



Under Construction

Hello

Saying what you mean

Standards and Semantics
on the Web

Interface Development Team



Content

+

Wrapping

3 types of
Information

Presentation

Information

Behavioural Information

Structural Information



HTML 101

```
<p class="greeting">Hello World!</p>
```

Paragraphs

`p`

Headings

`h1, h2, h3..`

Lists

`ul, ol, dl`

Tables

`table`

Images

`img`

Generic

`div, span`

“...the street finds its
own uses for things”

– William Gibson

Table-based Layout







This is best viewed in 800 x 600 resolution. We strongly suggest that you have
["Internet Explorer 4.0"](#). Can be viewed with Internet Explorer 3.0 and [Netscape Navigator 3.0](#).
If your computer is not 800 x 600 res.
You would not be able to view this site properly.





- Structural
- Presentational
- Behavioural



**W3C Standards
to the rescue!**

To Hell With Bad Browsers

Jeffrey Zeldman

A List Apart, Issue 99
16th February 2001

Web Standards

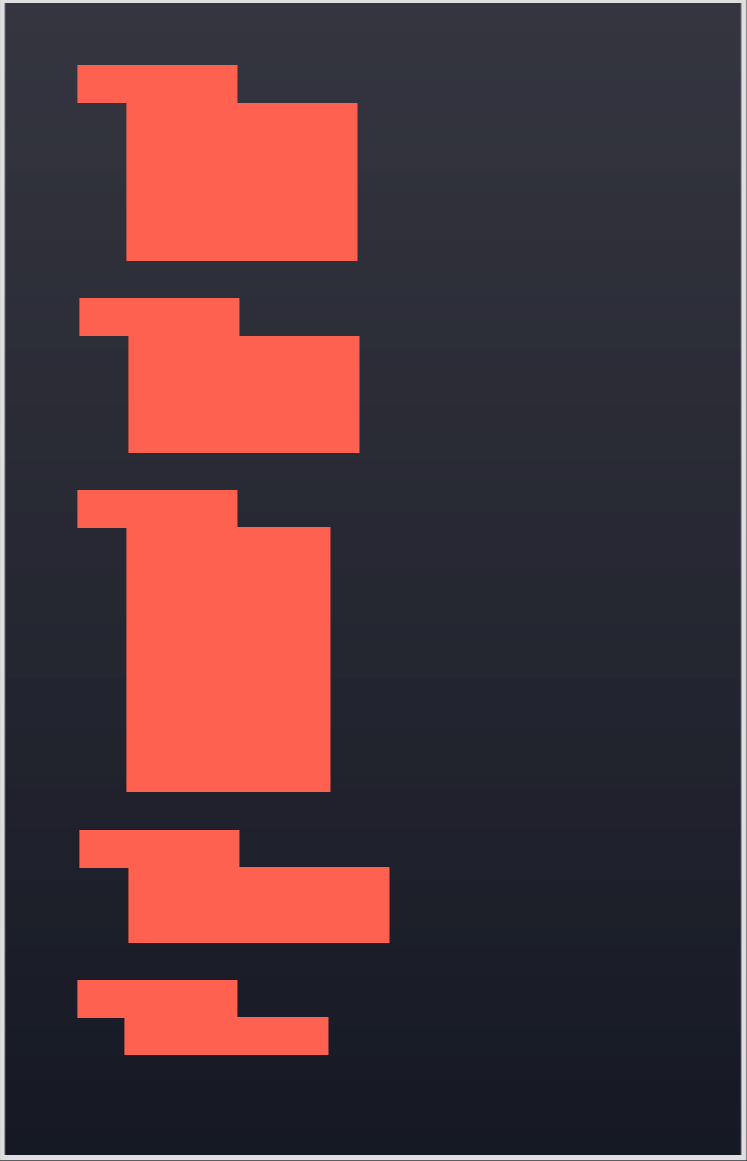
①

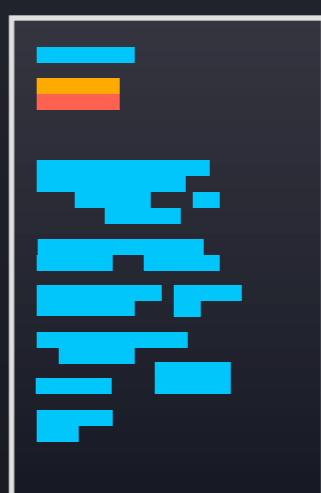
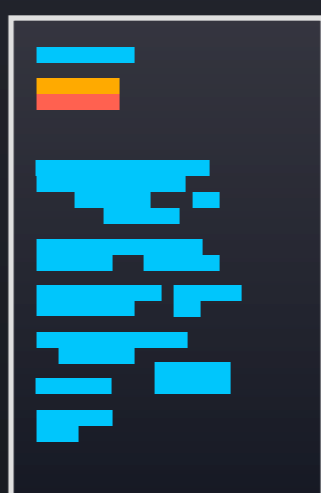
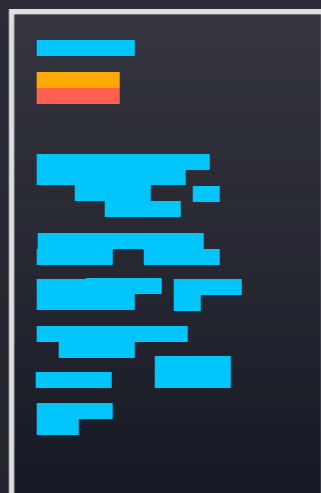
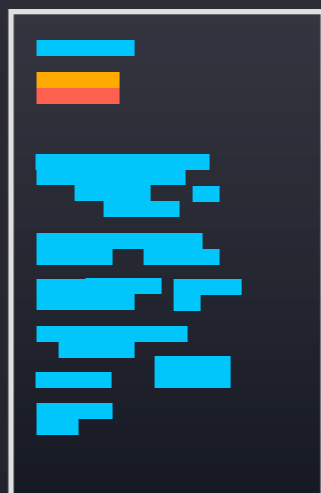
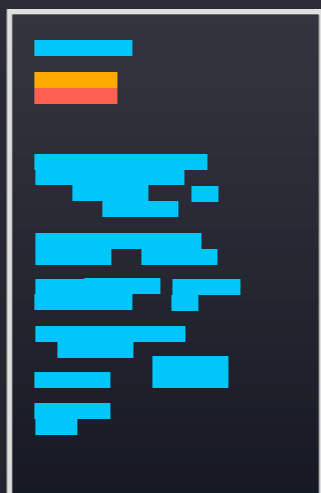
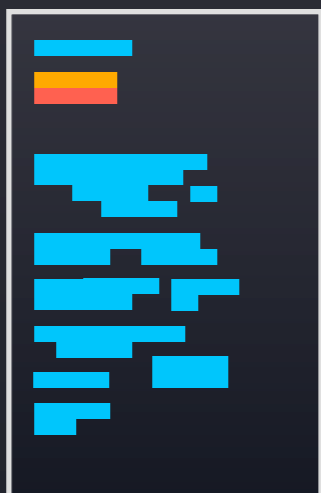
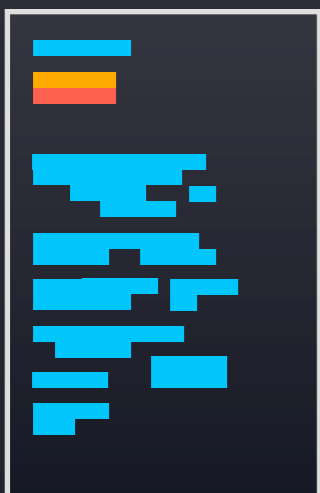
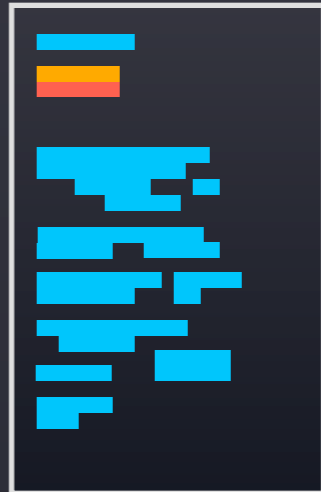
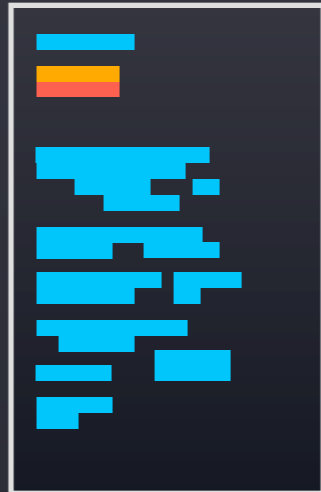
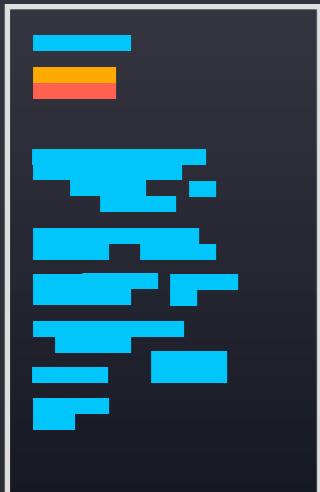
**Write Valid
Markup**

②

Separate Information







③

**Write Semantic
Markup**

Bulleted Lists Only

designview

about

services

contact

HTML tags have NO PRESENTATIONAL VALUE! Don't even think of them like that. They're only there to lend meaning and context to the content. This page is constructed using only 1 div and many bulleted lists. No other markup was employed to make this page. This page illustrates how CSS should provide the presentation – regardless of what tags are used to construct it.

Don't use this particular method for constructing your own pages, however. Using nothing but s and s to make your page is silly and meaningless, unless the content is nothing but lists. The moral of this story is that **you should use HTML tags ONLY for their semantic value** – for how the tag defines the content's place in the context of the page. Presentation is the realm of CSS.

List item one here

List item one here

List item one here

List item one here

Subtitle Goes here

Nulla facilisi. Praesent id sem. Maecenas sodales magna placerat enim. Nulla aliquam congue ipsum. Nunc mattis porta ante. In ligula. Etiam consequat ullamcorper dolor.

Mauris cursus cursus diam. Vivamus malesuada mattis metus. Donec sit amet turpis. Aenean dictum fringilla metus. In velit nisl, ornare in, commodo vel, dapibus quis, risus. Vestibulum porta massa id metus. Praesent massa. Aliquam accumsan felis eu dui. Nunc sit amet tortor. Nulla rutrum arcu a nisi. Quisque pharetra. Ut eu nisl lacinia magna cursus pulvinar. Aliquam erat volutpat.

Description	SKU	Color	Price
Cool Shoe	#88475	Red	\$45.00
Elegant Shoe	#88476	Black	\$45.00
Sports Shoe	#88477	White	\$45.00
Nerd Shoe	#88479	Yellow	\$45.00

Nulla facilisi. Praesent id sem. Maecenas sodales magna placerat enim. Nulla aliquam congue ipsum. Nunc mattis porta ante. In ligula. Etiam consequat ullamcorper dolor.

**“Am I describing what
this content is or what
this content looks like?”**

Good

Evil

#mainContent

#leftCol

.braSizeCup

.borderBox

.schoolsGuide

.padding20Top

.newsItem

.blueButton

#header

#footer

**Meanwhile,
In the real world...**





“Jamie, those wings are not standards compliant!”



“Jamie, that’s a crap plane!”

“If your product is not suitable for the breadth of likely or inevitable contexts and environments in which it is to be used, it is a *poor quality product.*”

– Andy Rutledge

**Thank you for
your attention**

Questions?