

# Multimedia Authoring III: Web Authoring

- Many multimedia applications today have a Web manifestation, whether it is the application itself or something about the application, like a DVD info Web site
- The Web can “wrap” other types of content as well: Flash, audio, video
- The Web provides technologies of its own — that’s what this is about

## Web Authoring Tools

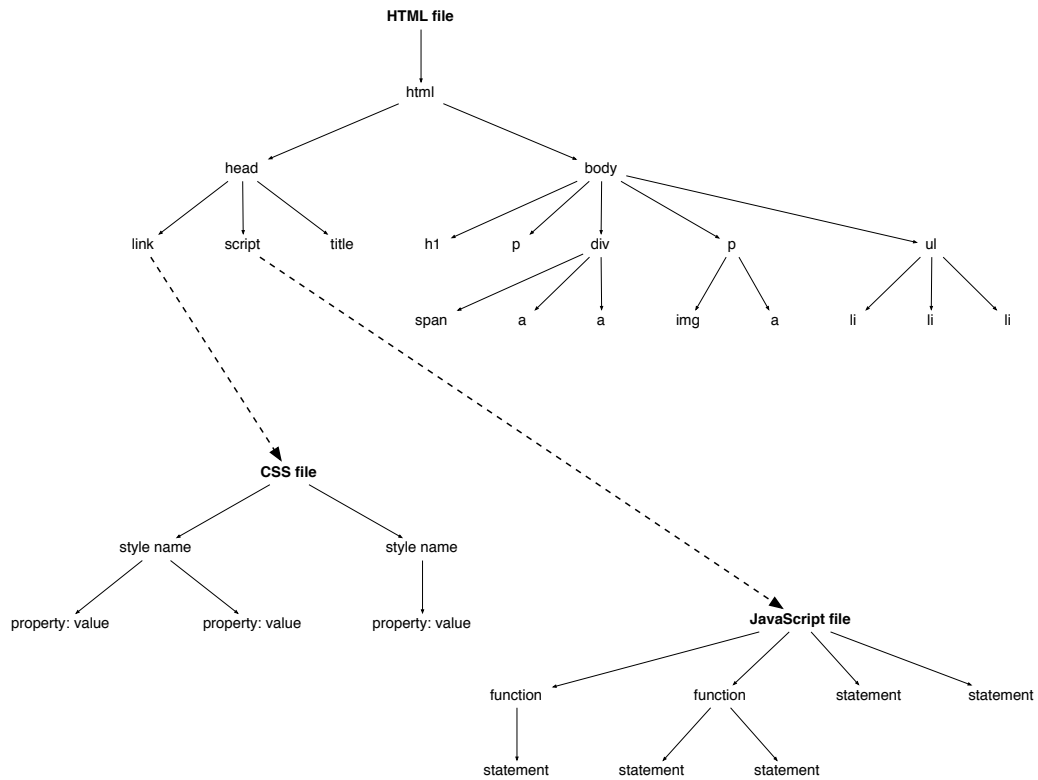
- Unlike DVD and Flash, Web authoring consists entirely of straight-up text files
- No commercial or specialized authoring applications required!
- There *are* tools that make Web development easier — e.g. Dreamweaver, FrontPage — but ultimately, they are not absolutely necessary

# A Little History

- Web authoring originally consisted of creating and modifying a single type of file — HTML (*hypertext markup language*)
- HTML originally handled everything: content, formatting, a little interaction
- As Web sites grew more sophisticated, the “whole hog” functionality of HTML was separated into distinct standards

## The “New” Web

- Web applications today are recommended to look like this:
  - HTML (or XHTML) provides content
  - CSS (*cascading style sheets*) handles presentation
  - JavaScript takes care of interactivity
- The transition to this approach is not complete, but it is recommended



# Useful Links

This is by no means exhaustive...

- <http://www.wpdfd.com/editorial/basics/index.html>
- <http://www.technocage.com/~ray/notespage.jsp?pageName=css>
- <http://www.htmlhelp.com>