



Transient Semantics and Microformats

BEGGAR'S DOG, HOBOKEN

2360-15

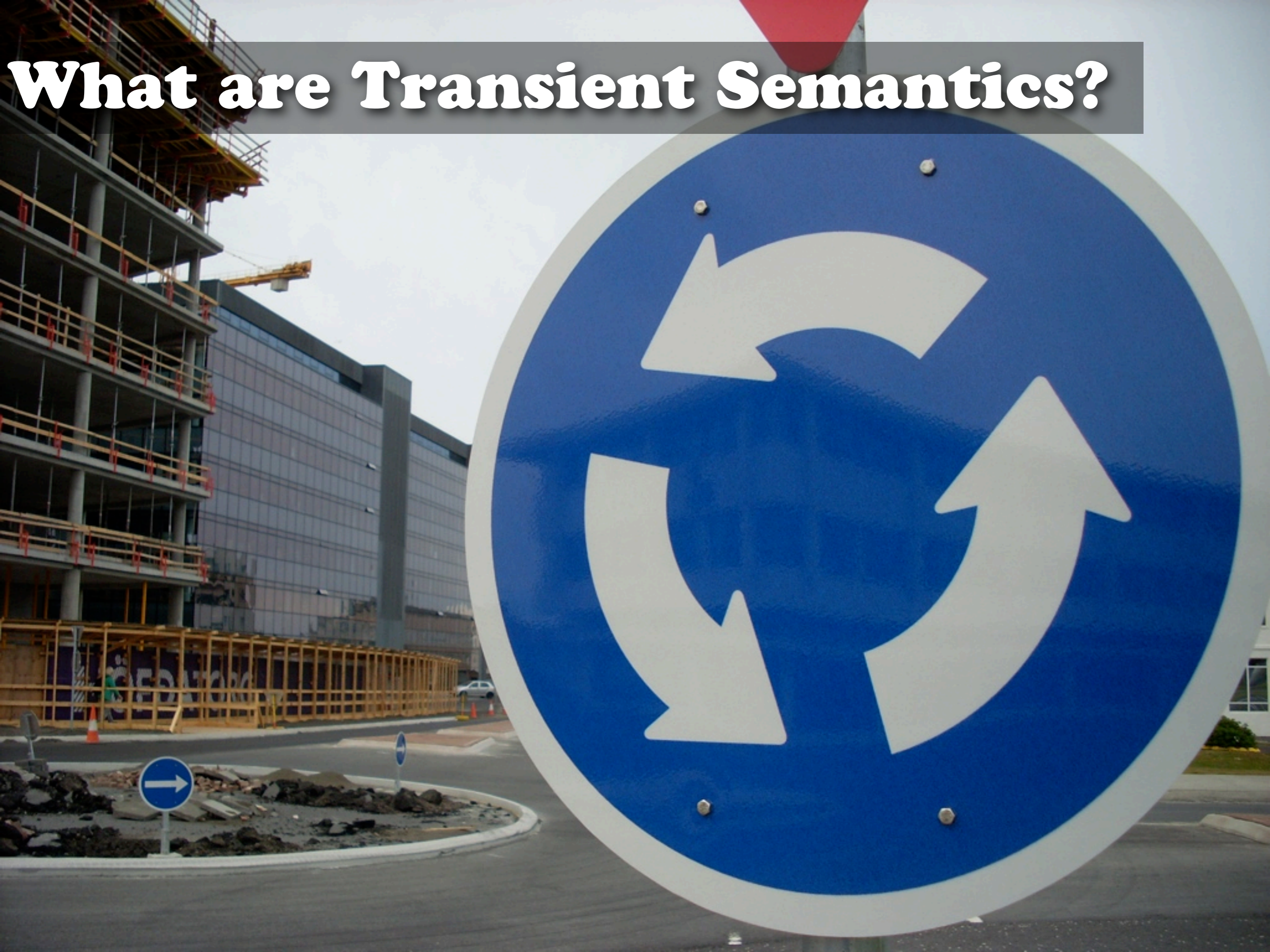
What is Transient?



B26

What are Semantics?

What are Transient Semantics?



Real World Transient Semantics



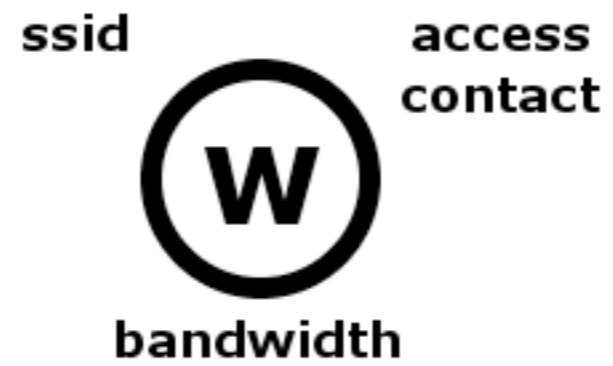
open node



closed node



WEP node



Warchalking



Electronics



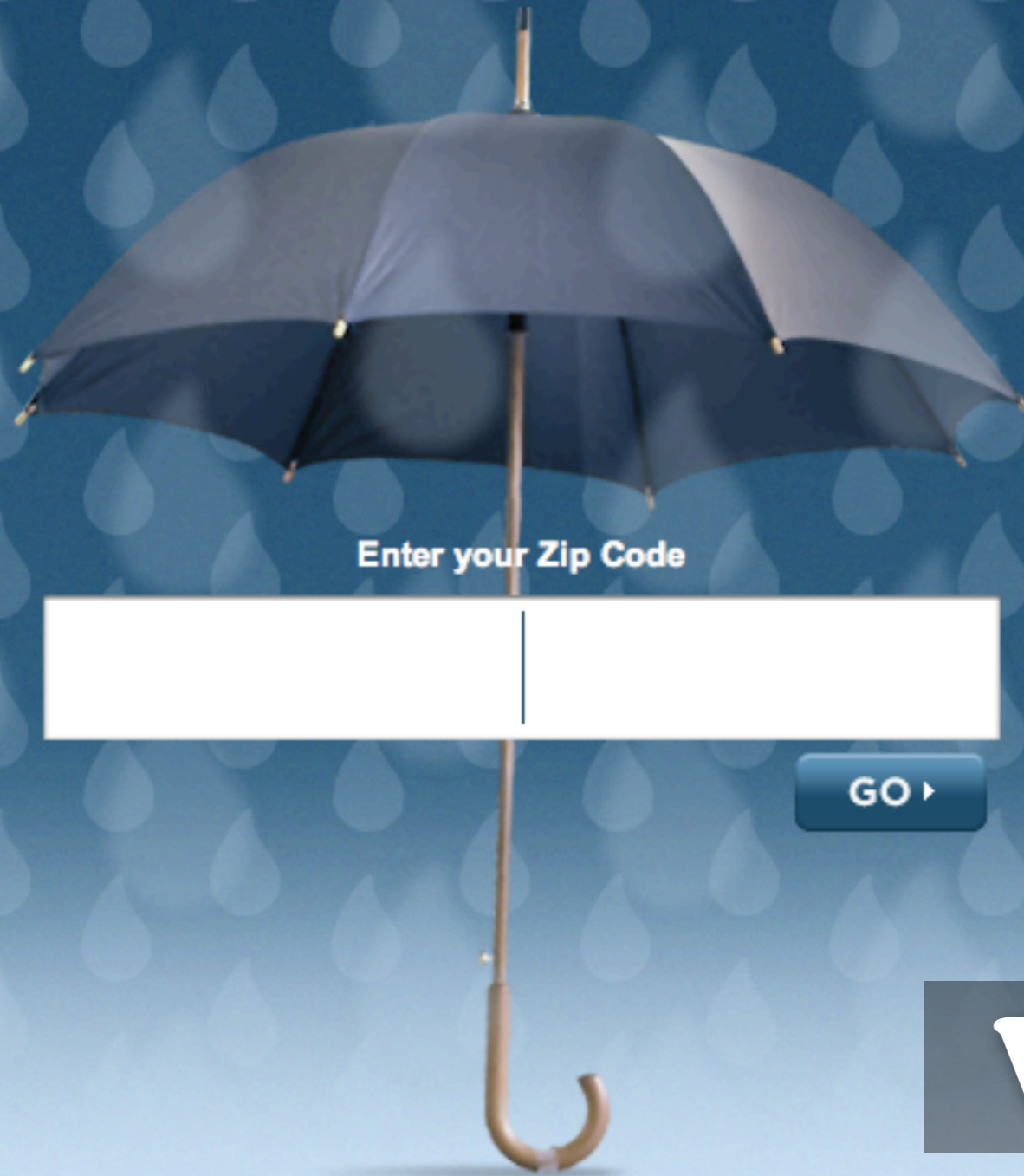
Road Signs

Poken



UMBRELLA TODAY?

"It's like totally the simplest weather report ever, Julie."



Enter your Zip Code

GO ▶

Weather

UMBRELLA TODAY?

"It's like totally the simplest weather report ever, Julie."

NO

We will text message you on days you'll need umbrella with our weather report. Enter your cell below.

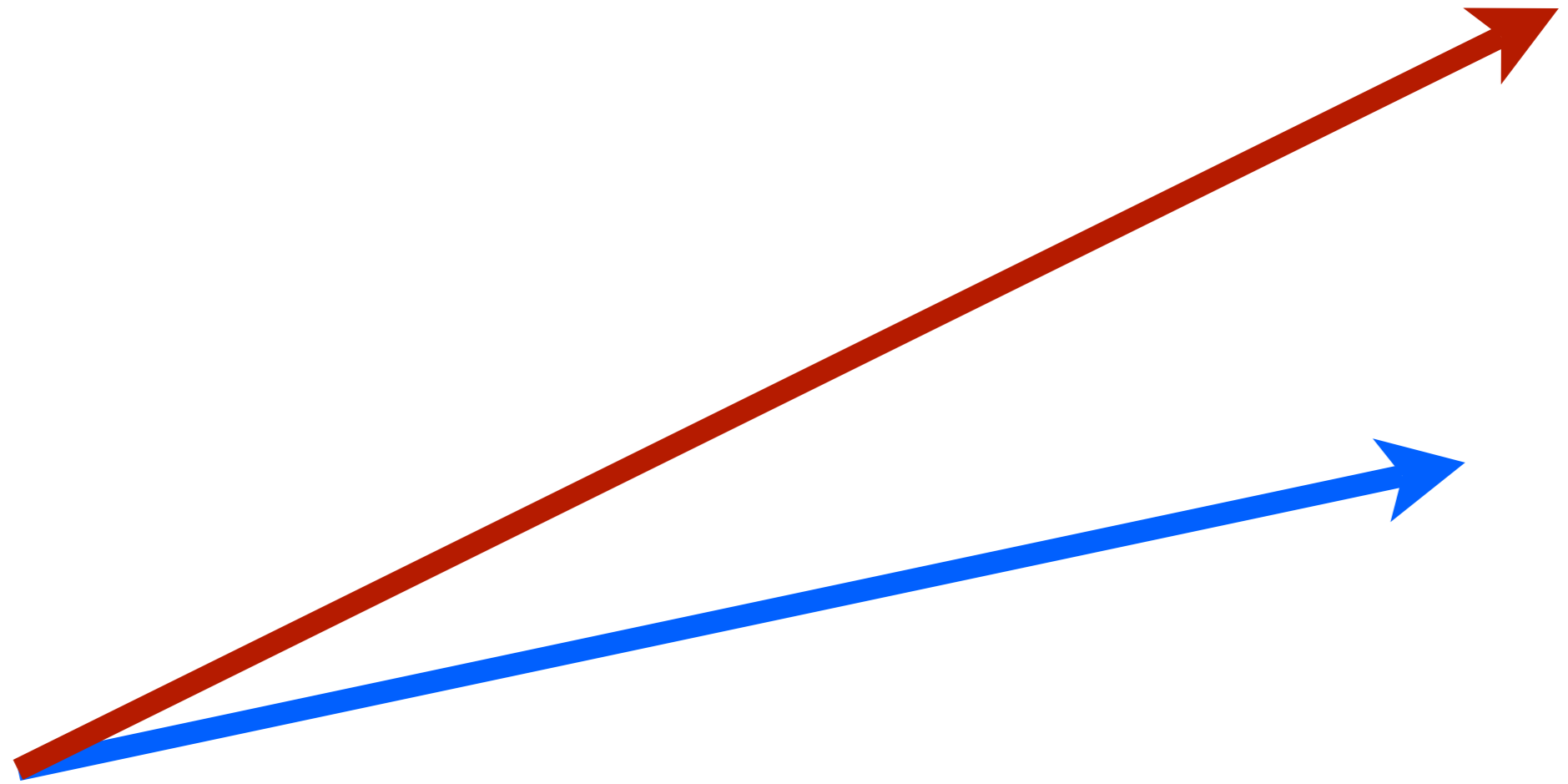


We'll schedule your weather reports for

Who's your cell carrier?

GO ▶

Weather



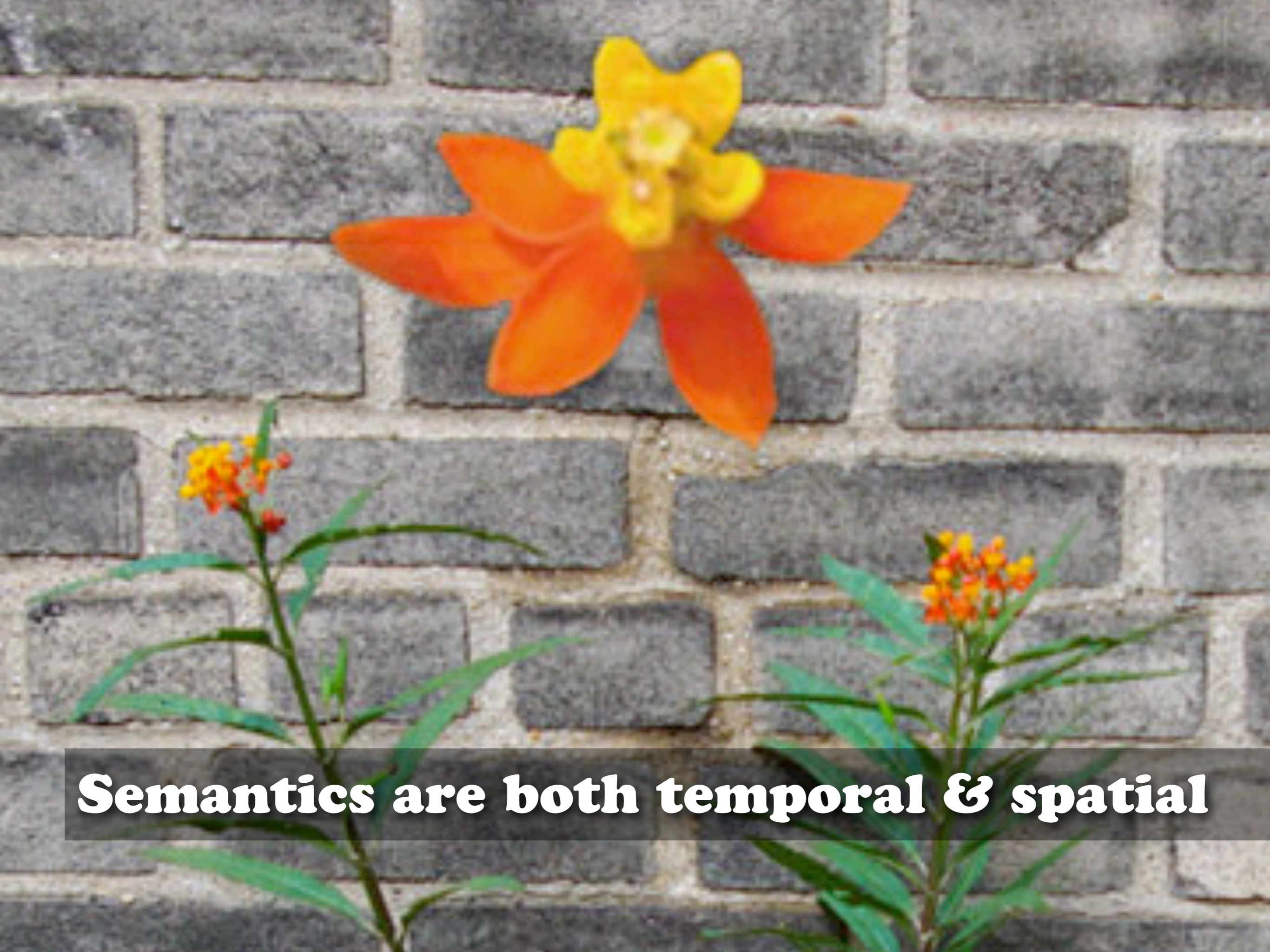
Semantics are both temporal & spatial

Semantics are both temporal & spatial

← LOOK LEFT



Semantics are both temporal & spatial



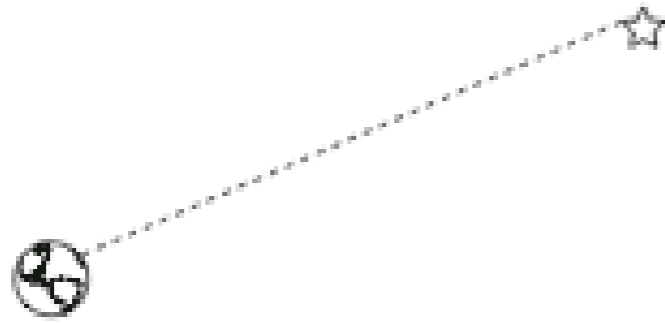
Semantics are both temporal & spatial



THIS IS WHAT I THINK WHENEVER I SEE
ONE OF THE NEW PEPSI ADS. ☺.

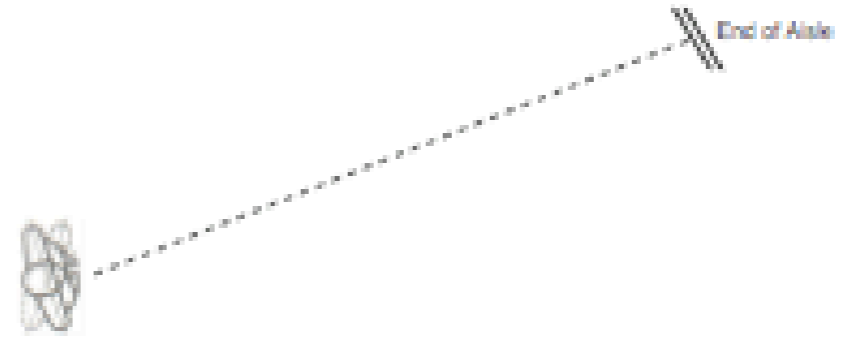
Pepsi Gravitational Field



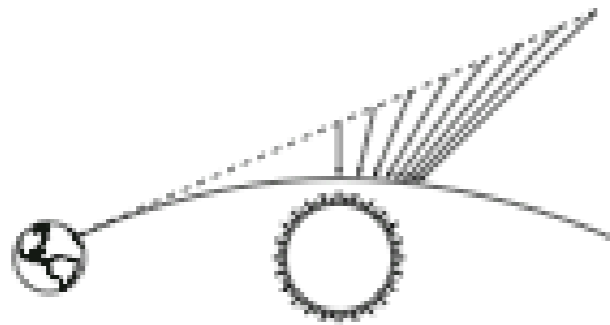


Typical Light Path

v

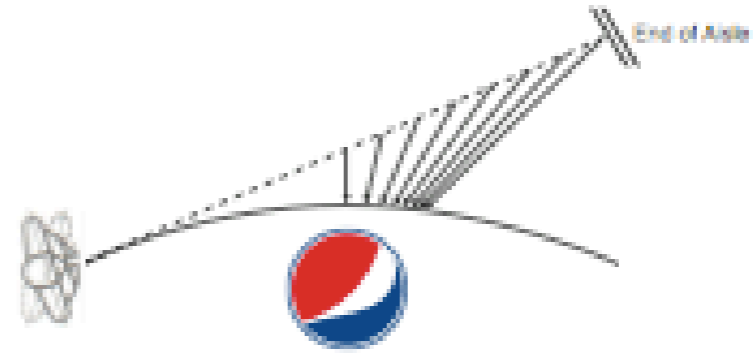


Typical Shopping Aisle

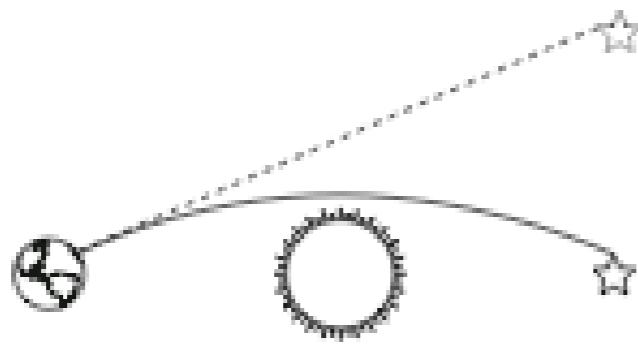


Light Path with Gravitational Pull

v

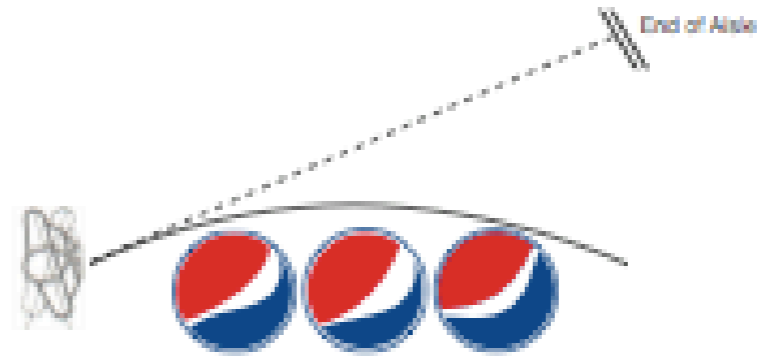


Gravitational Pull of Pepsi

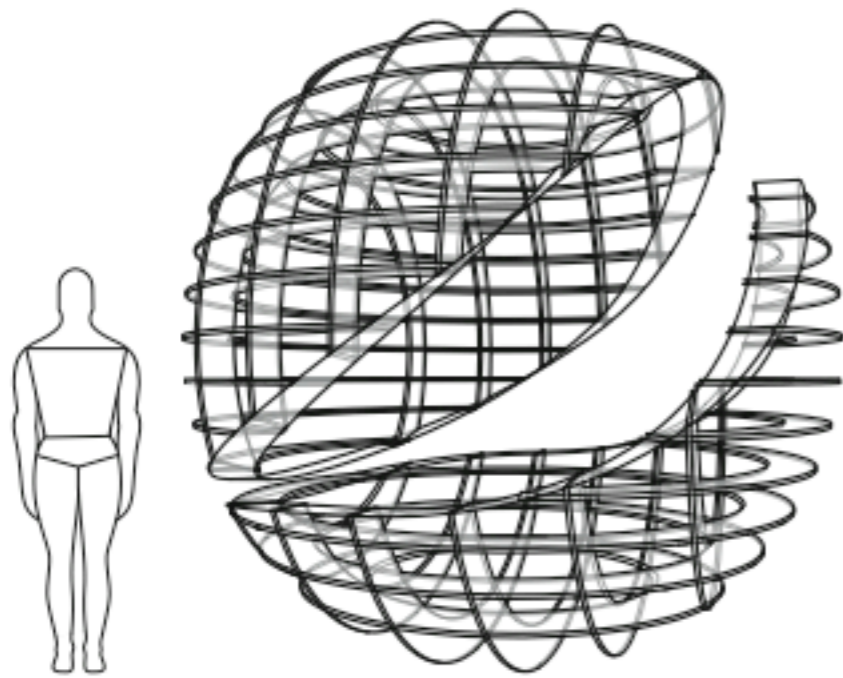


Relativity of Space and Time

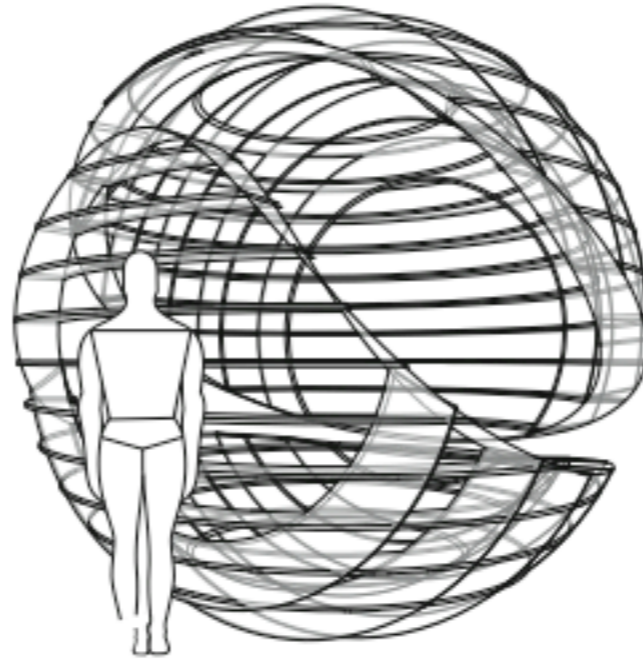
v



Pepsi Proposition / Pepsi Aisle



Pepsi Aisle 60°



Pepsi Aisle 30°



Pepsi Aisle 10°

Pepsi Gravitational Field



ooh,
sticky!

TEA

English Quiz



English Quiz

Punctuate the following:

Woman without her
man is nothing

**Woman, without her
man, is nothing**

**Woman: without
her, man is nothing**


English Quiz

♂ Male

Woman, without her
man, is nothing

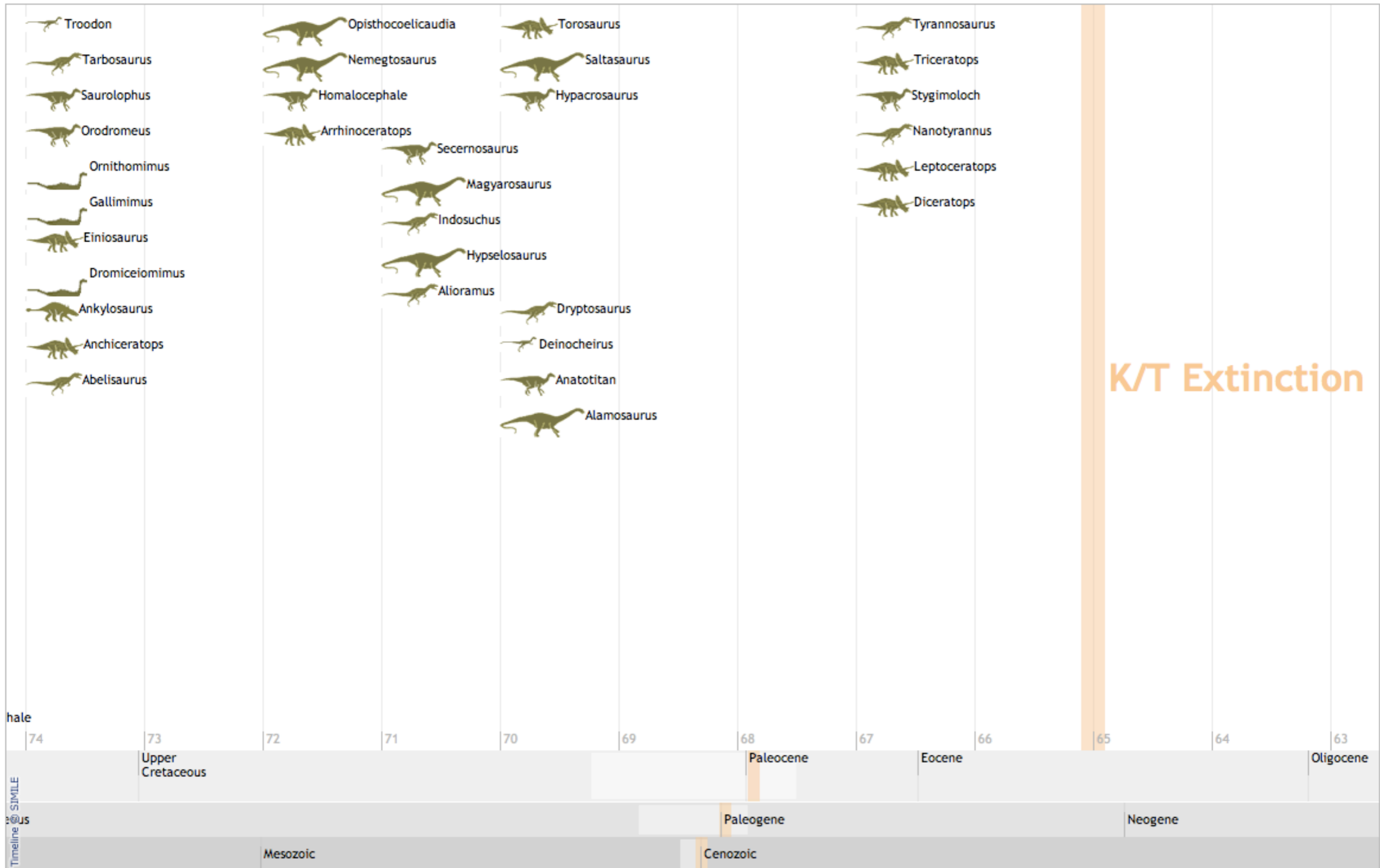
♀ Female

Woman: without
her, man is nothing

The background of the image is a classic damask pattern. It features large, ornate floral motifs arranged in a grid, with smaller floral and leaf designs filling the spaces between them. The color palette is black, gold, and light beige. The text 'Semantics on the web' is centered at the bottom of the image, overlaid on a semi-transparent dark grey rectangular background.

Semantics on the web

Time Scales



Time Scales





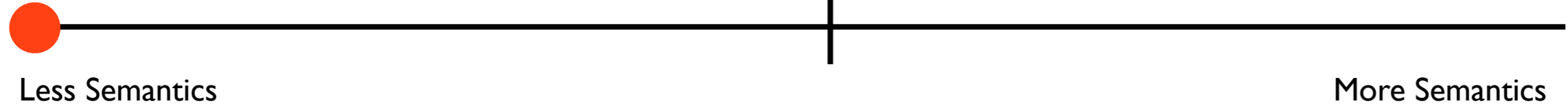
LOKAÐ

What does the mean for the web?

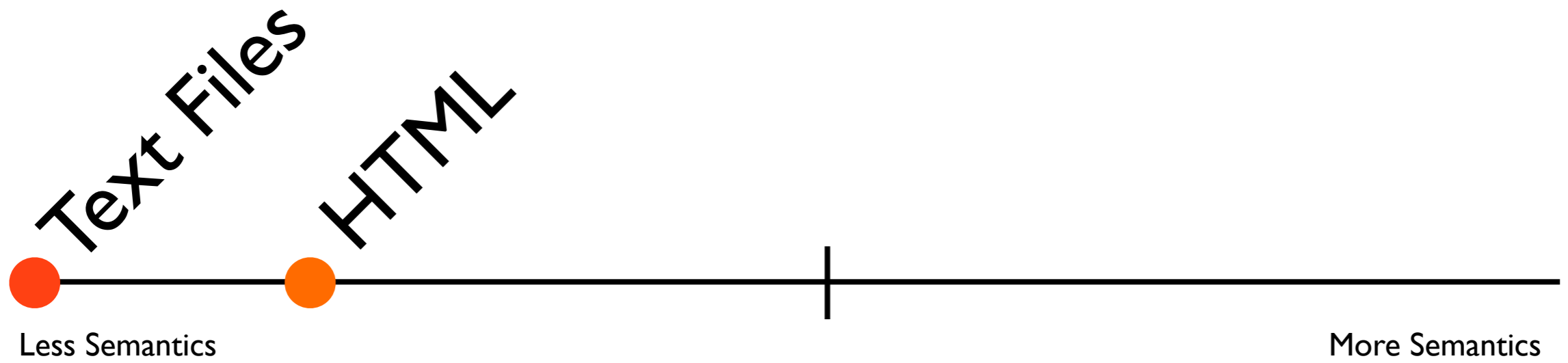


Sliding scales of semantics

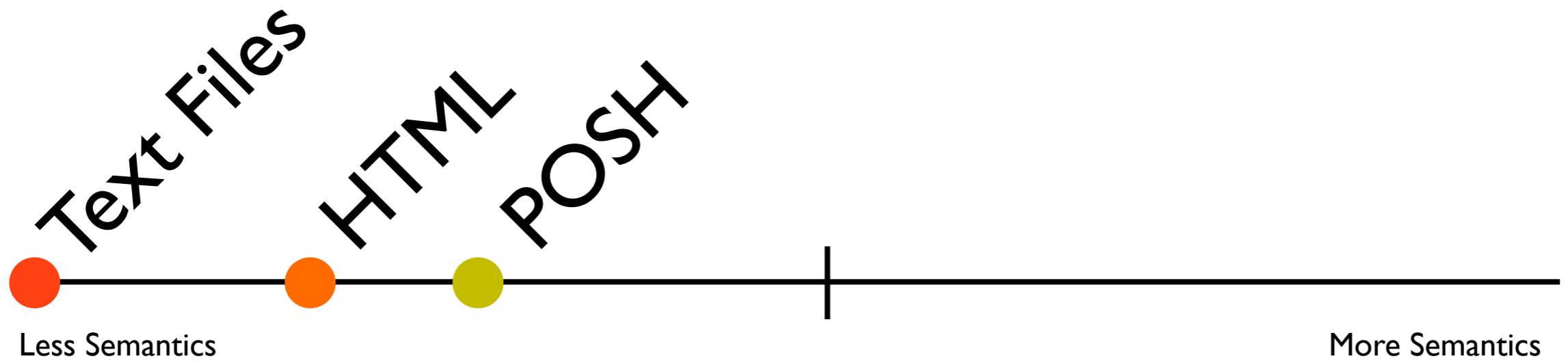
Text Files



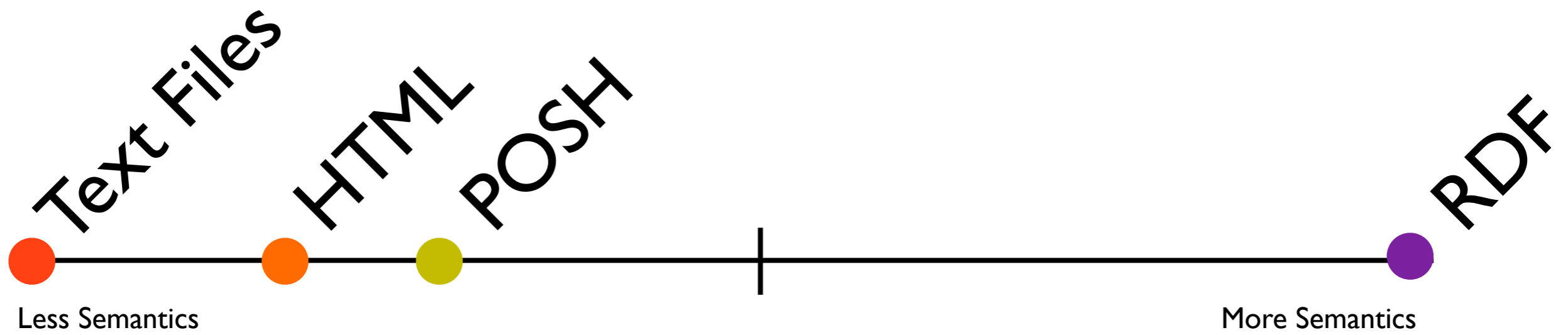
Semantic Scale



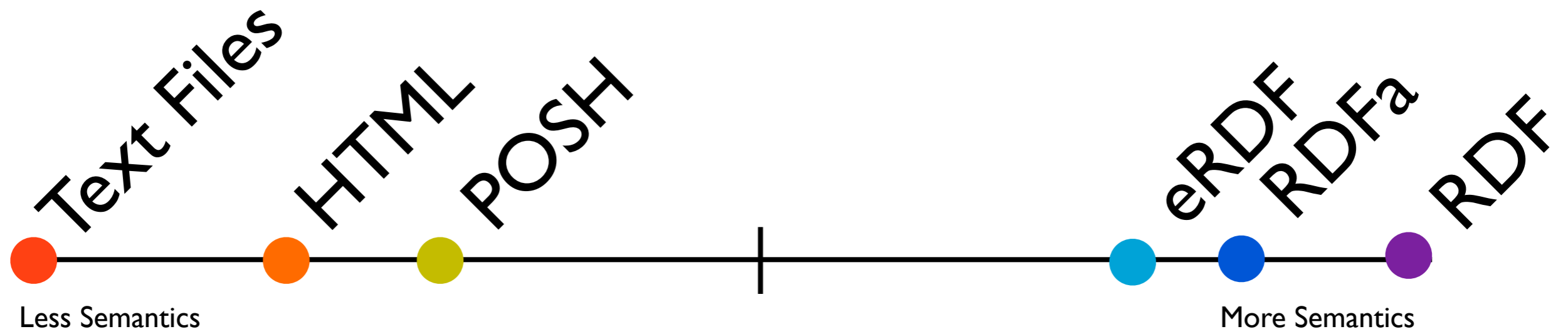
Semantic Scale



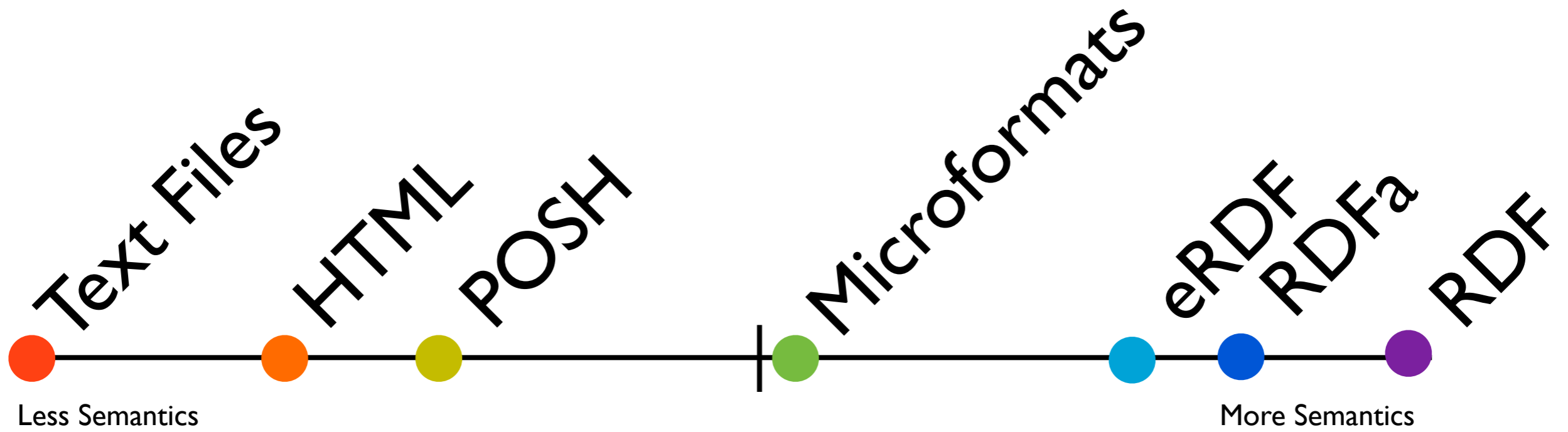
Semantic Scale



Semantic Scale



Semantic Scale



Semantic Scale

**REL
&
CLASS**

Popular Formats

hCard

hCalendar

hCard

Brian Suda

hCard

`<div>Brian Suda</div>`

hCard

```
<div class="vcard">
```

```
Brian Suda
```

```
</div>
```


hCard

```
<div class="vcard">
```

```
<a href="http://suda.co.uk/">
```

```
Brian Suda
```

```
</a>
```

```
</div>
```


hCard

```
<div class="vcard">
```

```
<a href="http://suda.co.uk/"
```

```
class="fn url" rel="me">
```

Brian Suda

```
</a>
```

```
</div>
```


hCalendar

twist.be

2009.05.15 // PROVINCIEHUIS LEUVEN
an affordable one day conference for like-minded web creatives



[home](#) [speakers](#) [schedule](#) [location](#) [sponsorship](#) [blog](#) [register](#)



NETLAG



09:00 - 10:00	Registration kick off and breakfast	
10:00 - 10:15	Opening	
10:15 - 11:00	Introducing the Flash Platform	Serge Jespers
11:00 - 11:30	First break	
11:30 - 12:15	Transient Semantics and Microformats	Brian Suda
12:15 - 13:00	Cost Effective Web Development	Drew McLellan
13:00 - 14:30	Lunch break (not provided)	
14:30 - 15:15	Remember the magic!	Aral Balkan
15:15 - 16:00	The importance of beauty in absolutely everything	Elliot Jay Stocks
16:00 - 16:30	Second break	

hCalendar

Getting Started Latest Headlines

Contacts (2) Events (15) Locations Tagspaces Bookmarks Resources XFN Relationship(s)

Schedule - twiist.be

twiist.be

Registration kick off and breakfast

Opening

Introducing the Flash Platform

First break

Transient Semantics and Microformats

Cost Effective Web Development

Lunch break (not provided)

Remember the magic!

The importance of beauty in absolutely everything

Second break

Experiments in data portability

The open, social web

Closing announcements

After event (thanks to netlog) sponsorship

Export All

Export Event

Add to 30 Boxes

Bookmark with Firefox

Add to Google Calendar

Add to Yahoo! Calendar

Debug

home speak

blog register



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<http://addons.mozilla.org/firefox/4106>

hCalendar

2009	Sunday, May 10	Monday, May 11	Tuesday, May 12	Wednesday, May 13	Thursday, May 14	Friday, May 15	Saturday, May 16
all-day						twiist.be — Provin-	
12:00						and Microformats	
						12:15 Cost Effective Web De- velopment	
13:00						13:00 Lunch break (not pro- vided)	
14:00							
						14:30 Remember the magic!	
15:00							
						15:15 The importance of beauty in absolutely	
16:00						16:00 Second break	
						16:30 Experiments in data portability	
17:00						17:15 The open, social web	
18:00						Closing announce-	
19:00						18:30 After event (thanks to netlog)	
20:00							
21:00							
22:00							
23:00							

hCalendar

Get Your Timeline

Url of Page containing hCalendar

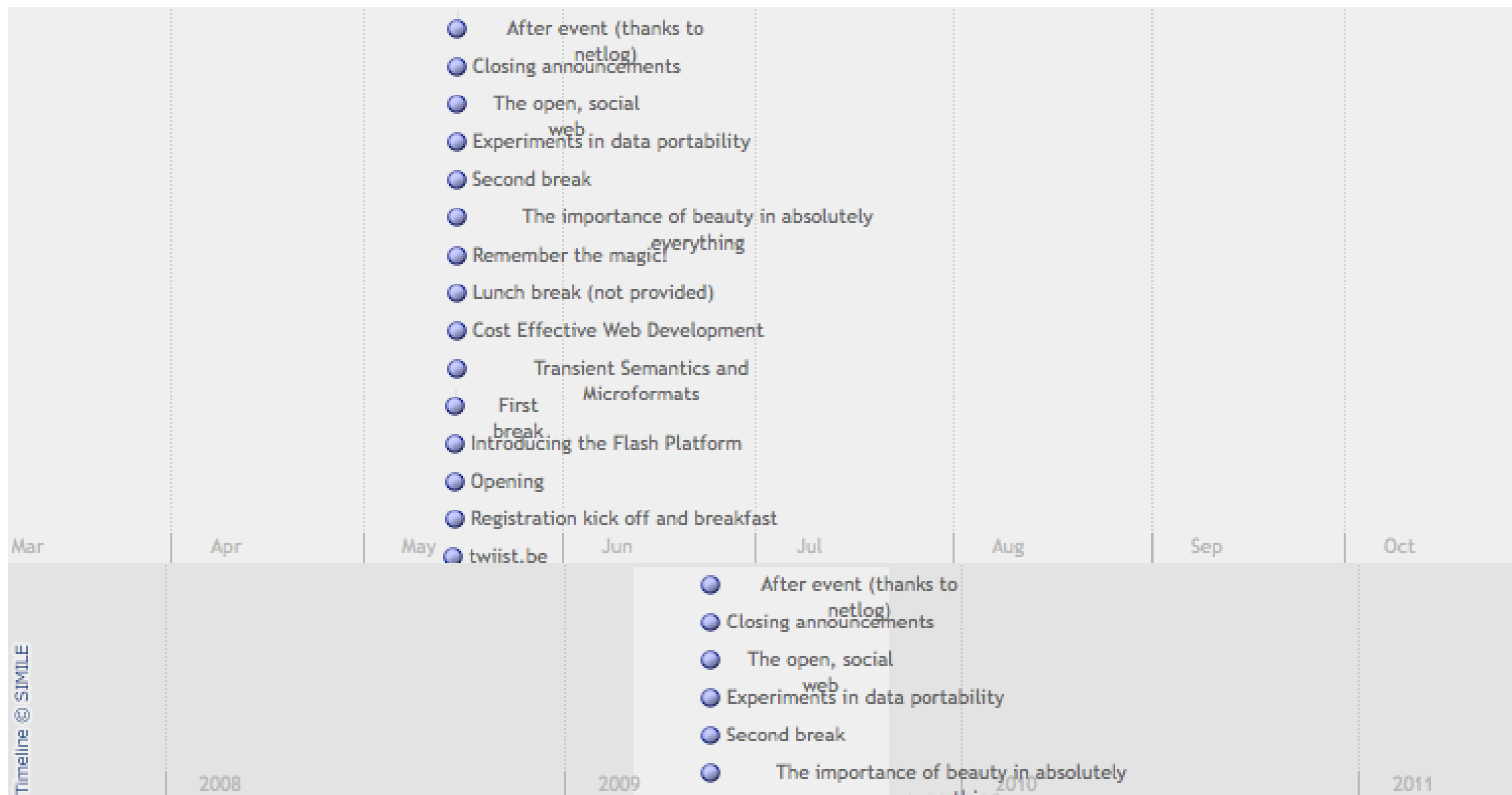
http://

Get hCal

Url of vCalendar

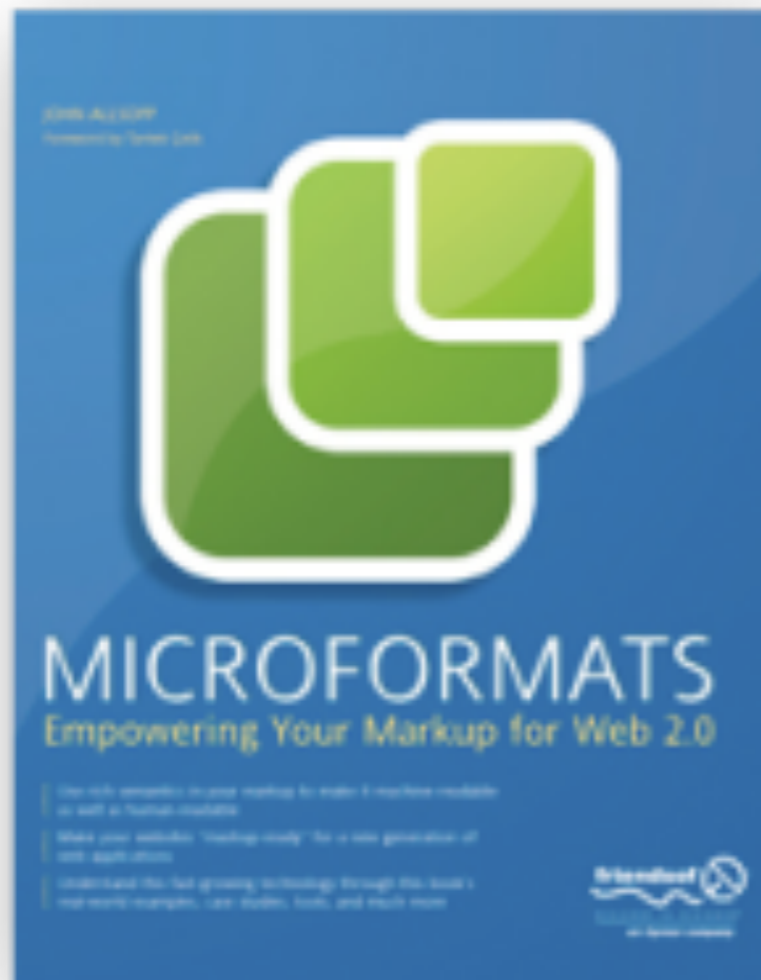
http://

Get vCal

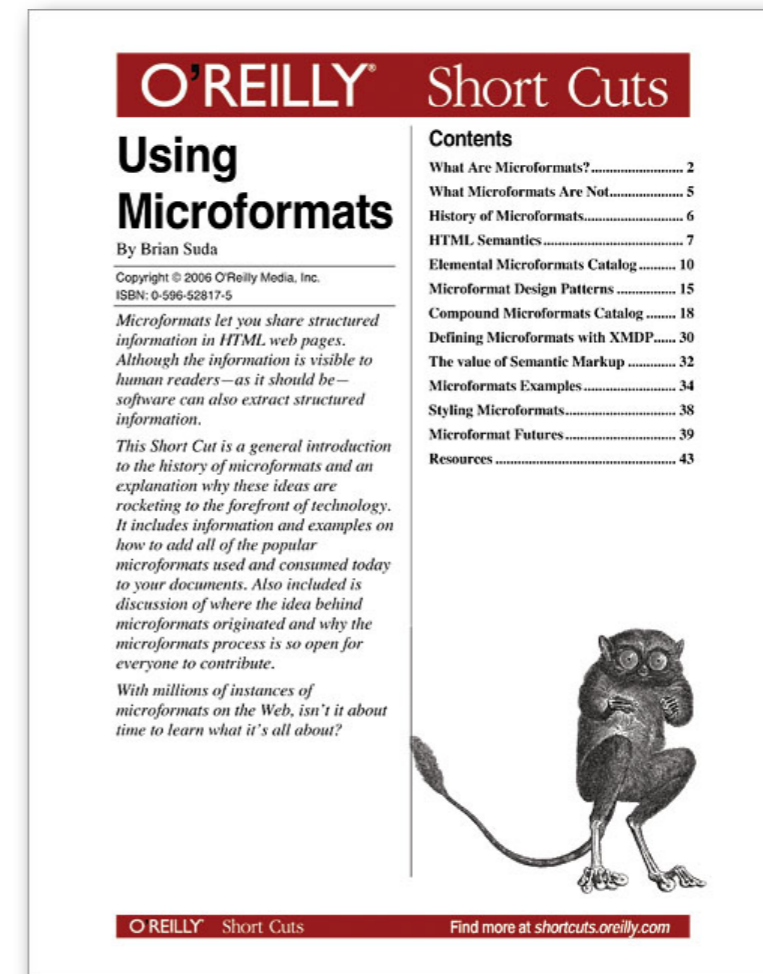


Resources

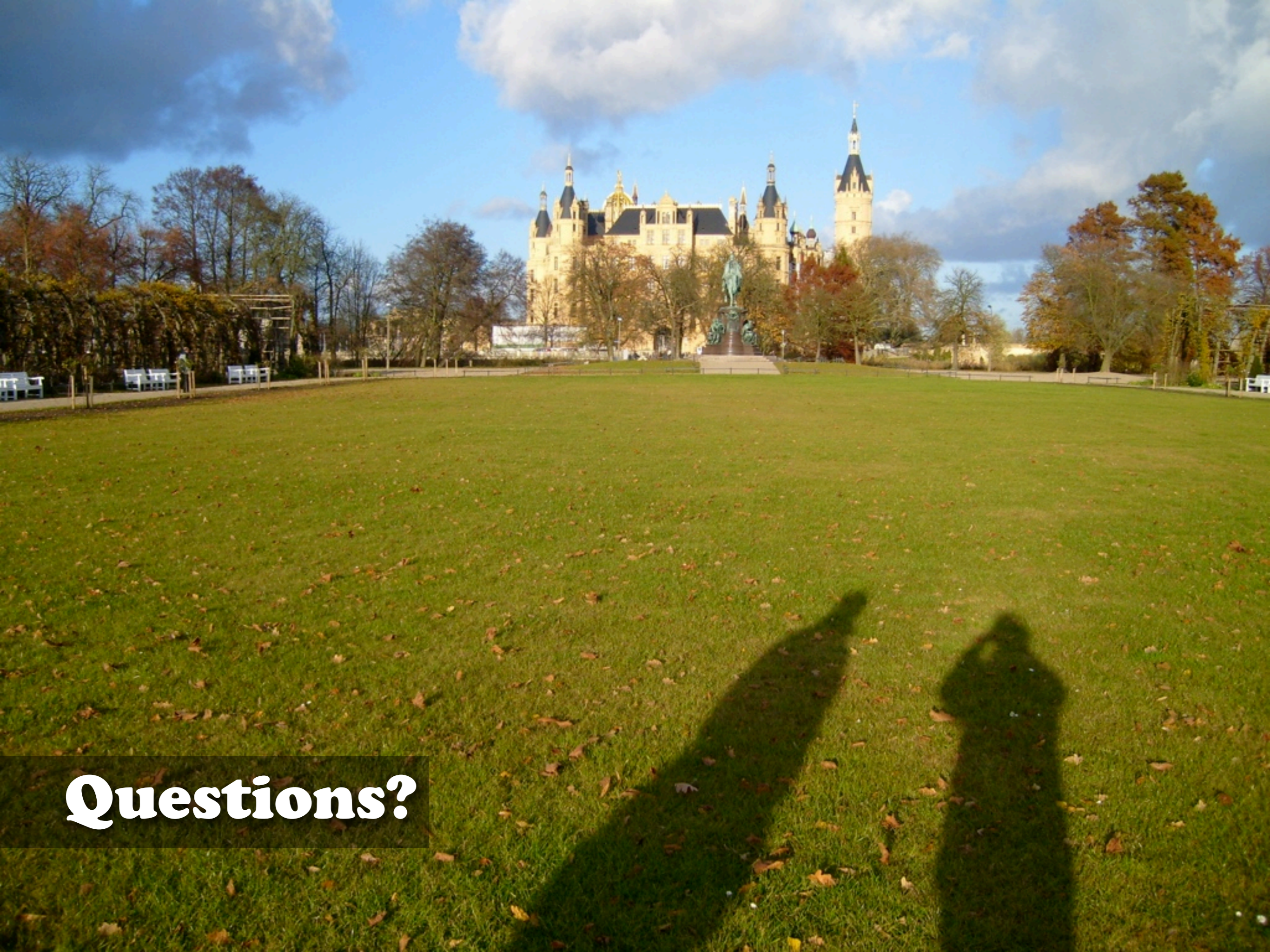
- ➔ <http://microformats.org/wiki/>
- ➔ <http://planetmicroformats.com/>
- ➔ <http://microformatique.com/>
- ➔ <http://suda.co.uk/publications/twiist/>
- ➔ <http://microformats.org/discuss/>
- ➔ <irc://irc.freenode.net/#microformats>



By John Allsopp



By Brian Suda



Questions?