

February 11, 2003 **MACROMEDIA WEB DEVELOPMENT TOOLS**

Speakers **Thomas Person**, Senior Web and Learning Evangelist for Macromedia
Doug Shepelak, Macromedia Strategic Education Account Manager

- 12:00 – 12:50 pm **Dreamweaver MX** – Overview, plus focus on style sheets
Use Dreamweaver to work in a single environment to quickly create, build, and manage websites and Internet applications:
- Create professional websites with clean code
 - Build powerful Internet applications
 - Get visual layout tools
 - Experience rapid web application development
 - Utilize extensive code-editing support.
- 1:00 – 1:50 pm Introductions: **Coursebuilder**; **Contribute**
- Coursebuilder** is a powerful Dreamweaver extension for quickly creating compelling Web-based instructional content that works across multiple platforms and browsers. This extension includes:
- A gallery of over 40 pre-built interactions to let you easily create multiple-choice, drag-and-drop, and fill-in-the-blank type questions;
 - A visual Action Manager that lets you add complex logic and interactivity without having to know JavaScript;
 - The ability to send results to an AICC-compliant Learning Management System (CMI) such as Lotus LearningSpace.
- Contribute** allows non-technical users to update text and images, add new pages, and publish to any existing website or online learning course – while respecting your site standards for style, layout, and code, but without knowing HTML.
- 2:00 – 2:50 pm **ColdFusion MX** Introduction
Learn how to easily build HED-Rich Internet Apps integrated with databases, XML, web services, Macromedia Flash, and more.
- 3:00 – 3:50 pm **Director MX**
Combine any media, deliver anywhere, and reach everyone. Macromedia Director MX is the multimedia-authoring solution for building rich, accessible learning content deployed on CD/DVD, kiosks, and the Internet.
- 4:00 – 4:50 pm **Higher Education Solutions & Flash Communication Server MX;**
Studio MX; Presedia
- Higher Education Solutions & Flash Communication Server MX** allows you to integrate entirely new types of interactions and experiences into your web content including chat, streaming video, rich media messaging, and real-time collaboration.
- Studio MX** is Dreamweaver MX, Macromedia Flash MX, Fireworks MX, FreeHand 10, and ColdFusion MX Developer Edition.
- Presedia**: a sneak peek at Macromedia's online presentation and rapid e-learning solution.

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About our Speakers **Thomas Person**
Senior Web and Learning Evangelist
Macromedia Corporation

An 18-year veteran of interactive multimedia development, Tom has been with Macromedia nearly 4 years as an evangelist. Prior to joining Macromedia in 1999, he was vice-president of a multimedia development company specializing in developing and producing CBT, Web, and CD-ROM based tools and solutions for corporations and schools. Prior experiences include Prepress, 4-color printing, design and editing for print, and television production and video editing.

As a Macromedia Authorized Trainer – teaching Director, Flash, Freehand, Dreamweaver, Fireworks, SoundEdit, Deck II, and Fontographer – he has taught at corporate and mid-size firms, universities, and one-on-one throughout the Midwest and Eastern United States, as well as Ontario, Canada.

As a Senior Web and Learning Evangelist, he has traveled extensively throughout North America teaching, training, and demonstrating Macromedia products at conferences (such as OLLO and WBT), seminars, tradeshow (such as Internet World and MacWorld), schools and universities (such as University of Pennsylvania, Purdue and Notre Dame) and corporate clients (such as CitiGroup, JP Morgan, Merck Pharmaceuticals, and Iomega).

Specializing in Macromedia Director and e-learning, Tom has traveled and spoken internationally on the benefits and virtues of Macromedia products in the area of online learning, training and content development (CBT, CD and wireless), content integration with various LMS/LCMS (Learning Management Systems), and making that content Accessible with W3C and 508 guidelines (U.S.).

Doug Shepelak
Strategic Education Account Manager
Macromedia Corporation

Doug is responsible for partnerships and relationships – including volume licensing purchase programs – with higher education institutions in the Eastern United States.