



04



Web Design and Development for Multimedia

7192301

Week 3

Structure and Semantic Design

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Topic

- Elements and page structure
- Semantic tags (header, article, section, footer)
- Accessibility through semantic design

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Elements and page structure



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Elements and page structure

Headings: Use tags like `<h1>` to `<h6>` to define titles and subtitles, creating a hierarchy for the content.

Paragraphs: The `<p>` tag is used to define text paragraphs.

Links: The `<a>` tag is used to create hyperlinks to other pages or resources.

Lists: Used for both ordered and unordered lists (`<ol>` and `<ul>`).

Images: The `<img>` tag is used to embed images.

Forms: Form elements like `<input>`, `<textarea>`, and `<button>` are used to collect user input.

STANDARD
WEB SIZES

16 WEB
BANNERS

100%
EDITABLE

Wide Skyscraper



Skyscraper



Half Page



Medium Rectangle



Square



Small Square



Large Rectangle



Mobile Header



Mobile Content



LeaderBoard



Small Skyscraper

Fat Skyscraper



Square Button

Banner



Half Banner



Small Rectangle

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Semantic tags

(header, article, section, footer)

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Header

Article

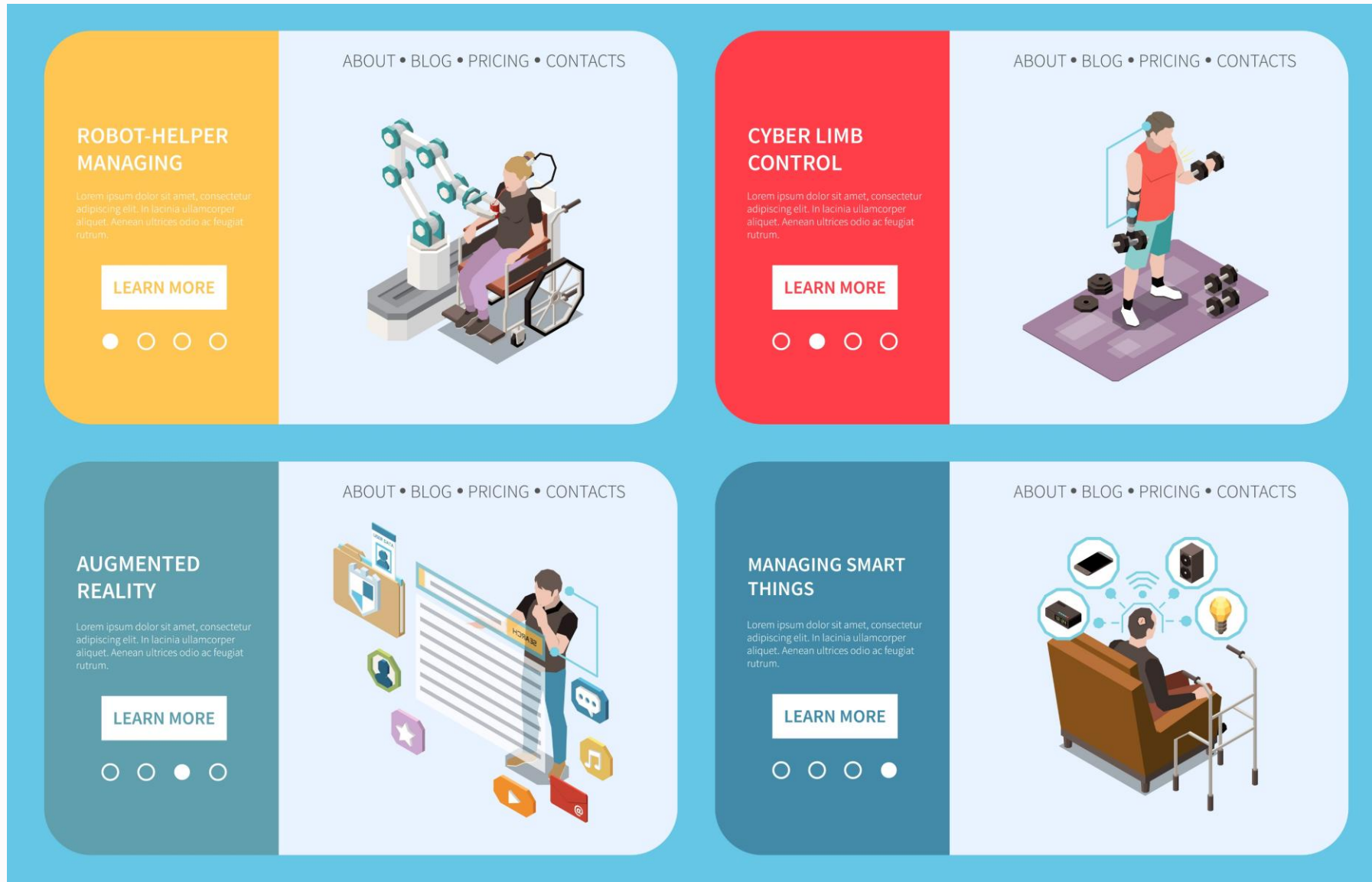
Section

Footer

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Semantic tags like `<header>`, `<article>`, `<section>`, and `<footer>`

define the structure and meaning of a web page, improving
accessibility, SEO, and code readability



Accessibility through semantic design

Accessibility through semantic design

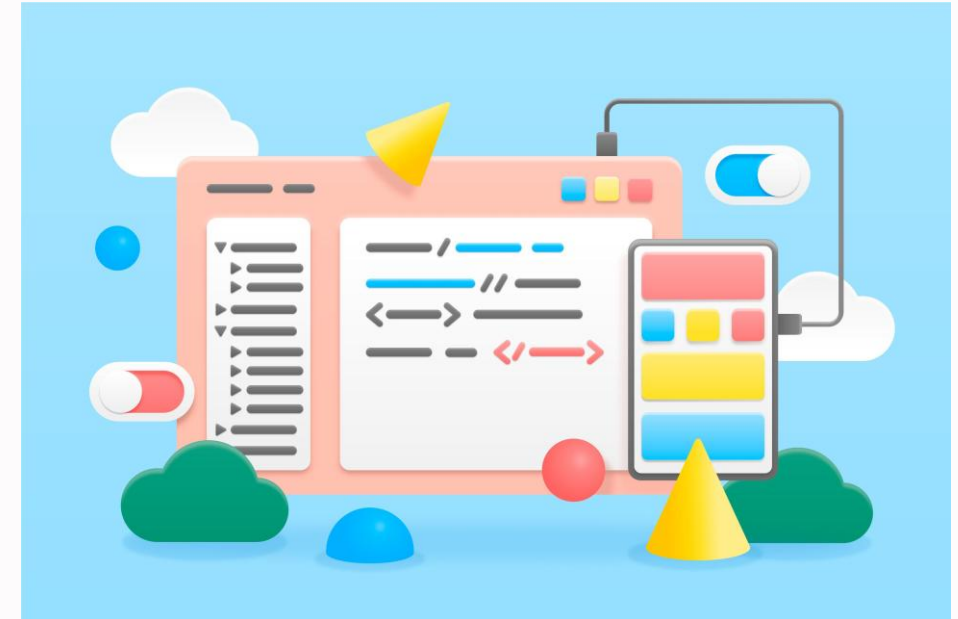
Assists screen readers

Creates a logical structure

Enables consistent navigation

Supports alternative displays

Maintains functionality



Activity

Build a basic web page using semantic HTML

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