

# Client Side Development }

*Web Standards*

# Web Standards

- { Review
- { Web Standards
- { Validation
- { Separate Presentation from Content
- { Proper Tags and Web Philosophies
- { The Future of Web

# Review



# Review

- { What is HTML?
- { What is CSS?
- { What are the 4 base tags?
- { List HTML formatting tags?
- { How does a stylesheet connect to HTML?
- { Who are the 3WC?

# Every Document...

- { Should be well formed
- { Have a title
- { Proper name

# See Where You Rank

—{ How well do you know your code?

—{ [http://www.oneplusyou.com/bb/html\\_quiz](http://www.oneplusyou.com/bb/html_quiz)

# Web Standards



# What are Web Standards?

Common set of guidelines to with the goal of web ubiquity.



Web Standards starts with  
writing valid code.

# Validation



# Validation

A process of evaluating your code for errors and deprecated features.

# Validation

- { HTML Validation in Dreamwaver
- { The W3C Markup Validator
  - { <http://validator.w3.org/>
- { The W3C CSS Validator
  - { <http://jigsaw.w3.org/css-validator/>
- { Web Developer Toolbar
- { Firebug

# How does validation work?

# It's based off of your doctype

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 <title>Untitled Document</title>
6 </head>
7
8 <body>
9 </body>
10 </html>
11
```

# It's based off of your doctype

```
3 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
4 <html xmlns="http://www.w3.org/1999/xhtml">
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6 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
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9 <body>
10 </body>
11 </html>
```

# We will use these doctypes

xhtml1-transitional.dtd

xhtml1-strict.dtd

# Cool Kids

The Super cool kids are using this.

```
<!DOCTYPE HTML>
```

Anybody know what this is?

# Guess What?

We are super cool so we are **ONLY** authoring documents with HTML5 doctypes.

# POP QUIZ

# What is the HTML5 Starting Code?

```
<!doctype html>  
<meta charset= 'utf-8' />  
<head>  
<title></title>  
</head>  
<body></body>  
</html>
```

# The truth about validation

- { It's fool proof
- { It won't always point out the "actual" error
- { Sometimes validation doesn't make sense

# More about validation

<http://dev.opera.com/articles/view/24-validating-your-html/>

# Semantic HTML



# Semantic HTML

Using proper tags or names to describe or give the content meaning.

# Give Content Meaning Through the Markup

```
<div id="wrapper">
<h1>This is my Website Name</h1>
  <div id="content">
    <ul id="navigation">
      <li><a href="#"
title="home">home</a></li>
    </ul>
    <h2>Name of the article</h2>
  </div>
</div>
```

# Common Misconceptions

- { H1 makes type big
  - { *WRONG* it makes that type the most important structurally
- { b makes it bold
  - { *WRONG* actually it does nothing structurally, however strong has some semantic value.

# Order of Importance

—{ Title

—{ h1 - h6

—{ p

—{ em, strong, blockquote, ul, ol, li, dl, dt, dd...

—{ a, img

—{ *Qualify these with alt and title attributes*

HTML is more about order  
than style. Let the CSS worry  
about the look and feel.



Separate  
Presentation from  
Content



# M-C-V: *Model Control View*

If you can always keep your content and structure away from your style. It's easier to develop, understand, and update.



# Proper Tags and Web Philosophies



We are about to look at some  
web standards and trends.

# Good Web Practices

- { Always Use a proper Title
- { Always Use h1 - h6 appropriately
- { All tags should be lower case
- { Use quotes for attributes
  - { *width="10"*

Some tags are deprecated.

# Deprecated Tags

Tags that will no longer be supported

# Deprecated Tags

{ applet

{ basefont

{ center

{ dir

{ font

{ isindex

{ menu

{ s

{ strike

{ u

<http://www.w3.org/TR/REC-html40/appendix/changes.html#h-A.3.1.2>

That's right the underline tag  
is deprecated!



What do you do?



Use `css` only

Other tags are discouraged.

# Discouraged Tags

{ b

{ i



**What? Really?!?**

There are exhausting debates  
online about the “proper way”  
to code.

<http://www.webmasterworld.com/forum21/11989.htm>



Some say..

# Discouraged Tags

— { b - use strong

— { i - use em



While others say...

`<span class="bold">hi</span>`



There are arguments  
for both sides

# Clean Styles vs SEO Benefits and Accessibility



There's no right answer...

But I want you to refrain from  
using `b` and `i` unless you have  
a good reason.

How will I know if I'm in line  
with the latest developments  
with web technologies?

# Staying Current

- { [alistaprt.com](http://alistaprt.com) (a book apart series)
- { [zeldman.com](http://zeldman.com)
- { [.net](http://.net) magazine
- { Attend user groups
- { Go to conferences
- { Make lots of friends
- { Read... a lot!

# Must Have Tools

- { HTML5 Boilerplate
- { CSS Reset
- { Firebug
- { Web Developer Toolbar
- { MAMP, WAMP, XAMP



Details

*Client Side Web Development*

# Details

- { Fav icons
- { *Multiple Platforms*
- { Meta Descriptions
- { Progressive Enhancement & Graceful degradation
- { Google Analytics & Webmaster Tools
- { Robots.txt



# The Future of the Web



*Client Side Web Development*

# The Future of the Web

- { HTML 5
- { CSS 3
- { Typefaces
- { Flash
- { jQuery
- { Mobile

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