

## Fall, 2016 Newsletter

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### School of Web Enhancements

#### New content and courses

We appreciate your patience while we made significant improvements to our SchoolOfWeb.org site. In addition to the current site (with content from a variety of selected sources), we now also have a Moodle learning management system for specific classes regarding web technologies.

As a member in good standing, just let us know that you want access to this environment and we will provide you with login credentials. Just send a note to [membership@webprofessionals.org](mailto:membership@webprofessionals.org).

All members are provided access to presentations (including the webinar sessions being offered this fall), a wiki of useful sites (where you can also comment on existing sites and add your own), and a set of resources covering tips and techniques in the use of various products for eLearning.

As a member, you receive access to one of these classes free of charge. Additional classes are available at a nominal introductory fee (\$49 each).

Let's explore the site in a bit more detail.

Once you gain access to the site, you will see links to various certification exams (the visible links will reflect which exams are being taken during any given timeframe). [Contact us](#) when you wish to schedule a certification exam .

Scroll down a bit and you will see the resources available to all members in good standing. You should be able to self enroll in any of these 3 resources. Let us know if you encounter difficulty.

#### Presentations

Presentations provided by

#### Tips and techniques for teachers

We have developed numerous

#### Useful sites

These resources are available to all

#### Presentations

Members of WebProfessionals provide presentations (including online webinars). Where possible, we plan to make these available to all members. They are relatively unedited, but may help you better understand a given topic.

We anticipate this list of resources will grow over time. At the moment, the following materials are available for your review.

[Adobe Marketing Cloud overview](#)

[Freelancers Guide to Finding Work](#)

[2016 National Web Design Contest](#)

[2015 National Web Design Competition](#)

The national web design competition presentations cover topics we thought competitors should know. The Freelancers Guide to finding work was provided by Sally Cox and is used with her permission. The Adobe Marketing Cloud overview was provided by Mark DuBois (it is based on a presentation of his to a group of advertising and marketing professionals in October, 2016).

#### Tips and techniques for teachers

We have been accumulating a number of documents explaining how selected tools can be used to facilitate eLearning. These were created during various training sessions. The emphasis on each of these documents focuses on those features which work best for eLearning and those features we use most often. As you have probably experienced, many overviews provided by the technology companies themselves cover all the possible uses. We believe it is

better to focus on those aspects which you can use immediately in your teaching activities. When you self enroll in this resource, you should see a screen like that below.

## Screencasting techniques

Given that we teach technology, we often need to u topic may help you get started or improve your exi

### Screen recording techniques

For those just getting started, you may war (some free, som cost). Basic techniques i

### PowerPoint Presentation Tips

Whether you use PowerPoint or Keynote, f Knowledge of how to use PowerPoint is i

## Adobe Captivate

For those who use Adobe Captivate, these resour

### Adobe Captivate overview

We review how we use Adobe Captivate in using a different version of the product, ti

### Adobe Captivate variables

Adobe Captivate is a very powerful tool. In have a solid understanding of how to wo with an overview. If you need any sample fi

### Captivate Draft overview

If you have access to an iPad, you may v

In addition to what you see above, you will find resources on Presenter, Spark, Camtasia and more. We will continue to add resources over time (and hope you will contribute some to share with your colleagues as well).

## Useful sites

This is a wiki space which we have populated with a number of resources we have found useful over the past couple of years.

Feel free to review these and add comments as to how useful you find a given resource. You can also add your own resources if

you wish (it is a wiki space, after all). Here are the initial categories available.

## Wiki Pages we hope you find useful

[Accessibility \(A11Y\)](#) - this page relates to sites we find useful with  
[Browsers](#) - technical details (such as critical rendering path)  
[Content Management Systems](#) - resources concerning WordPres  
[CSS](#) - Cascading Style Sheets (including CSS-3) - including CS.  
[Editors](#) - including online editors (for HTML, CSS, graphics and  
[Graphics](#) - resources concerning many aspects of graphics. SVG  
[HTML](#) - including HTML5  
[JavaScript](#) - including ES6  
[Linux administration](#) - for those needing help with the fundamer.  
[PHP](#) - for those needing help with the basics of developing in P  
[Professional development](#) - including examples of creative resun.  
[Projects for students](#) - starting points and examples  
[Security](#) - many aspects including web application security  
[Social media](#) - Facebook, LinkedIn, Twitter and much more  
[Status](#) - tools to help you determine if a website is down (or if it  
[Teaching web technologies](#) - fundamentals and ideas and curricu.  
[SVG](#) - Scalable Vector Graphics  
[User Experience](#) - including UX and UI  
[Web Design](#) - aspects of web design  
[Web Development](#) - aspects of web development  
[Windows Server Administration](#) - including PowerShell  
[XML](#) - including XSL

If one drills into one of these topics, you should see a fair amount of useful information. Let's examine the topic of Accessibility as one example.

## Accessibility

1. [Articles and Whitepapers](#)
2. [Books](#)
3. [Example sites/ Presentations](#)
4. [Sites of interest](#)
5. [Training](#)
6. [Tools](#)

Sites listed on this page relate to web ar tab. P

Disclaimer: inclusion of a link to a websi SchoolOfWeb.org. We make these materi

## Articles and Whitepapers

- [A11Y Project](#)
- [Accessibility and performance - good](#)
- [Accessibility responsibility breakdov](#)

You will note that we try to provide a table of contents along with numerous sites and articles. In the case of some topics (like

accessibility), there are numerous tools which can help (either during site creation or to test how accessible a given site is).

## Courses

We offer a number of courses in various formats. Many of our initial offerings are aimed at aspiring web professionals (and teachers who need to brush up on specific technologies - such as HTML5).

Our initial course offerings (focusing on the fundamentals) include:

- [HTML5](#)
- [CSS](#)
- [Web Design](#)
- [Web Layout](#)

We have courses on the fundamentals of WordPress and Joomla. We also hope to have one or more courses on web accessibility available soon.

Since many learning the fundamentals need a fair amount of practice, we have created an environment where the learner is presented with a video (which is captioned), a text summary of the topic, and an interactive environment where one can try out what has just been discussed. This allows for one to use any browser or device to learn these fundamentals of web design. We have tested these courses on Windows, Mac, Linux systems along with mobile devices and Chromebooks.

At line 3 add  
`<html>`

At line 12 add  
the element on line three should be entered as `<html>` while the element on line twelve should be entered as `</html>`  
`</html>`

The `<html>` elements need to be entered on line 3 and 12. The element at line 3 should be entered as `<html>` while the element at line 12 should be entered in as `</html>`. Please do this now.

The HTML element mark the opening and ending of your HTML5 content. Anything that appears between the elements will be treated as HTML document.

A note about the cloud editor. You'll notice that the editor will automatically create the end tag of the html element `</htmltag>` when you type in the opening tag `<htmltag>`. Many editors will do this for you. But the editor will only create the end tag when you have typed in the opening tag correctly. So, when you type in `<html>` you'll see the editor create the `</html>` tag for you. This means that sometimes you may keep the end tag, delete the end tag or cut and paste it to where you need it to go.

```

1 <!doctype html>
2
3
4
5 <head>
6 <title>My website</title>
7 </head>
8
9 <body>
10 </body>
11
12

```

School of Web.org  
Design, Development, Business

As you code, your work will be shown here.

The screen capture above is from our HTML5 course. We have numbered the items for a quick overview.

[1] This is a video which covers the topic in question. In some cases, we have practicing professionals share how they solve specific problems. Each video is closed captioned (as shown in the screen capture).

[2] We also provide a text overview of the concept.

[3] This is a "sandbox" where you can edit or add HTML code.

[4] The placeholder image is replaced by the resulting web page you are editing once you make changes in the sandbox.

To confirm you understand the topics presented, there will be periodic quizzes to complete.

This format is planned only for our introductory courses.

For more advanced topics (such as web accessibility), the format will resemble many college courses you may have encountered. Different instructors may present course materials in different formats.

Regardless of the course format, you will have the ability to ask questions of an instructor (via a discussion forum which is monitored). A help desk facility is also provided in the event you encounter issues with the learning system itself.

Once you complete any course, you will automatically receive a certificate of completion. Once you enroll in a second course, you will also be provided with space on a server where you

can keep copies of your course work. As long as you continue to take courses, this server space can be used (perhaps you want to showcase a portfolio of your progress). We realize that some members already have the ability to work on a server. However, for those just getting started, this should be an added benefit.

As you can see, we have been working hard over the summer months (and more) to develop this learning environment for our members.

[Contact us](#) if you would like access to this set of resources. Whether you are just getting started or are a practicing professional, we believe you will be able to make use of the useful links wiki, the presentations, and the tips and techniques.

## Member focus

We thought readers might like to learn about some of our members. For our fall issue, we focus on three of our members. If you would like to be featured in a future issue, please send a note to **Membership@WebProfessionals.org**.



### Cathy Lee

Cathy works as a web developer for Colorado State University's Center for Environmental Management of Military Lands. She works mainly with front end technologies, but also has been tasked with legacy software maintenance, using mapping software, and creating web content. Her current job focuses on front end development of a web application displaying data in a useful way. This job is her first where she focuses primarily on projects involving web technologies.

She has been working as a developer for about 1 ½ years and also worked with web technologies for about 2 years prior to her current job.

Cathy spends a fair amount of time working with version control. She works mostly with Subversion, but uses Git for side projects. She prefers to use Atom or Visual Studio as her main code

editors. She still writes/doodles tons of notes on paper.

Cathy's first full time job (after college) was in New York City with a small company figuring out how to fix their computer/office equipment problems along with her regular duties. More recently, she was able to attend a developer boot camp that provided her with skills and confidence to land her first developer job. She has had good mentors along the way encouraging her to learn new skills.

Cathy became a recent member of WebProfessionals.org because she wanted to meet professionals in the field, learn from others, and use the resources provided.

We asked Cathy what else she wanted to share with members. "I am a mountain biker and climber in my spare time. I also recently adopted a big puppy, now close to 8 months old and 80 lbs. Feel free to ping me with puppy training tips, climbing tips, or hilarious GIFs." Editor's note: Cathy informed us she was roughly 400 feet up that cliff when the photo was taken.

### Kathleen Kalata

We asked long time member Kathleen Kalata to share some of her background. "My first programming course was at Regina Dominican High School in

1981. By 1990, I was integrating computer applications into the nursing curriculum at St. Francis Hospital School of Nursing and co-founded the Midwest Alliance for Nursing Informatics. In the early 1990s I was teaching nursing and used the "web" to provide students with access to my course materials. Because I was one of the first faculty to fully integrate the web into the classroom at Oakton Community College (OCC) in Illinois, I was asked to develop and teach courses in web development. We were the first community college with a certificate program in web development.



After working in industry as an instructional developer for a Chicago-based internet software company, I returned to the classroom. I was invited to author several textbooks on web devel-

opment for Course Technology (Cengage). I joined Park University as Coordinator of Course Development where I was responsible for overseeing over 300 online courses, 150 faculty developers and the instructional design team. I changed the process and policies to focus on quality of our courses. My job was equivalent to managing 300 web sites! Today I continue to help other faculty develop high quality online courses in my role as a Master Reviewer for Quality Matters."

"Eight years ago I started teaching at Lake Superior State University in Michigan. I am an Assistant Professor in Computer Science. I designed a web development program where students can choose to complete degrees in web server networking, web development and web design. We have one of the few bachelor's degree programs in web development in Michigan. I teach web graphic design, web multimedia, web development, web server management, and web programming (ASP/PHP). We are a small school, so faculty members wear many hats. I teach a variety of lower level computer science and networking courses, including database applications and sophomore projects. On the weekends I teach web programming at an online university.

"I specialize in web server programming because I can combine my skills in database management, programming, and networking. Yes, I said networking. Today, web developers

need to know how to secure web applications. That means developers have to understand the operating system and how data can be passed and stored securely. I received my MBA and MS from the University of Illinois at Chicago, and Ph.D. from Western Michigan University. I am currently in a master's degree program in computer science at the University of Michigan-Flint. When I teach web development, I bring into the classroom my skills as a business and marketing professional."

We also asked Kathleen what tools she prefers to use in her work. She indicated she doesn't have one favorite tool. She does use Visual Studio for server-side programming, Dreamweaver to client-side programming, and Photoshop for manipulating graphics. She indicated she also likes to work with WordPress because "this content management system provides an affordable set of tools that can be used to rapidly build web sites that clients can easily maintain."

Kathleen has been working with web technologies for over twenty years. Her favorite web developer job was consulting for the Joy of Ireland web site. "This web site was a challenge because of the large number of products they offered. As the project manager, I setup the original web site, which we later moved to Yahoo Stores. I worked with graphic designers, and helped train the owner on how to manage his online store."

Kathleen also shared these insights regarding why she has been a loyal member of WebProfessionals.org over the years. "I've always believed web development was a unique profession. My dissertation was titled, Connecting the Disciplinary Dots: Faculty Attitudes Toward the Professionalization of Web Development (<http://scholarworks.wmich.edu/dissertations/282/>). This national study was the first to show that faculty who teach in web development programs, believe that web development is an evolving interdisciplinary profession. One of the tenants of a profession is to have a professional organization that represents the profession. While I am a member of the ACM-SIGWEB, WebProfessionals is dedicated only to the web profession. WebProfessionals is committed to supporting the profession through education, certification and networking. This year, the profession evolved when WebProfessionals added a code of ethics. That is why WebProfessionals is a strong organization, ready to represent the profession."

"My study identified a major concern within the profession. My study showed that the majority of web faculty are not formally educated in web development. Less than 1% had a formal degree in web development. Rather, the majority of web faculty qualified to teach based on their work and teaching experiences. However, only 70% of faculty teaching web courses hold a master's degree in any area and only 22% hold a master's degree in computer science. This is not unexpected for a discipline that is evolving into

a profession. Web development is often taught through the art or business colleges and therefore, and faculty most often have degrees in art, business, computer science and education."

Kathleen is also very active in the profession and her community. "I also want to my skills to encourage young women to consider careers in web development and computer science. I am actively involved in the Michigan Celebration of Women in Computing (MICWIC) and volunteer teaching computer science in a local school. Kathleen also shared these insights about herself. "I am the advisor to the LSSU Doctor Who Club. My husband built me a life-size TARDIS, which we kept on campus for several years."

Kathleen ended the interview with her thoughts about the future. "So much of our society uses the 'web' either through a mobile application or a browser. We know that many of the top ten security issues in web applications are preventable according to OWASP. As we offer more degree programs in web development, we can make the web a safer place."

## Nick Williams



Nick is the Website Specialist for the City of Hattiesburg's [Mississippi] Municipal website. His responsibilities include layout design, content creation, and executing site architecture and navigation, including redesigns and upgrades. He told us "I'm fairly new to the web technologies sector. With a degree in Architecture, web technologies completely caught me off guard! Nevertheless, the challenge is a great opportunity for growth and development which motivates my desire to join WebProfessionals."

He began his first job as a website specialist in 2014 working for the City of Hattiesburg. He was initially responsible for maintaining and updating the site (which was created using an older version of Joomla). Nick took the initiative and proposed the site be rebuilt using WordPress. The new site was launched in 2015.

He has learned a lot about web content management systems (such as WordPress and Joomla). He uses those tools to insure each site he creates is aesthetically pleasing, captivating and provides useful information which is easy to find.

Nick prefers to use PhotoShop, WordPress, After Effects and similar tools to deliver quality results to his clients. He has used various Adobe tools and Microsoft Office for a number of years.

We asked Nick why he became a member. "After researching ways of furthering my education with knowledge of web development,

WebProfessionals was highly recommended. I hope to learn build upon what I've learned from previous projects, develop a network of quality individuals with whom I can share this journey with, and possibly exchange ideas with the WebProfessional family."

Nick also shared that he loves to be involved in creative projects and learning new methods and approaches (new ways to let his creative juices flow).

## Fall Webinar schedule

In our last newsletter, we asked members to let us know which topics they were most interested in learning more about (via a series of webinars). We also asked what day of the week and time worked best. As you may suspect, we received a variety of responses. We plan to offer the following webinars as a start. Depending on how they are received, we may offer more in the winter months.

[Contact us](#) to suggest topics you are interested in learning more about. We are also always looking for speakers. Let us know if you are interested in providing a webinar focusing on your area of expertise.

Based on feedback received from our survey, it appears Thursday afternoons work best for most. Here is the schedule. We have hopes to record these (and make them available via our School of Web). We encourage you to participate in person as it will be much easier to get any questions answered.

- October 20, 2016 - 2 p.m. Chicago Time - **Best practices when starting to work with a client** [Jonathan Worent]
- November 10, 2016 - 2 p.p. Chicago Time - **Web Accessibility with an emphasis on ARIA**
- December 1, 2016 - 2 p.m. Chicago Time - **Security fundamentals**

You should be able to participate in each of these webinars by visiting [Mark DuBois' Adobe Connect meeting space](#). Note that this space is only available at published times. If you are curious about the time in your time zone, please visit [a time zone converter](#) (we often use the one linked).

## About WebProfessionals.org

Webprofessionals.org aka World Organization of Webmasters is a non-profit professional association dedicated to the support of individuals and organizations that create, manage or market Web sites. The organization provides education as well as certification, technical, employment and member advantage services to thousands of aspiring and practicing Web professionals worldwide.

For more information, visit <http://www.WebProfessionals.org>.

## Social media

You can find us on:

Facebook - <https://www.facebook.com/webprofessionals>

Twitter - [@WebProMinute](#)

## Colophon

This document was created using Adobe InDesign. Font used throughout is Myriad Pro.

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