

Web Overview }

Design to Web Translation Strategies



Enough talk lets
make something.



Layout Translation Strategies

Brush Up Course

Typical Process

- { Design the mock up
- { Convert or “translate” that design to a web standard format

Major Problem

Many designs get lost in translation.

Zeldman Translation Strategy

- { Take an Inventory of the content
- { Translate into semantic markup
- { Let CSS do the heavy lifting.

Who's Zeldman?



www.zeldman.com/dwws/

www.zeldman.com/

<http://happycog.com/>

Semantic Markup

The practice of giving your content contextual meaning through code. It's for organizing not styling.

Example

How would you describe an H1 tag to someone who is unfamiliar with HTML.

It makes your text

Bigger and **bold**

Technically...

Your **describing** the **information** to have the highest priority on the page. So we are qualifying the information. It just happen to be accessing some default styles, but technically they are irrelevant.

Lots of SEO benefits for doing this!



SEO?

Brush Up Course

Search Engine Optimization

Your rank on search engines like

<http://google.com>

Okay so how do I start
“describing my content?”

Use the Appropriate Tag

- { Is it a **headline**? h1 - h6
- { Is it a **sidebar**? div
- { Is it a **paragraph**? p
- { Is it a **line**? hr
- { Is it a **link**? a
- { How would you **describe** the content?

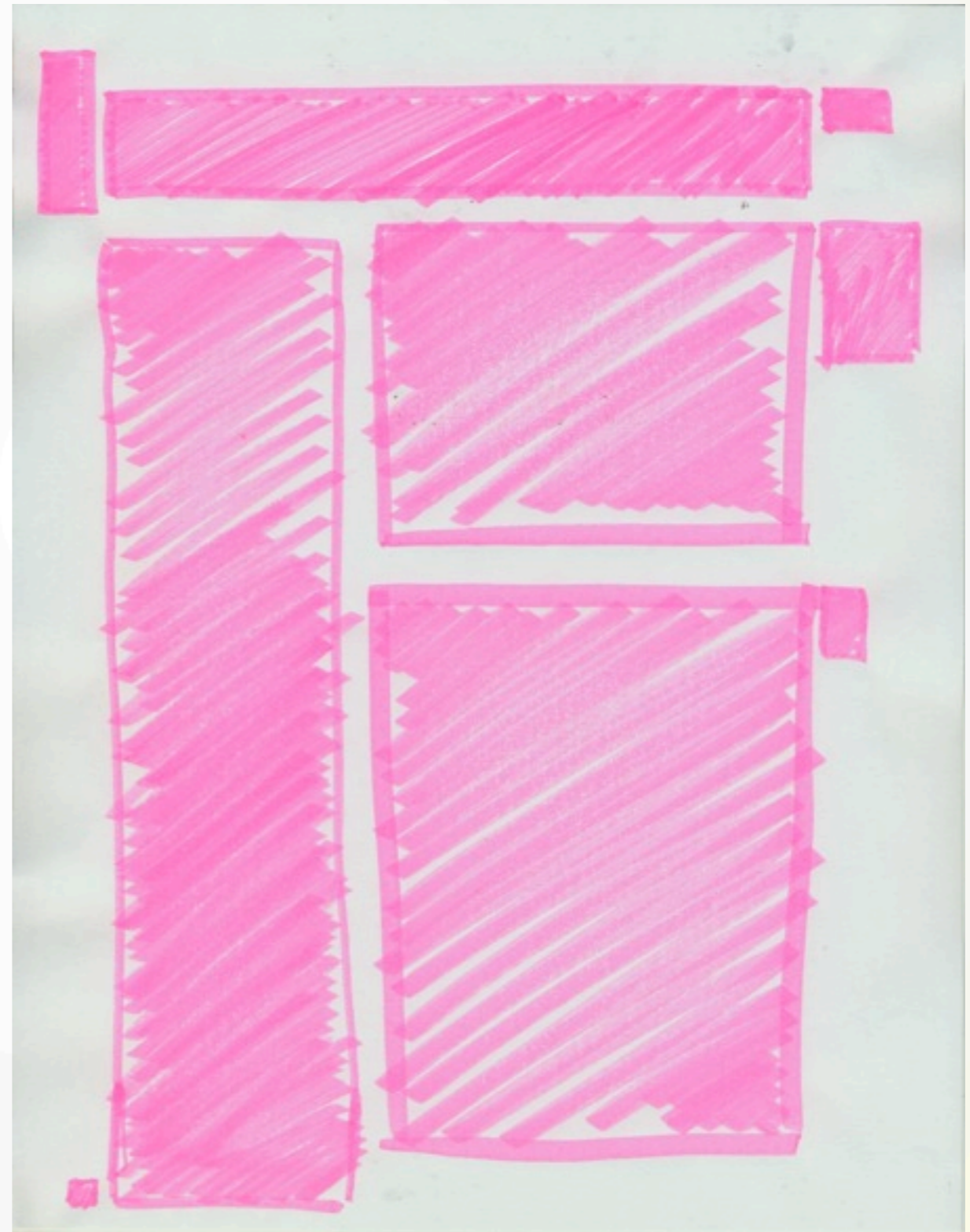
Translation Exercise

Get into pairs.

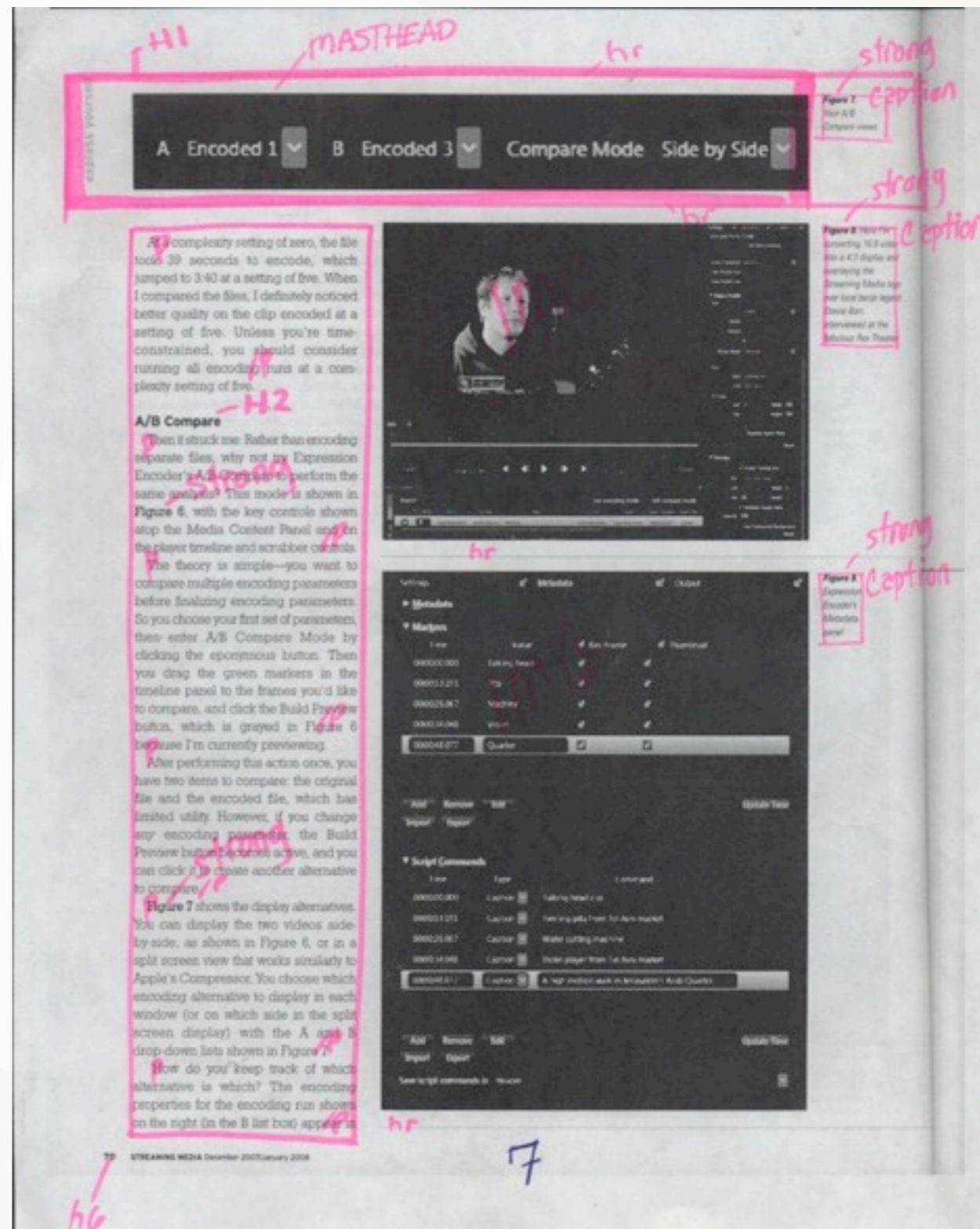
Mark up the handout with the code you would use to create it.



Does your code
look like this?



Or like this.



Compare your code concept

[http://mmb310.joshsagermedia.com/
content/samples/divDemo](http://mmb310.joshsagermedia.com/content/samples/divDemo)

Code Analysis

- { Code is very streamlined
- { Loads quickly
- { It validates
- { It follows web standards
- { CSS does all of the heavy lifting
 - { *Turn of CSS to see the difference*



How did I know
to do it like that?



Next up. **Semantic HTML**