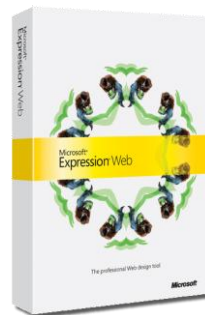




### Microsoft Expression Web

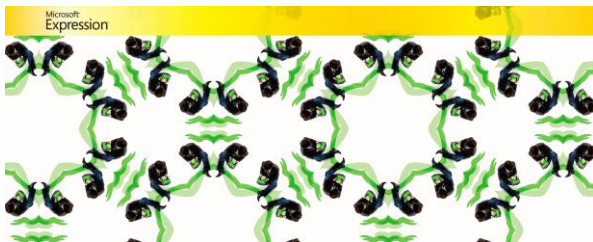


## Microsoft Expression Web



- Intro
- Standards Based Websites
- Cascading Style Sheets  
Layout, Formatting, Code Management
- XML & XSLT
- ASP.NET 2.0
- Reporting and Deployment

## Standards



## Do standards matter?

- Basic Principles
- What are the standards?
- What are the benefits?



## Basic Principles

- "Owned" by the W3C
- Tenets
  - Separate design and content
  - Accessible
  - Internationalised
- They're just limiting, right?

Microsoft  
Expression



## The standards

- XHTML
- CSS
- Document Object Model
- ECMA

Microsoft  
Expression



## The benefits

- Speed
- Search engine indexing
- Efficiency
- Future proofing the Web
- It's professional!

Microsoft  
Expression

## Standards Based Websites

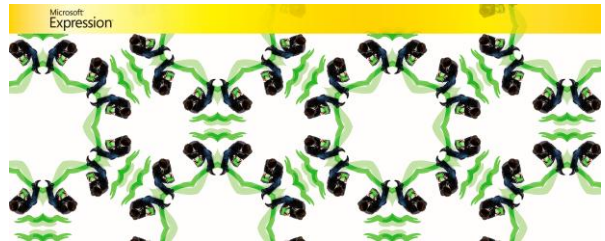
- XHTML
- Browser specific schemas
- Rendering
- Schema Errors
- Code Snippets

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1 <!-- content="header" -->
2 <meta http-equiv="Content-Language" content="en-gb" />
3 <asp:ContentPlaceHolder id="header" runat="server" />
4 <title>Fabrizio Mares</title>
5 </asp:ContentPlaceHolder>
6 <meta http-equiv="Content-Type" content="text/html; ch
7 <link rel="stylesheet" type="text/css" href="fabrizio
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Microsoft

## Cascading Style Sheets Layout, formatting and code management



### CSS Based Layout

- Master pages
- Layer Task Pane
- Visual Margins and Padding
- Properties Task Panes
- Toolbox
- Code IntelliSense

```
1 <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" class="no_js"><head><title>
2 </title></head><body><div id="fabrikam" type="text/css" href="fabrikam
3 </div>
4 <div id="navigation"
5 </div>
6 <div id="navigation_left"
7 <ul>
8 <li><a href="index.aspx">Home</a></li>
9 <li><a href="products.aspx">Products</li>
10 <li><a href="about.aspx">About Us</li>
11 <li><a href="contact.aspx">Downloads</li>
12 <li><a href="contact.aspx">Contact Us</li>
13 </ul>
14 </div>
15 <div id="main_content"
16 <h2>Fabrikam</h2>
17 <div class="banner" id="main_banner" style="text-align: center; padding:
18 <div class="main_content">
19 <div class="main_content">
20 <div class="main_content">
21 </div>
22 </div>
23 </div>
24 </body></html>
```

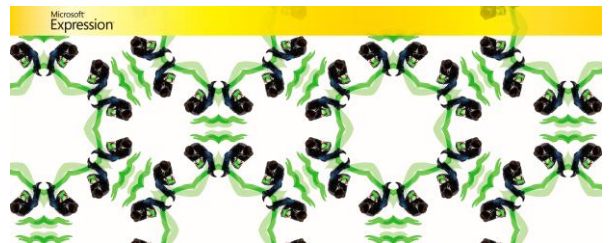


### CSS Formatting and Code Management

- Code Formatting
- Auto/Manual control
- CSS dialog
- Apply Styles Task Pane
- Manage Styles Task Pane
- Drag & Drop Ordering



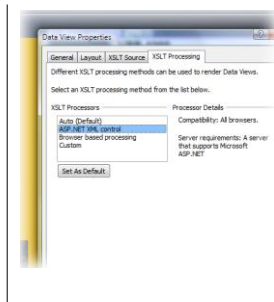
## XML and XSLT



Microsoft

## XML & XSLT

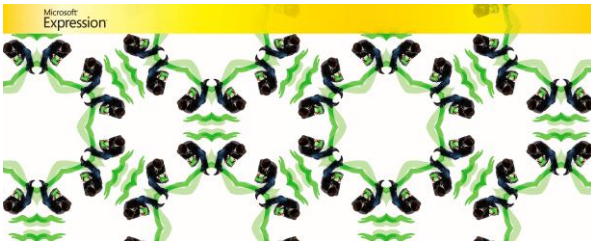
- Drag and drop XML
- Automatic XSL creation
- Auto updating of XSL
- XSLT Processing



Microsoft

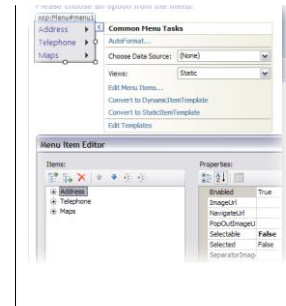
Microsoft

## ASP.NET 2.0



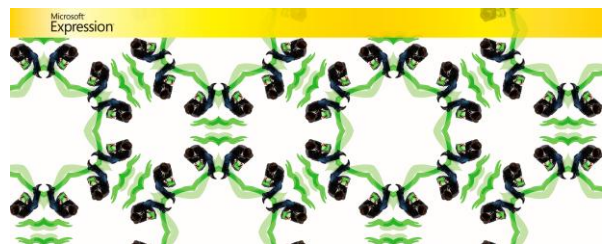
## ASP.NET

- ASP.NET 2.0
- Development Server
- Drag and Drop controls
- Design time rendering
- Common Tasks menu



Microsoft

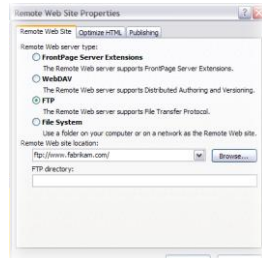
## Reporting and Deployment



Microsoft

## Reporting and Deployment

- CSS Reporting
- Accessibility Reporting
- Compatibility Reporting
- HTML Optimization
- Site Deployment



Microsoft

Microsoft

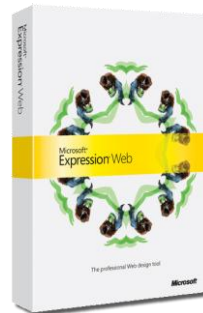


## Summary

- Standards Based Websites
- Cascading Style Sheets  
Layout, Formatting, Code Management
- XML & XSLT
- ASP.NET 2.0
- Reporting and Deployment

Microsoft  
Expression

## How can I try it?



Download the fully featured 60 day trial version from

[www.microsoft.com/expression](http://www.microsoft.com/expression)

jon.harris@microsoft.com  
differentthings.wordpress.com

Microsoft