

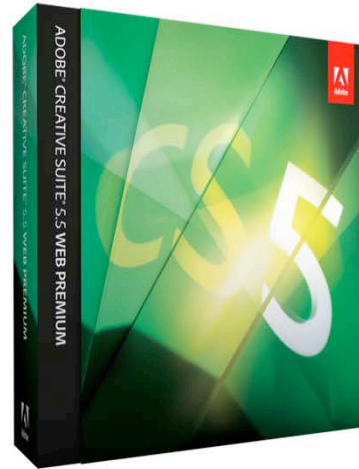


Blurring the Line Between Mobile Sites and Apps

Adobe Education | Patrick Koster



Agenda



We will focus on two areas:

A look at HTML5 advancements, and how Adobe supports HTML5 with a focus on mobile development.

HTML5



The media has generally lumped several technologies together under the singular term "HTML5."

But at a high level, three separate technologies work closely together to define Web experiences in today's modern browsers.

Hypertext Markup Language, or HTML, defines the structure and content for a web page.

Cascading style sheets, or CSS, defines how HTML content will actually be presented within the browser.

JavaScript is one of the most important languages used in web development. Lightweight and event-driven, its role is to provide access to different elements of the page so that they can be removed or updated. It can also create new elements, change the style of existing elements, or extract information from them.

More Meaningful



article	footer	
aside	header	rt
audio	hgroup	ruby
canvas	keygen	section
command	mark	source
datalist	meter	summary
details	nav	time
embed	output	video
figcaption	progress	wbr
figure	rp	

HTML5 introduces semantic markup tags.

Semantic tags allow you to structure your HTML content so that the document structure provides semantics, or meaning, to the content.

This includes the `<article>` , `<section>` , `<header>` , `<footer>` , `<aside>` , `<nav>` , and `<figure>` tags, which are used to create self-describing HTML documents.

These allow you to denote which parts of the HTML document are for navigation, which are for layout, and which pieces of the document contain meaningful or related content.

Adobe Dreamweaver CS5.5 supports these new tags through code hinting as well as two new HTML5 layouts where we can explore and experiment. Let's take a look.

More Expressive



CSS3 defines new features allowing for a richer presentation of content within HTML. You can create rounded corners, drop shadows, gradients, changes in opacity; apply transformations, transitions, and much more.

The latest versions of the major desktop browsers (Internet Explorer, Chrome, Firefox, Safari, Opera) support the majority of these features. CSS3 is also supported by most of the latest smartphone operating systems. This includes the default web browsers for iOS, Android, BlackBerry, and even the latest generation of Windows devices.

I strongly recommend visiting theexpressiveweb.com which highlights many of the exciting new CSS3 features and provides data on browser support.

And, of course, Adobe Dreamweaver CS5.5 fully supports CSS3.

More Adaptive



phone



tablet



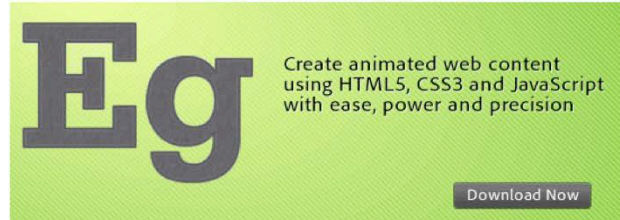
desktop

Another notable addition with CSS3 is the support of media queries.

Using media queries, web pages can have a varied presentation on a range of screens or devices.

You can create external style sheets that are applied based upon the dimensions of the screen where content is being viewed – be a desktop, tablet, or smartphone.

More Supportive



Adobe Edge is available as a public preview for web motion and interaction design.

Typography on the web has taken a huge step forward with broad browser support for CSS3 Web Fonts and hosted web font service – like Typekit which Adobe recently acquired.

More Innovative



Adobe is also actively involved with the W3C CSS Working Group where we are driving further innovations such as CSS Regions and Exclusions which support complex layouts typically found in magazines.

And CSS Shaders to provide animated visual effects to HTML content.



Along with HTML and CSS, knowledge of JavaScript is a key skill that anyone involved in building websites should acquire.

Though JavaScript has a reputation for being difficult, it has become easier to use thanks to code libraries such as jQuery.

Adobe Dreamweaver CS5.5 has full code hinting for jQuery which is great for creating interactive websites designed for desktop users.

However, a recent Gartner study indicates that within the next two years more people will be visiting websites on a phone or tablet instead of using a traditional computer, with an estimated 1.82 billion mobile devices in use by 2013.



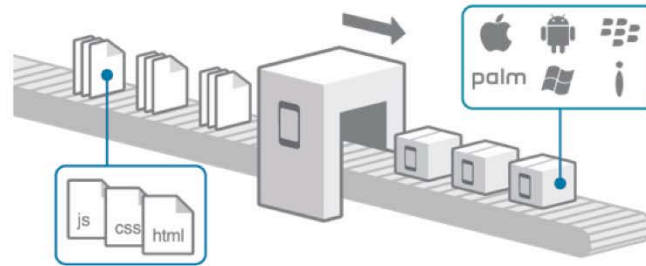
In response the jQuery community has been working on a framework called jQuery Mobile to develop highly branded and customized web applications that will work on all popular smartphone and tablet platforms.

Adobe Dreamweaver CS5.5 supports jQuery Mobile through code hinting, the ability to insert and easily edit jQuery Mobile components, and even kick start a mobile project with a starter layout.

More Native



Take the pain out of compiling mobile apps for multiple platforms



Adobe Dreamweaver CS5.5 also provides direct integration with PhoneGap which will take a mobile site you developed with jQuery Mobile and compile it into a native iOS or Android application.

You can then test on your device and ultimately publish to the Apple App Store or Android Marketplace.

This process is greatly simplified with the new PhoneGap Build which compiles your mobile site in the cloud.

And we expect even better integration now with Adobe's recent acquisition of Nitobi, the creator of PhoneGap and PhoneGap Build.