

Website Wave™

New Horizons

Powerful Impact

Fresh Thought

Explore the synergy of creativity and Web technologies
with topics including: Dreamweaver, CSS, HTML,
Flash, Web Design and Interface Design

You may choose any combination of full-, half-, or quarter-day seminars for a total of three (3) days' worth of sessions.

The conference fee is \$895 and includes all courses, course materials, and the Bon Voyage Cocktail Party.



INTRODUCTORY TOPICS

Up and Running with Dreamweaver (full day)

Speaker: **Zac Van Note**

Macromedia Dreamweaver is the industry-standard web design software that can be used to build just about any size or style of website. From a personal web page or photo gallery to sophisticated database-driven sites with thousands of pages, Dreamweaver is up to the challenge. Join Zac for a fun and insightful look at this powerful application.

- Workspace overview
- Basics of site structure
- Defining a site
- Creating new pages
- Working with text
- Introduction to CSS styling
- Working with images
- Creating links
- Working with tables, layers, and DIVs
- Setting up HTML forms
- Creating a simple website

Ready in a Flash: An Introduction to Macromedia Flash (half day)

Speaker: **Zac Van Note**

Macromedia Flash is a rich multimedia application fine-tuned for the web. It started as a way to create fast loading animations for web pages and has grown to become the preferred format for websites that want to create rich interactive experiences. Whether it's bringing educational concepts to life, breathing life into a static website, or delivering audio and video content to users Flash has the tools to get the job done. Best of all, it's a blast to create with Flash!

- What is Flash?
- Rasters, vectors, video, oh my!
- Workspace overview
- Diving into the toolbox
- Drawing overview
- Working with text
- Animating with the timeline
- Creating interactive elements
- Overview of audio and video

HTML — The Short Course (half day)

Speaker: **Molly Holzschlag**

HTML is a formal language, but most of us have learned it either via the View/Source method, books and lectures, or reliance on editing software. This session will help anyone interested in working with HTML how to do so more effectively; to avoid common pitfalls and errors; and to understand best practices when working with HTML.

Making Web Rollovers in Photoshop and ImageReady (quarter day)

Speaker: **Jan Kabili**

You don't have to know a complex programming language to create rollovers. Make killer content for your rollovers in Adobe Photoshop. Then flip over to ImageReady to make those rollovers work. We'll cover step-by-step techniques for making rollover buttons, creating remote rollovers that trigger graphics on other parts of a web page, and using layer styles to make quick-change rollover graphics. You'll leave this session with everything you need to know to get your rollovers up and running on the web.

Getting Started with JavaScript (half day)

Speaker: **Bebó White**

JavaScript has become the "de-facto standard" and the most commonly-used programming language for "client-side" webpage automation. As a result, many of the familiar visual effects (rollovers, for instance) and interaction techniques seen on web pages are actually accomplished using JavaScript. As a result of its standardization and close integration with the Document Object Model (DOM) and Cascading Style Sheets (CSS), JavaScript is a "safe" technology that is supported by all major browsers and one that web-page authors can rely upon. This workshop will provide an introduction to the vocabulary and fundamentals of JavaScript. By the end of the session, attendees will be writing useful JavaScript code that can be used to enhance their web pages.

DESIGN

Principles of Web Design (half day)

Speaker: **Molly Holzschlag**

This showcase session explores the top current areas of web design including process and project management, web design tools, web graphics, usability, information architecture, and multimedia. Within each section, attendees will explore current thinking of contemporary designers and gain insight into the past, current, and future practices that the web design industry reflects.

Using Dreamweaver to Get the Most Out of CSS (half day)

Speaker: **Laura Gutman**

For today's web designer, Cascading Style Sheets (CSS) is the key to creating good-looking, easy-to-maintain pages. And Dreamweaver has some powerful tools to help you create and manage CSS. This workshop walks you step-by-step through formatting and updating a fairly complex site, using Dreamweaver and CSS. We'll look at the basic principles of CSS, developing a CSS strategy, building CSS-friendly pages, and implementation — all using Dreamweaver's CSS Styles and Relevant Styles panels and other tools. We'll use CSS for everything from page properties, text formatting, table setup, and dressing up forms to setting up complex page layouts with CSS-P and Dreamweaver's layer tools. Your web pages will never be the same!

CSS Intensive (full day)

Speaker: **Molly Holzschlag**

CSS is the hottest topic in web design these days, but unfortunately most people haven't had the opportunity to learn CSS from the ground up. Rather, if they're using CSS at all, they're doing so as a means of defining fonts and colors. But CSS is an incredibly powerful language that allows us to design the web the way it was meant to be designed. This session helps attendees learn CSS from the ground up. This intensive full-day class will include demonstrations of beautiful CSS designs, teach attendees some of the most important principles in CSS design approaches, and cover a range of related topics: CSS and its relationship with HTML; how CSS-driven sites are saving us money, improving the user experience, and perhaps most important, ultimately making the act of designing and managing a website just plain easy.

Essentials of Web Interface Design (half day)

Speaker: **Bebó White**

The design of interfaces to websites, services, and applications presents unique challenges to designers. The initial user experience via the interface to a web-based application (such as an e-commerce site) is capable of "making or

breaking" that application. Numerous web usability "gurus" have attempted to apply some of the fundamental principals of Human-Computer Interaction to the design of websites with varying degrees of success. This workshop will describe the fundamental components of a web interface such as navigation, information "chunking," and layout. It will also introduce web-specific interface issues such as internationalization and globalization, designing client-independent applications, and the impact of network bandwidth. Current research in new and advanced web interfaces will also be covered.



Taming Dreamweaver Templates (quarter day)

Speaker: **Laura Gutman**

Dreamweaver templates — one of the program's most popular features — provide a slick way to design and build your basic page layout once, and quickly deploy it across an entire site. Pretty handy. But that's only the tip of the template iceberg! This workshop shows you how to set up and maintain a template-based site. But we'll go further than just that. We'll see how editable tag attributes, optional regions, repeating regions, and nested templates drastically expand what templates can do for you. And we'll take a peek at template markup language — the power behind the template throne — and how a little bit of code monkeying in your templates can truly make you into a template-building superhero.

Creating Web Animations in Photoshop and ImageReady (quarter day)

Speaker: **Jan Kabili**

Movement is the heart and soul of the web. You'll be amazed at how easy it is to make eye-catching web animations with Adobe Photoshop and its companion program ImageReady. In this workshop you'll learn how to turn your layered artwork into frames and use tweening to automatically create animation. We'll animate text and graphics, use rollovers to trigger animation, and make an animated slideshow you can use to display your own photographs and artwork.

KEYNOTE: WHAT IS THE SEMANTIC WEB ALL ABOUT?

Speaker: **Bebo White**

"The Semantic Web is an extension of the current web in which information is given well-defined meaning, better enabling computers and people to work in cooperation." — Tim Berners-Lee, James Hendler, Ora Lassila, The Semantic Web, Scientific American, May 2001.

What is the web "extension" that this definition refers to and how can current web developers prepare for it? The Semantic Web is a major initiative of the World Wide Web Consortium (W3C) and researchers around the world are attempting to define its components and applications to prove its viability. This workshop will describe the fundamentals of the Semantic Web, its goals and "the search for the Semantic Web 'killer app.'" The attendees to this workshop will be convinced that the Semantic Web will "lead the Web to its full potential."

ADVANCED TOPICS

All About Dreamweaver Extensions (quarter day)

Speaker: **Laura Gutman**

Even if you love Dreamweaver (and especially if you have a love-hate relationship with it), you might sometimes find yourself saying, "If only it could do x, my life would be so much easier . . ." Well, with Dreamweaver, you don't have to stop there! Dreamweaver is one of the most easily extensible pieces of commercial software available. And because of that, there are hundreds — probably thousands — of free and commercial extensions, or "plugins," available. In fact, if you're comfortable working with JavaScript, you can even start creating your own! This workshop covers how extensions work, how to find and install extensions, and using the Extension Manager utility. We'll also highlight some especially useful extensions you might want to try. Come prepared to be extended!

Dreamweaver: Advanced Tips and Techniques (quarter day)

Speaker: **Laura Gutman**

Okay, you work with Dreamweaver every day. But how many useful commands, tools, and shortcuts are just sitting there, waiting to make your life easier, if only you knew they were there? This workshop is jam-packed full of efficiency-boosting tricks of the trade related to all aspects of your Dreamweaver workflow. We'll look at under-used document and site-management tools, cool tricks with images and behaviors, quick tips to customize the Dreamweaver interface, code-monkey tricks, importing page content from other applications, and who knows what else? Bring your questions, pet peeves, and even any great working tips you've discovered the hard way.

Web Navigation Graphics in Photoshop and ImageReady (half day)

Speaker: **Jan Kabili**

Navigation is essential to any website. This workshop takes you step-by-step through the most efficient way to build a great-looking navigation bar using ImageReady's special object-oriented features. Then you learn how to slice, optimize, and prepare your navigation graphics for the web. Along the way you're treated to valuable, practical tips and techniques for making user-friendly navigation to guide your viewers through your website.



NUTS AND BOLTS

Working Smart with Dreamweaver Tables (quarter day)

Speaker: **Laura Gutman**

Whether you're a web novice or an old pro, whether you use tables for page layout or just displaying tabular data, getting HTML tables to scale and display properly can be the bane of your existence. It's time to end all that! In this workshop, we look at how tables are coded, how browsers interpret them, and what you can do to make table peculiarities work for you instead of against you. We'll cover common pitfalls and how to avoid them, table tricks the design pro's use, and all of the Dreamweaver tools for building and editing tables — including which ones to avoid!

Integrating Flash into your [Dreamweaver] Web Site (quarter day)

Speaker: **Laura Gutman**

You've seen what Flash can do — beautiful low-bandwidth graphics, sophisticated animations and interactivity effects, reliable playback. But how can you take advantage of all that power, in the context of your large HTML-based website? Sure, you could add a splashy homepage animation. But that's just one possibility. In this workshop, we'll start with a plainjane HTML-based website and see how (and why) to add Flash-based navigation bars, forms, and other page elements. We'll see how to build Flash files for easy updating and integration. And if you're working in Dreamweaver, we'll look at some of the special options available for creating Flash page elements (you don't even have to own Flash to use these!), and for managing your Flash movies as part of a Dreamweaver site.

Creating Data-Driven Websites in Dreamweaver (half day)

Speaker: **Laura Gutman**

Database-driven sites are the future of the web. And the future is here — whether you're ready or not! The good news is, with Dreamweaver MX, you can set up your computer as a workstation to create data-driven sites — all within the friendly, intuitive Dreamweaver visual interface. This workshop covers an introduction to how data-driven technologies work, what technologies are available (including PHP, ASP, .NET, ColdFusion, and JSP), how to set up a dynamic site in Dreamweaver, and using Dreamweaver tools to create some standard dynamic pages, including a catalog page, search page, and login page. We'll also discuss working with ISPs to discover what technologies they offer and how to work with your service provider to get your dynamic site up and running.

Why "Web Engineering" is Needed (quarter-day)

Speaker: **Bebo White**

The complexity and requirements of modern websites and web-based applications require a design process that is structured and systematic — with many parallels to engineering. This process of building today's full-featured websites is multi-disciplinary and beyond the capabilities of a single individual. Therefore, the first generation "Web Master" has been forced to evolve into a project team with specialized skills and talents capable of addressing web issues — often from an engineering perspective. This workshop will introduce the concepts of Web Engineering, why it is necessary, processes and paradigms used, and how attendees can become prepared to design future web "applications."

SUCCESS

Project Manage Your Way to Web Success (half day)

Speaker: **Barbee Davis**

Consultants, small business "jacks of all trades," lead web designers for a major corporation — our success requires project-management skills. Basic project management propels your web design from vision to implementation. We'll cover the steps sanctioned by the Project Management Institute to help you navigate the waves of web-design installations easily and quickly. A software tool for Excel is provided, too!

How To: Avoid the 10 Deadly Sins of Web Design (quarter day)

Speaker: **Barbee Davis**

It's a great web design — how come it isn't up and running? Barbee reveals the 10 Deadly Sins that cause web design projects to die on the vine, along with crucial corresponding tips to ensure that your best work doesn't run aground between creation and implementation. Morph from Sinner to Success (and Success can be fun, too . . .).

PRICING AND BOOKING INFORMATION

Course Fees: \$895 for the Website Wave conference. Only passengers booked through Geek Cruises will be admitted.

Deposit: \$400 per person, due at time of booking.

Cabin Type	Cruise Rate
Standard Inside	\$ 799 (GS* available)
Better Inside	\$ 899 (GS* available)
Standard Outside	\$ 999 (GS*, ♿ available)
Better Outside	\$1,099 (GS*, ♿ available)
Outside w/ Balcony	\$1,199 (GS*, ♿ available)
Mini Suites	\$1,299
Superior Suite	\$1,499

3rd and/or 4th Person Rate: ages 2 and older, \$499; under 2 years old, \$399.

Single Occupancy: 150% for inside and outside cabins and 200% for Outside with Balcony and above.

Port Charges and Taxes: \$188 per person (subject to minor change).

Full payment is due on July 1, 2005 (or, if you book after July 1, at the time of booking).

Foreign Booking Fees and Additional Payment Information: There is a foreign booking charge of \$60 per foreign residence (\$35 per Canadian residence). There is a \$25 charge for returned checks.

Air Add-ons: Airfare from most major cities is available through the cruise line. You can call our office for this pricing. (These rates include transfers to/from the dock/airport plus transfers to/from your hotel if we've booked the hotel as well.) In most cases, however, you will find better airfares on your own. Online travel sites such as www.geekcruises.globaltravel.com, Expedia.com, or Travelzoo.com are excellent resources.

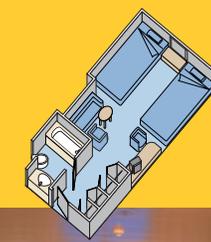
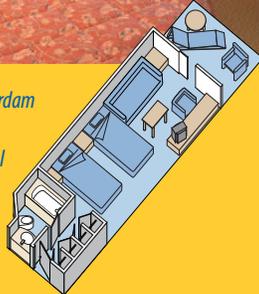
Pre- and Post-cruise Hotel Stays: Sightsee Florida! The hotel will be close to the dock. If we book your hotel, transfers from the hotel to the dock are included.

♿ Physically challenged available
***Guaranteed Share (GS) Fares:** This plan is for passengers who are coming on a Geek Cruise by themselves and wish to share a cabin with another Geek Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible. Note: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:

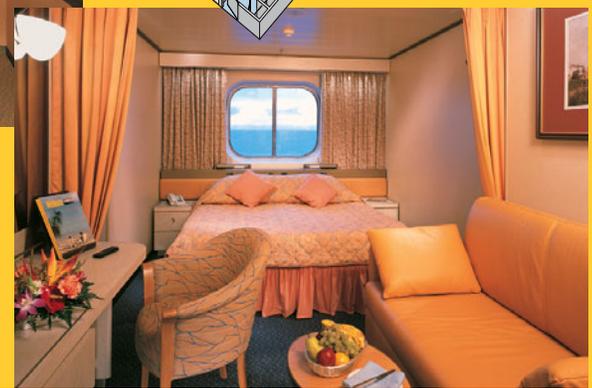
http://www.geekcruises.com/booking/ww01_booking.htm



Mini-suites on the ms Zuiderdam are big on luxury: private verandahs, whirlpool baths, VCRs, and mini bars.



Standard outside double on the ms Zuiderdam is approximately 177 square feet. Rooms will vary in size and furniture placement.



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
Saturday, Oct. 15	Ft. Lauderdale, Florida	—	5pm	7:15pm, Bon Voyage Cocktail Party
Sunday, Oct. 16	Half Moon Cay, Bahamas	8am	4pm	4:00pm – 7:30pm
Monday, Oct. 17	Cruising the Caribbean Sea	—	—	8:30am – 5pm & 6pm – 7:30pm
Tuesday, Oct. 18	St. Thomas	8am	11pm	—
Wednesday, Oct. 19	Road Town, Tortola	7am	6pm	6:00pm – 7:30pm
Thursday, Oct. 20	Cruising the Caribbean Sea	—	—	8:30am – 5pm & 6pm – 7:30pm
Friday, Oct. 21	Nassau, Bahamas	Noon	6pm	8:30am – Noon & 6pm – 7:30pm
Saturday, Oct. 22	Ft. Lauderdale, Florida	8am	—	



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