

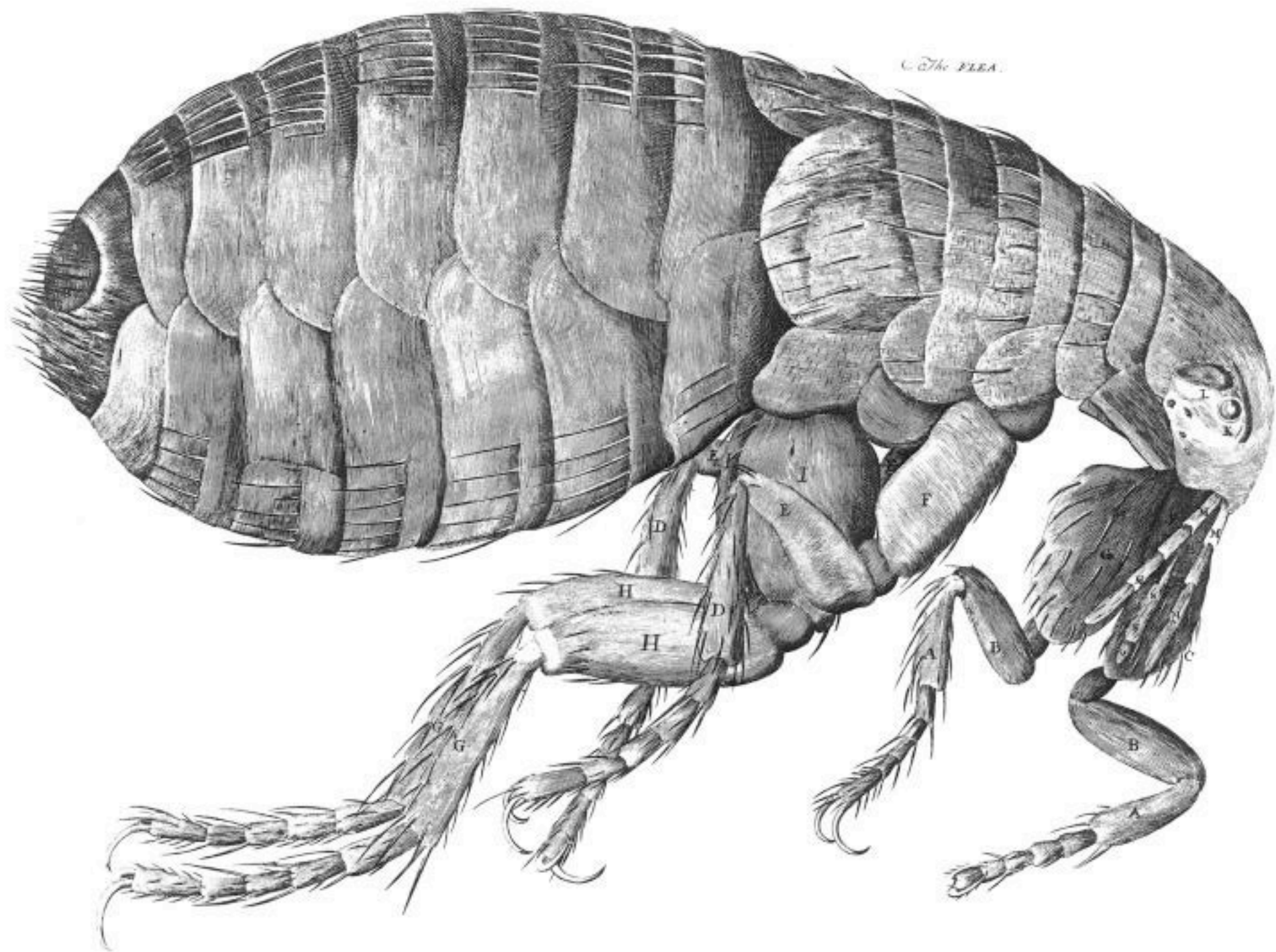
the **Beauty** *in*
Standards
& **accessibility**

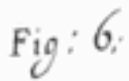
*Beauty is truth, truth beauty,
that is all ye know on earth,
and all ye need to know.*

John Keats
Ode on a Grecian Urn

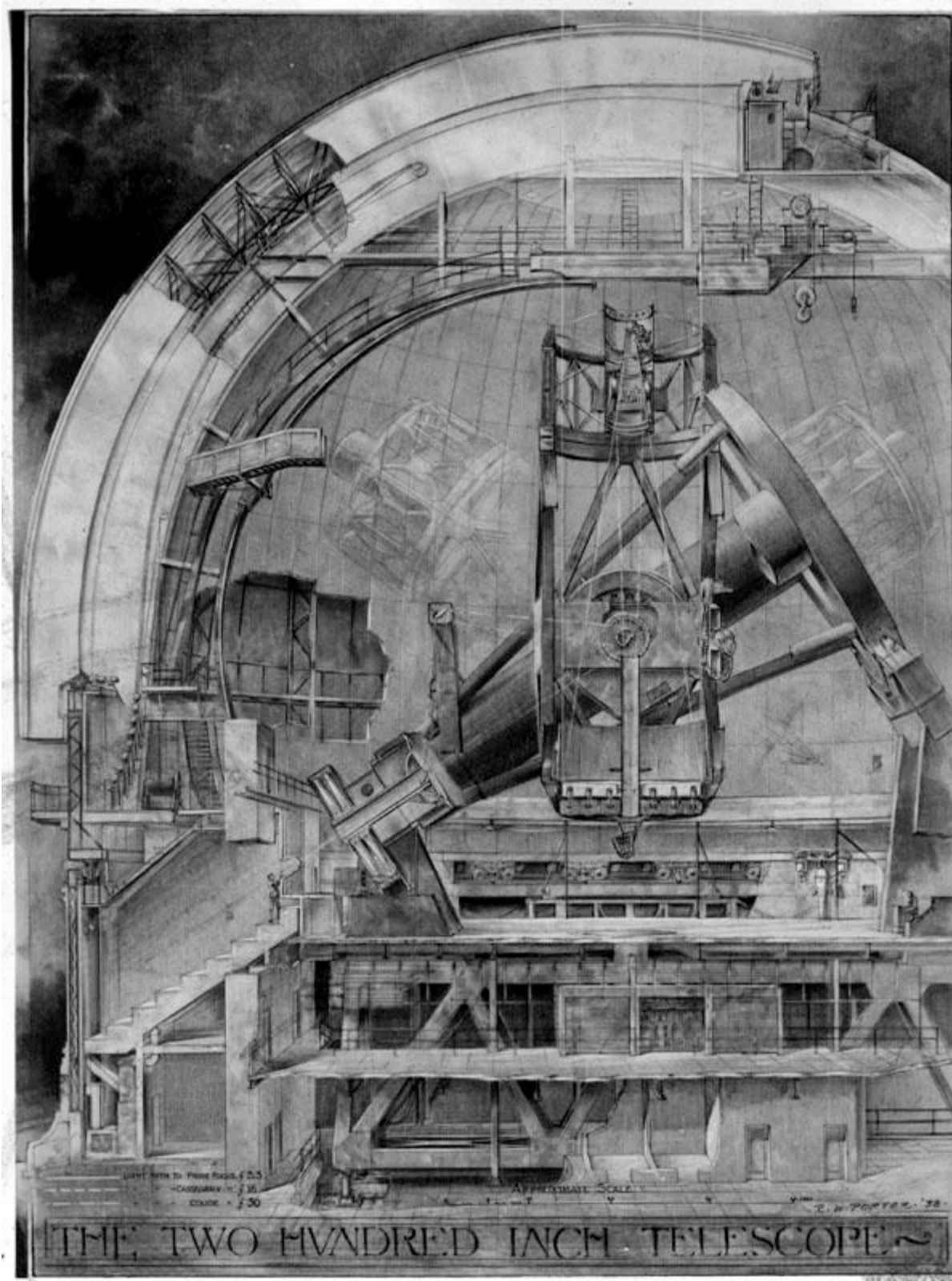
*To see a world in a grain of sand,
and heaven in a wildflower,
hold infinity in the palm of your hand,
and eternity in an hour.*

William Blake
Auguries of Innocence



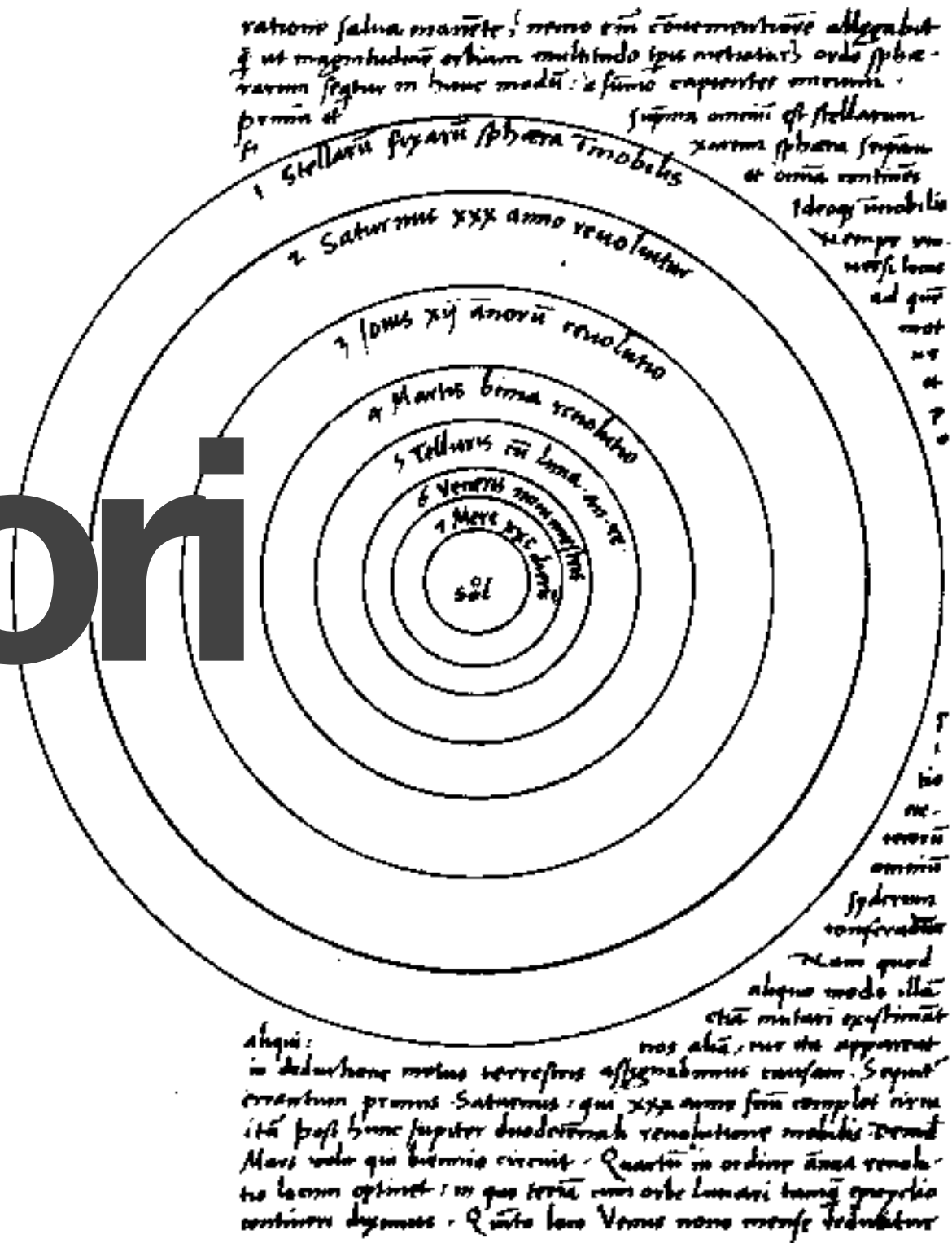


Web 2.0



THE TWO HUNDRED INCH TELESCOPE

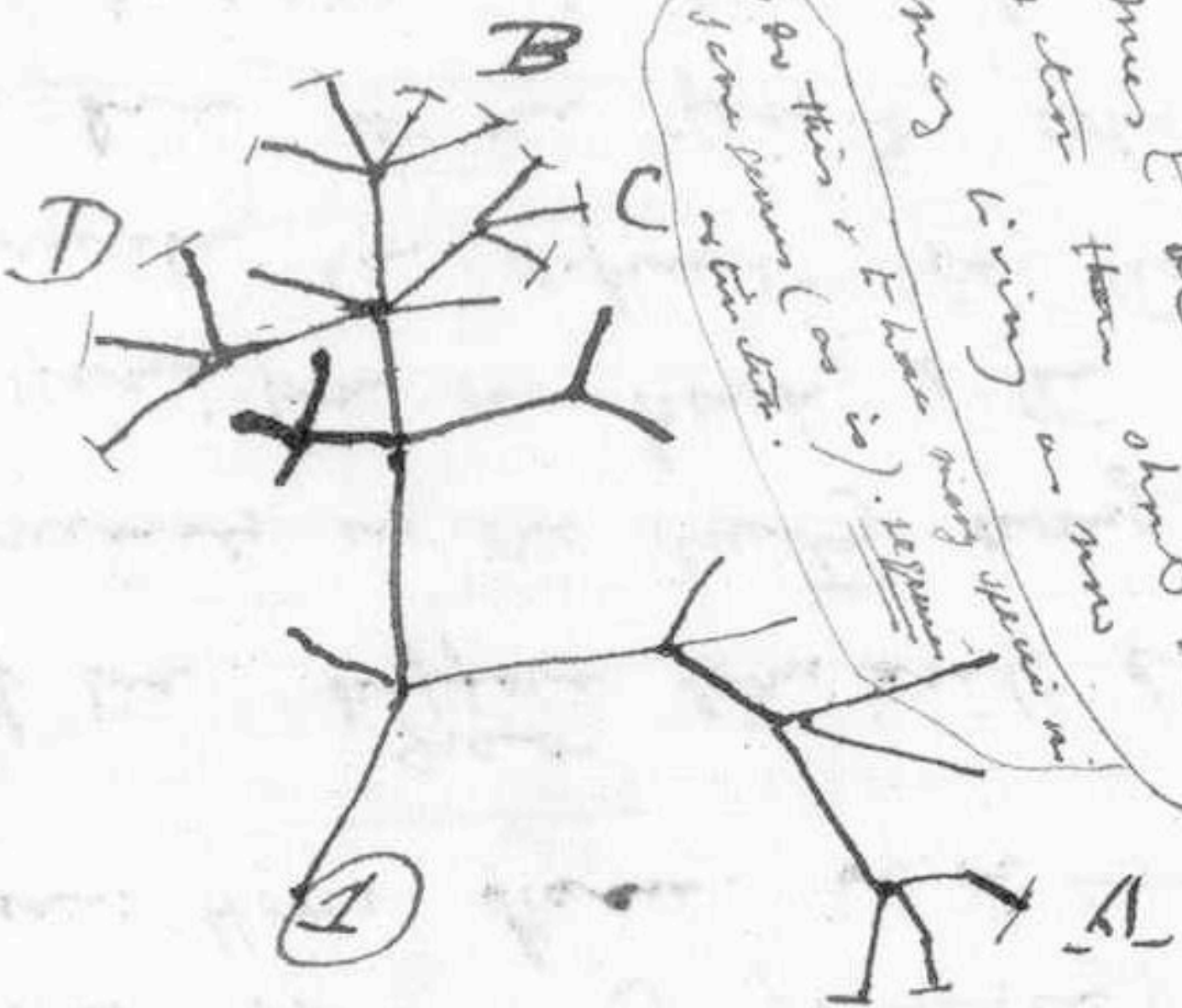
a priori

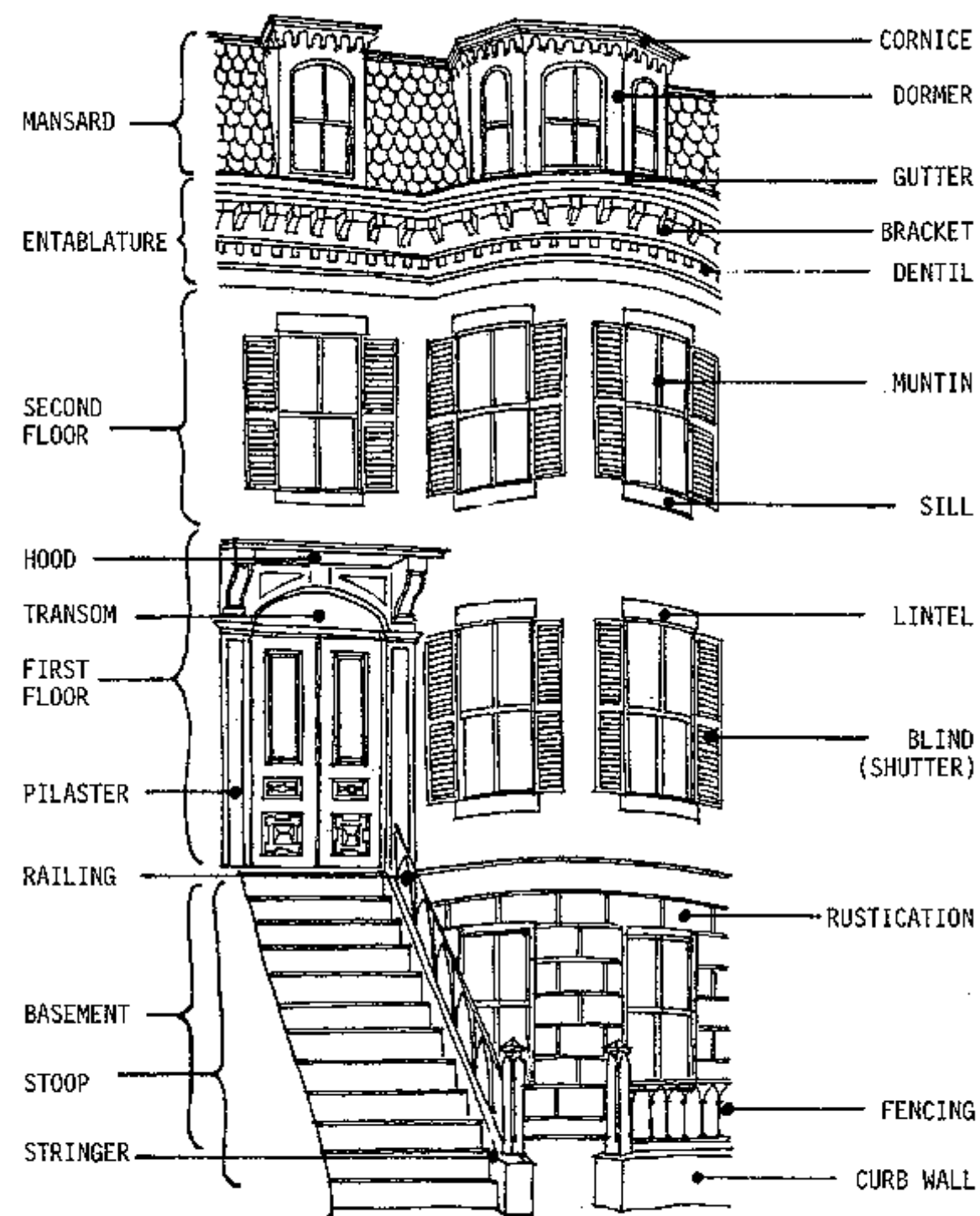


I think

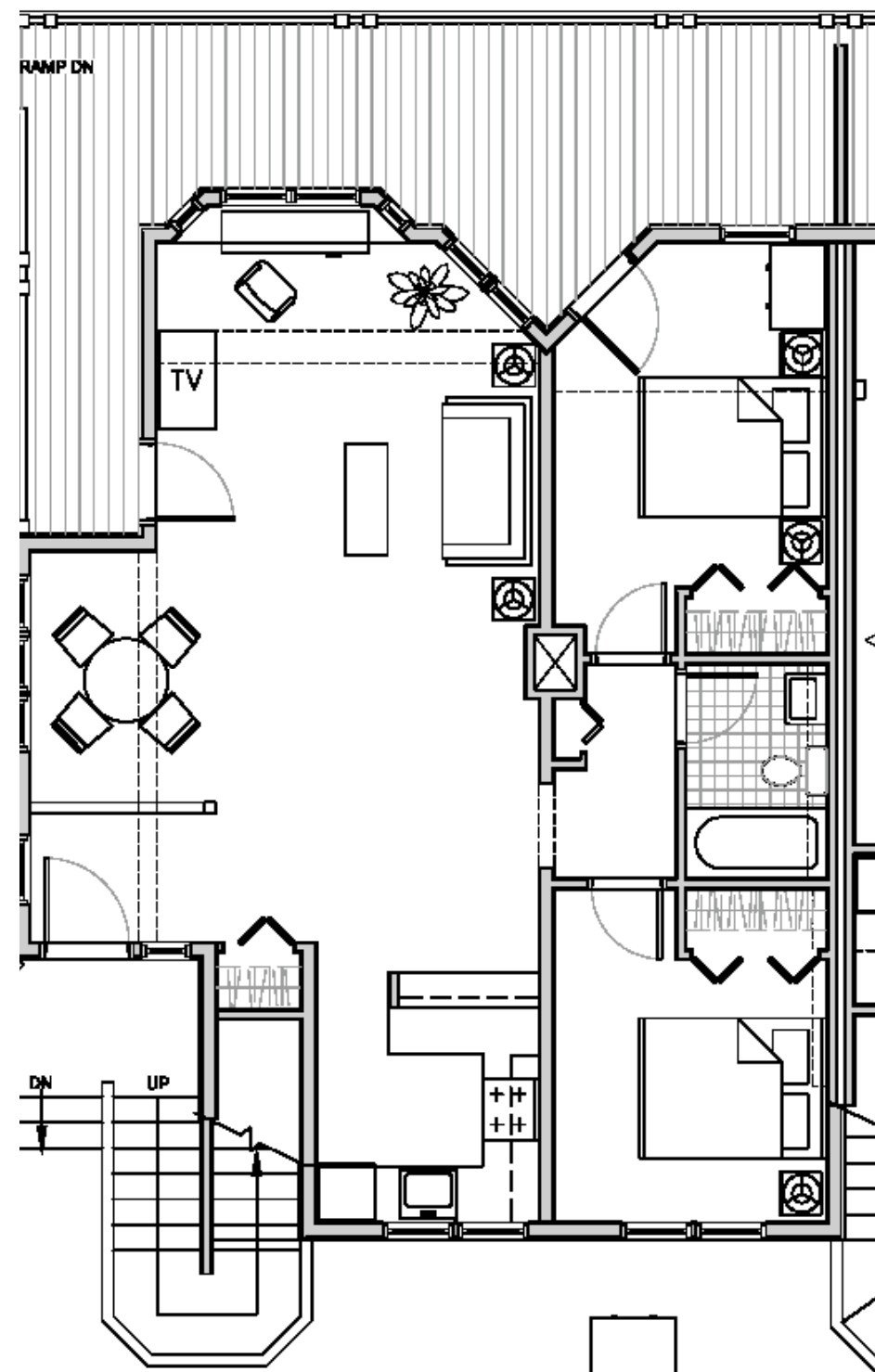
can never be that one
 can start there as now
 living in many species in

Do do this (as is) - 12 species
 as the same as the other:





TYPICAL SOUTH END ARCHITECTURAL FEATURES



WEB
STANDARDS
IN A NUT SHELL



HTML	MARKUP
CSS	PRESENTATION
SCRIPTS	BEHAVIOR



< BECOMES THIS >



separation

**progressive
enhancement**

behaviour DOM Scripting

presentation CSS

structure HTML

content

CSS

```
<link rel="stylesheet" />
```

```
p { }
```

```
#foo { }
```

DOM

```
<script></script>
```

```
document.getElementsByTagName("p")
```

```
document.getElementById("foo")
```

beware

```
<a href="javascript:...">
```

```
<a href="#" onclick= "...">
```

bandwidth

benefits

process

flexibility

no CSS?

no JavaScript?

no images?

accessibility

universality

mobile

searchbots

screenreaders

*All changed, changed utterly:
A terrible beauty is born.*

W.B. Yeats
Easter 1916

Ajax

Hijax

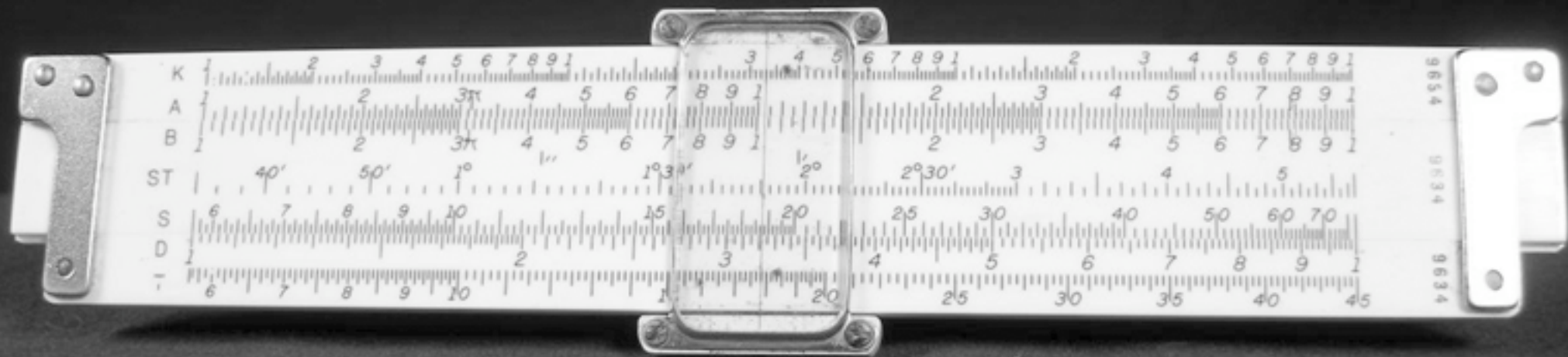
patterns

register

comment

add to cart

documents



applications

standards

ISO

ECMA

W3C

open data

API

RSS

XHTML

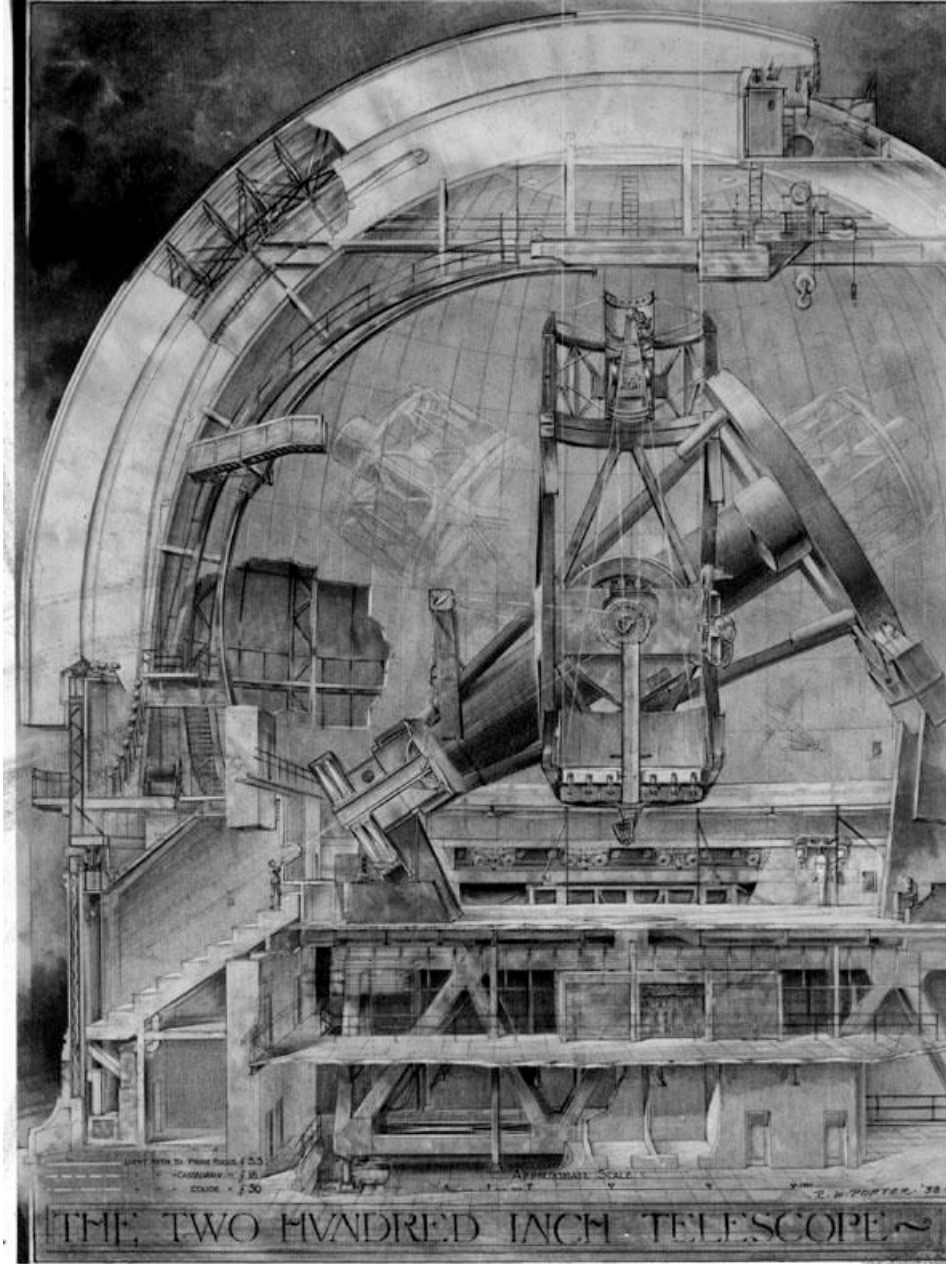
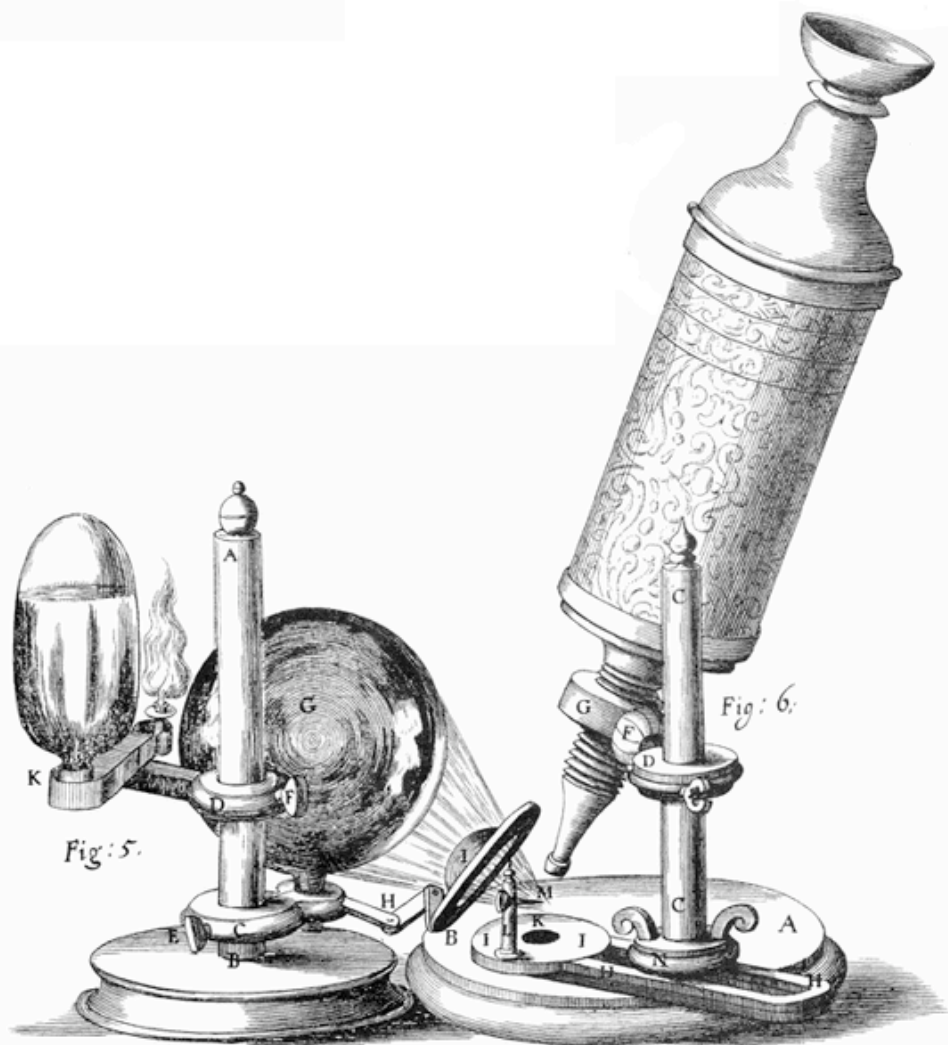
microformats

emergence

machine tags

**Web
2.0**

people



thank you

adactio.com