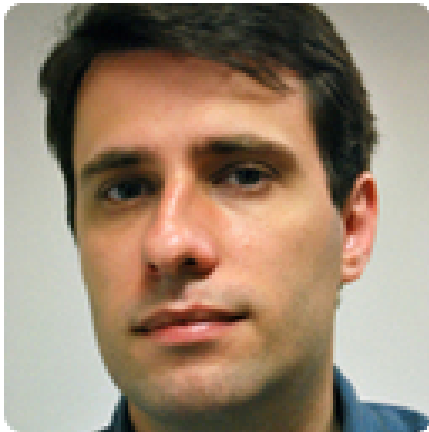




# Passado, presente e futuro da Web

Curso Arquitetura da Informação – Faber Ludens @ IMasters  
São Paulo – 29 de janeiro de 2013  
Reinaldo Ferraz – W3C.br



# Reinaldo Ferraz

@reinaldoferraz

*Apaixonado por acessibilidade, usabilidade, padrões web, HTML, CSS, Star Wars e café.*

São Paulo



cgi.br

nic.br



# Beans & Fritz's Holiday Homepage



Welcome to our homepage. Our names are Fritz and Beans. We are the canine wonder-dogs and faithful companions of David and Helene. This is our very first adventure into cyberspace and HTML homepage creation on the WWW. *Take a look around...*  
*Hope you enjoy it!*

Beans & Fritz



Click on our picture to see what we really look like!



[A day in the life of Beans & Fritz](#)



[Helene's & David's UK Trip](#)



[Beans & Fritz's favorite WWW sites](#)



[Helene's Stain Glass](#)



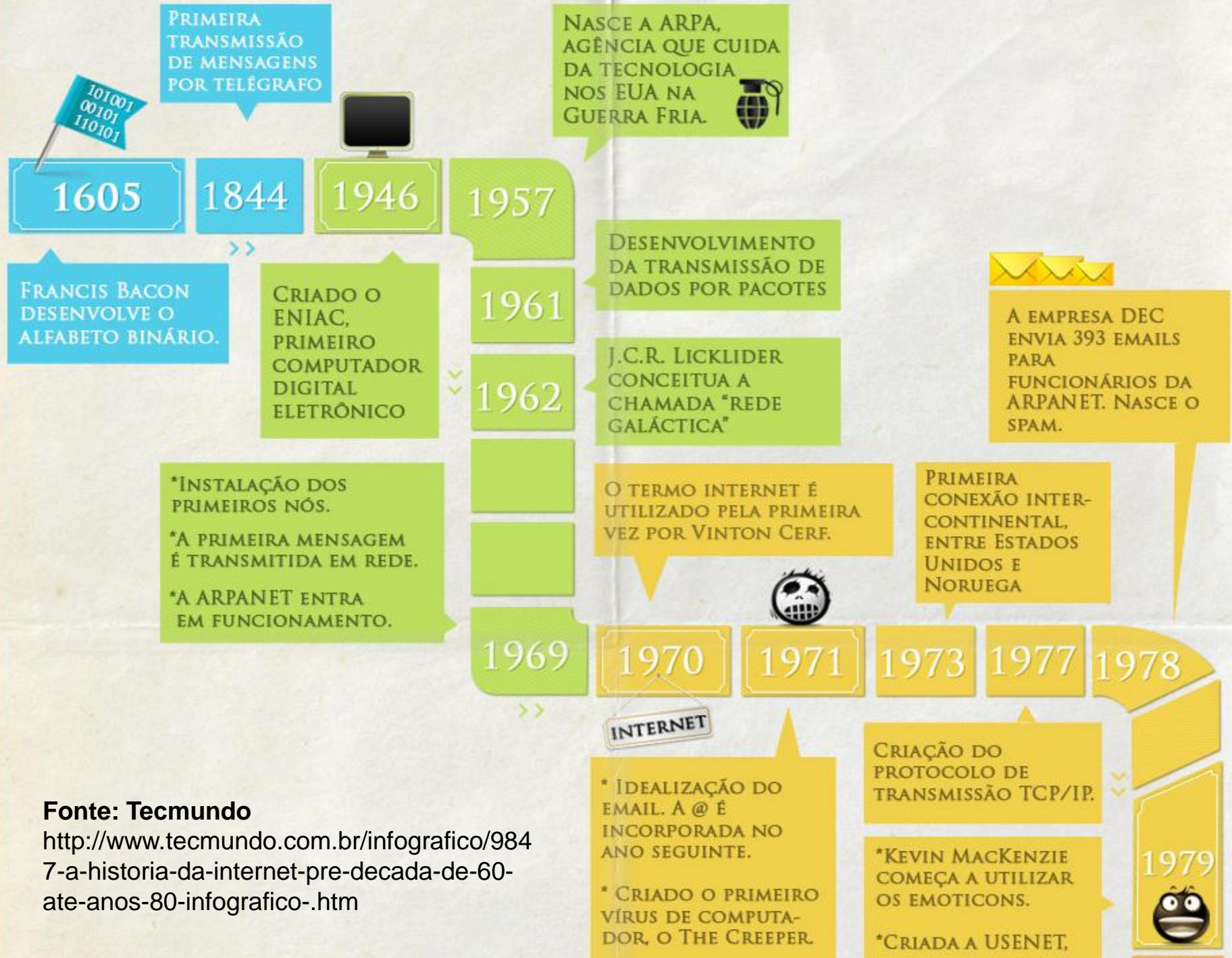
[David's workshop](#)



[Send us a message](#)



# Passado



Fonte: Tecmundo

<http://www.tecmundo.com.br/infografico/9847-a-historia-da-internet-pre-decada-de-60-ate-anos-80-infografico-.htm>



1989









## The problem with trees

Many systems are organised hierarchically. The CERNDOC documentation system is an example, as is the Unix file system, and the VMS/HELP system. A tree has the practical advantage of giving every node a unique name. However, it does not allow the system to model the real world. For example, in a hierarchical HELP system such as VMS/HELP, one often gets to a leaf on a tree such as

```
HELP COMPILER SOURCE_FORMAT PRAGMAS DEFAULTS
```

only to find a reference to another leaf: "Please see

```
HELP COMPILER COMMAND OPTIONS DEFAULTS PRAGMAS"
```

and it is necessary to leave the system and re-enter it. What was needed was a link from one node to another, because in this case the information was not naturally organised into a tree.

<http://www.w3.org/History/1989/proposal.html>

## The problem with keywords

Keywords are a common method of accessing data for which one does not have the exact coordinates. The usual problem with keywords, however, is that two people never chose the same keywords. The keywords then become useful only to people who already know the application well.

Practical keyword systems (such as that of VAX/NOTES for example) require keywords to be registered. This is already a step in the right direction. A linked system takes this to the next logical step. Keywords can be nodes which stand for a concept. A keyword node is then no different from any other node. One can link documents, etc., to keywords. One can then find keywords by finding any node to which they are related. In this way, documents on similar topics are indirectly linked, through their key concepts. A keyword search then becomes a search starting from a small number of named nodes, and finding nodes which are close to all of them.

It was for these reasons that I first made a small linked information system, not realising that a term had already been coined for the idea: "hypertext".

<http://www.w3.org/History/1989/proposal.html>

# A solution: Hypertext

<http://www.w3.org/History/1989/proposal.html>

# World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

## [What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

## [Help](#)

on the browser you are using

## [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,X11 [Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) )

## [Technical](#)

Details of protocols, formats, program internals etc

## [Bibliography](#)

Paper documentation on W3 and references.

## [People](#)

A list of some people involved in the project.

## [History](#)

A summary of the history of the project.

## [How can I help ?](#)

If you would like to support the web..

## [Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

## proposed new tag: IMG

Marc Andreessen ([marca@ncsa.uiuc.edu](mailto:marca@ncsa.uiuc.edu))

Thu, 25 Feb 93 21:09:02 -0800

- **Messages sorted by:** [\[ date \]](#) [\[ thread \]](#) [\[ subject \]](#) [\[ author \]](#)
- **Next message:** [Tony Johnson: "Re: proposed new tag: IMG"](#)
- **Previous message:** [Bill Janssen: "Re: xmosaic experience"](#)
- **Next in thread:** [Tony Johnson: "Re: proposed new tag: IMG"](#)

---

I'd like to propose a new, optional HTML tag:

IMG

Required argument is SRC="url".

This names a bitmap or pixmap file for the browser to attempt to pull over the network and interpret as an image, to be embedded in the text at the point of the tag's occurrence.

An example is:

```
<IMG SRC="file://foobar.com/foo/bar/blargh.xbm">
```

(There is no closing tag, this is just a standalone tag.)

This tag can be embedded in an anchor like anything else; when that happens, it becomes an icon that's sensitive to activation just like a regular text anchor.

## A suggestion for alt text.

Daniel N. Wood ([dwood@cory.eecs.berkeley.edu](mailto:dwood@cory.eecs.berkeley.edu))

Sat, 15 Apr 1995 18:10:36 +0500

- **Messages sorted by:** [\[ date \]](#) [\[ thread \]](#) [\[ subject \]](#) [\[ author \]](#)
  - **Next message:** [ADMINISTRATOR.ROUTER@occhost.nlm.nih.gov](mailto:ADMINISTRATOR.ROUTER@occhost.nlm.nih.gov): "ERROR REPLY:"
  - **Previous message:** [Martian](#): "Re: Word wrapping"
- 

I would like to suggestion an addition to the FIG tag. (And perhaps the IMG tag.)

It seems to me that there are two common scenarios for alt text.

1) The alt text is a perfect substitute for the image. For example:

Replace IBM's logo with the word IBM.

Alt text for some sort of fancy graphical title or headline.

A set of hyperlinks which duplicate the function of an image map.

2) The alt text describes the image. For example:

A photo of me.

An image map that is a `_real_` map.

Charts or figures.

Wouldn't it be valuable to distinguish between these two cases?

This would allow a more advanced 'delayed image loading' for people on slow links or strange hardware. I am sure there are other uses as well



# Welcome to W3C Discussion Services

---

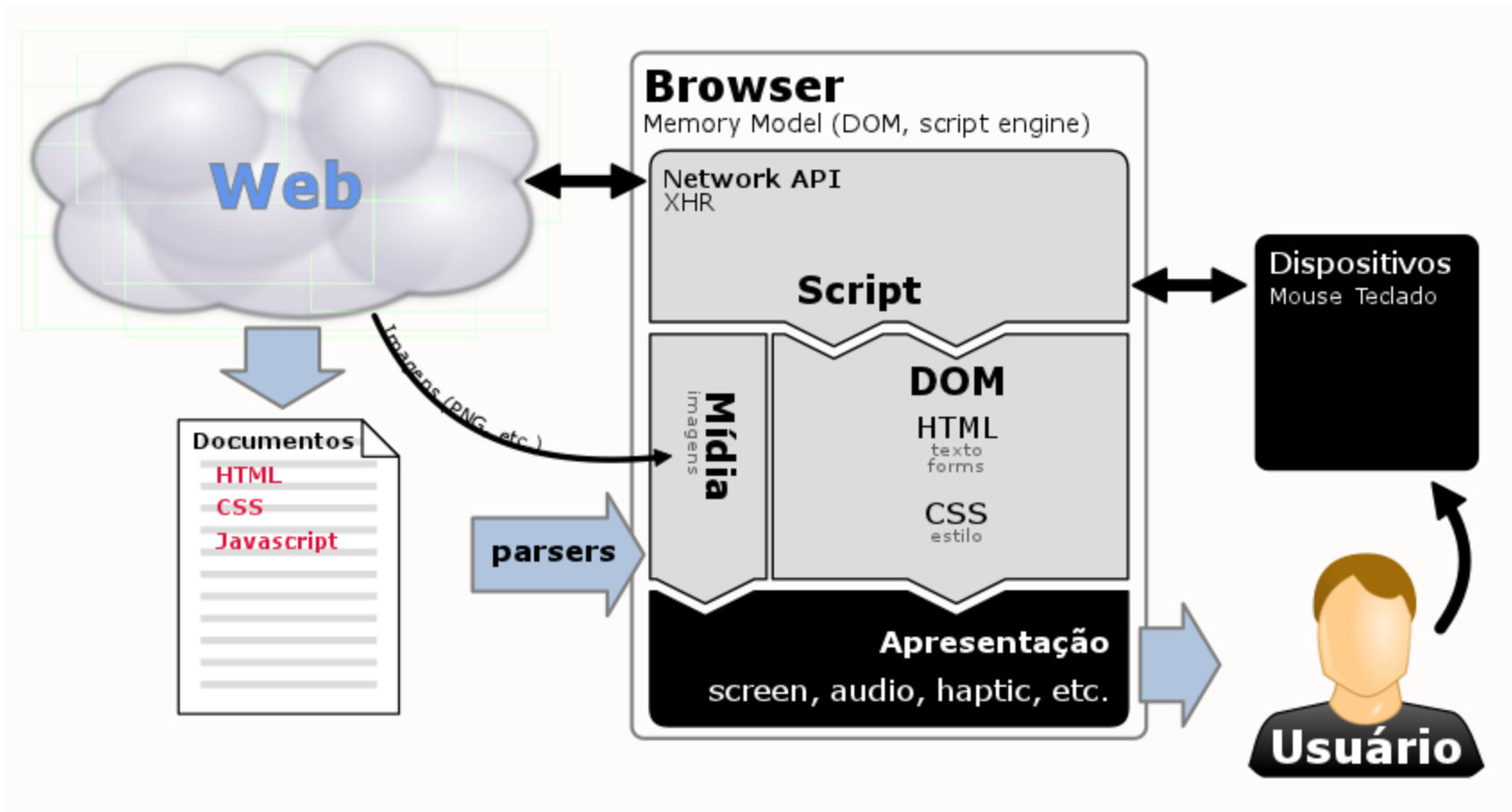
The W3C list archives include the following:

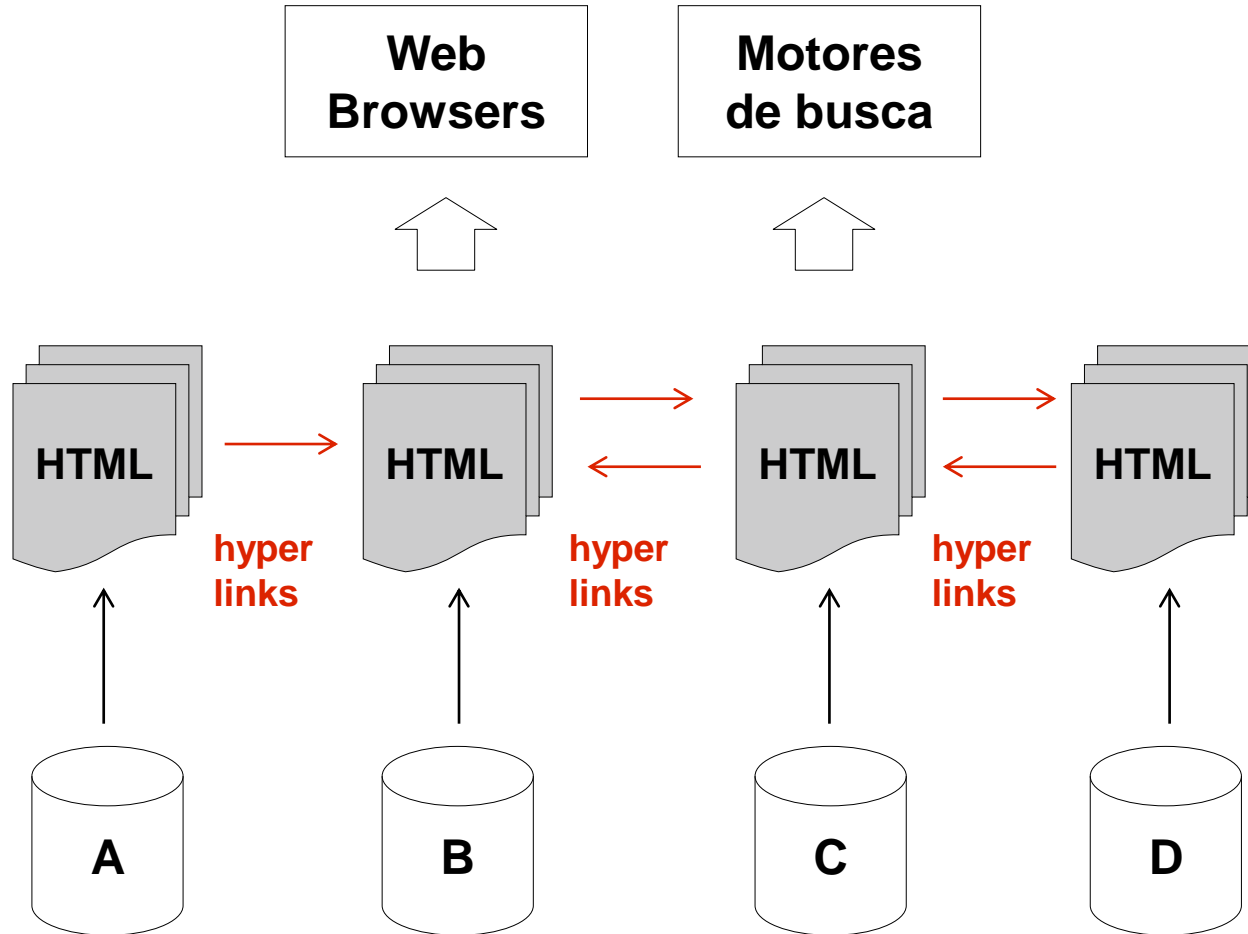
- [Public](#) lists.
- [Member](#) lists.
- [Team](#) archives.

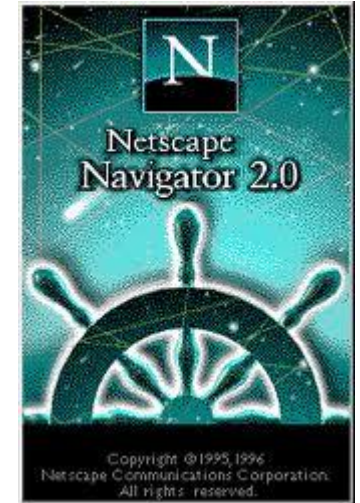
---

[admin@w3.org](mailto:admin@w3.org)









The interface of the "Cadê?" website. At the top center is the "Cadê?" logo in a large, blue, stylized font. To its right is the "VIA EMBRATEL" logo. Below the logo is a navigation bar with links: "Novos Inclusões", "Cadê? Você", "Download", "AQUI!", "Cadê? Livros", "Cadê? Mail", "Veja", and "Cadê? EnglishTown". On the left, there is a search section with the word "Consulta" above a text input field and a "Busca" button. Below the input field is a link for "Opções de busca". On the right, there is a large advertisement box with the text "Lojas Americanas - Clique Aqui!!!" and a small icon. At the bottom right of the page, the word "PUBLICIDADE" is written.



# First International Conference on the World-Wide Web

**May 25-26-27 1994, CERN, Geneva (Switzerland)**

The Conference is over ... This page remains of interest as a report and as pointer to the next ones.

---

The Third one will be:

[WWW Spring '95](#)

Darmstadt, Germany, April 10-14 1995, organised by the  
[Fraunhofer Gesellschaft](#).

---

The second conference was held in the US:

[WWW Fall '94: Mosaic and the Web](#)

Chicago, October 17-19, organised by [NCSA](#) and CERN.

---

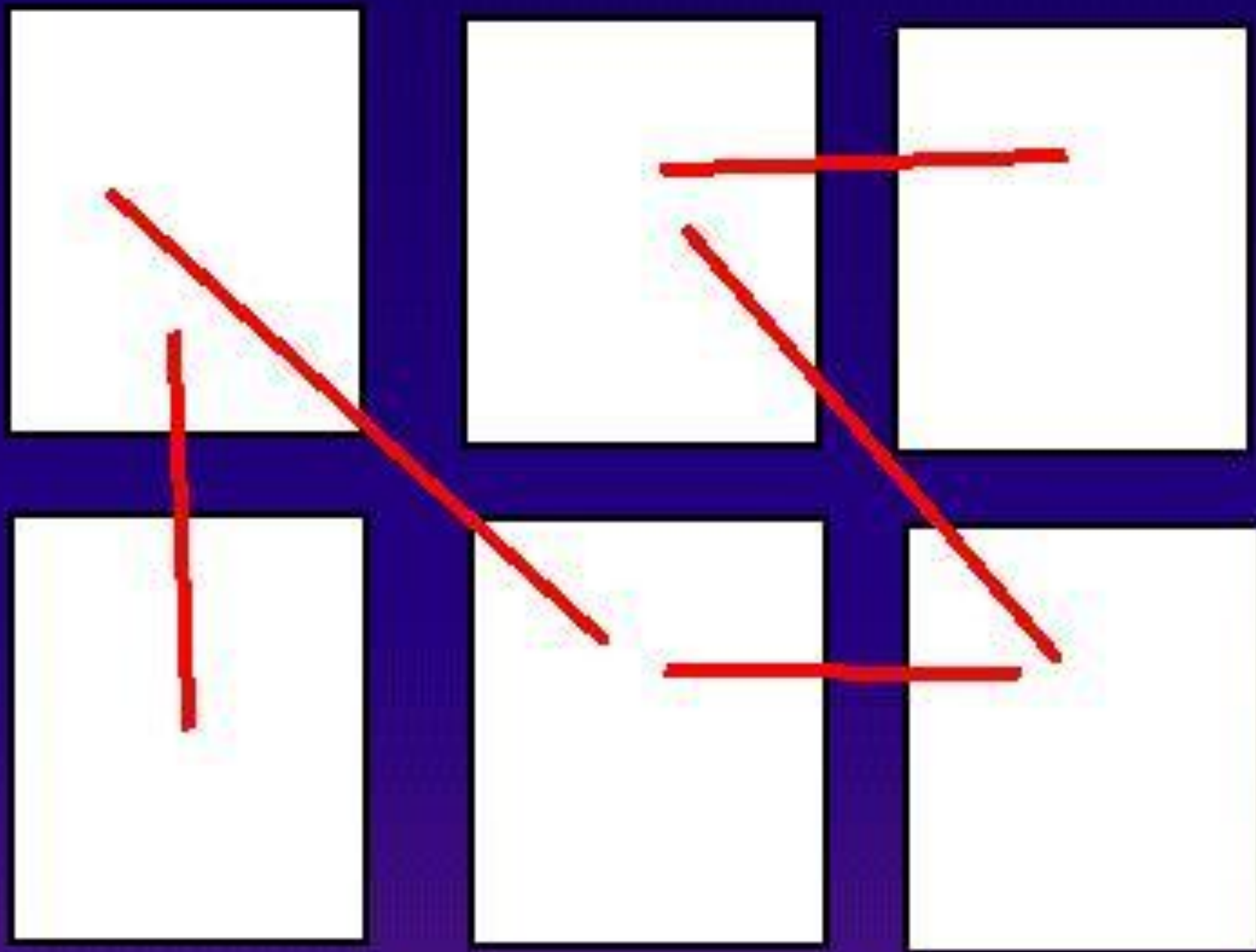
The three days in Geneva were attended by 380 [participants](#) from all over the world.

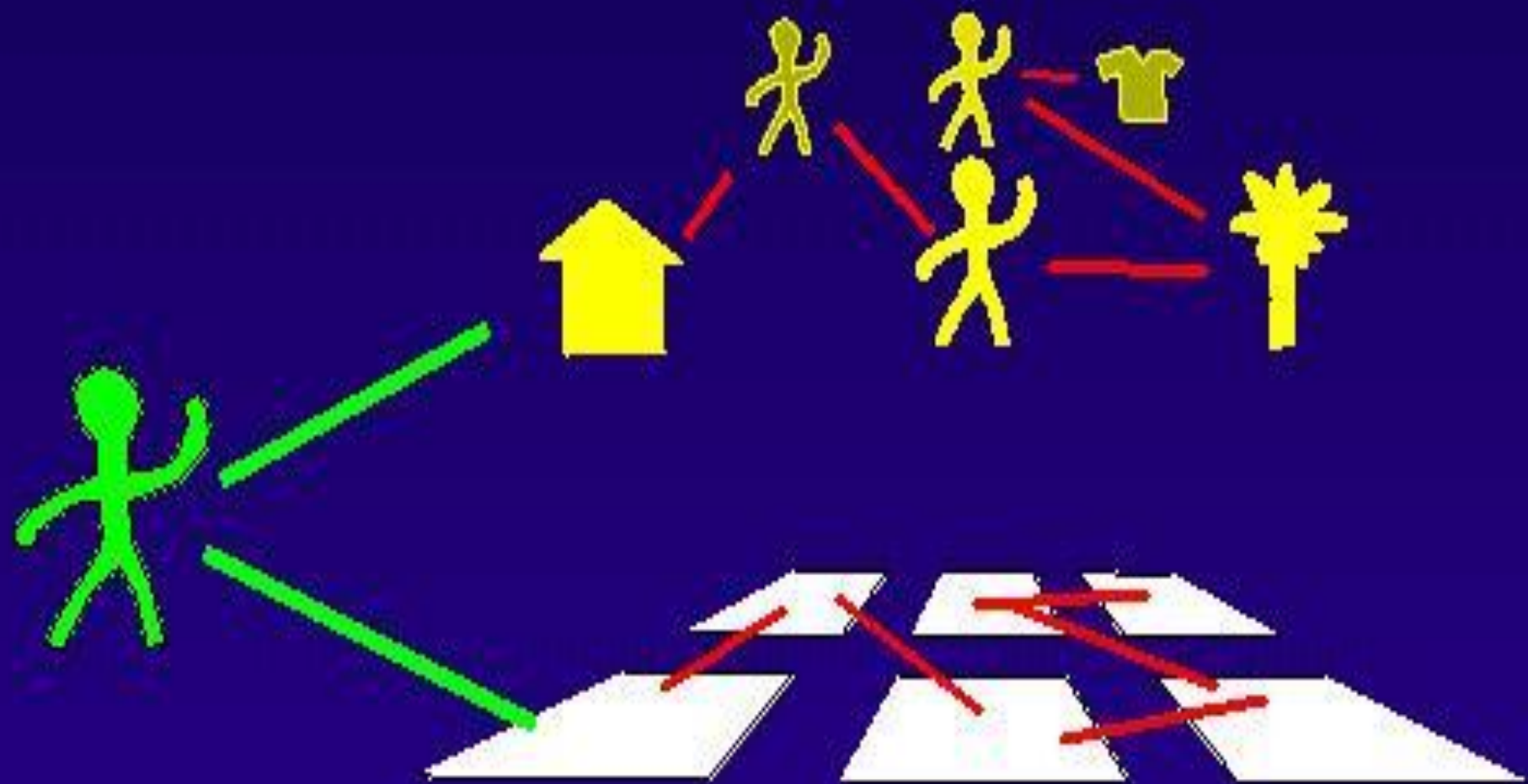
My thanks go to many [people](#), and also to many [institutes and companies](#), especially to the co-organisers from the [CUI](#) (Centre Universitaire d'Informatique), Oscar Nierstrasz and Bertrand Ibrahim.

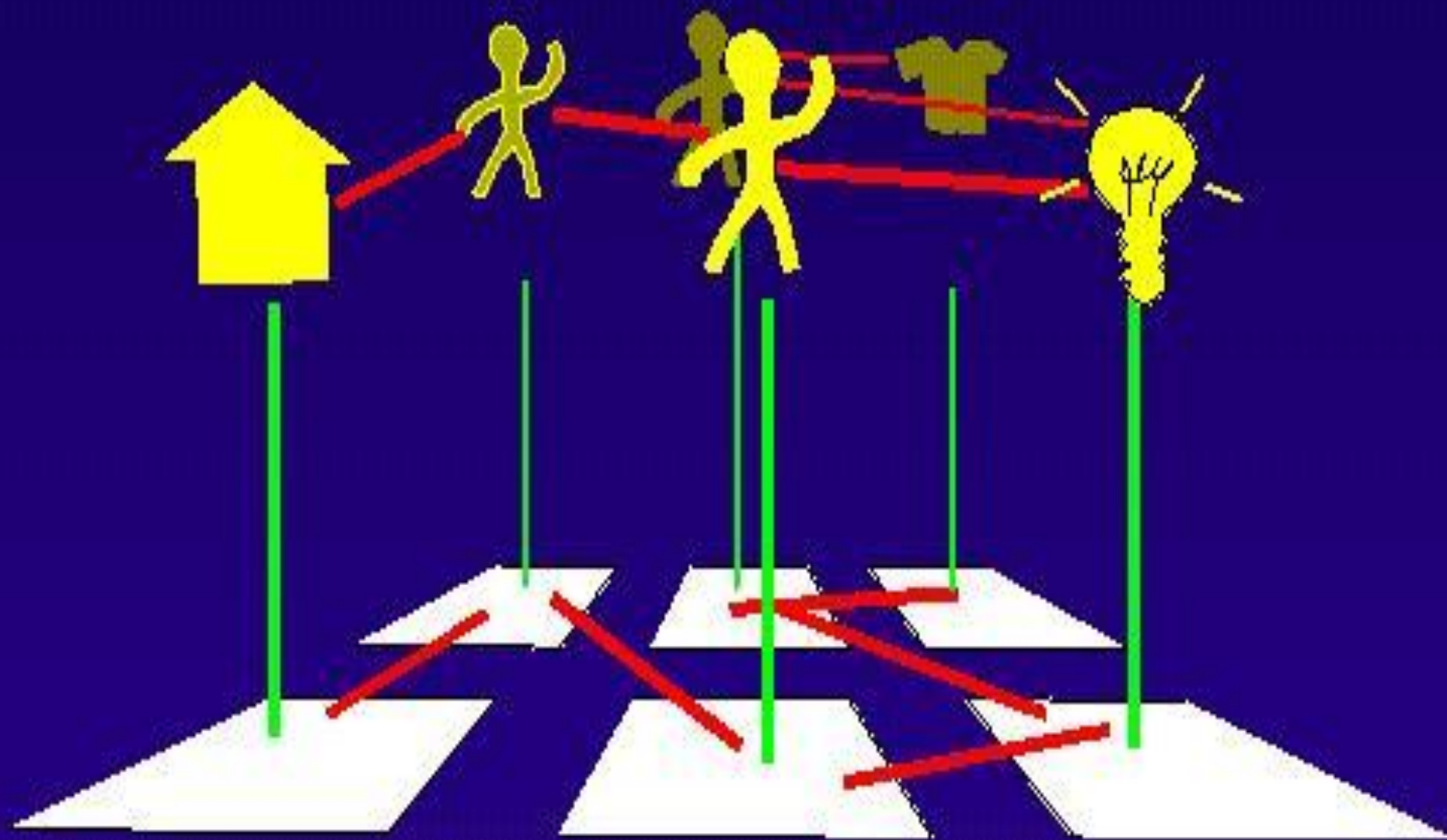
There were 49 formal presentations, 11 [workshops](#) and many discussions going on in parallel. The [proceedings](#) will be published in two forms, and until then, the [preliminary proceedings](#) are available for inspection.

The Best of WWW [Awards](#) were handed out at the Conference Dinner.

The conference closed on Friday afternoon with a general [panel](#) discussing issues for the future.







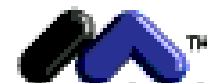






# macromedia® **FLASH™ 3**

The Web Standard for Vector Graphics and Animation



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## CURRENT MEMBERS

As of 22 June 2012, the World Wide Web Consortium (W3C) has [statistics about W3C Members](#) and view an [animation of current members](#).

[2](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [Y](#) | [Z](#) |

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- [Attensity Europe GmbH](#)
- [Australian Bureau of Statistics](#)
- [Australian Government Information Management Office](#)



**Presente**

## HTML 5 [HyperText Markup Language]

- 1991 – html tag – Tim Berners Lee
- 1994 – HTML 2 - já incluía tag <img>
- 1997 – HTML 3.2
- 1999 – HTML 4.01
- 2000 – XHTML 1.0
- 2001 – XHTML 1.1 – CSS
- 20... – Ian Hickson (Opera) propõe estender HTML:  
Web Forms 2.0, Web Apps 1.0
- 2004 – Apple, Mozilla e Opera criam WHAT WG  
(Web Hypertext Application Technology Working Group)
- 2007 – W3C retorna HTML Working Group
- 2009 – W3C descontinua XHTML
- 2010-2011 – Apple, Google, Microsoft, Mozilla e Opera implementam HTML5

# HTML



HTML5 - Futuro da Web

```
<SCRIPT LANGUAGE="JavaScript">
<!-- www.ruajava.kit.net -->
<!-- Begin
var now = new Date();
var month_array = new
Array("Janeiro", "Fevereiro", "Março", "Abril", "Maio", "Junho", "Julho", "Agosto", "Setembro", "Out
ubro", "Novembro", "Dezembro");
document.write("<form name=date_list><table bgcolor=silver><tr><td>");
document.write("<select name=month
onchange=change_month(this.options.selectedIndex)>");
for(i=0;i<month_array.length;i++)
{
if (now.getMonth() != i)
{document.write ("<option value="+i+">" +month_array[i]);}
else
{document.write ("<option value="+i+" selected>" +month_array[i]);}
}
document.write("</select>");
document.write("</td><td>");
document.write ("<select name=year
onchange=change_year(this.options[this.options.selectedIndex])>");
for(i=1950;i<3000;i++)
{
if (now.getYear() != i)
{document.write("<option value="+i+">" +i);}
```

S	T	Q	Q	S	S	D
-	-	-	-	-	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	-	-	-	-	-	-



<input **type="date"**>

<input **type="datetime"**>

<input **type="datetime-local"**>

<input type=number> - Dive Into HTML5

```
<form>
  <input name="n" type="numb
  <input type="submit" value
```



number

<input type=email> - Dive Into HTML5

```
<form>
  <input name="addr" type="e
  <input type="submit" value
```



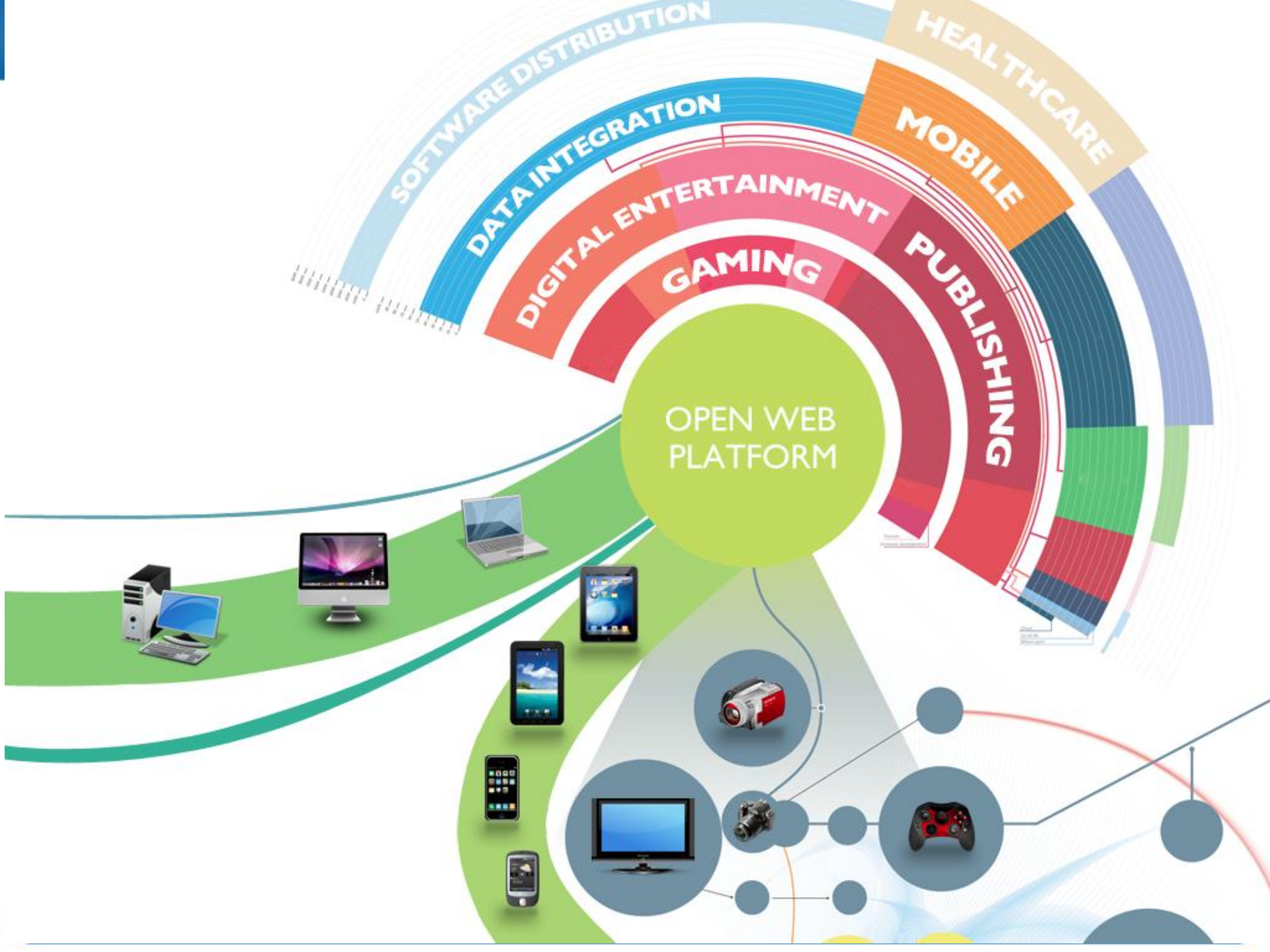
email

<input type=url> - Dive Into HTML5

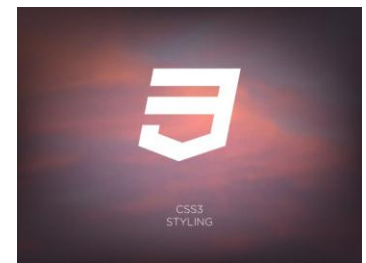
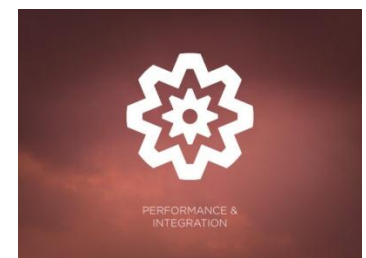
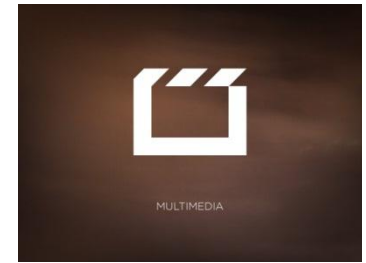
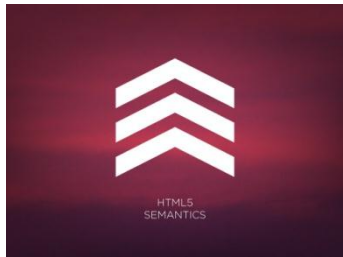
```
<form>
  <input name="addr" type="u
  <input type="submit" value
```

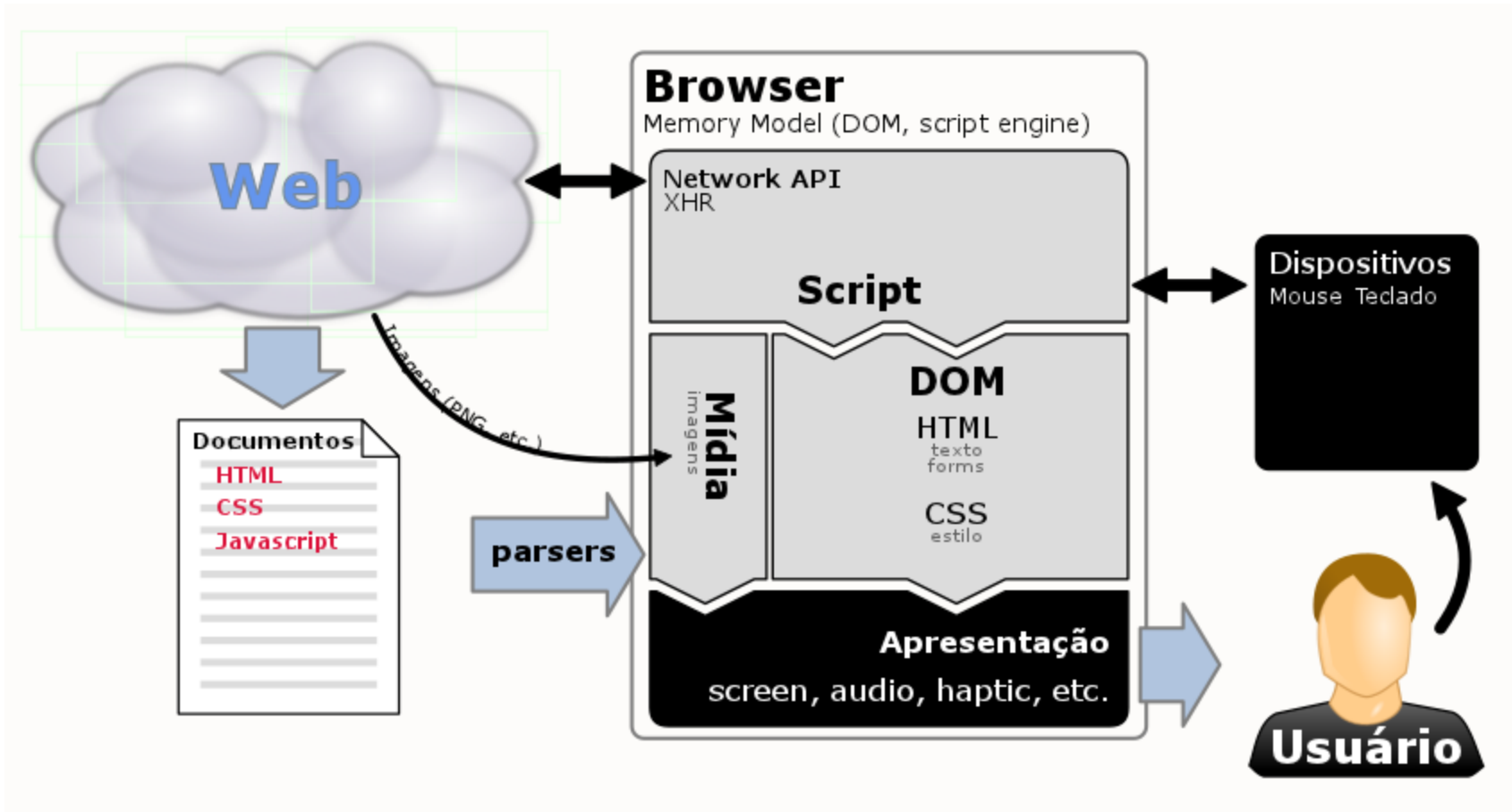


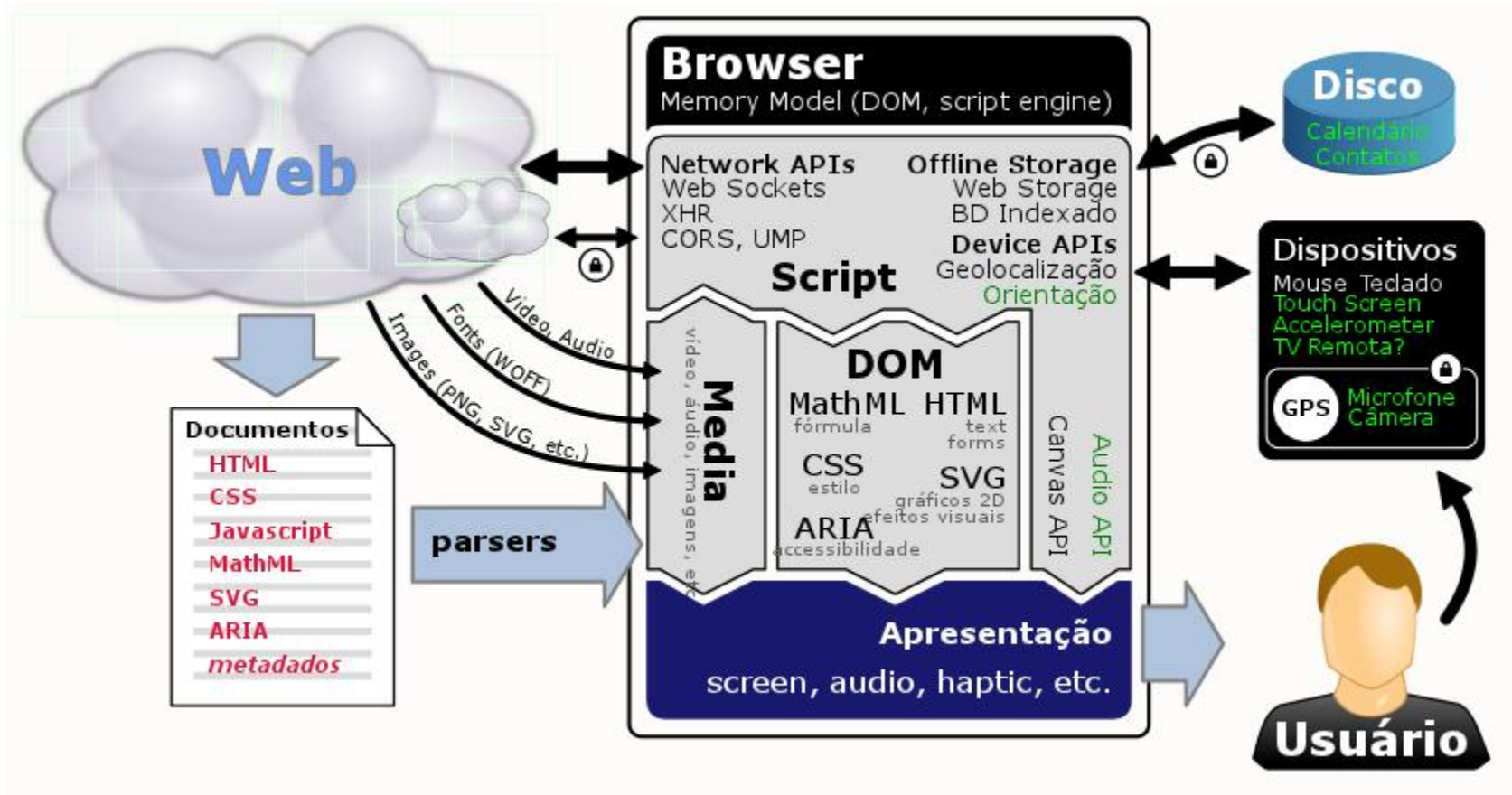
url

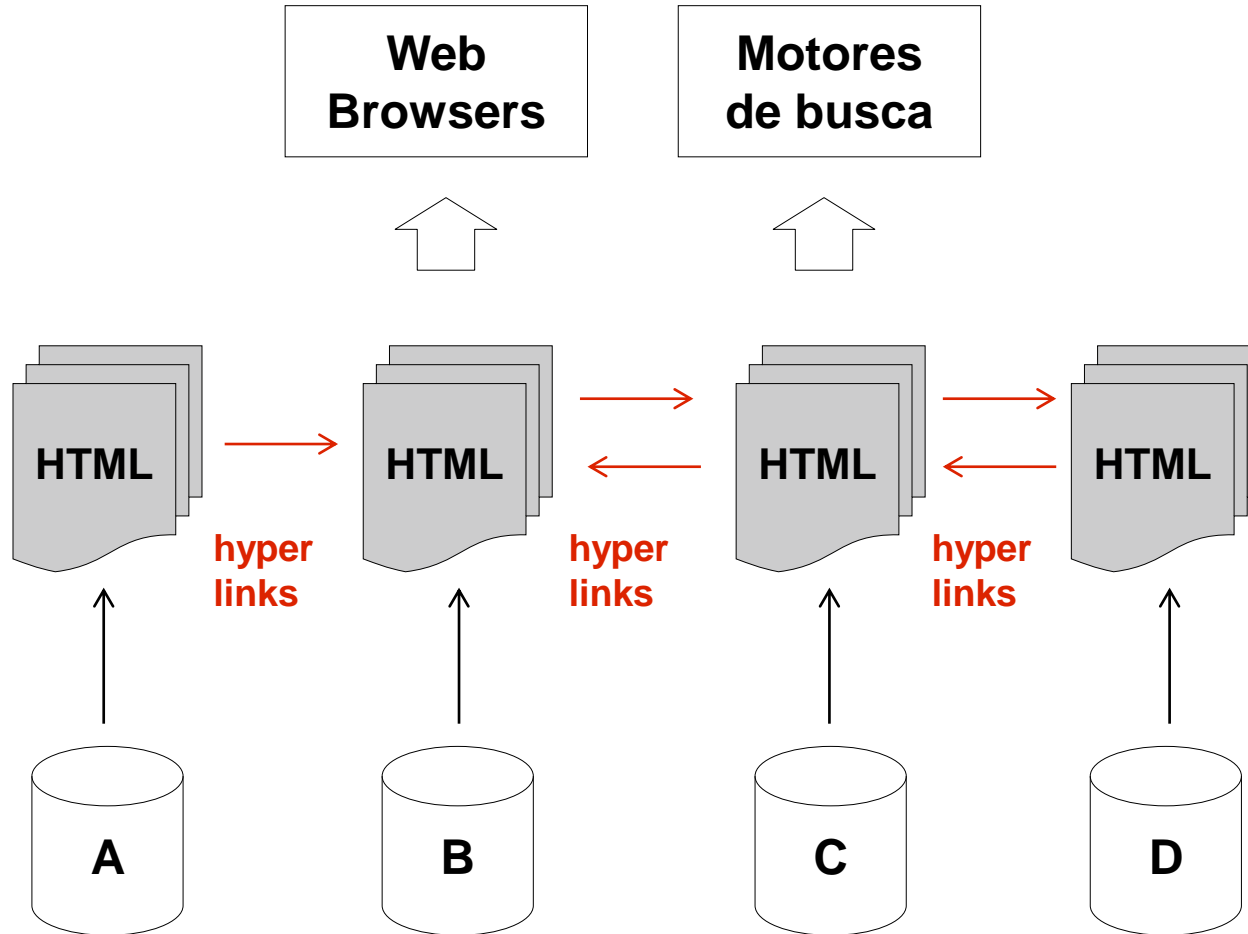


# HTML

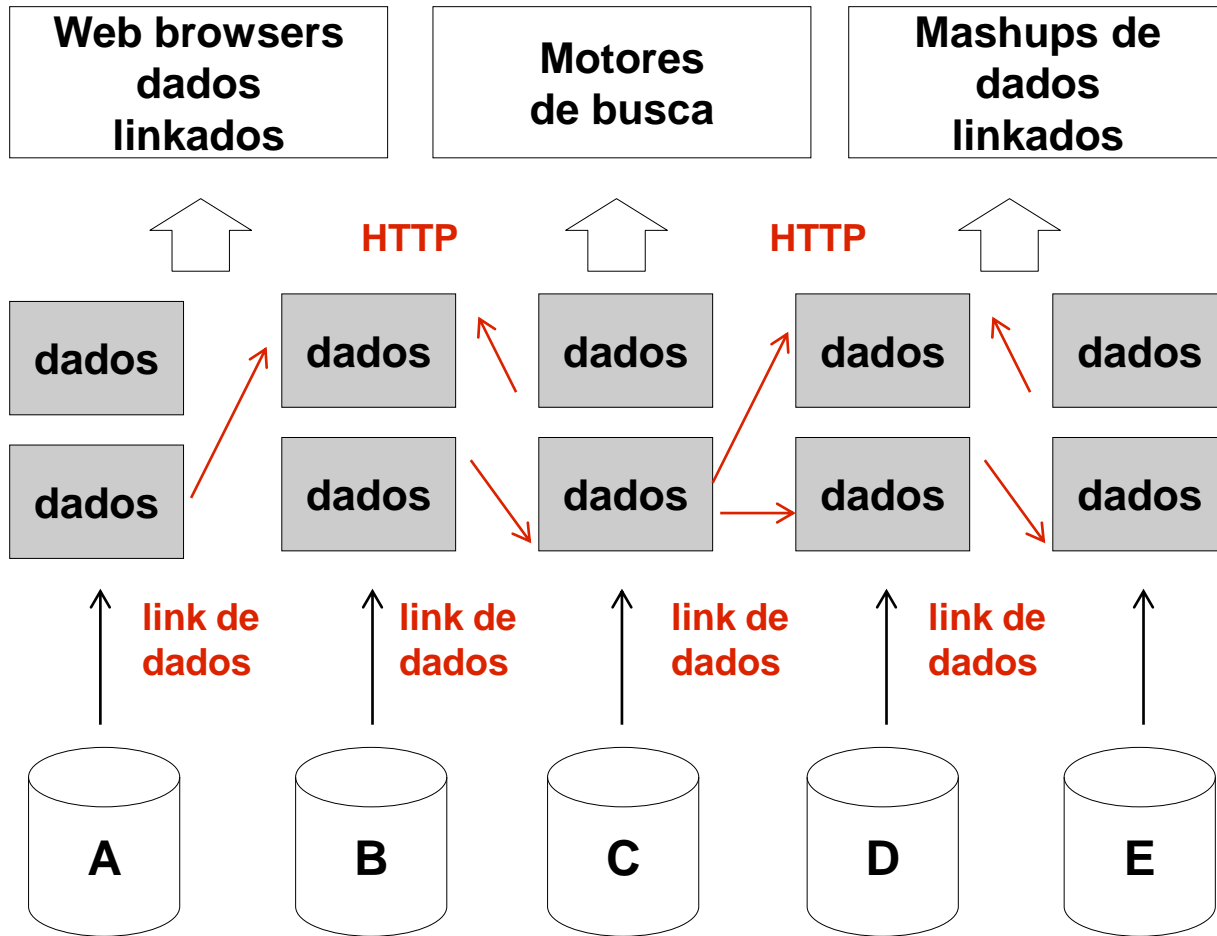








RDF +  
HTML5



URI







Futuro





# Long Live the Web – Scientific American

<http://www.scientificamerican.com/article.cfm?id=long-live-the-web>

## Vídeo – The social Web of things

<http://www.youtube.com/watch?v=i5AuzQXBsG4>



Security and Alarm

Light Control

HVAC Control

Environmental Control

Window Control

STB

Remote Control

Motion Sensor

Door Control



Java



symbian

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# Financial Times passes 2m users for its HTML5 web app

Mobile now driving 12% of subscriptions to the newspaper's digital offering

---



The FT's web app is already more popular than its native iOS apps



## Vídeo – Milestone Village

<http://www.youtube.com/watch?v=DiWNNm7D34rY>

Web para todos,  
em qualquer  
dispositivo, em  
qualquer lugar,  
segura e  
confiável!



**Reinaldo Ferraz**

W3C Escritório Brasil

[www.w3c.br](http://www.w3c.br)

Twitter: @w3cbrasil

[reinaldo@nic.br](mailto:reinaldo@nic.br)

Twitter: @reinaldoferraz