

[ARTICLES](#)[EVENTS](#)[TOPICS](#)[WRITE FOR US](#)

A LIST APART

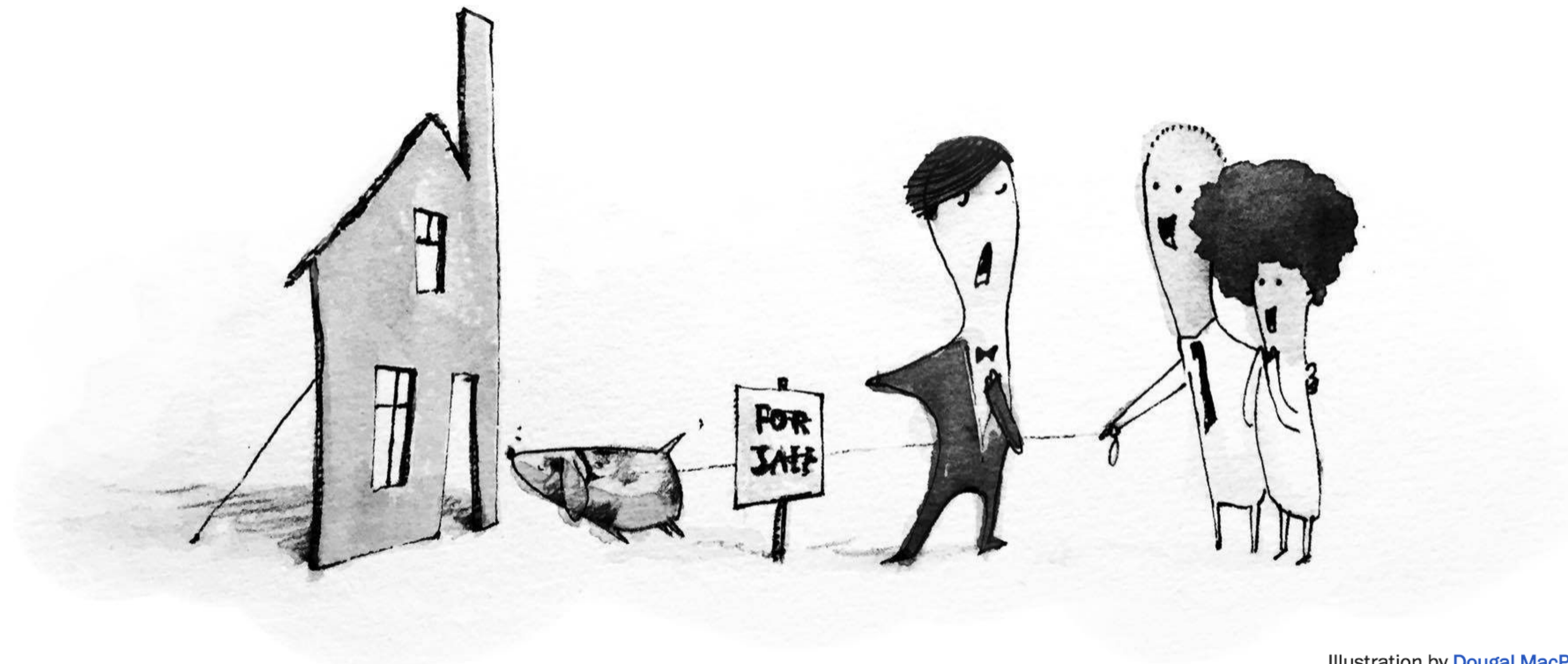
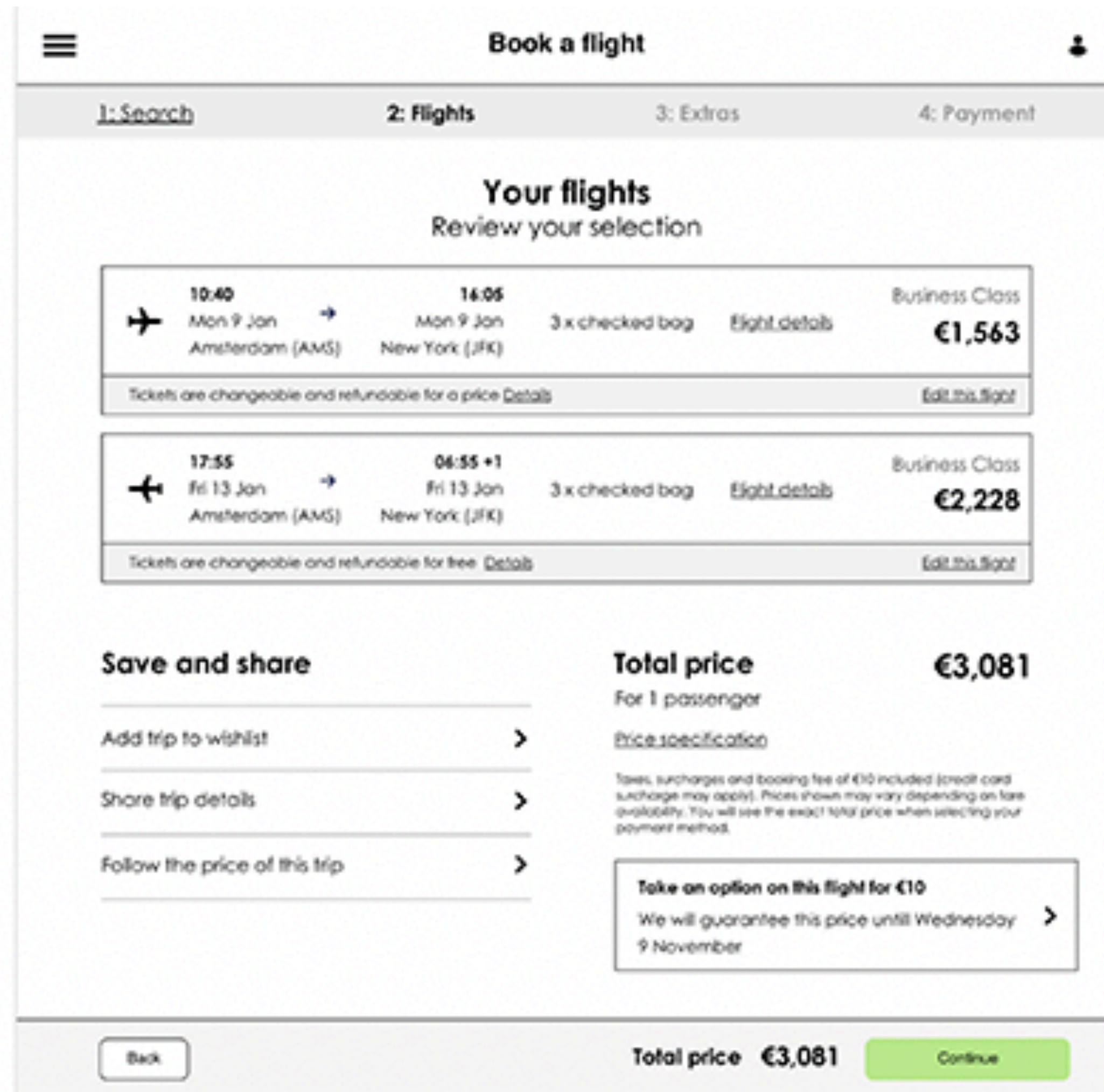
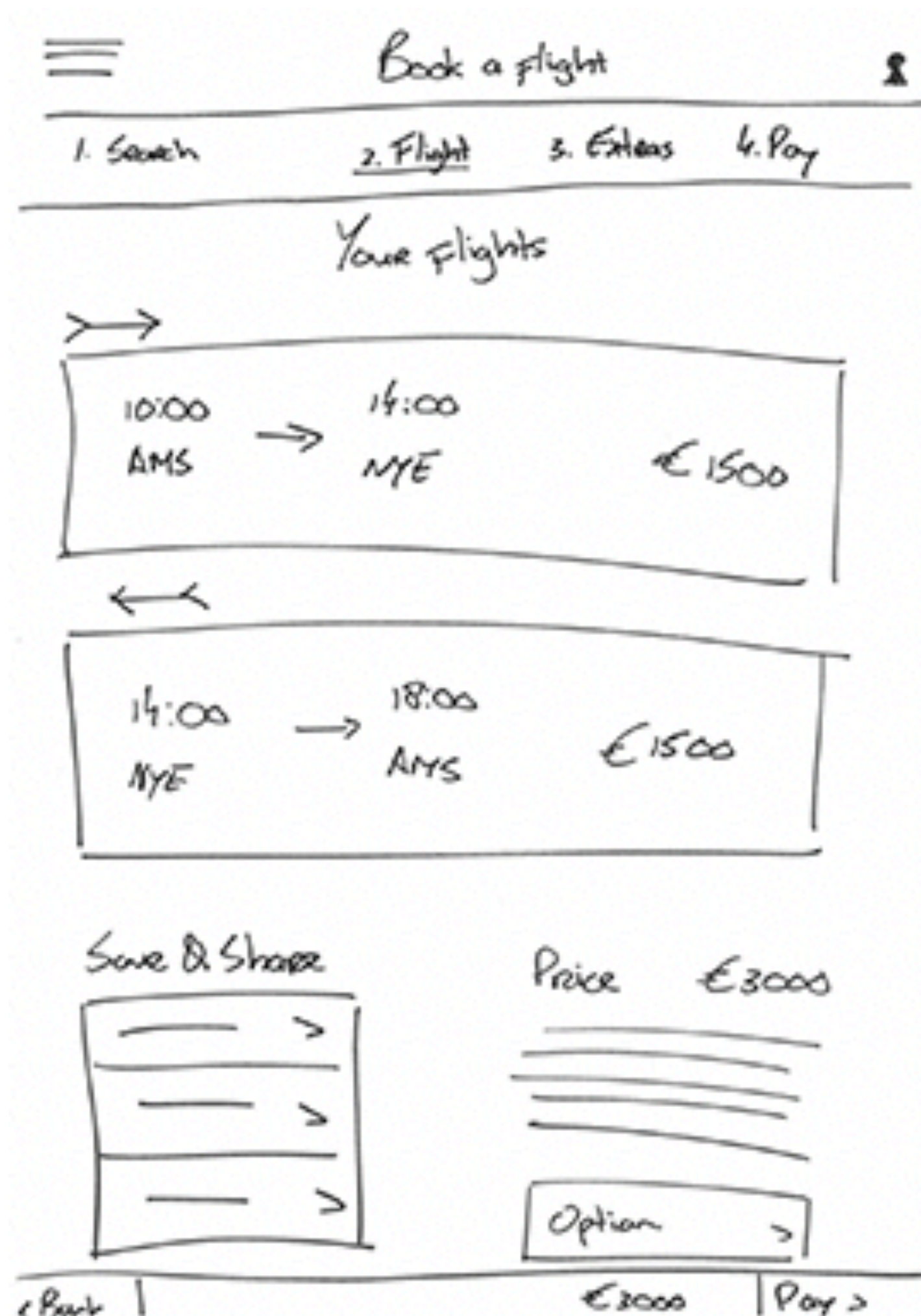


Illustration by [Dougal MacPherson](#)

Priority Guides: A Content-First Alternative to Wireframes

by [Heleen van Nues](#), [Lennart Overkamp](#) · May 03, 2018

Published in [Design](#), [Responsive Design](#), [Process](#), [Workflow & Tools](#)



PAGE OVERVIEW PAGE OF DEALS

GOAL Help user find sustainable deals at FreeBees' partners

Title

Find sustainable deals you like

Header

Image

x

Heading

What do you get?

Text / quote

Depending on the deal, you get an awesome discount on a sustainable product of your choice at our partners!

Image

x

Subheading

Where can you get deals?

Body text

We only partner with eco-friendly, cruelty-free, and fair-trade businesses! Explore the list below to find deals you are interested in.

crucially free, and fair-trade businesses! Explore the list below to find deals you are interested in.

Heading

**Want deals? Sign up!
It's free!**

Subheading

Sign up for FreeBees with one text!

Call to action

Sign up for FreeBees

CTA to enrol

Heading

Filter & quickly find deals

Filter type

Filter by category

Filters as dropdown or as separate page on mobile

Checkbox + label

☐

Food

Checkbox + label

☐

Beauty

Multiple choice

Checkbox + label

☐

Clothes

Checkbox + label

☐

Utilities

Checkbox + label

☐

Services

Filter by area

Typical Resumes

Your Name

Profession
City, State

your.name@example.com
111-222-3333
www.your-website.com

SUMMARY

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WORK EXPERIENCE

Job Title
Company Name, Location
Jan 2013 – Dec 2013

Facillimum id quidem est, inquam. Sin kakan malitiam dixisses, ad aliud nos unum certum vitium consuetudo Latina traduceret.

- Hoc sic expositum dissimile est superiori. Haec mihi videtur delicatior, ut ita dicam, molliorque ratio, quam virtutis vis gravitasque postulat.
- Et quidem iure fortasse, sed tamen non gravissimum est testimonium multitudinis. Haec quo modo convenient, non sane intellego.
- Nam bonum ex quo appellatum sit, nescio, praepositum ex eo credo, quod praeponatur aliis.

EDUCATION

Degree
School Name, Location
2013 – 2013

ADDITIONAL INFORMATION

Quod si ita se habeat, non possit beatam praestare vitam sapientia. Illa videamus, quae a te de amicitia dicta sunt.

- Duo enim genera quae erant, fecit tria. Immo alio genere; Numquam facies. Claudii libidini, qui tum erat summo ne imperio, dederetur.
- Qui enim voluptatem ipsam contemnunt, iis licet dicere se acupenserem maenae non antepone.

CV

Cameron Jones

CONTACTS

cameronj001@gmail.com

111-222-3333

4455 Meadows Ct, Apt 4
Jollyman, FL

EDUCATION

Bard College
Bachelors of Arts,
English Literature
GPA: 3.67

SKILLS

Ability to establish rapport quickly with prospective and current clients

Excellent organizational and time management skills

Advanced proficiency with Microsoft Office, including Word, Excel, Outlook, and Powerpoint

Strong communication skills, both written and oral

ABOUT ME

A diligent and hardworking administrative assistant seeking to use strong organizational and communications skills to enhance functions at Johnson Corp.

WORK EXPERIENCE

Administrative Assistant (Dec 2010 - Present)

Dellinger & Johnson, Montebland, FL

Maintained client profiles and updated them with latest information at all times. Ensured that client files in database were up-to-date. Conducted monthly email sweeps to ensure that all client correspondence was filed. Made trips to city court to file documents; obtained clerk certified copies of documents.

Administrative Assistant (Sep 2007 – Nov 2010)

University of Rochester, Rochester, NY

Maintained cleanliness of reception space. Ensured that office was well-stocked and that resident assistants had the materials they needed to conduct programs. Reviewed and oversaw yearly budget with Head of Student Affairs. Checked and filed student paperwork for incoming and graduating students. Checked housing assignments from computer program to ensure accuracy and prevent duplicates.

Receptionist (Sep 2002 – Aug 2007)

Camphor Spa, Miami, FL

Greeted visitors and provided intake forms. Answered questions about services provided and current promotions. Analyzed and filed intake forms. Managed calendar for different employees, including managers and masseuses. Ensured that employee break room and client intake room was well stocked.

JOSÉ SMITH

518 Woodfield Rd. Chicago, IL 60652
555-212-8533 • jose_smith807@gmail.com

KEY SKILLS

Soft Skills

Brand Positioning & Storytelling
Project Management
Team Leadership
Communication

Hard Skills

Google Analytics
Marketo
Salesforce
Excel

PRIOR WORK EXPERIENCE

Umbrella Corp.
Dec. 2016 - Present
Marketing Intern

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ web site visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

Coffee 2 Go
Sep. 2012 - Dec. 2016
Barista, Shift Manager

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

EDUCATION

Springfield University Sep. 2012 - Dec. 2016
Bachelors of Business Administration (Specialization in Marketing)
Graduated Summa Cum Laude with a 3.7 GPA

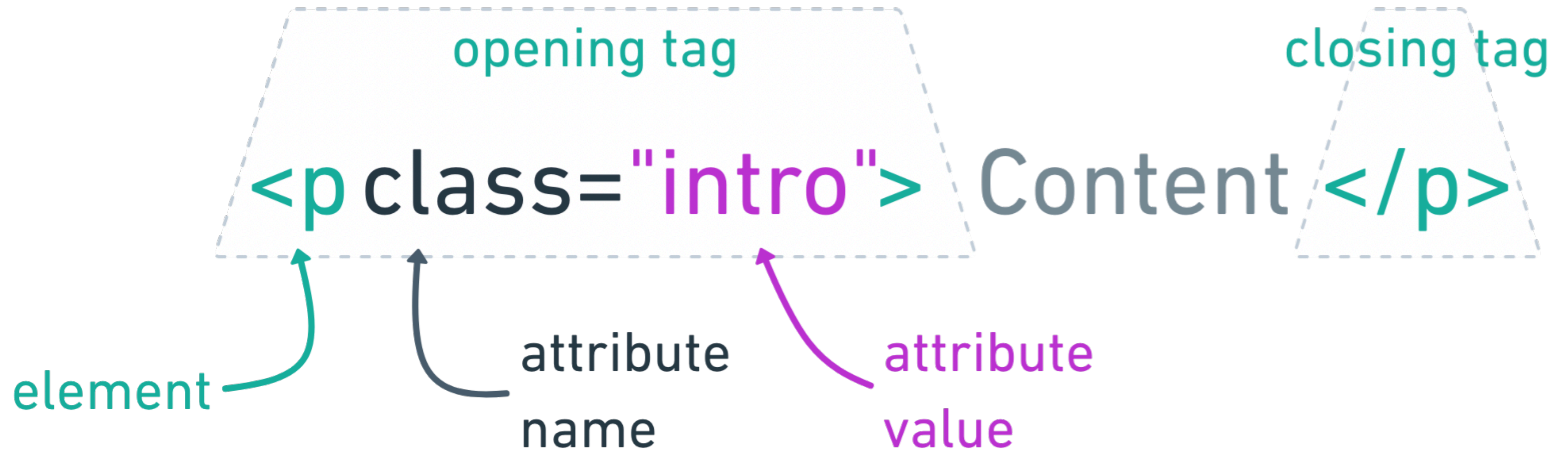
ADDITIONAL EXPERIENCE

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

Share & Discuss

- What were the sources of confusion
- How in-depth are your guides
- What are the similarities and differences
 - between your respective guides
 - between each guide and the corresponding resume

HTML Refresher



Semantics

Semantic HTML

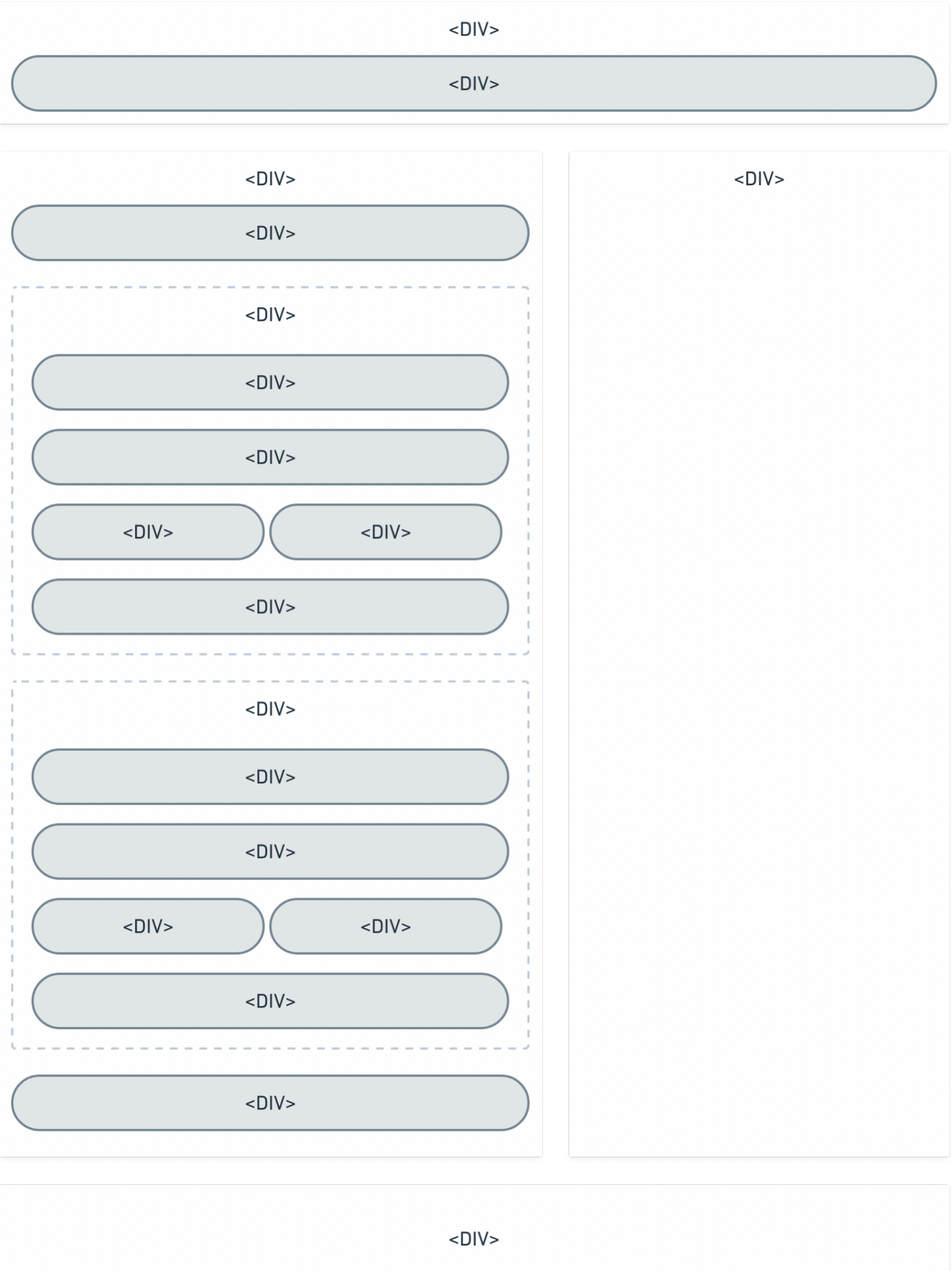
Semantic HTML Elements

- header
- footer
- nav
- aside
- main
- section
- article
- figure & figcaption
- time

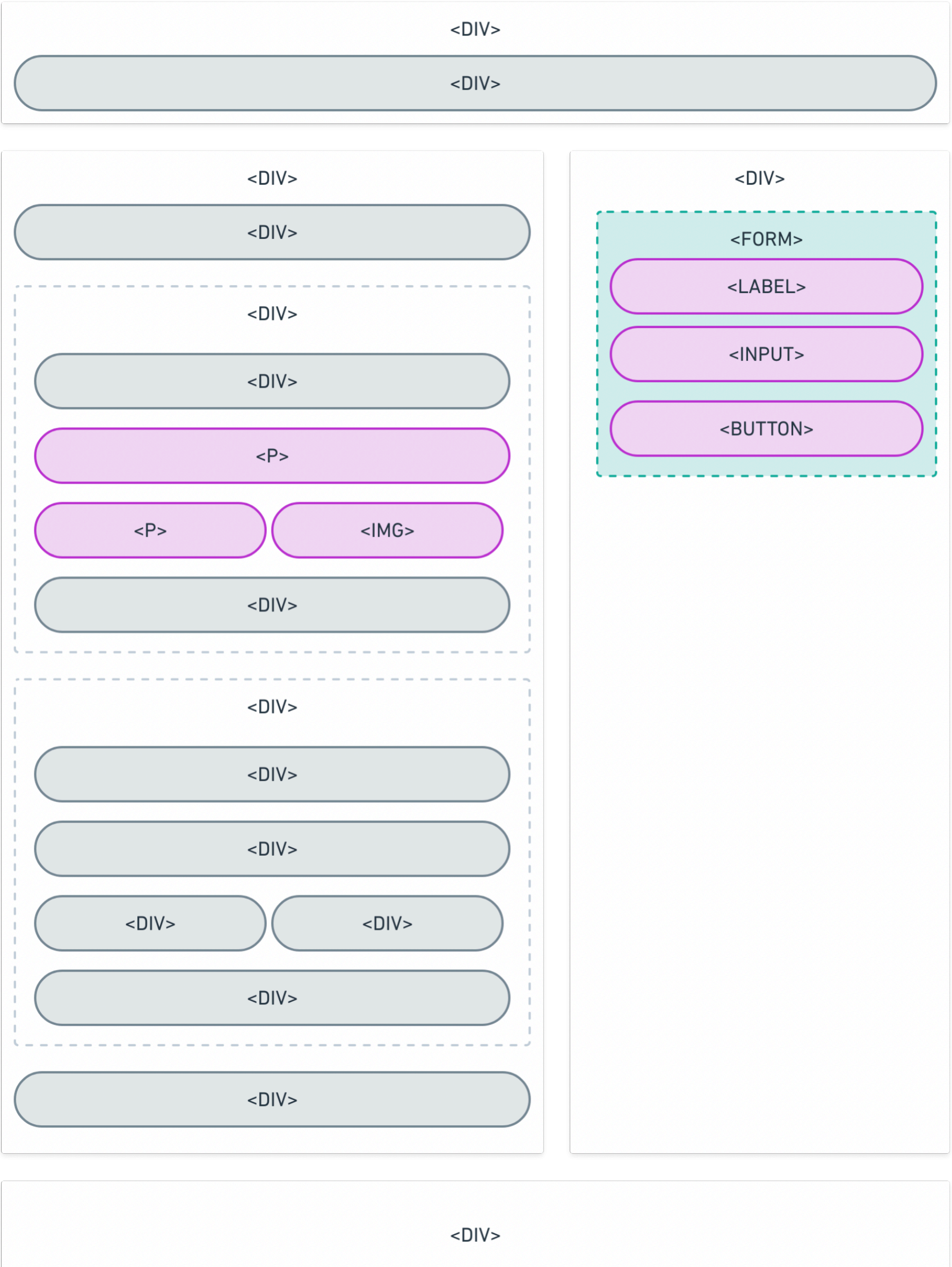
Non-semantic Elements

- div
- span

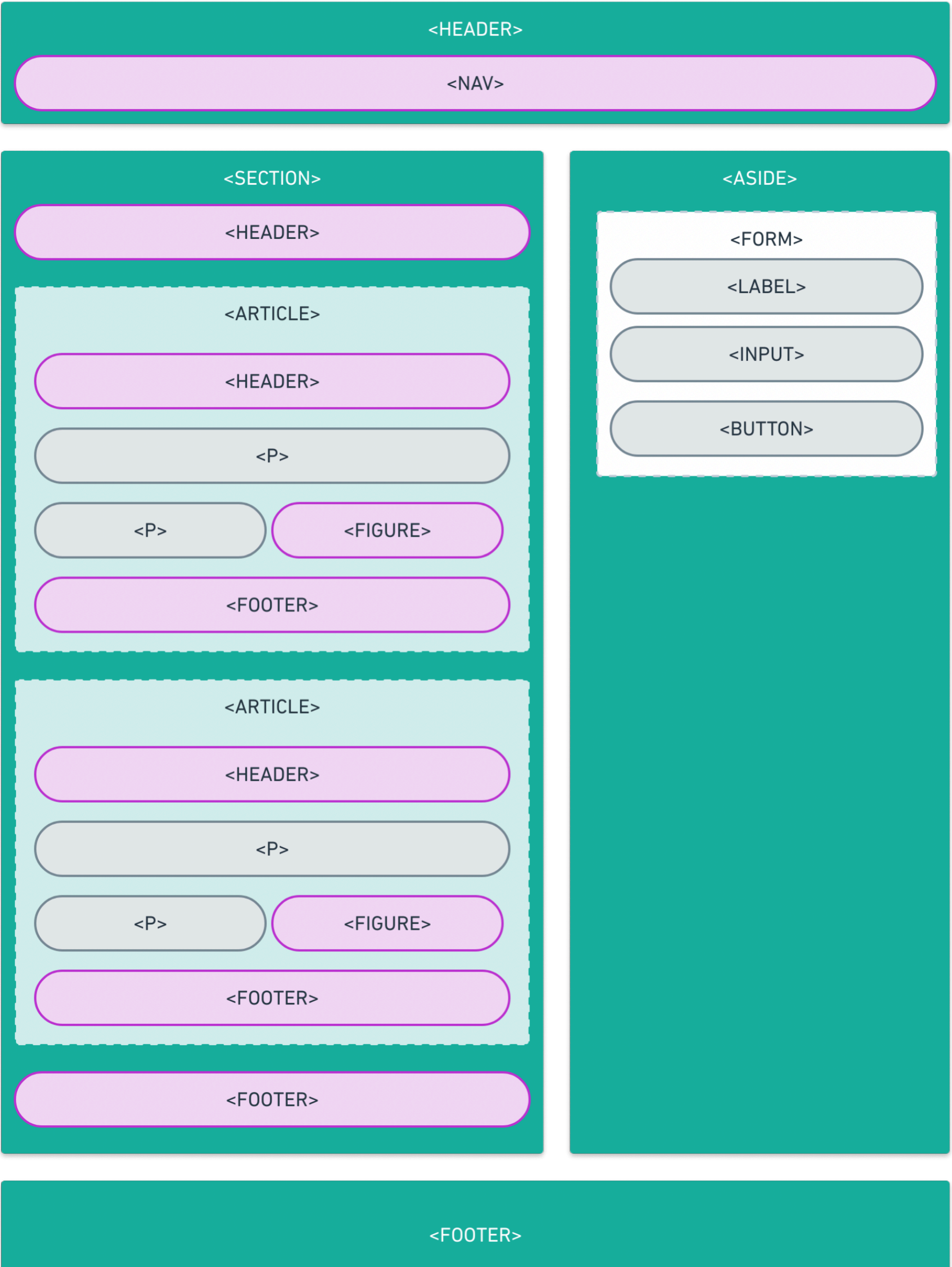
Avoid overusing DIVs



Avoid overusing DIVs



Avoid overusing **DIVs**



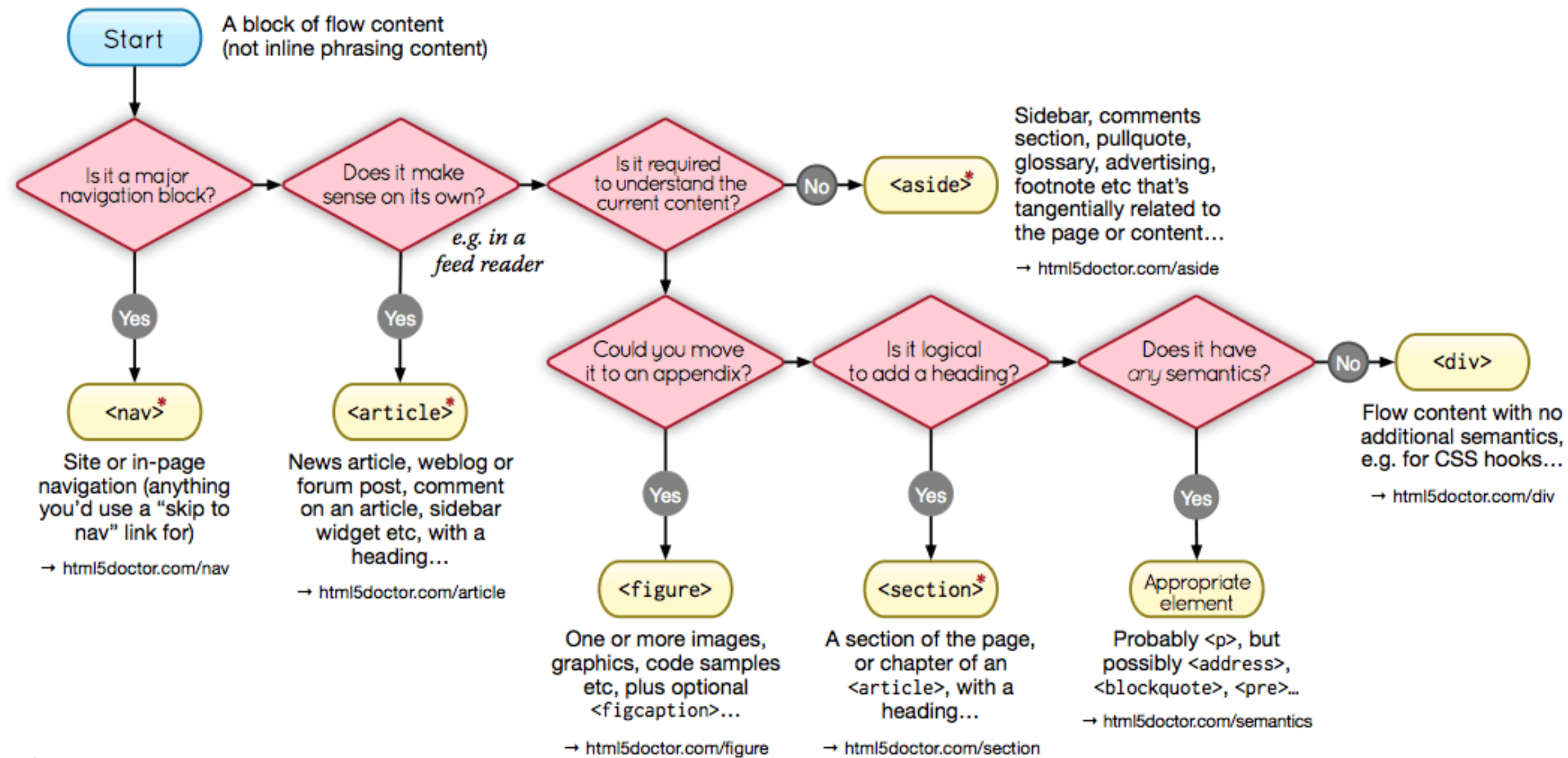


Doctor

HTML5 Element Flowchart

Sectioning content elements and friends

By @riddle & @boblet
www.html5doctor.com



*Sectioning content element

These four elements (and their headings) are used by HTML5's outlining algorithm to make the document's outline
→ html5doctor.com/outline

2011-07-22 v1.5
For more information:
www.html5doctor.com/semantics

Heading tags

`h1` **Heading 1**

`h2` **Heading 2**

`h3` **Heading 3**

`h4` **Heading 4**

`h5` **Heading 5**

`h6` **Heading 6**

alt for img tags

```

```



alt for img tags

```

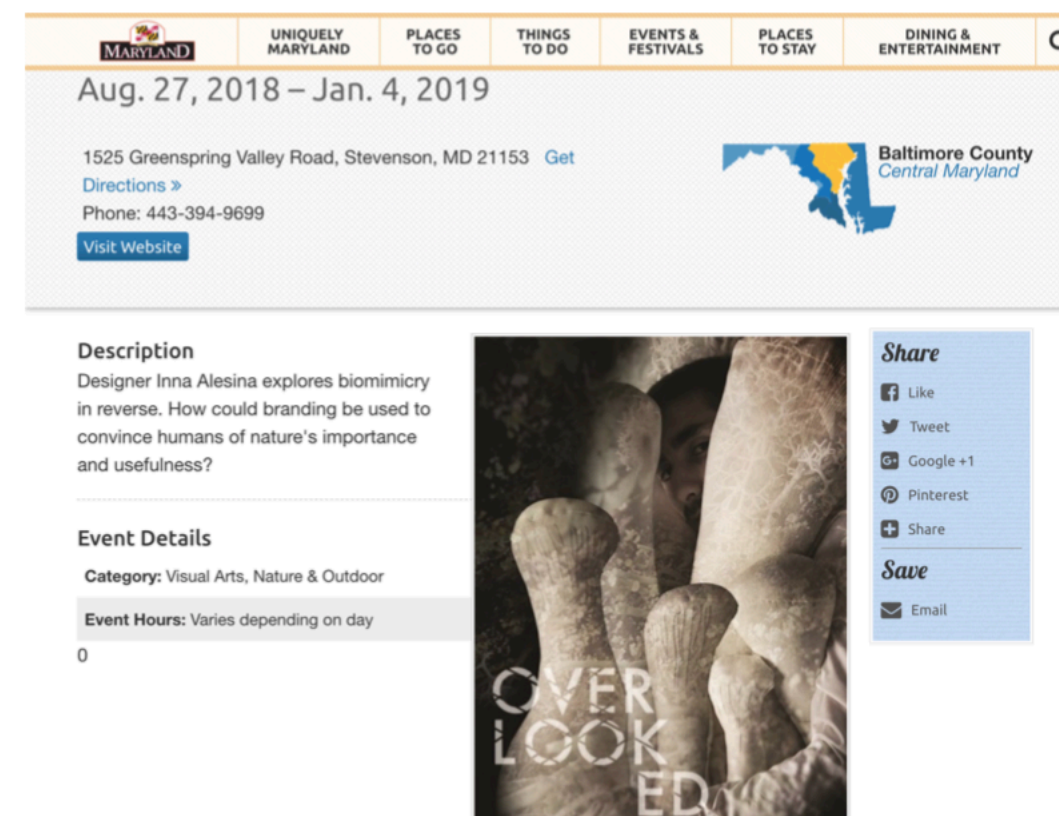
```



alt examples

```

```





alt examples


```

```

OVERLOOKED by Inna Alesina

Download

Reminder

Share

Date/Time:
Fri, Jan 4, 2019 11:00am - 7:00pm (Recurring)


Location:
Art Gallery - Greenspring Campus 1525 Greenspring Valley Road, Stevenson, MD 21153
[View Map Link](#)

Details:

Humans now recognize more brands than plants. In order to combat this trend, *OVERLOOKED* employs biomimicry in reverse. Instead of following the human adaptation of nature's problem-solving abilities, the surreal nature of *OVERLOOKED* adopts human methods of promotion to make us care for its well-being. Branding can transform something, making it visible, valuable, and desirable. In this exhibition, Inna Alesina reclaims promotional techniques to make our environments better, healthier, and less artificial.

Exhibition: August 2, 2018-January 4, 2019
Greenspring Art Gallery, Stevenson University, Stevenson, MD

Reception: August 29, 2018, 5:30-7:00 PM
Greenspring Art Gallery, Stevenson University, Stevenson, MD





alt examples


```

```

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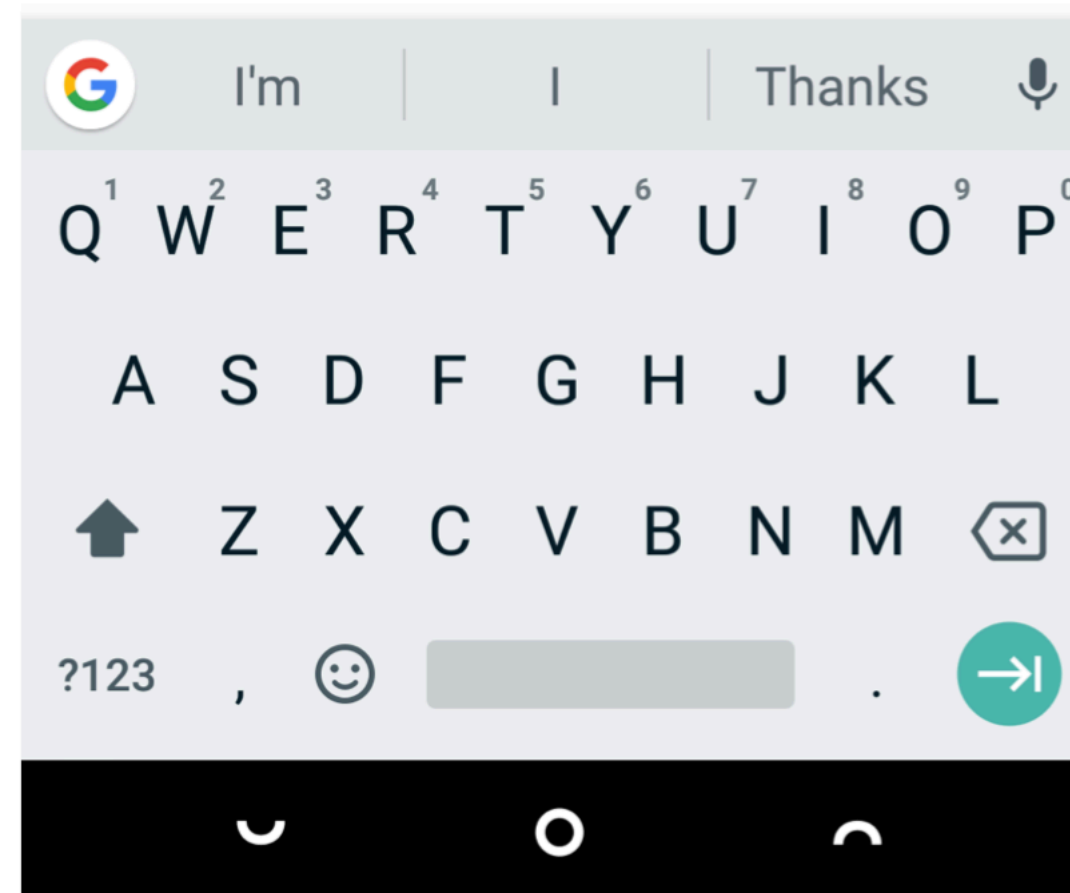
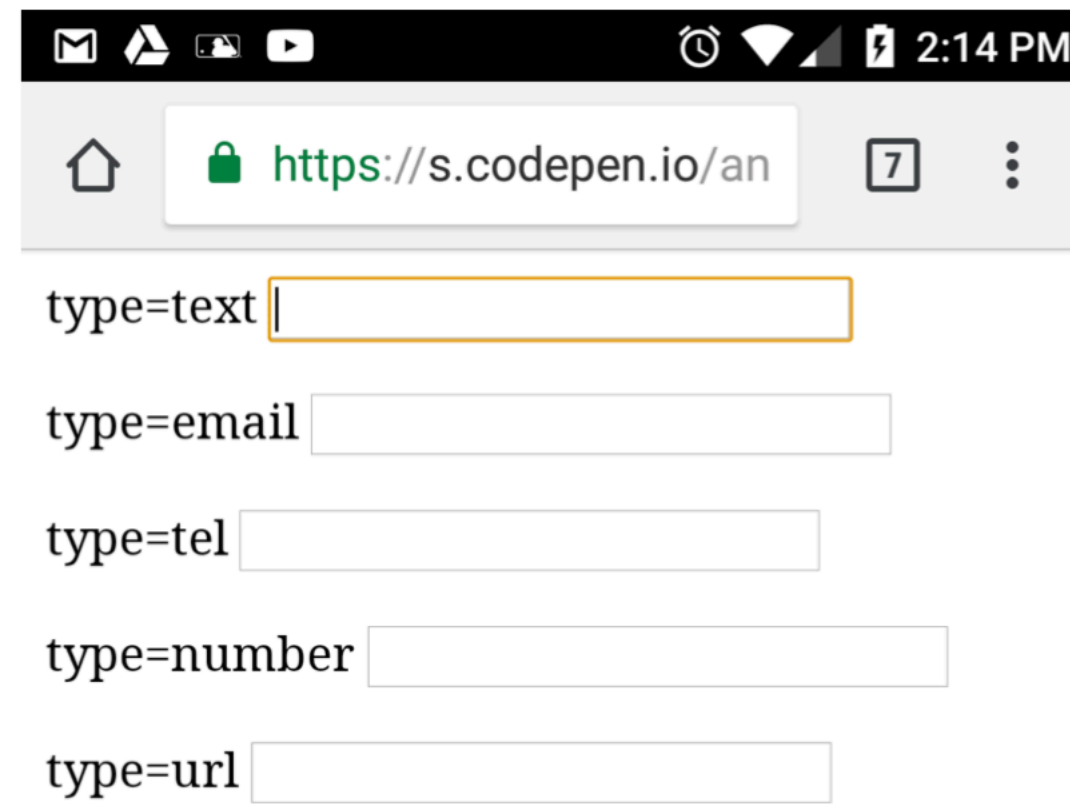
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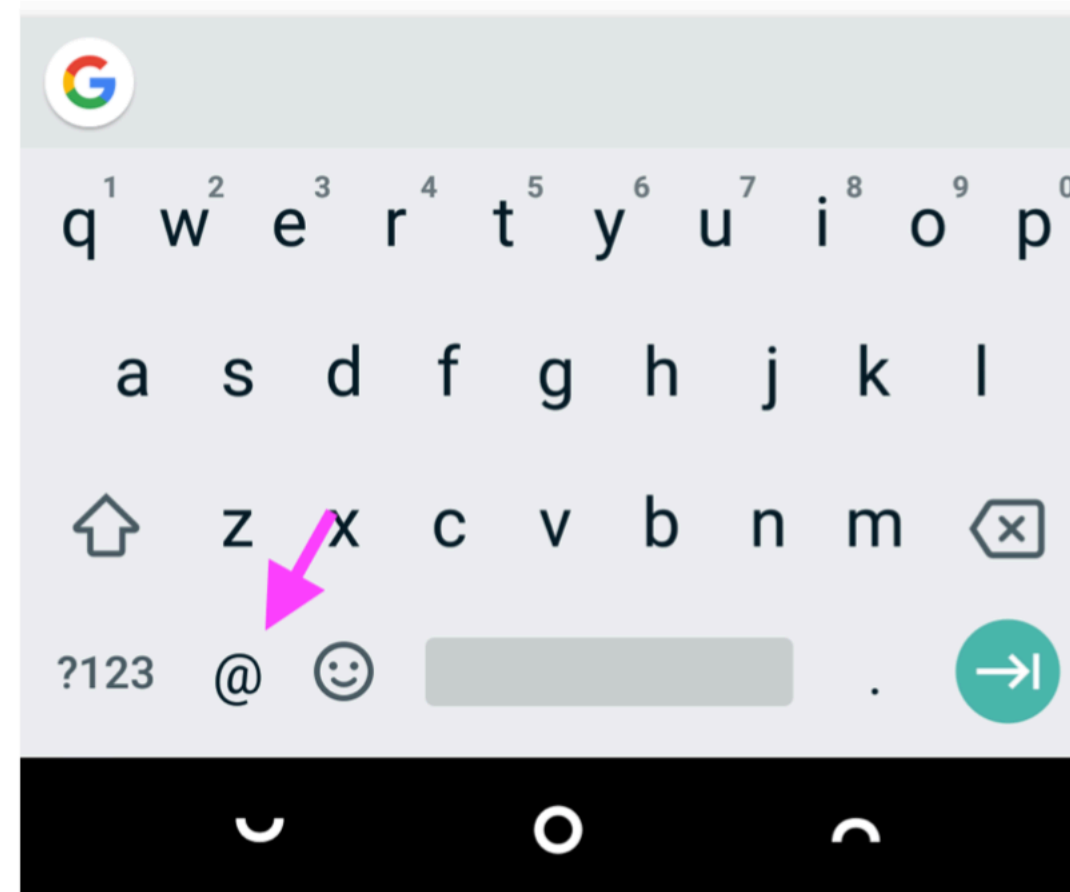
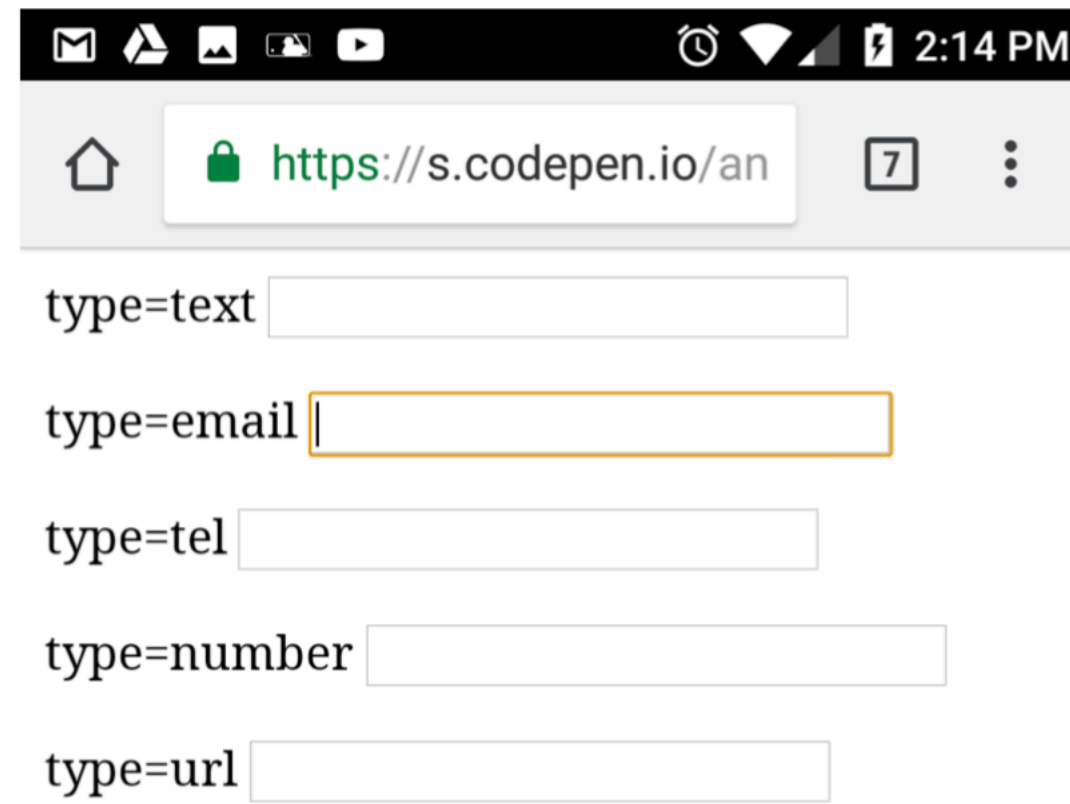
input types

```
<input type="text">
```



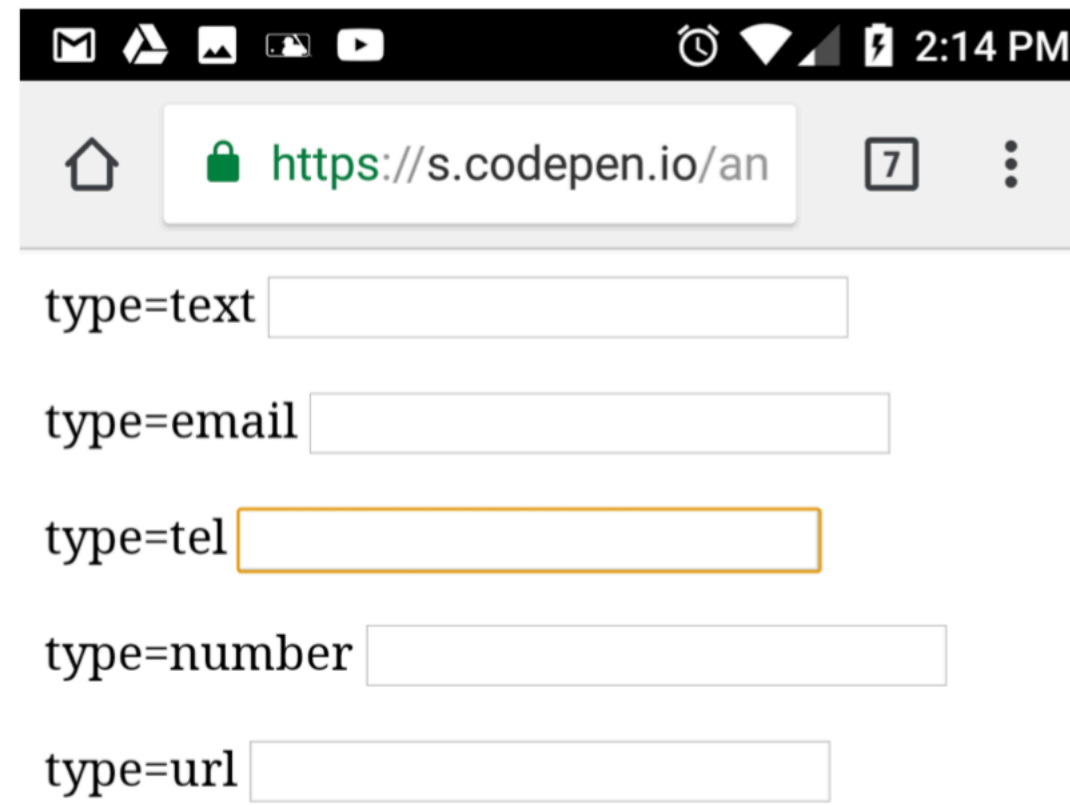
input types

```
<input type="email">
```



input types

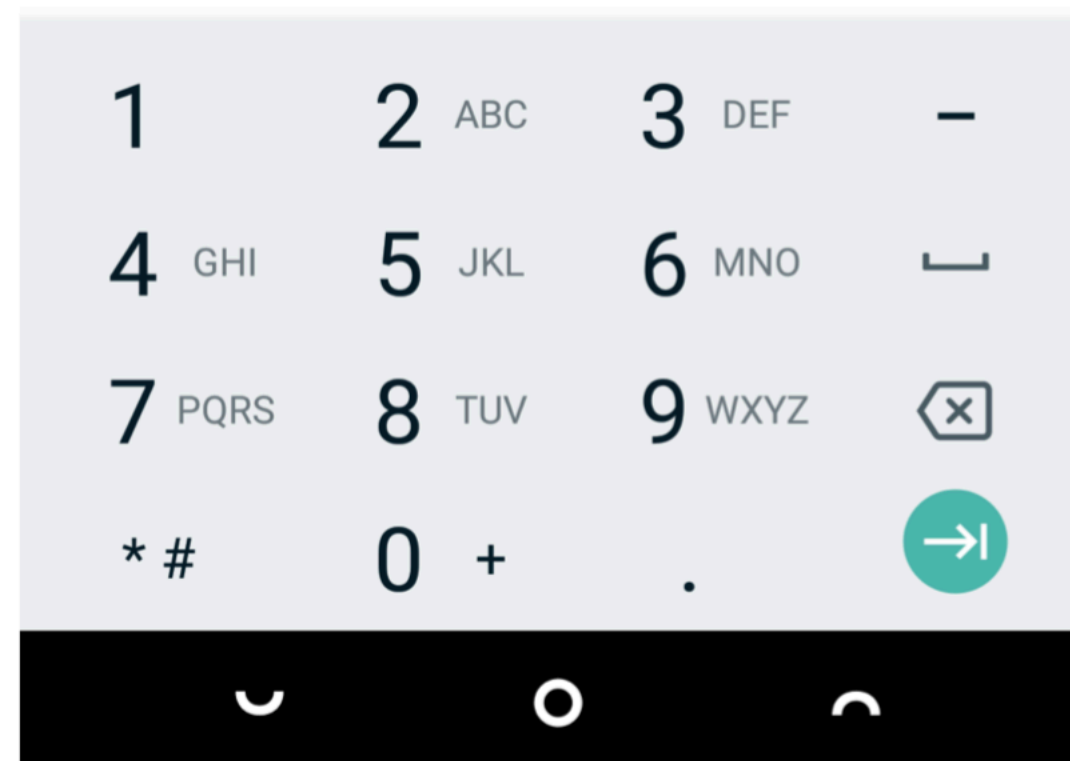
```
<input type="tel">
```



A screenshot of a mobile browser interface. The status bar at the top shows various icons and the time 2:14 PM. The address bar displays a home icon, a lock icon, the URL <https://s.codepen.io/an>, a tab count of 7, and a menu icon. Below the address bar, there are five input fields, each with a label and a text box:

- type=text
- type=email
- type=tel
- type=number
- type=url

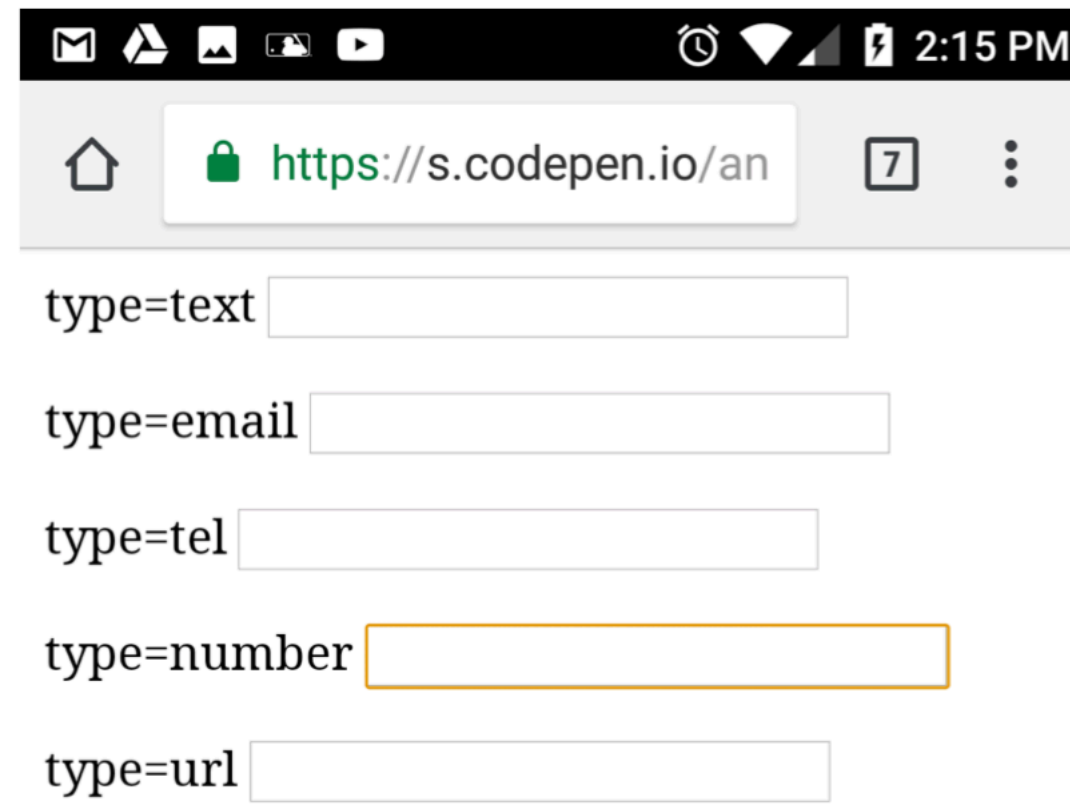
The field is highlighted with an orange border.



A screenshot of a mobile numeric keypad. It features a grid of buttons for digits 1 through 9, each with its corresponding letters (e.g., 1, 2 ABC, 3 DEF). There are also buttons for *, #, 0 +, and a decimal point. A green circular button with a right arrow and a vertical bar is located at the bottom right. The keypad is displayed over a dark background with three white navigation icons at the very bottom.

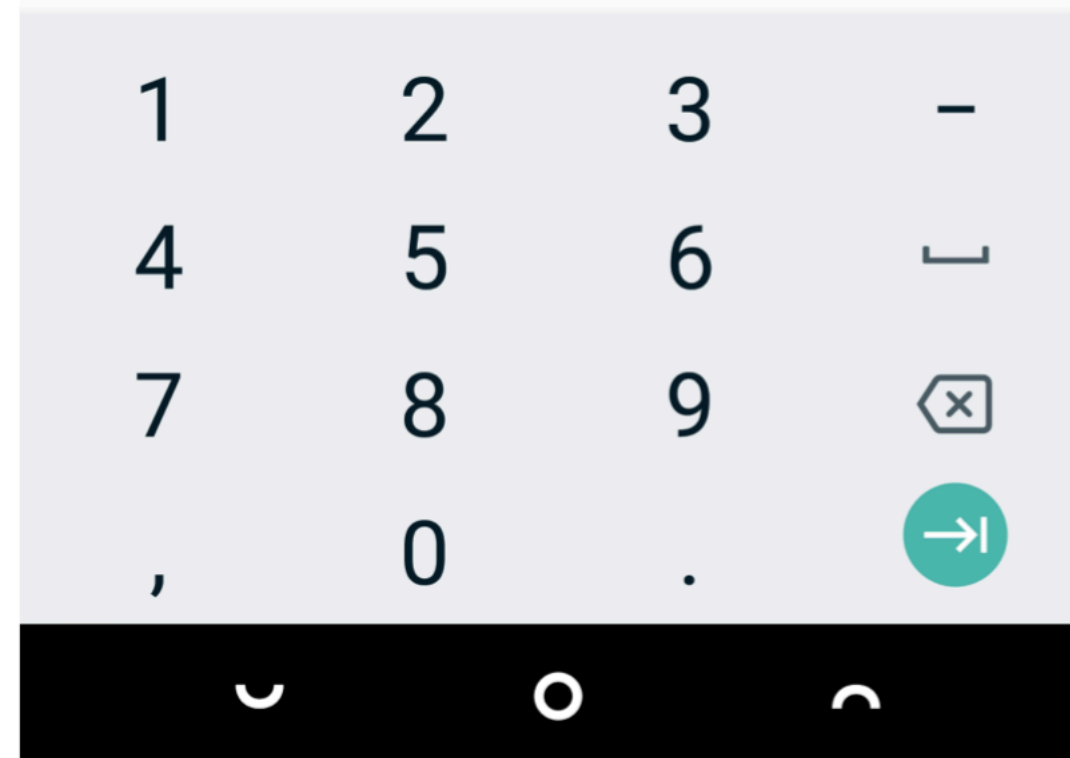
input types

```
<input type="number">
```



A screenshot of a mobile browser interface. The status bar at the top shows various icons and the time 2:15 PM. The address bar displays a home icon, a lock icon, the URL <https://s.codepen.io/an>, a tab count of 7, and a menu icon. Below the address bar, there are five input fields, each with a label and a text box:

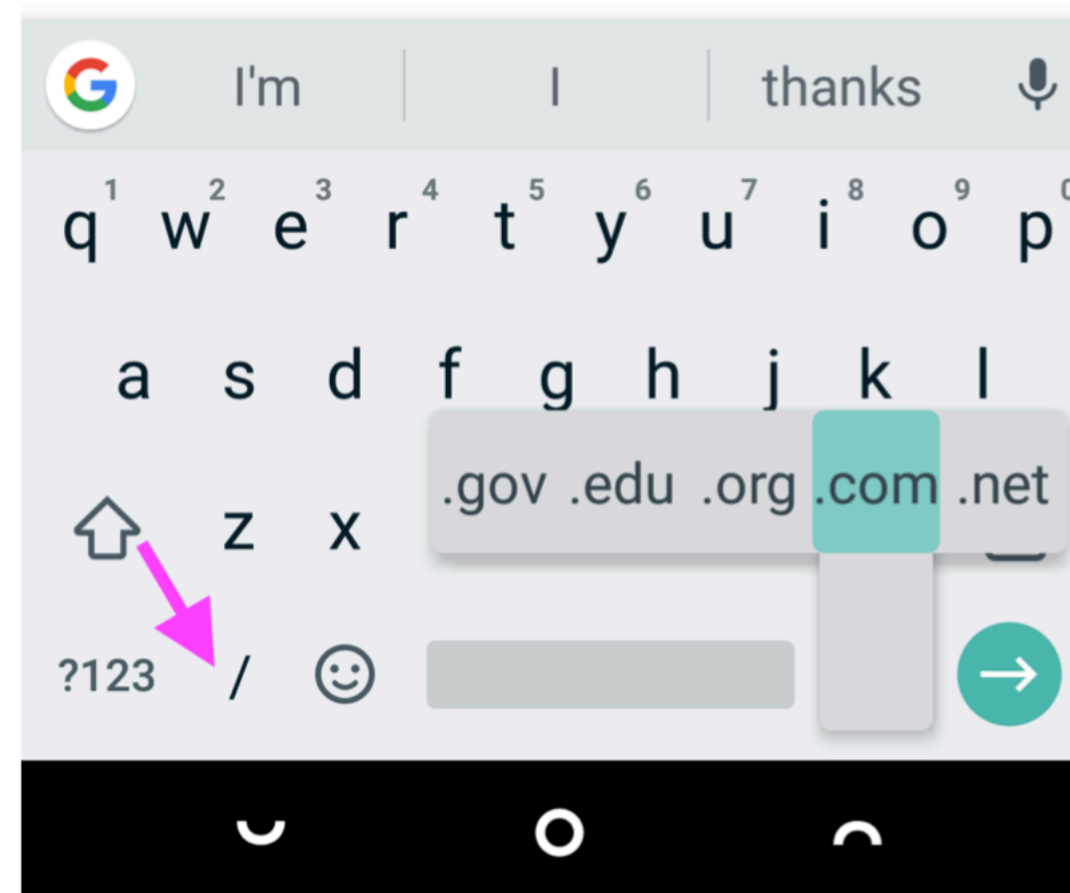
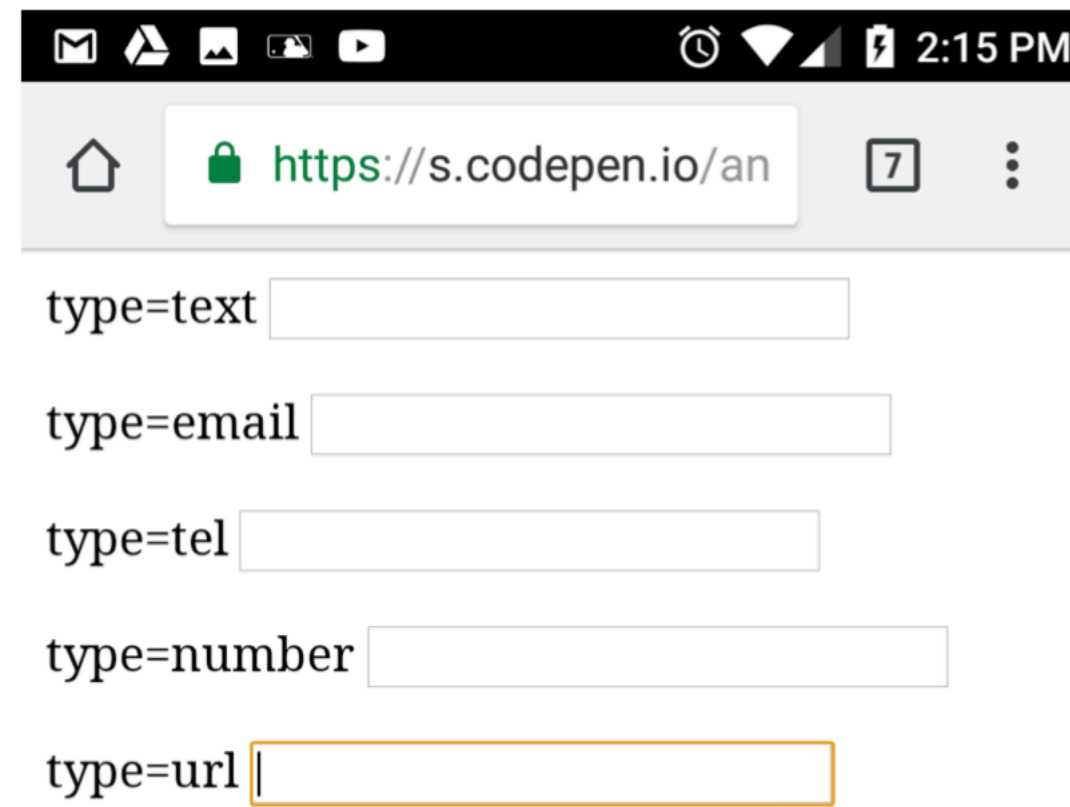
- type=text
- type=email
- type=tel
- type=number
- type=url



A screenshot of a mobile numeric keypad. It features a grid of numbers 1 through 9, a comma (,) for decimal input, and a period (.) for decimal input. There are also buttons for a minus sign (-), a left bracket ([), a right bracket (]), a backspace (X), and a green button with a right arrow (→). The keypad is displayed over a dark background.

input types

```
<input type="url">
```



**
**

Avoid using them for spacing

Retsuko is an anthropomorphic red panda, 25 years old and single, who works in the accounting department of a Japanese trading firm.

**

**

Facing constant frustration every day from pushy superiors and annoying co-workers, Retsuko lets out her emotions by going to a karaoke bar every night and singing death metal.

**
**

Use paragraphs instead

<p>Retsuko is an anthropomorphic red panda, 25 years old and single, who works in the accounting department of a Japanese trading firm.**</p>**

<p>Facing constant frustration every day from pushy superiors and annoying co-workers, Retsuko lets out her emotions by going to a karaoke bar every night and singing death metal.**</p>**

**
**

Only use in cases where you're not splitting paragraphs

<p>Your beats are wack**
**
and your rap sucks**
**
Why'd you go again?**
**
Nobody wants to hear it!**</p>**

<address>

Sanrio Puroland**
**
1-31 Ochiai**
**
Tama, Tokyo 206-8588**
**
Japan
</address>

<hr>

Separates content with a horizontal rule

<p>This is above line.**</p>**

<hr>

<p>This is below the line.**</p>**

This is above line.



This is below the line.

Style Guide

- use lowercase for
 - element names
 - attributes
 - values
- double quotes around attributes
- indent nested elements
- no slash on self-closing elements
- no values on Boolean attributes