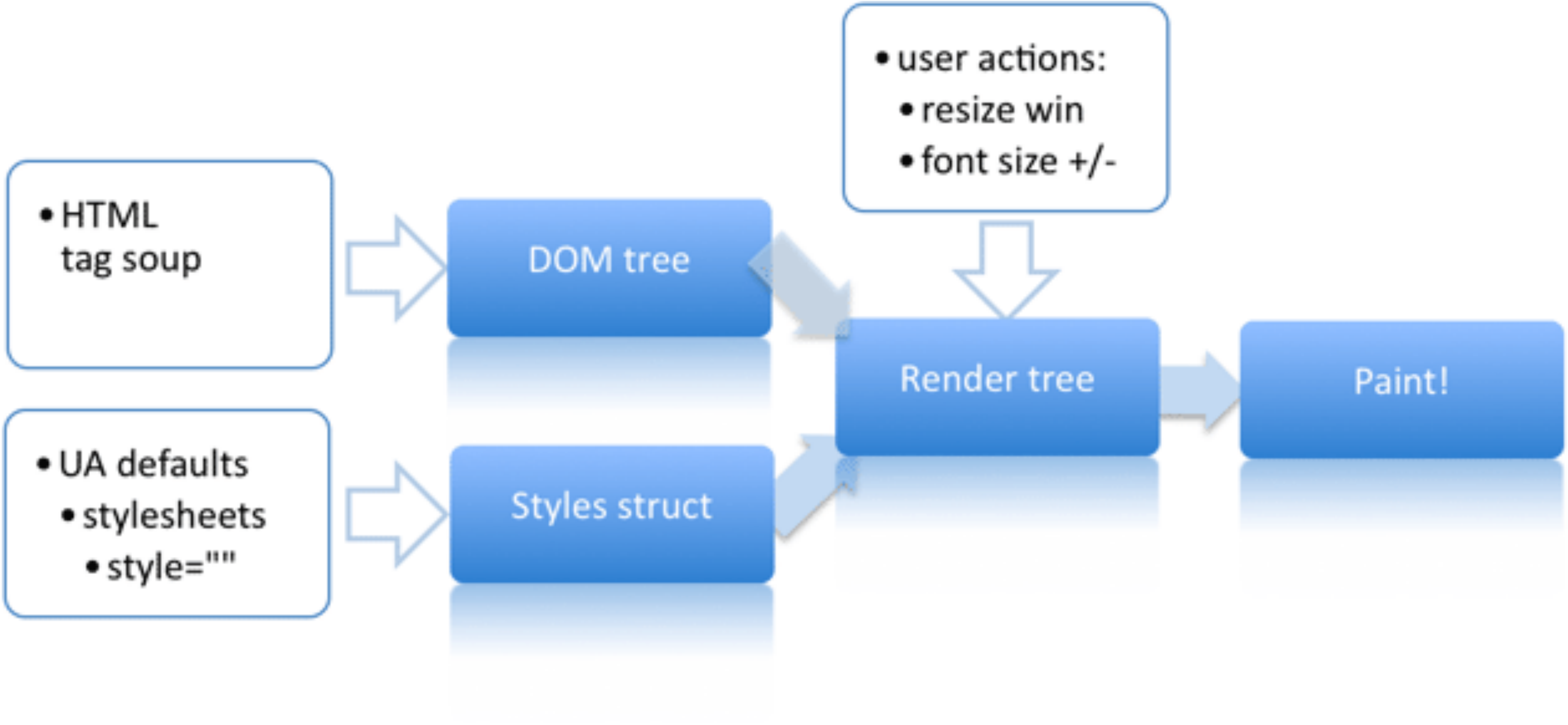


HTML 4.01 STRICT, TRANSITIONAL, FRAMESET

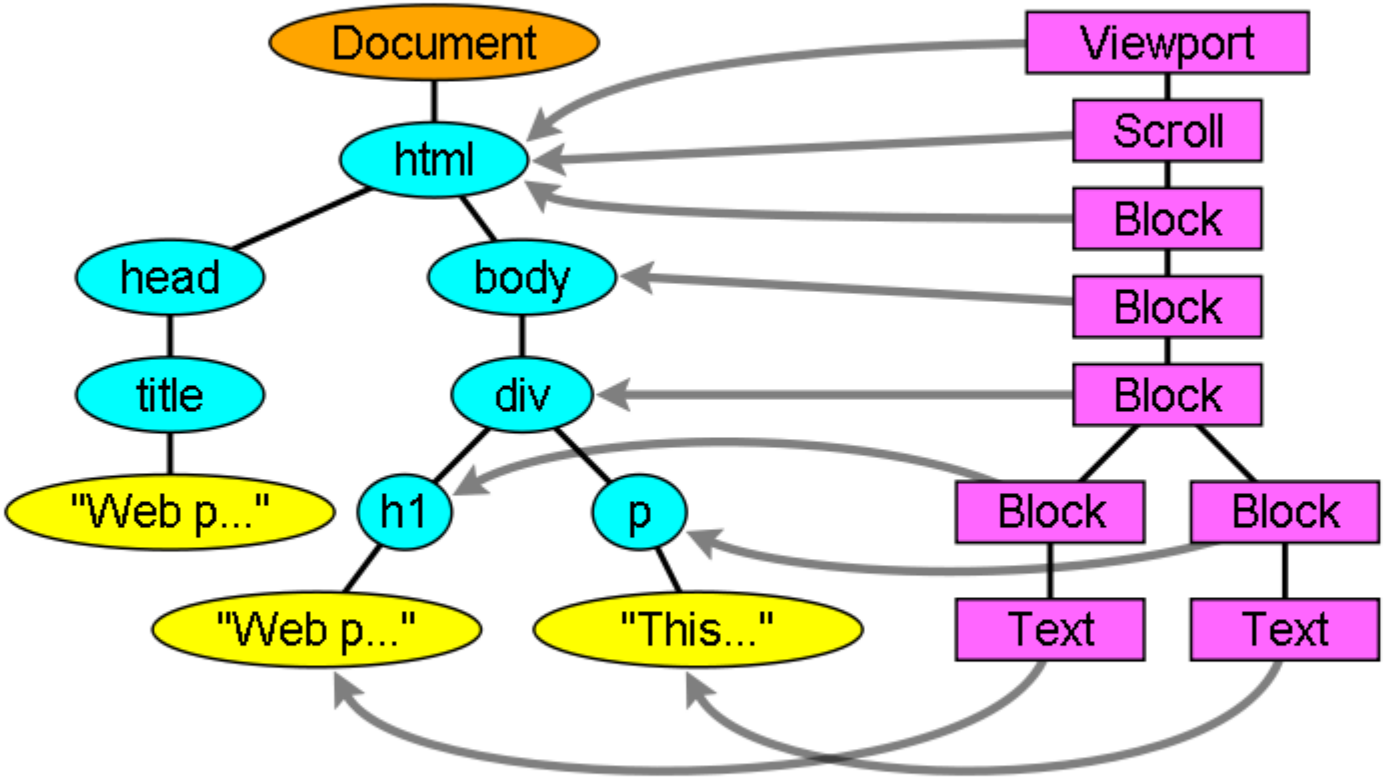
```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN"
"http://www.w3.org/TR/html4/strict.dtd">


<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transiti
"http://www.w3.org/TR/html4/loose.dtd">
```

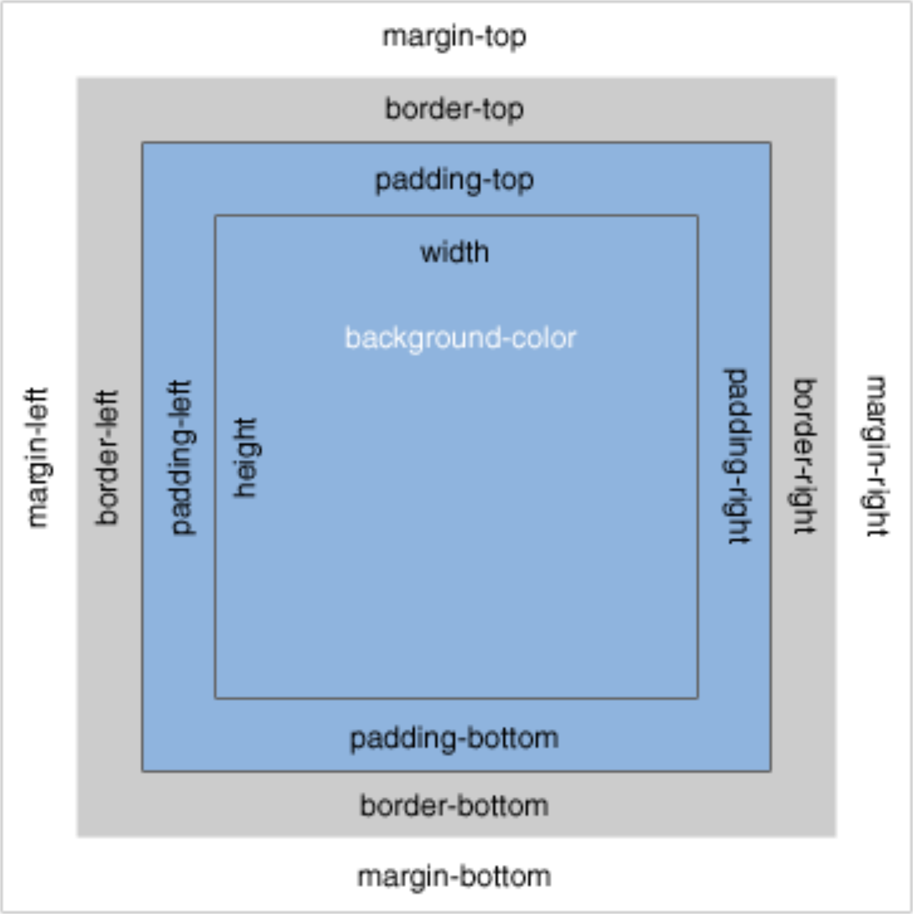
Browser Rendering Process

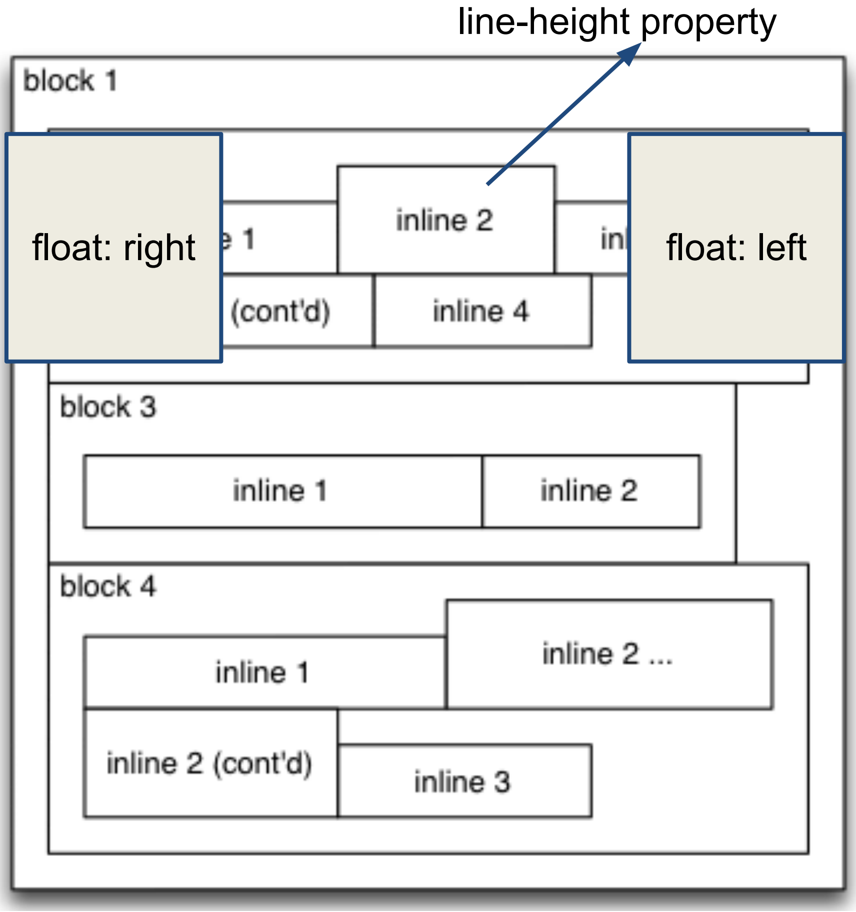


CSS Box Model

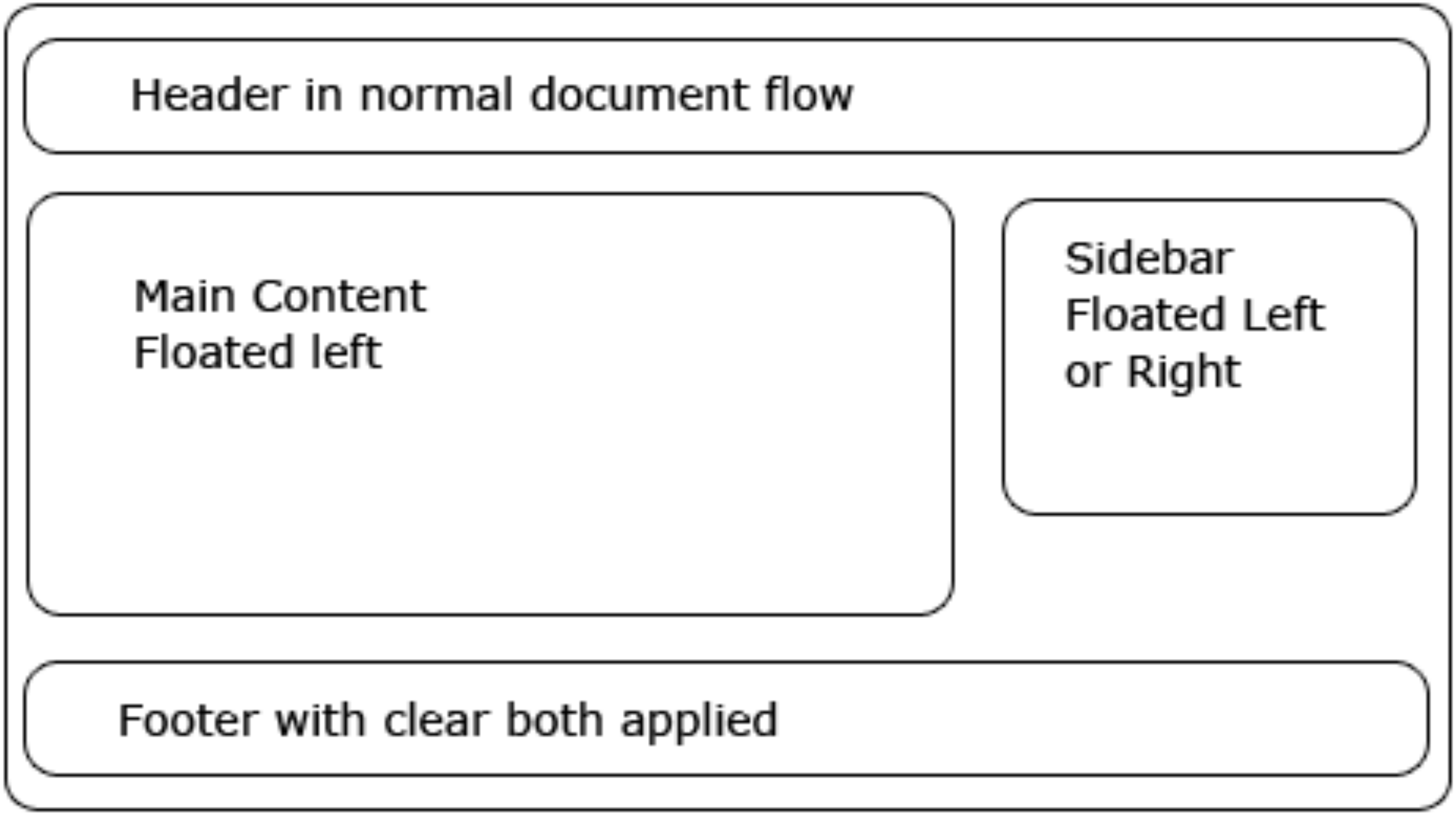


CSS Box Model





Float vs Block



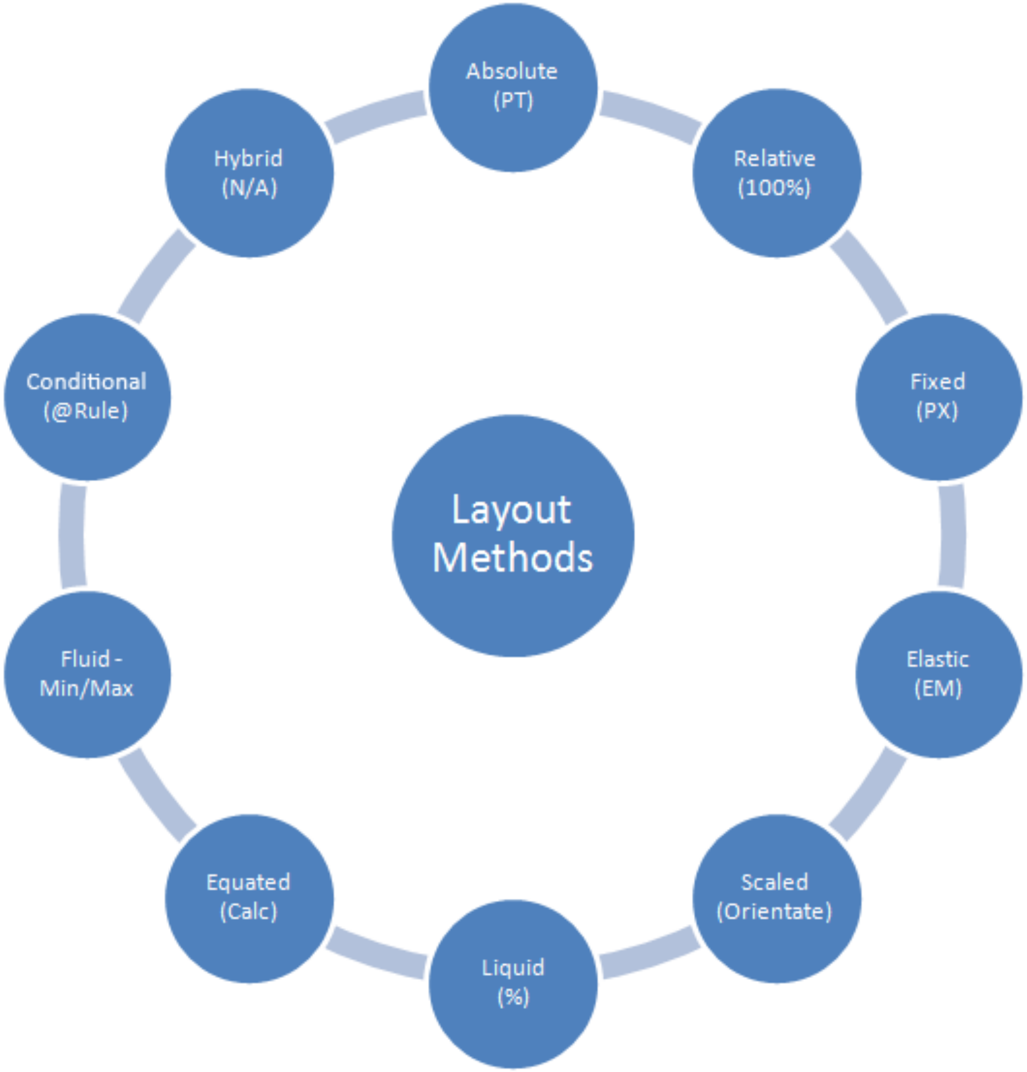
Header in normal document flow

Main Content
Floated left

Sidebar
Floated Left
or Right

Footer with clear both applied

Layouts


Layout Methods
Absolute (PT)
Relative (100%)
Fixed (PX)
Elastic (EM)
Scaled (Orientate)
Liquid (%)
Equated (Calc)
Fluid - Min/Max
Conditional (@Rule)
Hybrid (N/A)

Layouts

- **Fixed**

  A fixed website layout has a wrapper that is a fixed width, and the components inside it have either percentage widths or fixed widths.

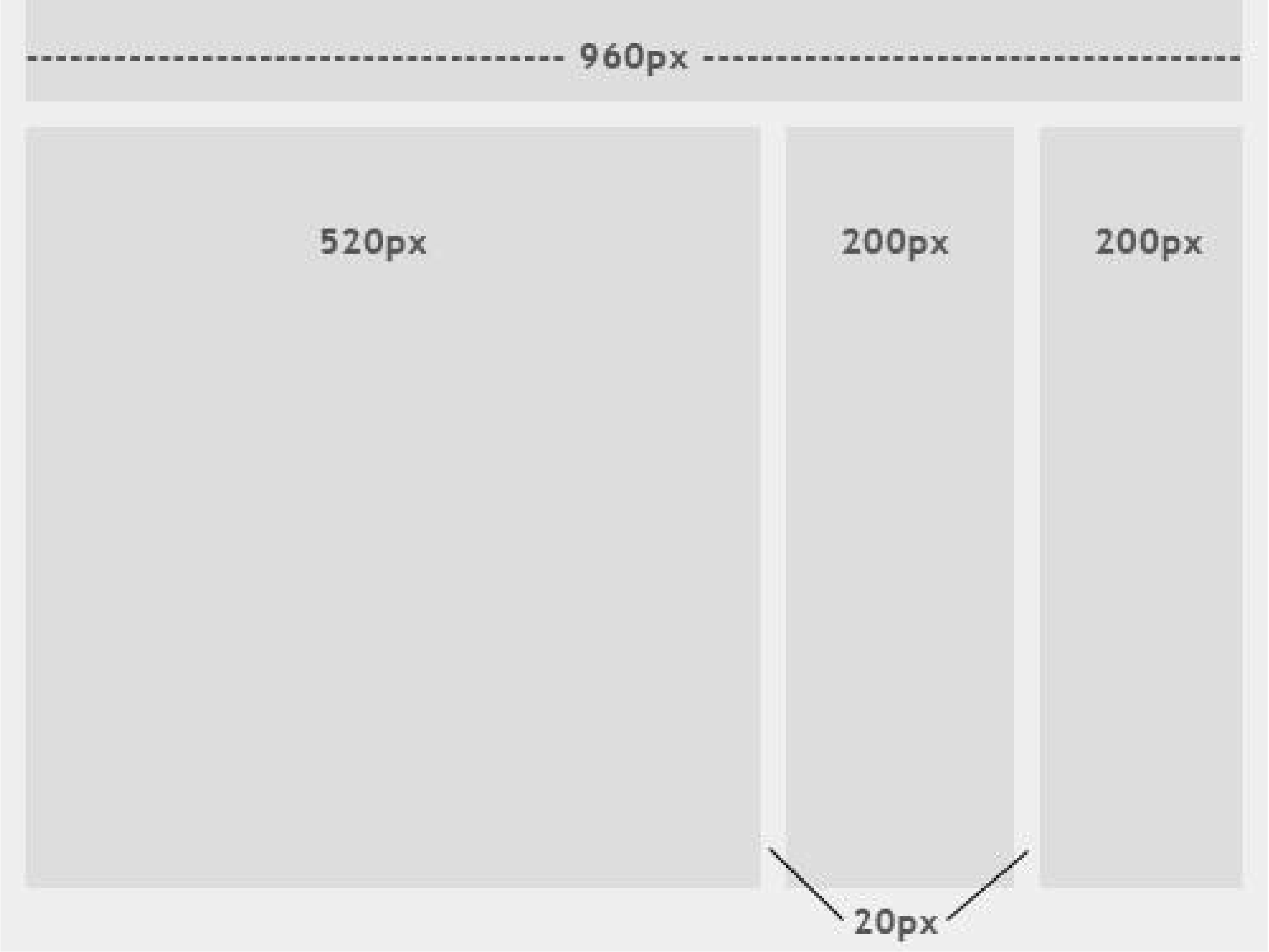
- **Liquid/Fluid**

  The majority of the components inside have percentage widths, and thus adjust to the user’s screen resolution

- **Elastic**

  It mixes the two other main layout types and it works by sizing all elements with *em‘s*.

Layouts: Fixed



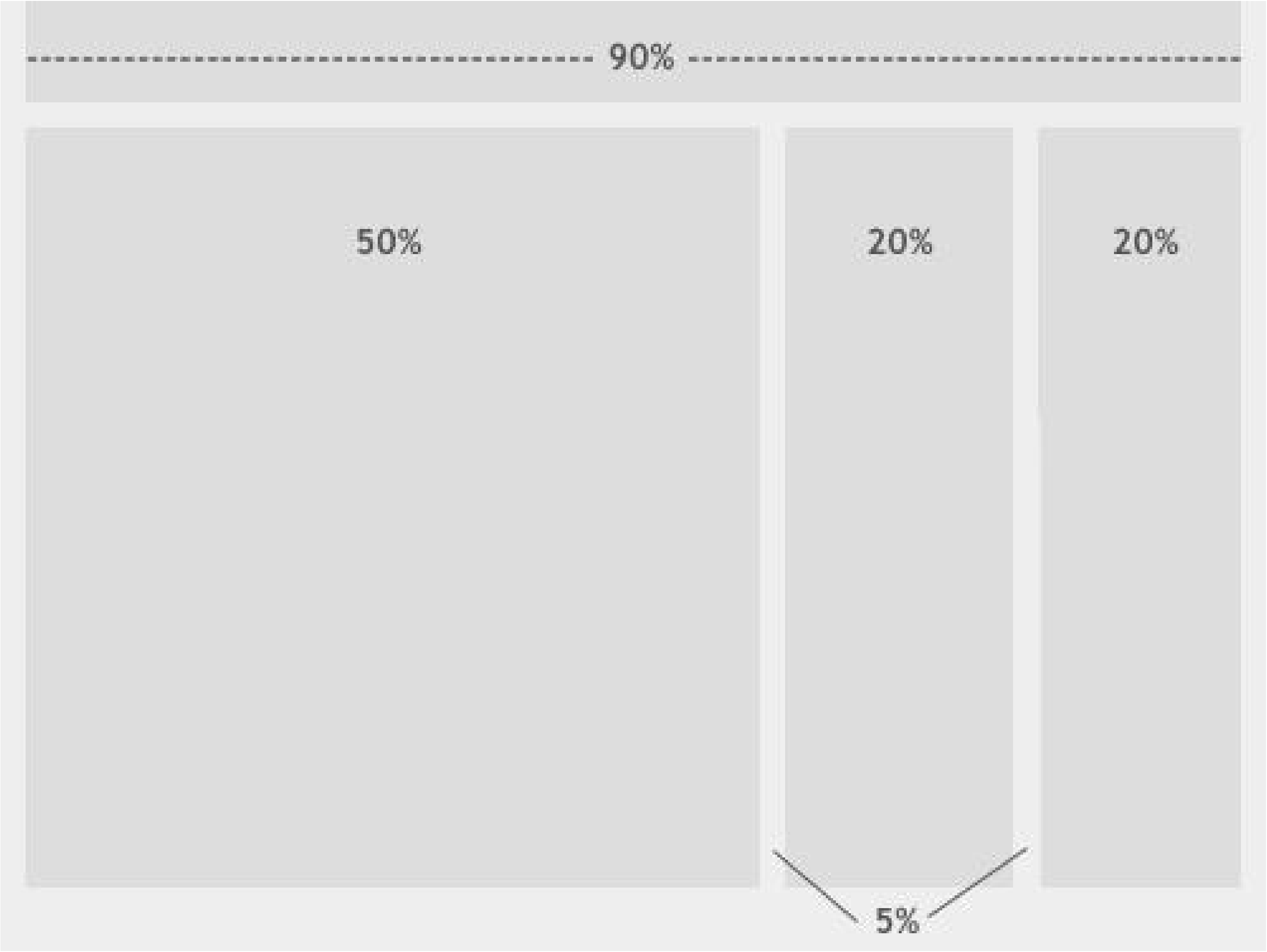
Layouts: Fixed

- **Pros**
  - Fixed-width layouts are much easier to use and easier to customize in terms of design.
  - Widths are the same for every browser, so there is less hassle with images, forms, video and other content that are fixed-width.
  - Even if a website is designed to be compatible with the smallest screen resolution, 800×600, the content will still be wide enough at a larger resolution to be easily legible.

Layouts: Fixed

- **Cons**
  - A fixed-width layout may create excessive white space for users with larger screen resolutions, thus upsetting “divine proportion,” the “Rule of Thirds,” overall balance and other design principles.
  - Smaller screen resolutions may require a horizontal scroll bar, depending the fixed layout’s width.
  - Seamless textures, patterns and image continuation are needed to accommodate those with larger resolutions.

Layouts: Fluid



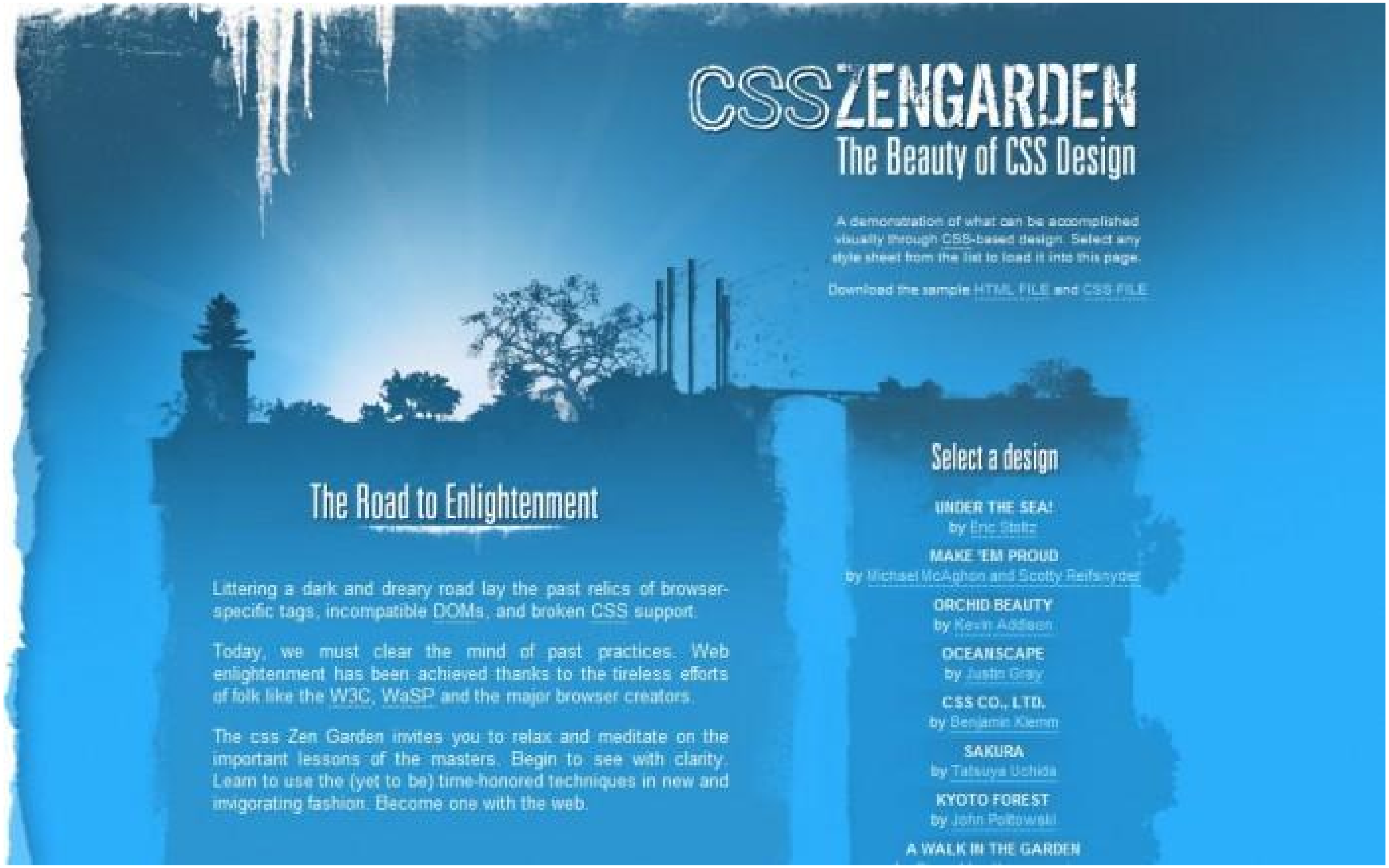
Layouts: Fluid

- **Pros**
  - Fluid web page design can be more user-friendly, because it adjusts to the user’s set up.
  - The amount of extra white space is similar between all browsers and screen resolutions, which can be more visually appealing.
  - If designed well, a fluid layout can eliminate horizontal scroll bars in smaller screen resolutions.

Layouts: Fluid

- **Cons**
  - Images, video and other types of content with set widths may need to be set at multiple widths to accommodate different screen resolutions.
  - With incredibly large screen resolutions, a lack of content may create excess white space that can diminish aesthetic appeal.
  - The designer has less control over what the user sees and may overlook problems because the layout looks fine on their specific screen resolution.

Layouts: Elastic



CSS ZENGARDEN

The Beauty of CSS Design

A demonstration of what can be accomplished visually through CSS-based design. Select any style sheet from the list to load it into this page.

Download the sample HTML FILE and CSS FILE

The Road to Enlightenment

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, and broken CSS support.

Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP and the major browser creators.

The css Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and invigorating fashion. Become one with the web.

Select a design

UNDER THE SEA!
by Eric Stoltz

MAKE 'EM PROUD
by Michael McAghon and Scotty Reifsnyder

ORCHID BEAUTY
by Kevin Addison

OCEANSCAPE
by Justin Gray

CSS CO., LTD.
by Benjamin Klemm

SAKURA
by Tatsuya Uchida

KYOTO FOREST
by John Politowski

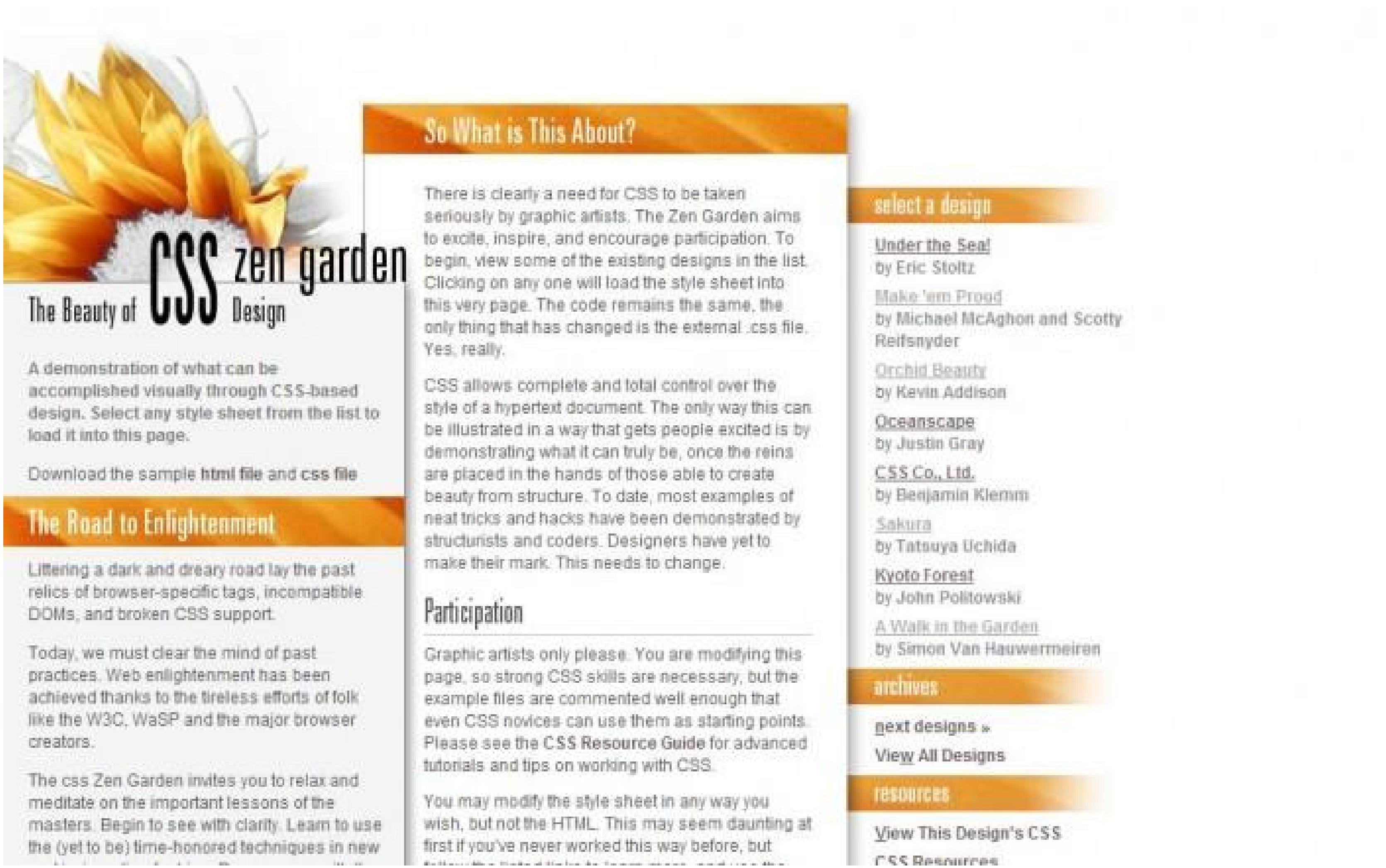
A WALK IN THE GARDEN

Layouts: Elastic

“A pixel is an unscalable dot on a computer screen, whereas an em is a square of its font size. Because font sizes vary, the em is a relative unit that responds to users’ text-size preferences.”

- Patrick Griffiths, A List Apart

Layouts: Elastic



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So What is This About?

There is clearly a need for CSS to be taken seriously by graphic artists. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The code remains the same, the only thing that has changed is the external .css file. Yes, really.

CSS allows complete and total control over the style of a hypertext document. The only way this can be illustrated in a way that gets people excited is by demonstrating what it can truly be, once the reins are placed in the hands of those able to create beauty from structure. To date, most examples of neat tricks and hacks have been demonstrated by structurists and coders. Designers have yet to make their mark. This needs to change.

Participation

Graphic artists only please. You are modifying this page, so strong CSS skills are necessary, but the example files are commented well enough that even CSS novices can use them as starting points. Please see the **CSS Resource Guide** for advanced tutorials and tips on working with CSS.

You may modify the style sheet in any way you wish, but not the HTML. This may seem daunting at first if you've never worked this way before, but

select a design

Under the Sea!
by Eric Stoltz

Make 'em Proud
by Michael McAghon and Scotty Reifsnyder

Orchid Beauty
by Kevin Addison

Oceanscape
by Justin Gray

CSS Co., Ltd.
by Benjamin Klemm

Sakura
by Tatsuya Uchida

Kyoto Forest
by John Politowski

A Walk in the Garden
by Simon Van Hauwermeiren

archives

next designs »

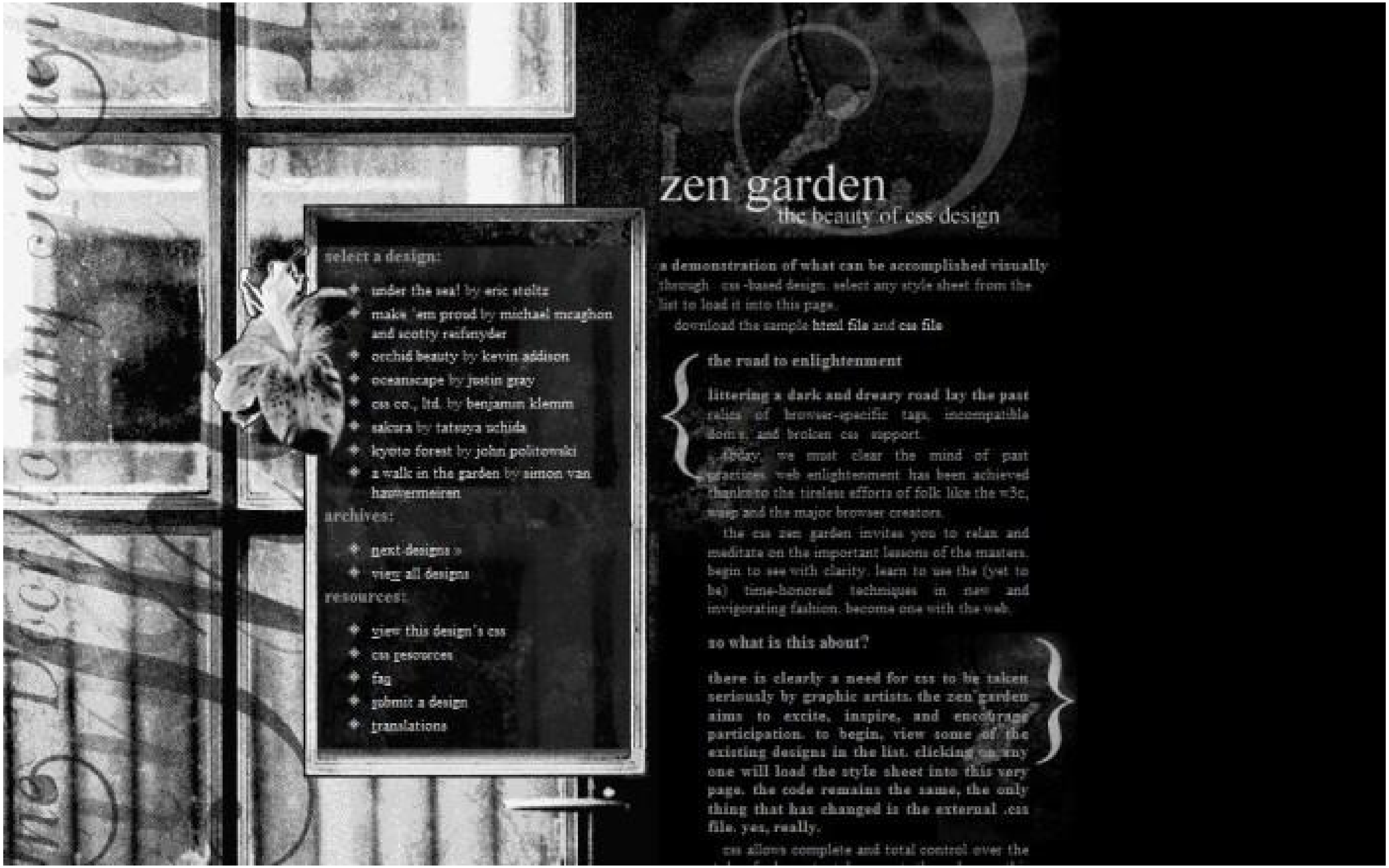
View All Designs

resources

View This Design's CSS

CSS Resources

Layouts: Elastic



zen garden

the beauty of css design

select a design:

- under the sea! by eric stoltz
- make 'em proud by michael mcaghon and scotty reifsnyder
- orchid beauty by kevin addison
- oceanscape by justin gray
- css co., ltd. by benjamin klemm
- sakura by tatsuya uchida
- kyoto forest by john politowski
- a walk in the garden by simon van hauwermeiren

archives:

- next designs »
- view all designs

resources:

- view this design's css
- css resources
- faq
- submit a design
- translations

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the road to enlightenment

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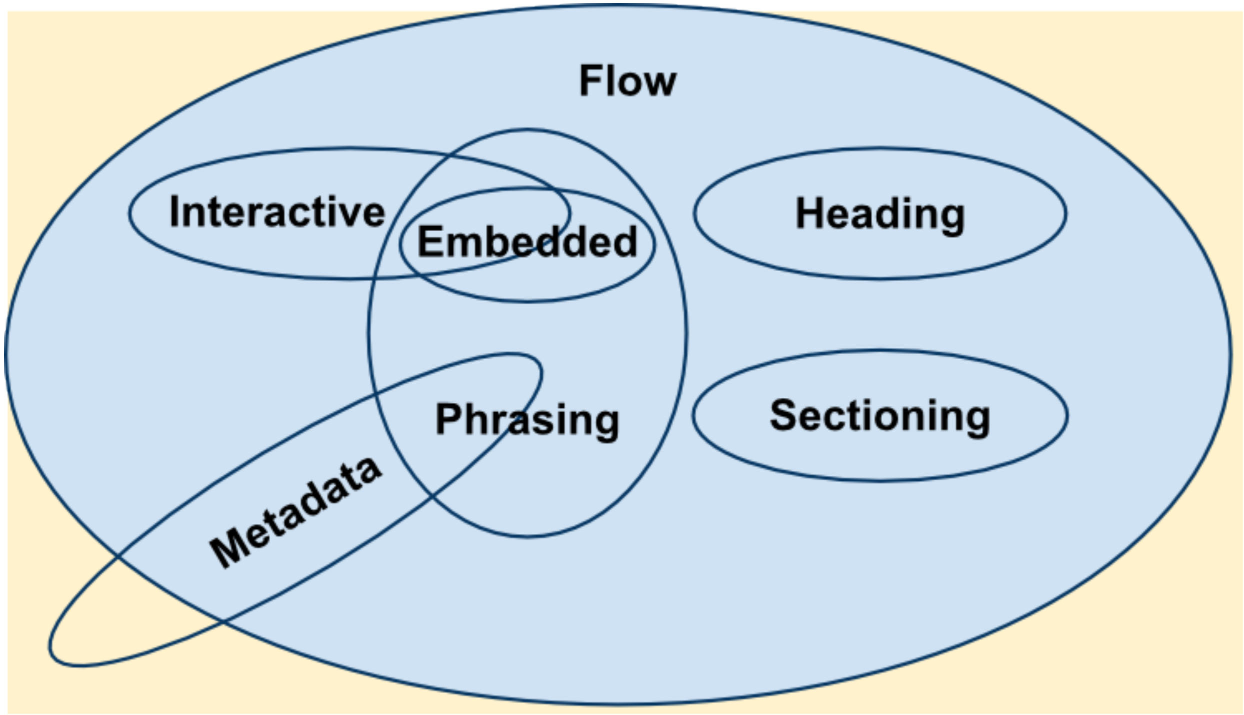
Semantic HTML

It's about the use of HTML markup to reinforce the semantics, or meaning, of the information in webpages rather than merely to define its presentation.

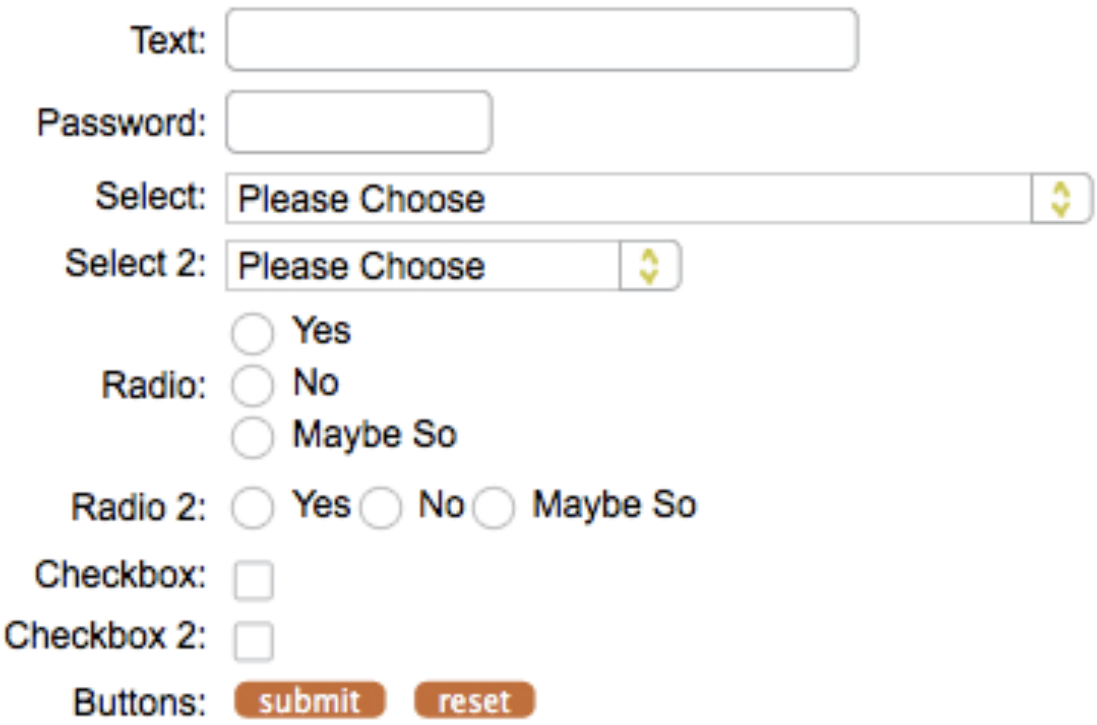


Semantic HTML

- **Metadata:** head, title, base, link, meta, style
- **Scripting:** script, noscript
- **Sectioning:** body, h1...6, address, **section, nav, article, aside**
- **Flow:** div, p, br, blockquote, ol, ul, **figure**
- **Phrasing:** a, span, em, strong, small, cite, code, **time**
- **Interactive:** menu, **details, summary**
- **Embedded:** img, iframe, area, map, **video, audio, canvas**
- **Tables:** table, caption, tr, td, th, thead, tbody, tfoot
- ***Forms:*** *form, fieldset, legend, label, input,* ***datalist, progress***

Forms

- Buttons
- Checkboxes
- Radio buttons
- Menus
- Text input
- File select
- Hidden controls



Text:

Password:

Select: Please Choose

Select 2: Please Choose

Radio: ○ Yes ○ No ○ Maybe So

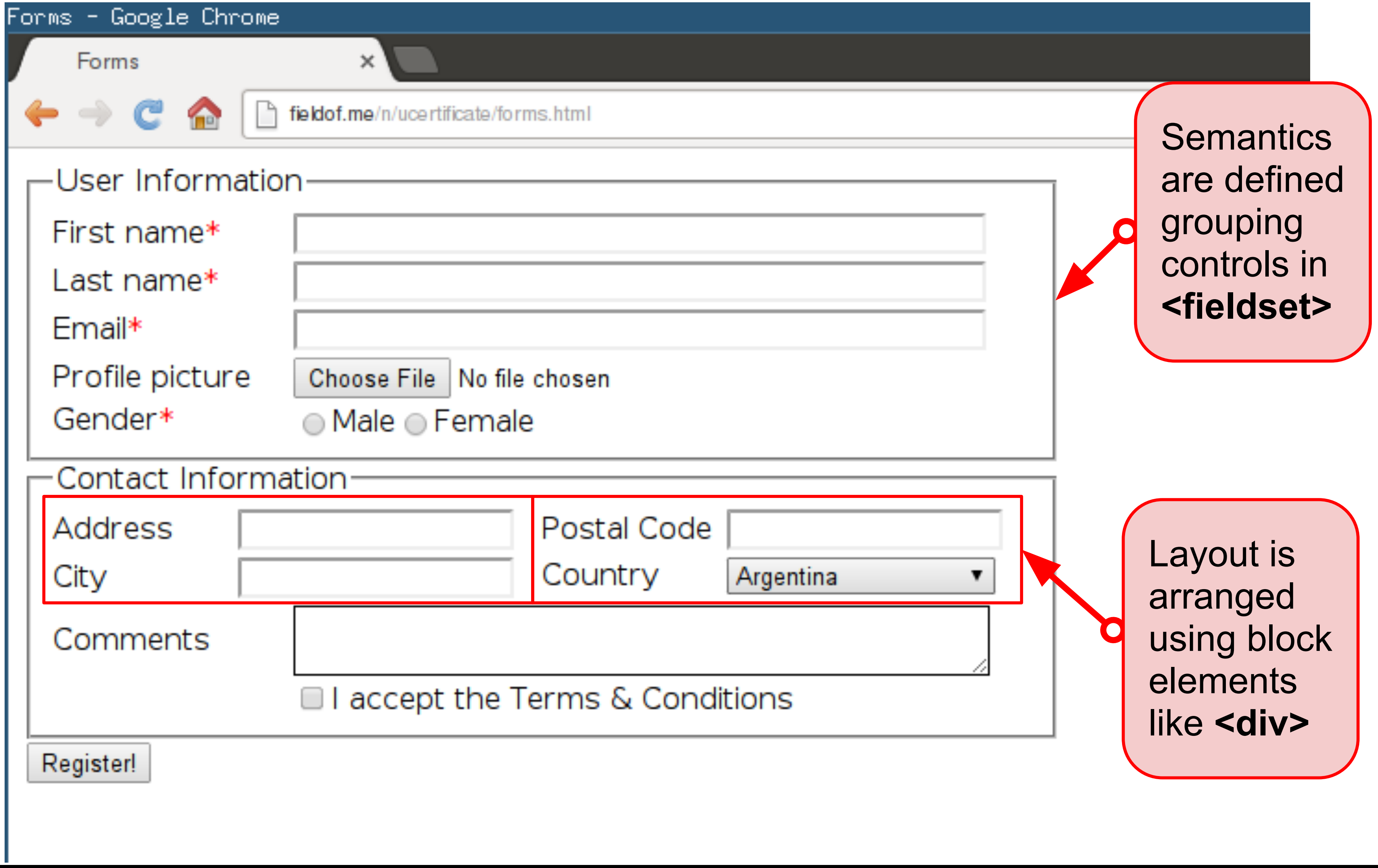
Radio 2: ○ Yes ○ No ○ Maybe So

Checkbox: □

Checkbox 2: □

Buttons:

Forms



Forms - Google Chrome

Forms ×

fieldof.me/n/ucertificate/forms.html

User Information

First name*

Last name*

Email*

Profile picture Choose File No file chosen

Gender* ○ Male ○ Female

Contact Information

Address

City

Postal Code

Country Argentina ▼

Comments

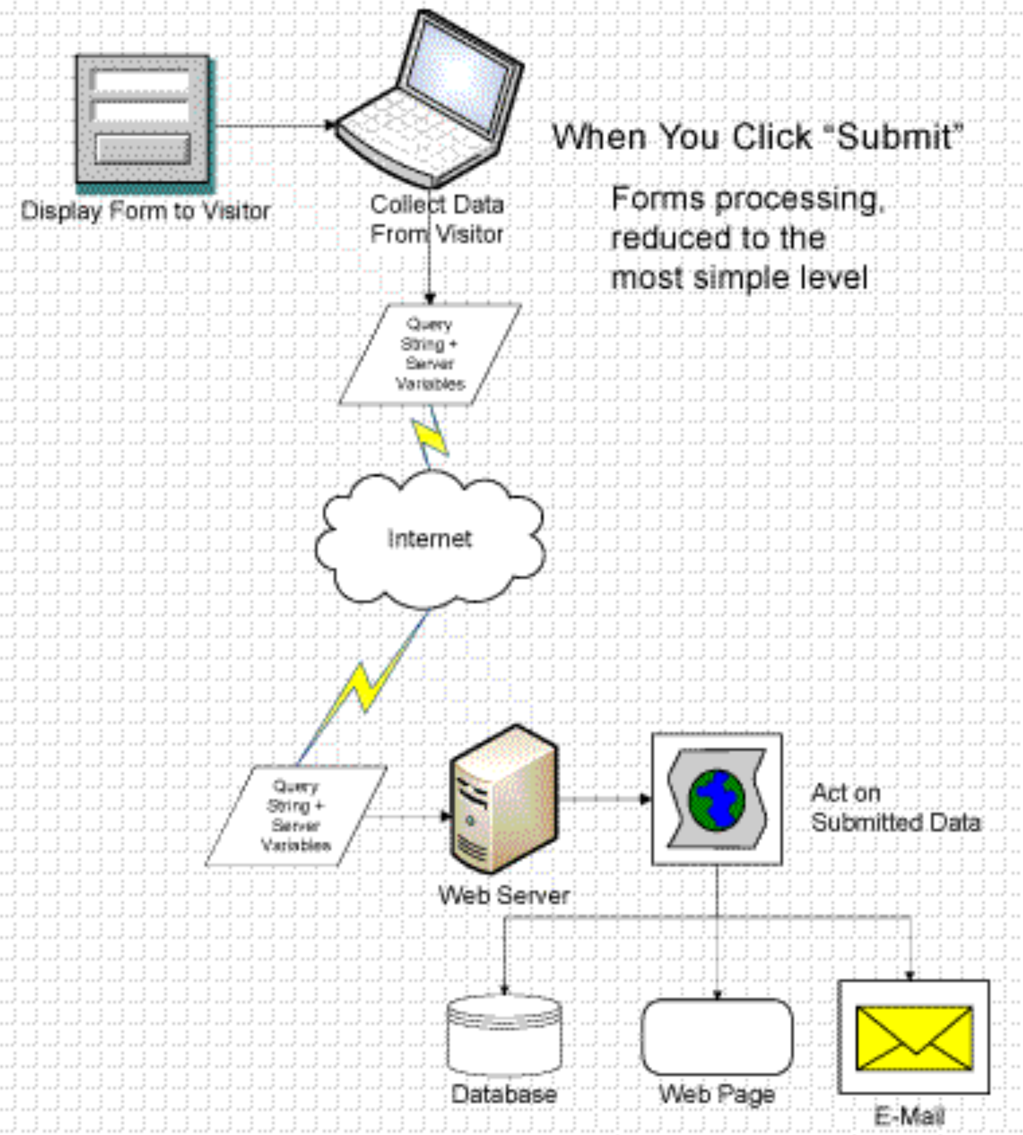
□ I accept the Terms & Conditions

Register!

Semantics are defined grouping controls in **<fieldset>**

Layout is arranged using block elements like **<div>**

Forms: Sending data


Display Form to Visitor
Collect Data From Visitor
When You Click "Submit"
Forms processing, reduced to the most simple level
Query String + Server Variables
Internet
Query String + Server Variables
Web Server
Act on Submitted Data
Database
Web Page
E-Mail

Thank you!

Globant
we are ready