

# PAMELA

## BRINGING BACK THE PLEASURE OF HAND-WRITTEN HTML

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**LESS  
Is  
MORE**

**LESS TYPING**

**Is**

**MORE THINKING**

**(AND FASTER PROTOTYPING)**

**AS DESIGNERS**  
**WE NEED TO TURN AN IDEA**  
**INTO A PROTOTYPE**  
**FAST!**

# PLAIN HTML

**TOO MANY TYPOS**  
**WITH**  
**BIG DOCUMENTS**

**PLAIN HTML**

**Too Much TYPING  
WITH  
MODERN HTML**

# MODERN HTML

```
<html>
  <body>
    <h1>My First HTML Page</h1>
    Hello, World !
  </body>
</html>
```

```
<html>
  <body>
    <div class="section">
      <div class="header">
        <h1 class="title">My First
HTML Page</h1>
      </div>
      <div class="content">
        Hello, World !
      </div>
    </div>
  </body>
</html>
```

# MODERN HTML

We add a lot more  
**<div>s** and **<span>s**  
to hook CSS rules

```
<html>
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  <h1>My First HTML Page</h1>
  Hello, World !
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<html>
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  <div class="section">
    <div class="header">
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    </div>
  </div>
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</html>
```

# MODERN HTML

```
<html>
<body>
  <h1>My First HTML Page<h1>
  Hello, World !
</body>
</html>
```

Which means  
more chances of  
**forgetting to close**  
a **<div>** or **<span>**

```
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<body>
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    <div class="header">
      <h1 class="title">My First
      HTML Page</h1>
    </div>
  <div class="content">
    Hello, World !
  </div>
</div>
</body>
</html>
```

**PAMELA :**  
**SIMPLY SYNTAX SUGAR FOR HTML**  
**(NOT A TEMPLATING LANGUAGE)**

# FEATURE 1: INDENTATION-BASED

- Python does it well
- No more “oops, I forget to close my <div>”

```
<html
| <body
| | <h1:Pamela : Bringing back the pleasure of hand-written HTML !
| | Check out Pamela <a(href=http://github.com/sebastien/pamela):here>
```

# FEATURE 1: INDENTATION-BASED

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Here the **Python-style indentation**

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# FEATURE 1: INDENTATION-BASED

- Python does it well
- No more “oops, I forget to close my <div>”

```
<html  
| <body
```

We use a  
**small variant**  
of the HTML element syntax

```
| | <h1:Pamela : Bringing back the pleasure of hand-written HTML !
```

```
| | Check out Pamela <a(href=http://github.com/sebastien/pamela):here>
```

```
<a href=http://github.com/sebastien/pamela>here</a>
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# FEATURE 1: INDENTATION-BASED

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```

# EOF

**No explicit closing** needed !

# FEATURE 2 : ID AND CSS SHORTHANDS

- Classes and IDs used a lot by JS libs (jQuery, Prototype, ..)
- We use them a lot with CSS frameworks (Blueprint, 960,...)

```
<div#content
| <div.section
| | <h1.title:Pamela : Bringing back the pleasure of hand-written HTML !
| | Check out Pamela
| | <a#pid.pamela.link(href=http://github.com/sebastien/pamela):here>
```

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- Classes and IDs used a lot by JS libs (jQuery, Prototype, ..)
- We use them a lot with CSS frameworks (Blueprint, 960,...)

IDs are denoted  
as in CSS selectors  
**#<ID\_NAME>**

```
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| <div.section  
| | <h1.title:Pamela : Bringing back the pleasure of hand-written HTML !  
| | Check out Pamela  
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```

Same for classes  
.<CLASS\_NAME>

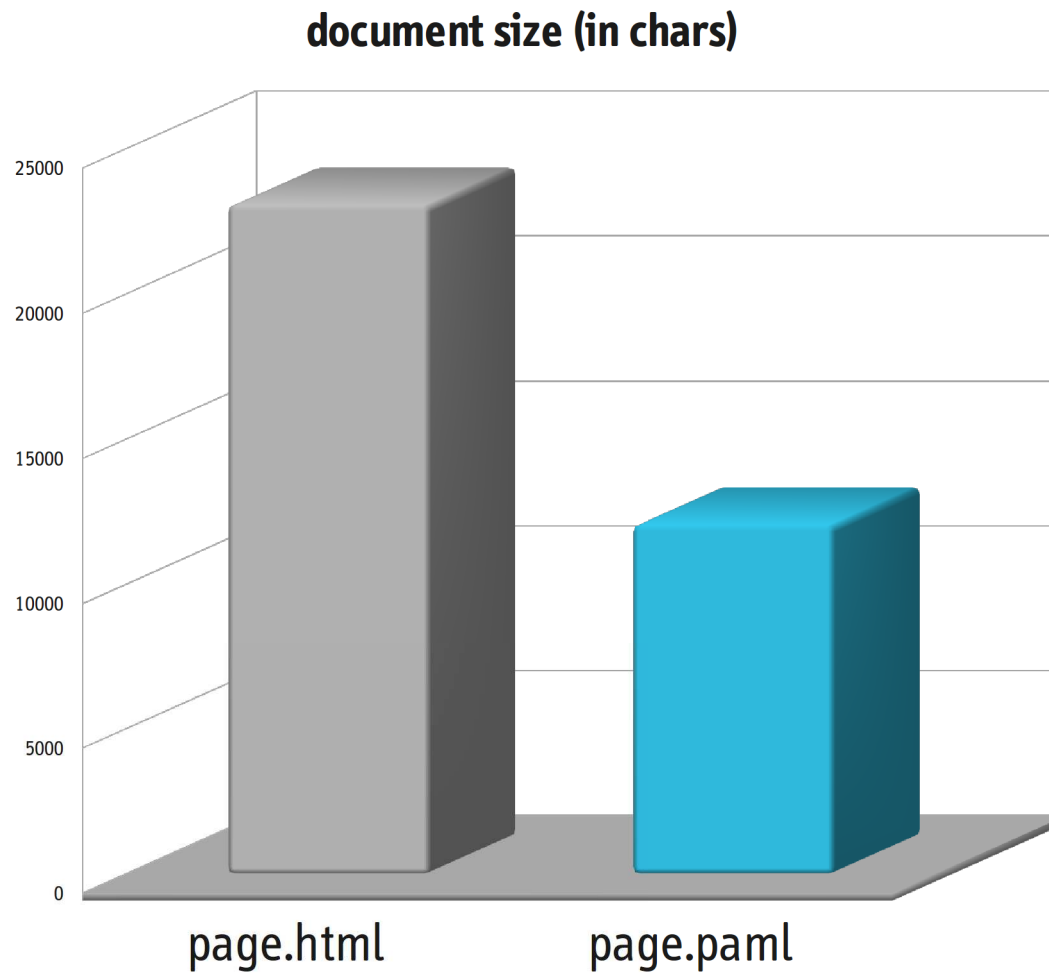
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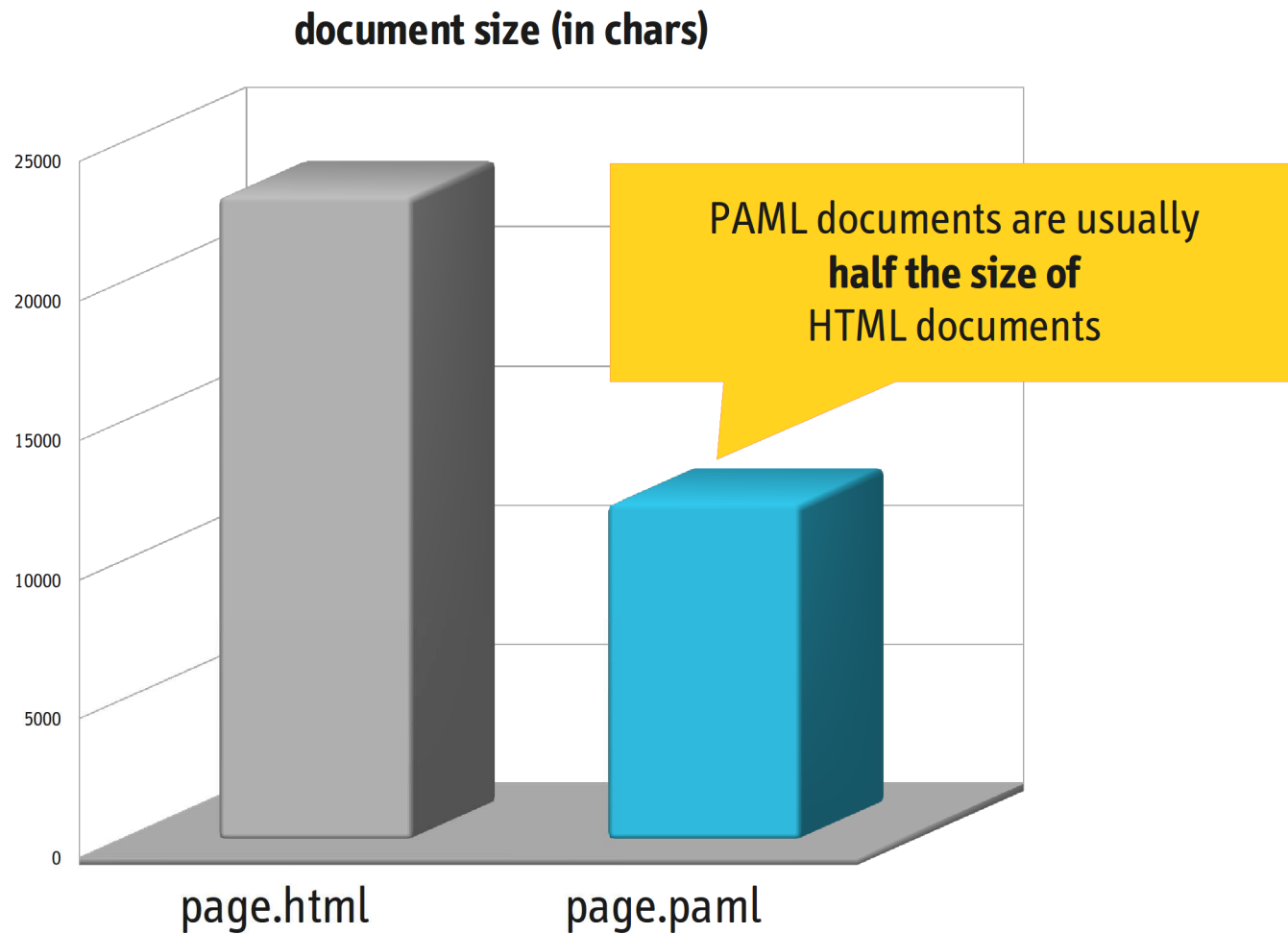
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```

You can mix **classes and ID**,  
ID always comes first

# PAMELA IN PRACTICE



# PAMELA IN PRACTICE



# PAMELA IN PRACTICE



# PAMELA IN A NUTSHELL

## **Faithful to HTML/CSS**

Syntax is a variant of HTML, using CSS selector conventions

## **Less errors, more time**

Python-style indentation and shorthands make you safer and faster

## **Flexible**

Can be used as a command-line processor or as a Python module

## **Powerful**

Manage whitespace, include files, add variables ...and more !

**THE END**

**THANK YOU !**

**[WWW.GITHUB.COM/SEBASTIEN/PAMELA](http://WWW.GITHUB.COM/SEBASTIEN/PAMELA)**

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