



# **New Web Standards and Technologies**

**Joseph Chmielewski**

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# **Introduction:**

- **Theme**

# **Bulletproofed Site**



# **Introduction**

- Concept:

**New technologies are  
inevitable**



# Introduction

- Key Statements...
- Content is King
  - Site must be “Fresh”
- Service is Everything
- Rewarding Experience brings visitors back
  - Next time must be rewarding, too!

# Introduction

- Key Statements...
- Build on a Structured Project Plan
- Base the plan on technologies for the future
- Allow standards to influence the plan

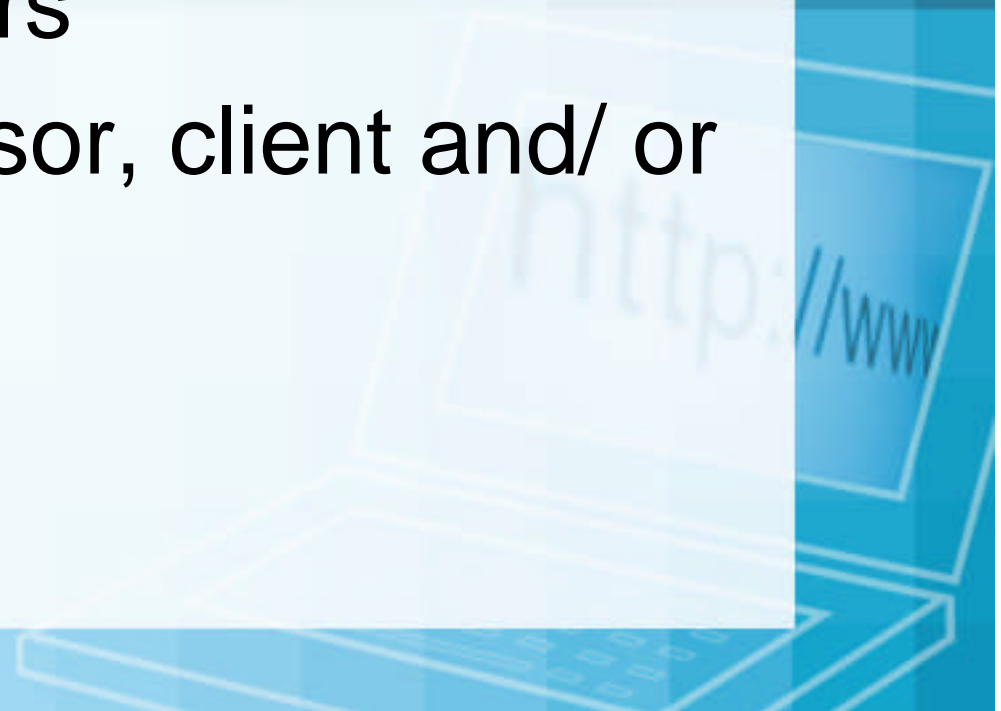
# Introduction

- Key Statements...
- Make the site easy to
  - Update
  - Maintain & Manage
  - Upgrade



# Introduction

- Key Statements...
- Develop a Project Plan
- Satisfy your visitors
- Satisfy your sponsor, client and/ or boss



# Introduction

- Key Statements...
- Use or Migrate to Web Standards
- Keep your Site (s)
  - Fresh
  - Serviceable
  - Maintainable
  - Practical





# Introduction

- Key Statements...
- Design with Web Standards
- Learn the New Tools and Technologies



# Introduction

- Objectives...

## Web Standards

- Examine, Analyze & Test Strategies
- Experiment with Iterative Models
- Validate

# CSS and New Standards Puzzle



# Introduction

- What are the new Standards?
  - XHTML
  - CSS
  - XML
  - RSS



# Learning Objectives

- Understand Pros, Cons & Limits
- Identify Strategies
- Survey Practical Uses
- Test Solutions
- Recommend Future Action



# Introduction

- Objectives...

## Learn Rules, Formats, Tools

- Practice
- Tinker with
- Troubleshoot
- Optimize
- Validate
- Test

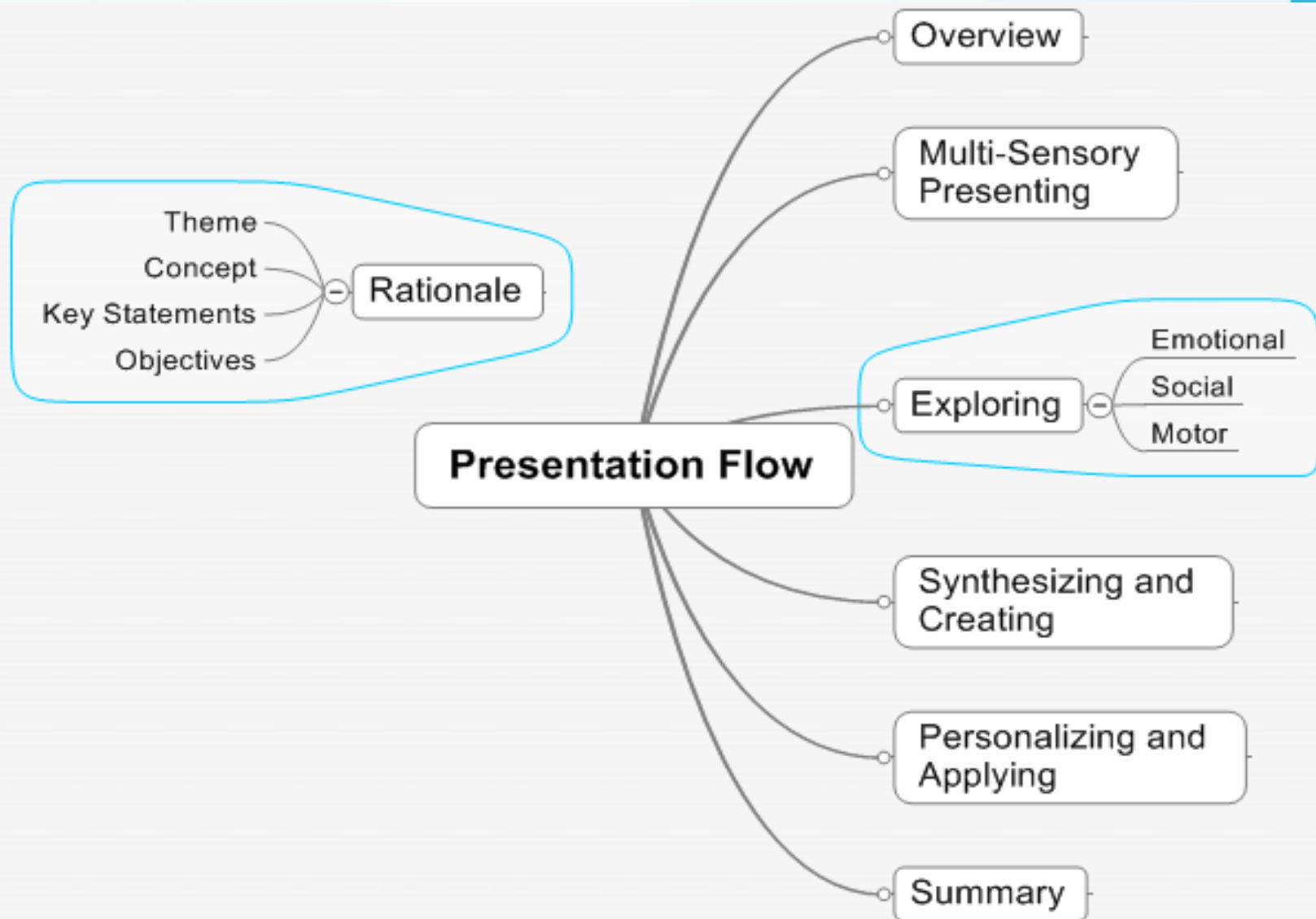


# Session Format

- Structure based upon Higher-Order Thinking Skills
  - Multi-Sensory Presenting
  - Exploring
  - Synthesis and Creating
  - Personalizing and Applying

Hands-On

# Session Format





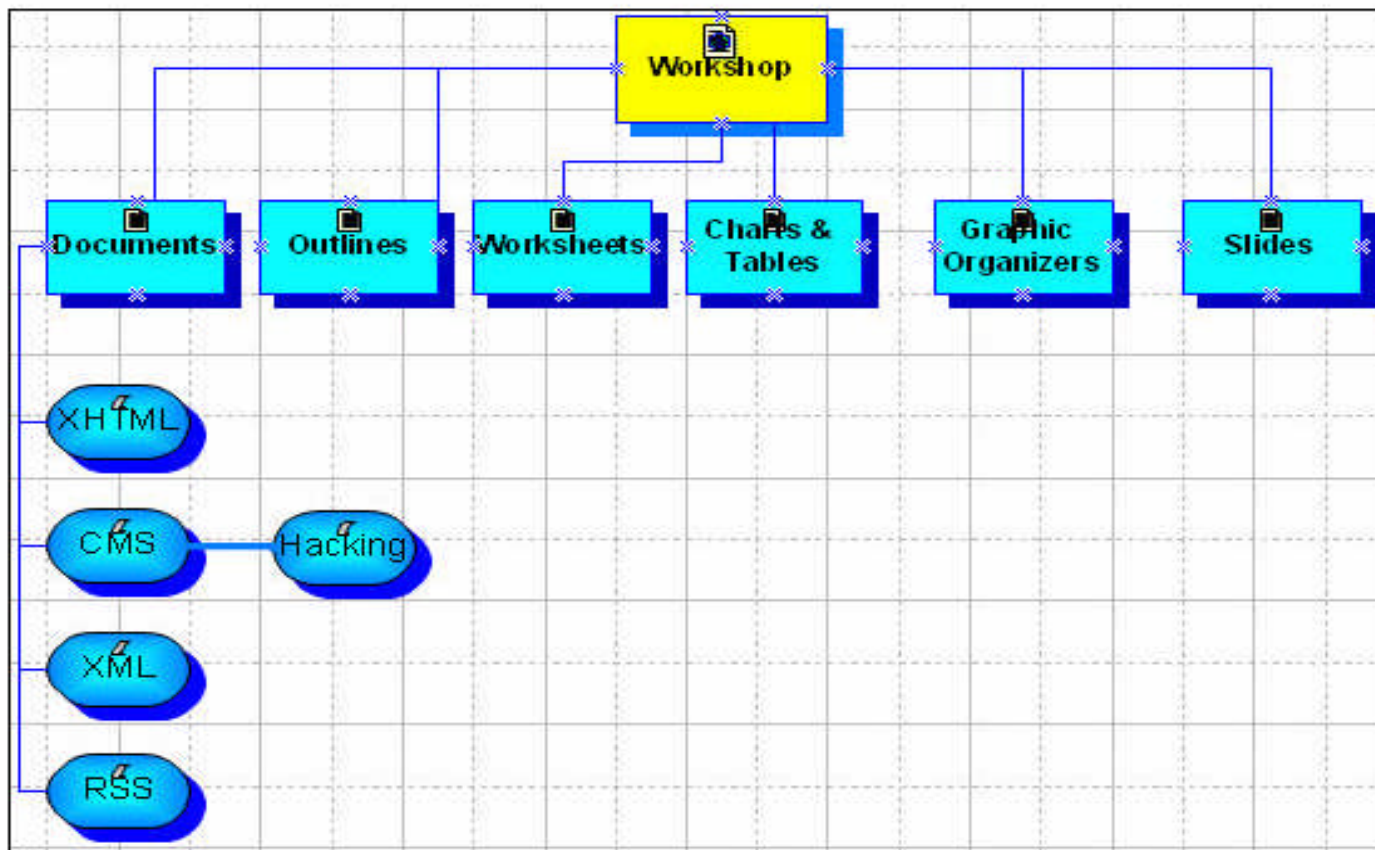
# Session Format

- Learning Vehicles
  - Demos
  - Videos
  - Tutorials
  - Hands-On
  - Interactions



# Session Format

- Learning Vehicles

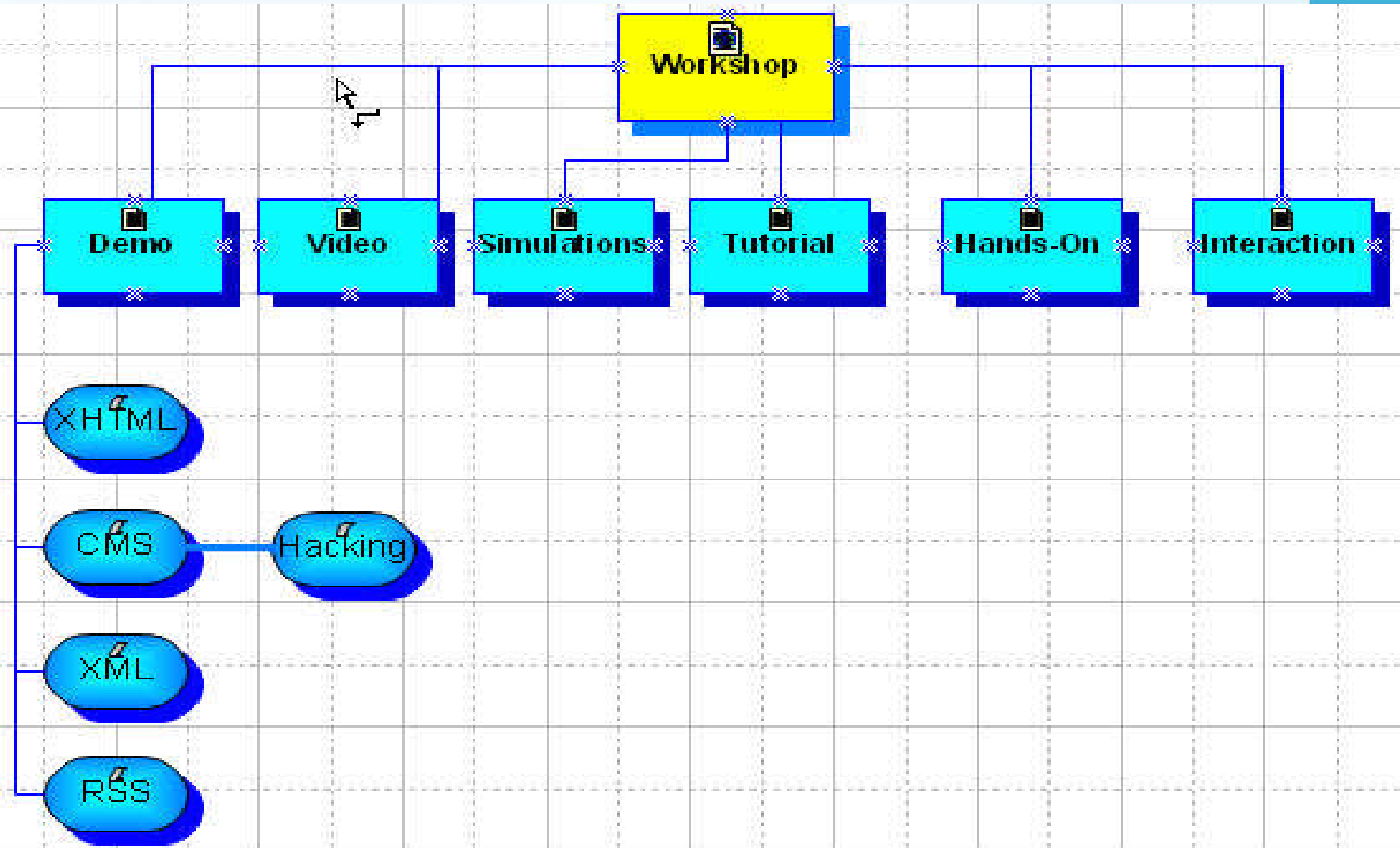


# **Session Format**

- **Learning Resources**
  - **Documents**
  - **Outlines**
  - **Worksheets**
  - **Charts**
  - **Graphic Organizers**
  - **Slides**
  - **Software Tools**
  - **Sites, Links, Web Pages**



# Session Format



# Ground Rules

- Ask Questions
- Take Care of Personal Needs
- Accept, “I’ll find out” for an answer
- Post-Workshop Follow up OK



# Multi-Sensory Presentation

- Sample Non-CSS, Non-Optimized Code
- Sample FrontPage™ Code
- Browser Compliance



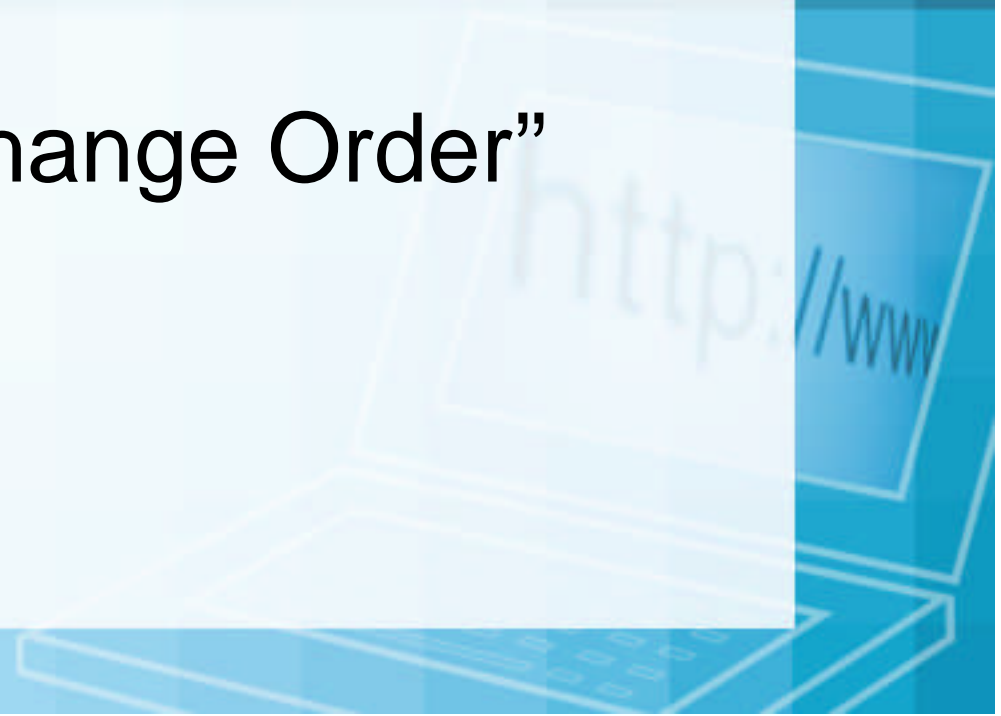
# Exploring

- Getting CSS to Work in Two Browsers



# Exploring

- Hands-On Challenge
- Get CSS code to work in two browsers
- Head-to-Head “Change Order”





# Exploring

- CSS Nav-Bar 1
- CSS Nav-Bar 2
- XML Presentation
- RSS



# Synthesizing & Creating

- CSS Navigation
- CSS Presentation
- CSS Hacking
- Create RSS Feed & Validate



# Personalizing & Applying

- XHTML Rules
- XML Rules
- Hands-On Challenge



# Personalizing & Applying

- Browsers
  - Amaya™
  - Firefox™
- DreamWeaver™ 8
- Textpad™
- MS™ XML Notepad
- CSS Tidy
- XTreem™



# Summary

- Examined Standards
- Explored Technologies
- Tested Tools
- Now – Apply



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# Follow Up

- Joseph Chmielewski

joseph@classroomtoolkit.com





# Contact:

Joseph Chmielewski

[joseph@classroomtoolkit.com](mailto:joseph@classroomtoolkit.com)

<http://www.sitebuildersuite.com>

<http://tcea.sitebuildersuite.com>

<http://www.classroomtoolkit.com>

Thank you!