

Essentials of Web Design

CSCI 1210

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HTML5 Semantic Elements

(& Information Architecture ... & Navigation)

Today's Lecture

HTML Semantics

Information Architecture

CSS Pseudo-classes

Making a Nav Bar

Semantics

The study of the meanings of words and phrases in language

'Semantic Elements' are elements that have meaning

Clearly describes meaning to both the browser and the developer

Non-semantic: **<div>** & **** tell nothing about what they contain

Semantic: **<form>**, **<table>**, & **** clearly define their content

HTML 5 Semantic Elements

HTML 5 includes semantic elements, which define different parts of a web page

`<header>`

`<nav>`

`<section>`

`<article>`

`<aside>`

`<footer>`

<header>

<nav>

<section>

<aside>

<article>

<footer>

Header

The **<header>** element creates a header for a document, section, or article

Should be used as a container for introductory content

A page may (or may not) have several **<header>** elements

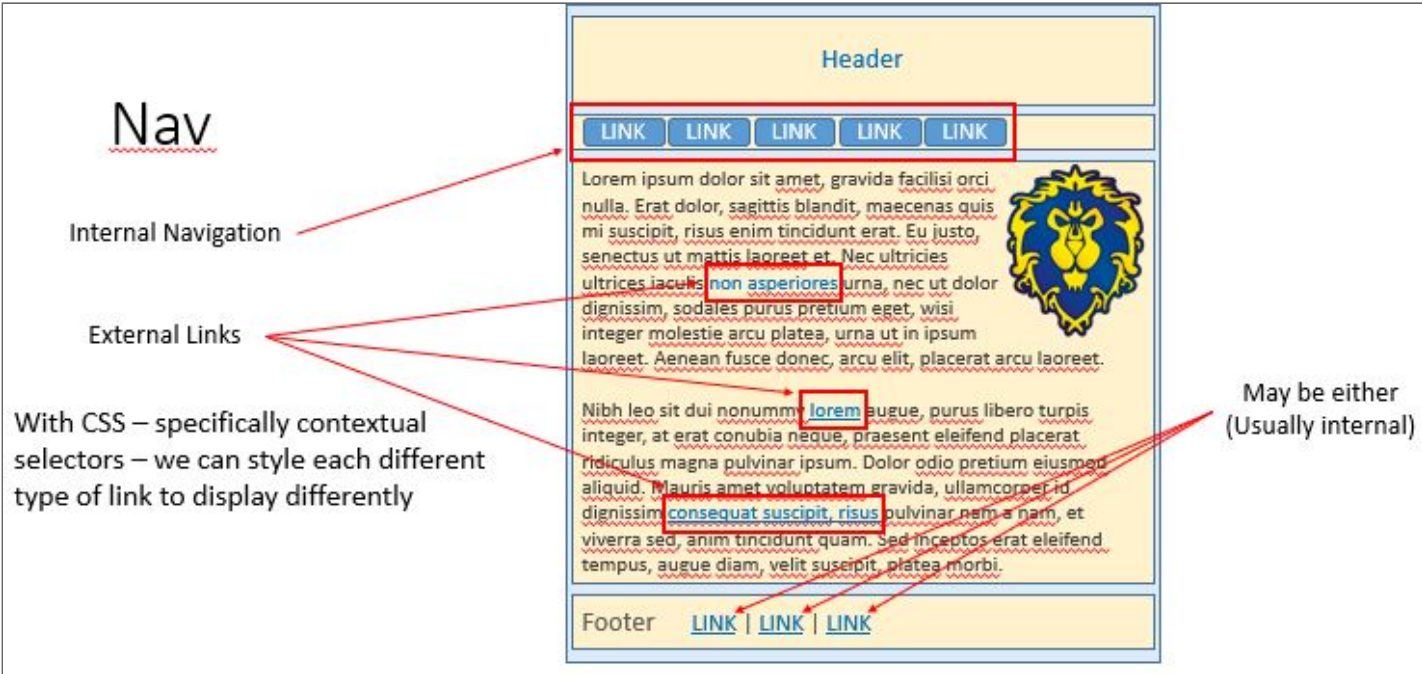
Nav

The `<nav>` element creates a set of navigation links

The `<nav>` is typically used for nav links internal to the site

Not all links in a document will be placed inside a `<nav>` element!

`<nav>` is specifically for intra-site links; absolute links (to resources outside of a site) should be styled differently



Nav

For Example:

```
nav a {  
  background-color: lightblue;  
  border: 1px solid black;  
  color: white;  
  border-radius: 3px;  
}
```

Header

LINK LINK LINK LINK LINK

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Footer LINK | LINK | LINK

Remember what

nav a

the space between
'nav' and 'a' does?

Section

The **<section>** element creates a section (division) in a document

According to W3C's HTML5 documentation: "A section is a thematic grouping of content, typically with a heading"

A Web site's home page could be split into sections for introduction, content, and contact information

Section

A page may be divided into a number of sections, each with a logical theme

Alternatively, a page may have one section with a number of headers that divide them logically

Header

[LINK](#)[LINK](#)[LINK](#)[LINK](#)[LINK](#)

Section

Header

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Section

Header

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Article

The **<article>** element specifies independent, self-contained content

An article should make sense on its own, and it should be possible to read it independently from the rest of the web site

Examples of where an **<article>** element can be used:

Forum post

Blog post

Newspaper article

Article

An **<article>** can be used in a similar fashion as a section, with similar properties

Header

[LINK](#)[LINK](#)[LINK](#)[LINK](#)[LINK](#)

Article

Header

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Article

Header

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Footer [LINK](#) | [LINK](#) | [LINK](#)

Aside

The **<aside>** element defines some content that is related to, but not directly, the site's overall content

This is typically a sidebar-kind of element

May be a set of **<nav>** elements, a calendar, an RSS feed, or anything else that may be of interest to a user

Header

[LINK](#)[LINK](#)[LINK](#)[LINK](#)[LINK](#)

Article

Header



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Article

Header



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Aside

Calendar

RSS Feed`

Footer

[LINK](#)[LINK](#)[LINK](#)

Footer

Well, a **<footer>** element is located at the end, or bottom, of a document or section

Should contain information about its containing element

Author, copyright © information, links to terms of use and/or privacy information, etc.

A document may (or may not) have several footer elements

Nesting Semantic Elements

In the HTML 5 standard, the **<article>** element defines a complete, self-contained block of related elements

The **<section>** element is also defined as a block of related elements

So, can we use these definitions to decide how to nest elements?

NO! We cannot!

Nesting Semantic Elements

On the Internet, you will find HTML pages with `<section>` elements containing `<article>` elements, and `<article>` elements containing `<section>` elements

You will also find pages with `<section>` elements containing `<section>` elements, and `<article>` elements containing `<article>` elements

As a designer, you should pick what structure / nesting scheme best fits your content and be consistent in using it

However, it may be decided by the organization you're employed by

Nesting Semantic Elements

Newspaper vs Academic Journal

Newspaper - Several sections (i.e., Headline News, Sports, Local, Entertainment, etc)

Each 'section' has one or more articles about its topic

Articles typically include content such as headings/headers, text, images, tables, and even (sometimes) asides

Nesting Semantic Elements

Newspaper vs Academic Journal

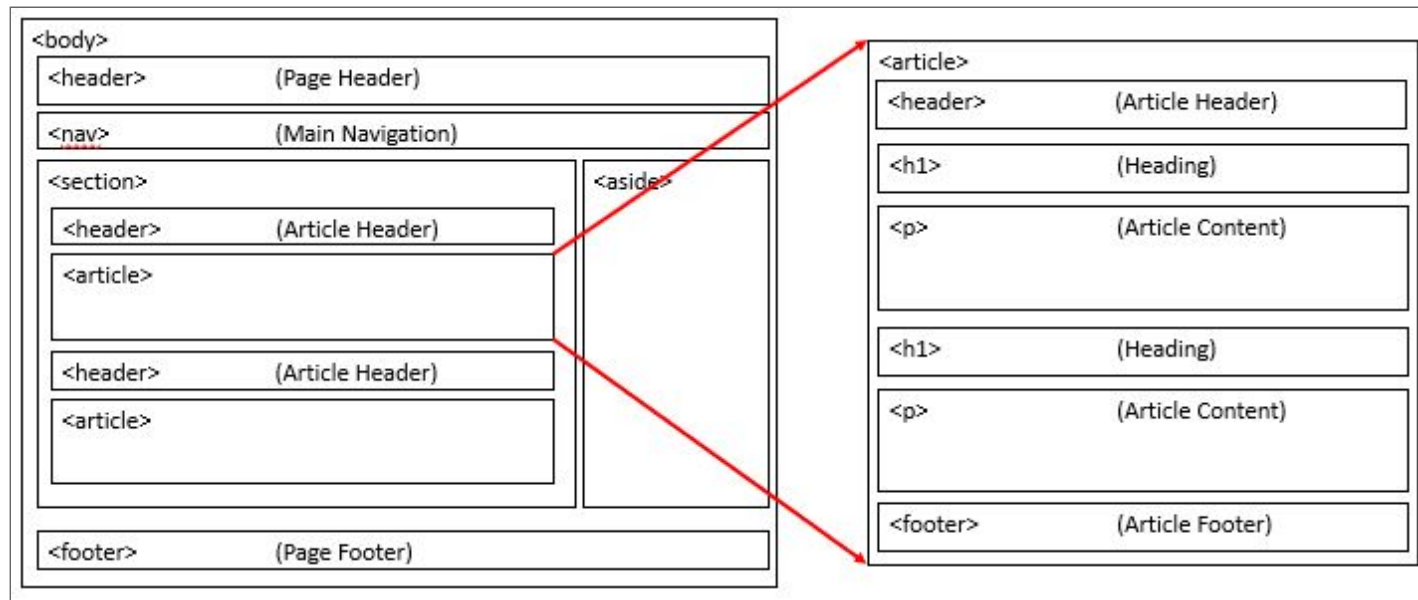
Academic Journal: A single publication with a number of articles about a topic of interest

Each article (tends to) be rather lengthy

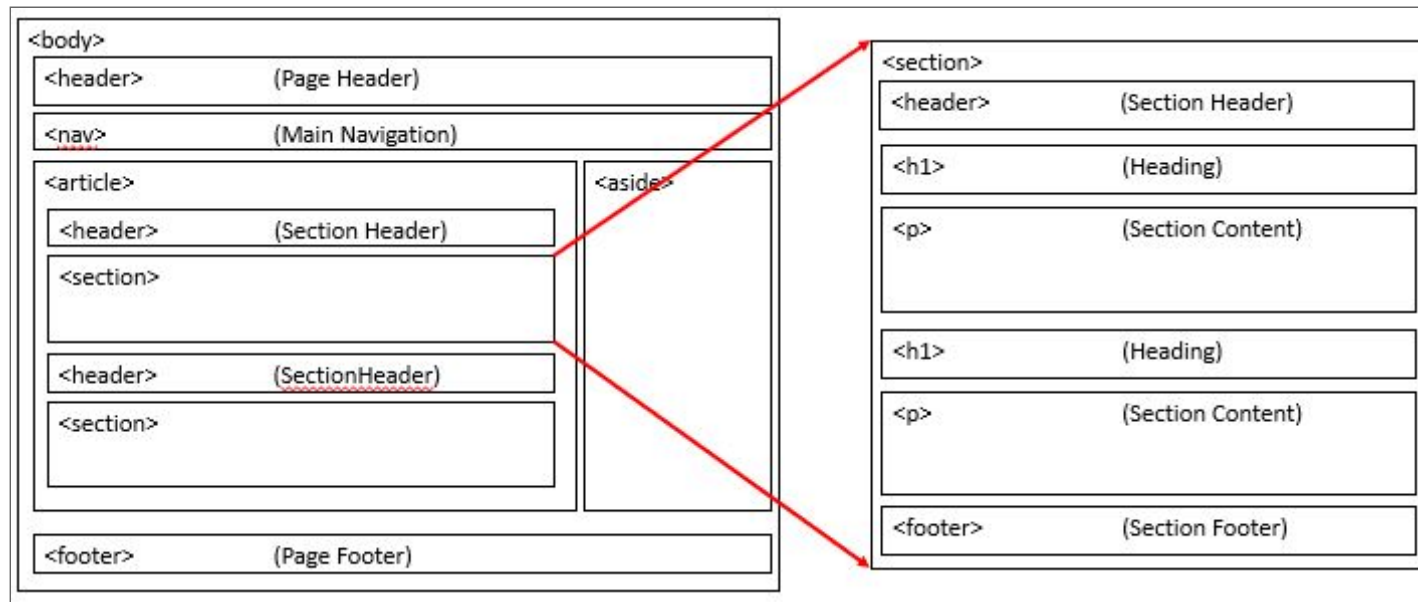
Often divided into sections: Abstract, Introduction, Literature Review, Hypothesis, Methodology, Results, Conclusion, Bibliography

Each section includes text (content), images, tables, figures, lists, etc

Nesting Semantic Elements



Nesting Semantic Elements



Why Semantic Elements?

With HTML 4, developers tended to use their own, custom, favorite, attribute names to style page elements

header, top, bottom, footer, menu, container, content, article, sidebar, topnav, ...

This practice made it impossible for search engines to identify the web content

With HTML 5, elements like **<header>**, **<footer>**, **<nav>**, **<section>**, & **<article>**, this becomes easier for search engines to better index web sites


Why Semantic Elements?

According to the W3C, a Semantic Web

“Allows data to be shared and reused across applications, enterprises, and communities

HTML 5 Semantic Elements

IE8 (and below) does not 'play nice' with the new HTML 5 elements. In order to use them, you need to

Download the  **html5shiv.js**
(<http://code.google.com/p/html5shiv/>) JavaScript file

Add the following lines of code to the `<head>` element

```
<!--[if lt IE 9]>  
  <script  
    src='js/html5shiv.js'>  
  </script>  
<![endif]-->
```

HTML 5 Semantic Elements

```
22     <!-- HTML5 shim and Respond.js for IE8 support of HTML5 elements  
23     and media queries -->  
23     <!--[if lt IE 9]>  
24     | <script src="  
24     |   https://oss.maxcdn.com/html5shiv/3.7.2/html5shiv.min.js  
24     |   "></script>  
25     | <script src="  
25     |   https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>  
26     <![endif]-->
```

From Bootstrap framework head element. Allows use of the shiv without having to download it

- cdn == Content Delivery Network

HTML 5 Semantic Elements

Older browsers may not recognize the new elements as block level container elements. Will need to add the following to your CSS:

```
header, section, footer,  
aside, nav, article, {  
    display: block;  
}
```

HTML 5 Semantic Elements

```
16 article ,
17 aside ,
18 details ,
19 figcaption ,
20 figure ,
21 footer ,
22 header ,
23 hgroup ,
24 main ,
25 menu ,
26 nav ,
27 section ,
28 summary {
29     display: block;
30 }
```


Information Architecture & Site Navigation

Information Architecture

Science of figuring out what site should contain & how it can best be organized and presented

Two primary elements

- Organizing and labeling site content

- Designing navigation through information



Information Architecture

The more work done early, less rework to do

Challenging to take a large amount of data and make it easy to understand and navigate

Organize information - structure

Information grows and changes over time - good structure enables this

You have to plan ahead to make a site maintainable

User's Mental Model

Users make a quick assessment of a site when they land on it to understand how it is organized and what it contains

If too much is presented, or it is poorly organized, the user will feel overwhelmed and/or confused

Overwhelmed/confused users typically bounce

User's Mental Model

If too little is presented, the user may feel bored and decide that little value is present

If the user doesn't feel 'in control' or have understanding of site structure, will tend to leave

We must think about navigation and organization of site like the user does

'Putting yourself in the user's shoes' is a critical skill for a developer

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> Information needs design.

MetaDesign is internationally known for creating systemic and forward-looking design systems for corporations and institutions with complex information problems.

These information design systems include identity, interaction and environmental design, and are valuable tools for conveying critical information for commerce, culture and government.

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MetaDesign®

“We founded MetaDesign North America partly to extend Erik Spiekermann’s vision out West, but also to establish a body of talent and design leadership in the U.S. that could give business deep thinking with broad impact.”

Bill Hill, President and Founding Partner



Heritage overview

MetaDesign creates identities, interfaces and environmental graphics for clients from cultural institutions to global corporations. We create value through the development of proven communication tools and experiences, and we succeed because we have deep industry knowledge and experience, a global perspective, and a user-centered approach.

Our San Francisco office opened in 1992 as an extension of the Berlin-based design firm founded in 1982 by Erik Spiekermann, internationally recognized typographer, information designer and graphic designer.

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Information Architecture Process

Decide what information elements and functional content site must provide

Decide how above can best be grouped and organized

Plan connecting navigation among elements

Information Architecture Process

Create succinct, descriptive terms that can be used to guide navigation

Think like a user, not a developer

Evaluate and improve resulting proposed structure

How we organize content is just as important as the content itself, if not more so

Critical IA Issues

Labels and naming

What are things called? Be consistent to avoid confusion

Clarity & simplicity

Structure of content

What goes where?

What is the relationship between elements?

Navigation between pages

How to map the thought process to support navigation?

Example Exercise

Organize the following list of items

Refrigerator

Socks

Dresser

Living Room

Dictionary

Kitchen

Milk

Bookshelf

Bedroom

There are several ways

Alphabetical list

By size:

Large: kitchen, bedroom, living room

Medium: bookshelf, refrigerator, dresser

Small: socks, dictionary, milk

By room:

By exact location:

Kitchen: refrigerator, milk

Living Room: dictionary, bookshelf

Bedroom: dresser, socks

Kitchen: refrigerator → milk

Living Room: dictionary → bookshelf

Bedroom: dresser → socks

Site Navigation

Biggest Problem: Not organizing site around the way users think

Organizing site based on some inner company structure the user can't relate to

Unclear descriptions. Where will this take me?

Inconsistent link behavior

Can people find what they are looking for?

Learn how site visitors think. Structure site to match their mental model

Types of Navigation

Structural - Basic linkage between pages defining overall site structure

Categorical - breaking of content into different categories understandable to user

Relational - linkage between content related in some manner in thought process

Promotional - calls attention to special items or content

Search - direct path to items specifically identified by the user

Navigation

Four critical user questions

Where am I?

Where can I go?

How will I get to my desired content?

How can I get back to where I once was?

The Web's non-linear presentation of content can be confusing and overwhelming

Business > College Organizations

[Directory](#) > [Education](#) > [By Subject](#) > [Business and Economy](#) > [College and University](#) > **Organizations**

Search



the Web



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Search

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- [Association of Business Schools](#)
- [Community of European Management Students](#) - offering networking opportunities and organized activities for CEMS students and alumni.
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Search



the Web



just this category

Search

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Principles of Successful Navigation

Be easily learned

People don't invest time learning to use a website

Remain consistent

Should be predictable. User shouldn't feel lost

Provide feedback

Let user know where they are

Principles of Successful Navigation

Offer alternatives

Don't tie user to one way of moving around

Economize action & time

People lost interest if the path is long

Use clear & understandable labels

Never use a big word when a small one will do

Pseudo Classes

Pseudo Classes

CSS pseudo classes are designed to allow us to add special effects to some selectors

For instance, if we wanted to change the way a hyperlink looks when someone hovers over a link, we can use the `:hover` pseudo class

Pseudo Classes

A pseudo class is denoted with a colon, ':'

For example:

```
a:hover {  
    color: #ff00ff;  
}
```

/ or */*

```
nav a:hover {  
    color: #ff00ff;  
}
```

Pseudo Classes

:link	a:link	unvisited links
:visited	a:visited	visited links
:active	a:active	active links
:hover	a:hover	moused-over links
:first-child	table:first-child	will affect the first row of table
:first-line	p:first-line	first line of the paragraph

Unordered List Navigation Bar

Example of using CSS to modify a set of tags

HTML & CSS - Navigation Bar

Using HTML and CSS, we can transform a basic unordered list into a navigation bar:



HTML Nav Bar


```
<ul>
  <li><a
href="index.html">Home</a>
</li>
  <li><a
href="news.html">News</a>
</li>
  <li><a
href="articles.html">Articl
es</a></li>
  <li><a
href="forum.html">Forum</a>
</li>
  <li><a
href="contact.html">Contact
</a></li>
  <li><a
href="about.html">About</a>
</li>
</ul>
```


HTML Nav Bar

```
/* First, remove the  
bullets, margins,  
and paddings from the list:  
*/  
ul {  
    list-style-type: none;  
    margin: 0;  
    padding: 0;  
}  
  
/* Then */  
li {  
    float: left;  
}
```


HTML Nav Bar

```
/* Set anchor elements' display  
and width */  
li > a {  
    display: block;  
    width: 60px;  
}
```



[Home](#) [News](#) [Articles](#) [Forum](#) [Contact](#) [About](#)

HTML Nav Bar

```
/* Let's pretty it up */  
li > a:link, li > a:visited  
{  
    display: block;  
    float: left;  
    width: 100px;  
    margin-right: 3px;  
    line-height: 1.8em;  
    background-color: #00a;  
    color: #fff;  
    border-radius: 10px;  
    text-align: center;  
    text-decoration: none;  
    position: relative;  
    left: 50px;  
    top: -15px;  
} /* and -> */
```


HTML Nav Bar

```
li > a:hover, li > a:active, .current {  
    background-color: #a0a;  
    color: #ff0;  
}
```

```
<ul>
  <li class="current"><a
href="home.html">HOME</a></li>
  <li><a href="news.html">NEWS</a></li>
  <li><a href="articles.html">ARTICLES</a>
</li>
  <li><a href="forum.html">FORUM</a></li>
  <li><a href="contact.html">CONTACT</a></li>
  <li><a href="about.html">ABOUT</a></li>
</ul>
```



Lecture Quiz

No quiz, this time :)