

Meeting the Challenge of Delivering Content



The web using xhtml is one of the key methods used to improving business performance today. It is the basis of enterprise transformation, integration within the enterprise and delivery of content across enterprises. It is also the foundation of e-commerce and enterprise information delivery. A key result of learning xml and xhtml is how it naturally fits into business processes. Xhtml helps convert an enterprise into one that is less expensive and easier to restructure due to the availability of its content.

The Basics!
Content Analysis
Audience Analysis
Web Measures

This seminar explains the most current techniques of xhtml, xml, and the modeling of web requirements. It covers the history, development and syntax of xhtml, as well as the best approaches to develop effective and efficient web sites. Today, it is not enough to simply document content. Web content must be delivered and managed for use in multiple enterprise situations, including benchmarking, best practices and quality-control. The successful deployment of web processes with xhtml requires assessing the context of the audience, the process and its business impact. Also, it focuses on analysis technique requirements to help deliver key messages. Various examples are provided throughout the seminar to focus on the role of audience and the understanding of quality web development processes.

Who should attend: *Business teams, Business planners, Web developers, Managers, Professionals, IT Specialists, Business Analysts and IT Architects.*

Quantity and choice of modules is adjusted to fit the educational needs and time frames

Learning Web Development with XHTML

Available Modules

Module 1: Overview – Web Development with xhtml

- Course Objectives and Structure
- The Concept
- A Little History on the Web and Web Languages
- Methodology Overview
- Where Do You Start?

Exercise – What does it take to be ready for Web Development

Module 2: Business Requirements

- What Is the Business Motivation
- Classifying Objectives
- Understanding Audience
- Impact of Graphics and Presentation
- Documenting the Requirements
- Planning the Delivery of Requirements

Exercise – Developing a plan to meet requirements.

Module 3: Bridging Requirements to Design

- Developing Conceptual Map
- Develop a Site Design
- Focusing on Page Design Elements
- Choices for Graphical Presentation
- Identifying Key Content and Message Presentations

Exercise – Bridging requirements with design.

Module 4: Formulating the Design Team

- Assessing the Conceptual Map
- Mapping Requirements to Key Project Skills
- Determine Timing and Schedule
- Acquiring the Skills
- Forming the Team to Build the Detailed Plan

Exercise – Define the team composition for a project plan

Module 5: In-house or Out-source Development

- Capabilities and Capacities
- Technology Considerations
- Client / Server Model
- Requirements Frame Choices
- Choosing an ISP (if required)

Exercise – Evaluating in-house or out-source projects

Module 6: Learning HTML and xhtml

- A History of Development (HTML/xhtml)
- HTML Syntax and Structure
- The Fundamentals of Language Syntax
- Learning the Key Language Elements
- Linking the Requirements to the xhtml Language

Demonstration – Using a template concept to delivery.

Module 7: Design Considerations

- Developing a Site Design and Key Theme(s)
- Page Design Elements
- Choices for Graphical Presentation
- Identifying Key Content and Message Presentations

Exercise – Bridging your requirements to design.

Module 8: Augmenting the Design

- Incorporate Images
- Incorporate Other Media (voice)
- Setting Up Criteria for Analyzing Impact
- Create and Test your Design

Demonstration – Incorporate images and graphical layout

Module 9: Developing the Prototype

- Approaches
- Top-down
- Bottom-up
- User Participation
- Team Feedback and Evaluation
- Integrating Project Plan

Exercise – From requirements to prototype

Module 10: Adding Dynamic Elements

- Using JavaScript for Dynamic Interaction
- Learning JavaScript Syntax
- Incorporating Dynamic Elements

Exercise – Using JavaScript in prototype

Module 11: Client/Server Web Model Considerations

- Technology Architectures
- Traffic Implications
- Impact of Graphics
- Impact of Video
- Impact of Database Connections
- Search Engine Optimization
- Testing of Components

Exercise – Assess impact of client/server model

Module 12: Testing and Migration

- Navigational Testing
- Usability Testing
- Stress and Load Testing
- Customer Evaluation
- Production Migration

Demonstration – Upload to server

Module 13: Implementing the Project

- Web Development Tools
- The Tool Evaluation Checklist
- Tool Examples Search Engine Optimization
- Assessing the Impact of Web Site
- Customization-based on Access

Exercise – Assessing impact of project

Module 14: Final Thoughts in Managing a Web Project

- Creating a Plan
- Link to Business Objectives
- Assessing New Trends
- Assigning Roles, Responsibilities and Capabilities
- Ensuring Quality Control
- Measuring Customer Satisfaction

Exercise – Wrap up and final question session