

Microsoft® Expression® Studio

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Microsoft®
CERTIFIED
*Professional
Developer*

Enterprise Applications Developer
Windows Developer
Web Developer

Microsoft®
CERTIFIED
IT Professional

Database Developer
Database Administrator

Microsoft®
CERTIFIED
*Technology
Specialist*

.Net Framework 2.0
Web Applications
Windows Applications
Distributed Applications
SQL Server 2005

Microsoft®
CERTIFIED
Solution Developer

Microsoft®
CERTIFIED
Database Administrator

Microsoft®
CERTIFIED
Application Developer

Microsoft®
CERTIFIED
Professional



Me.Bio.ToString()



- Project Management
- Software Development
- Technology Evangelism
- Allinone!

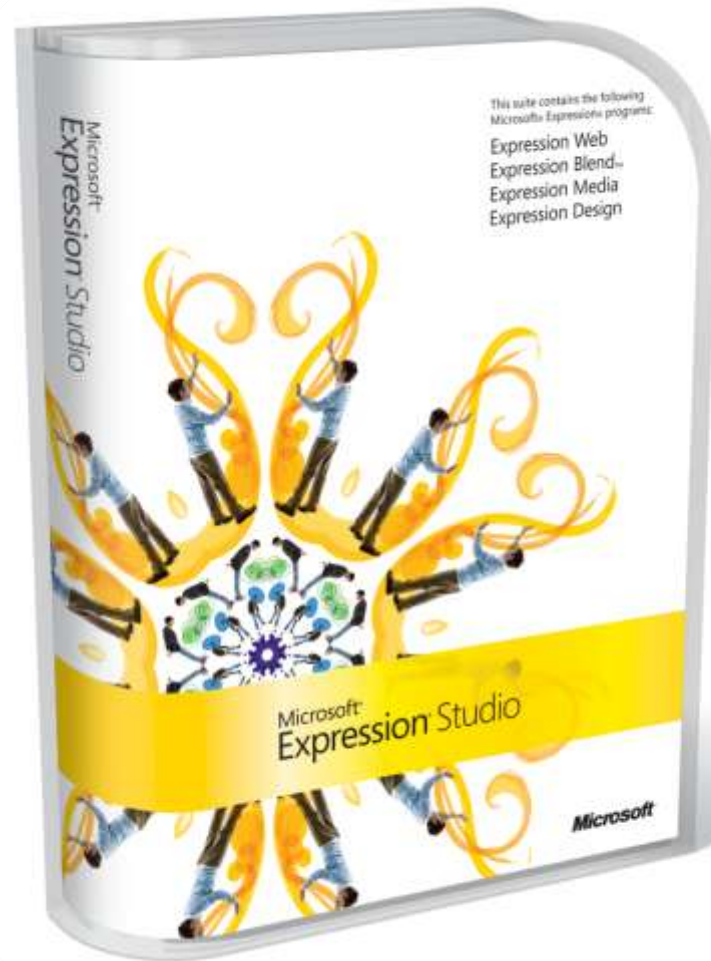


- AJAX
- Silverlight
- Expression Studio

trainings.

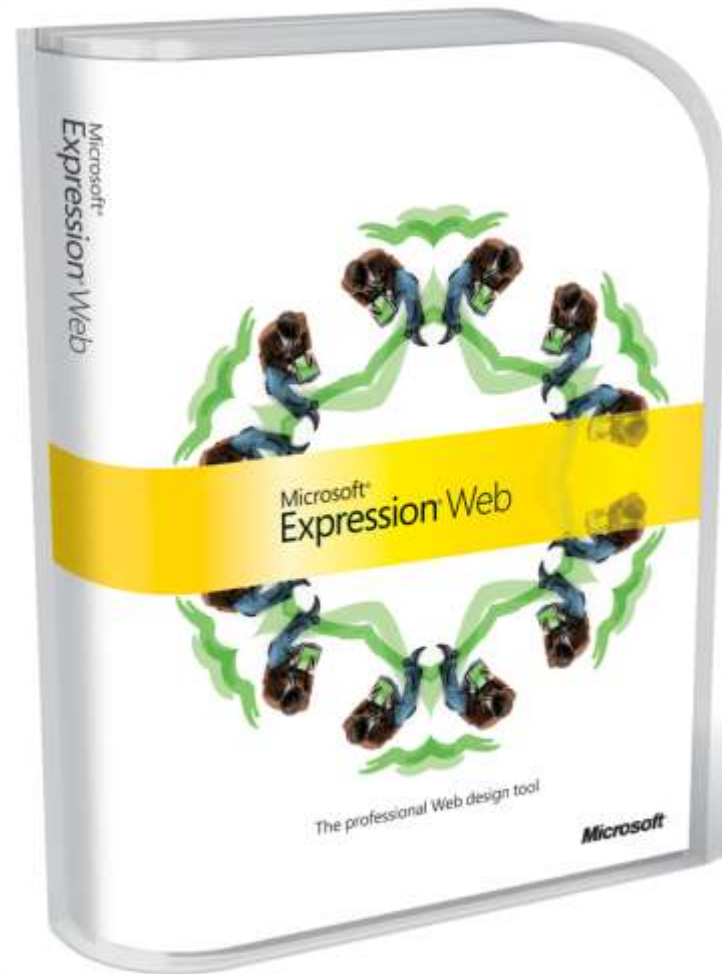
Expression Studio

- Expression Web
- Expression Design
- Expression Blend
- Expression Media
- Expression Encoder



Expression Web

- HTML Editor
- CSS 2.0 support
- CSS 2.1 support
- XHTML support
- ASP.NET Server Controls Support



Microsoft® Expression® Design

- Vector Design Tool
- Layered workplace
- Bitmap Effects
- WPF or Silverlight XAML export



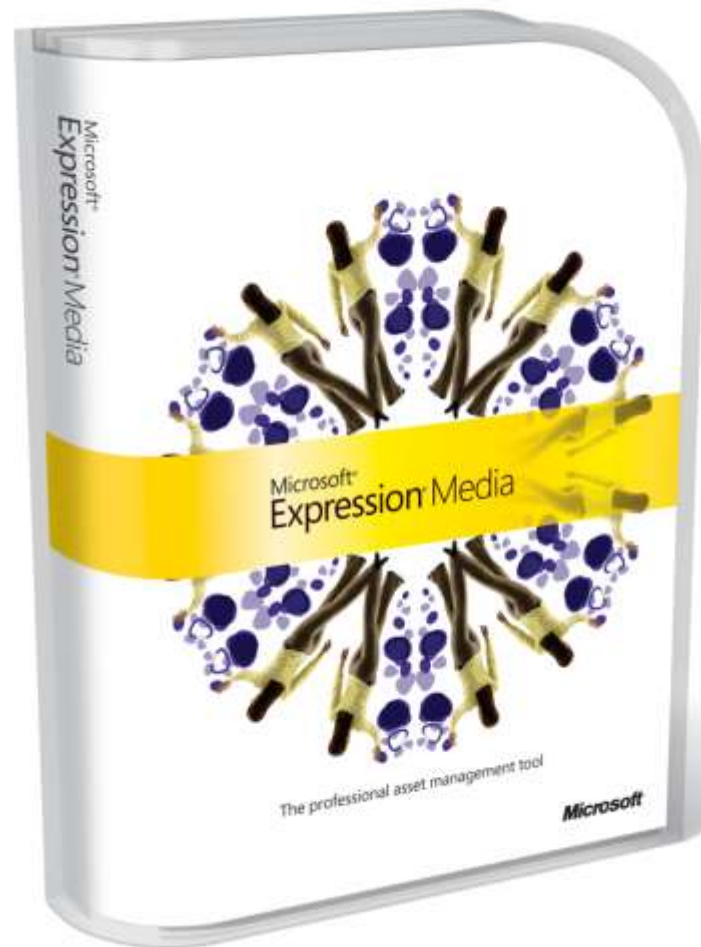
Microsoft® Expression Blend™

- WPF Windows Application Interface Design
- XAML Animations
- Silverlight Interface Design with Blend 2



Microsoft® Expression® Media

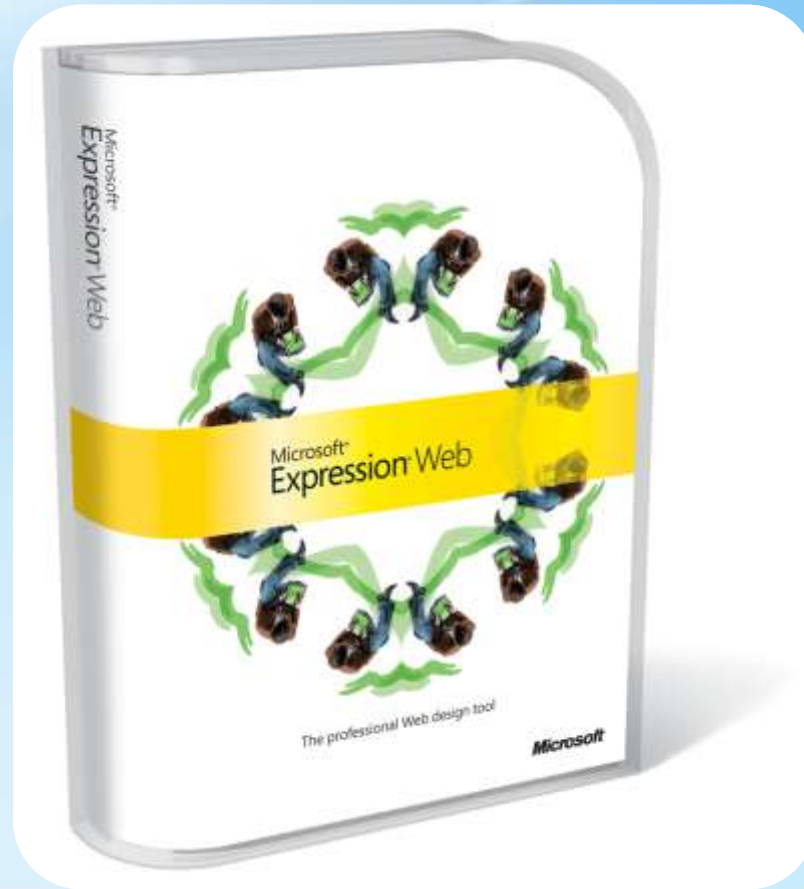
- Asset Management
- MP3, WMV, MOV, PSD file types support.
- Rich tagging and Meta Data features.
- Batch process.



Microsoft® Expression® Encoder

- Converting video files to VC-1 WMV
- Video bitrate and quality management
- Automated Silverlight Export
- Marker management
- Overlay Logo capability.
- Live video publishing.

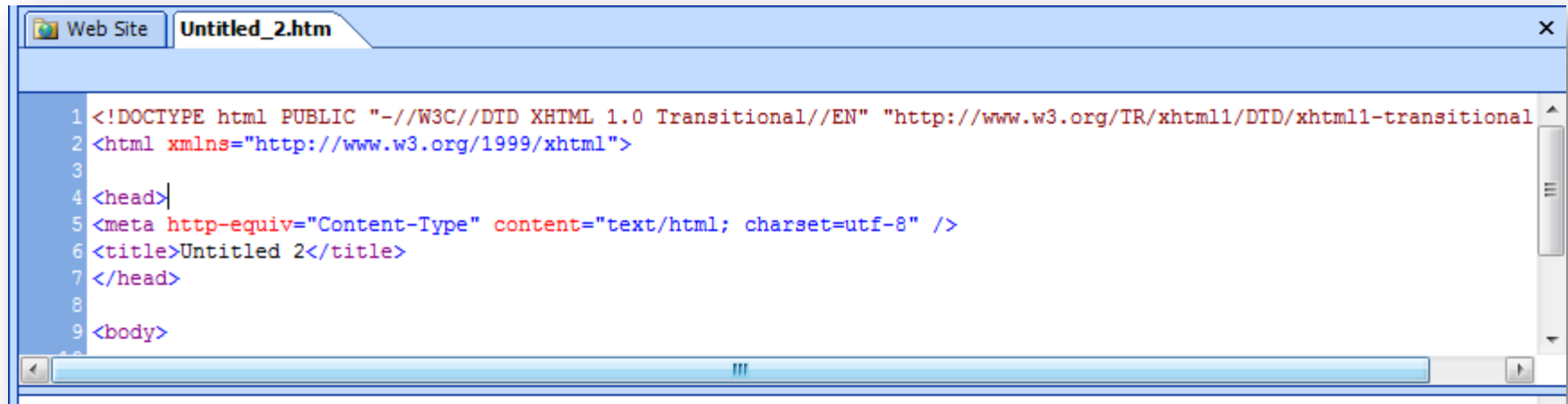




Expression Web

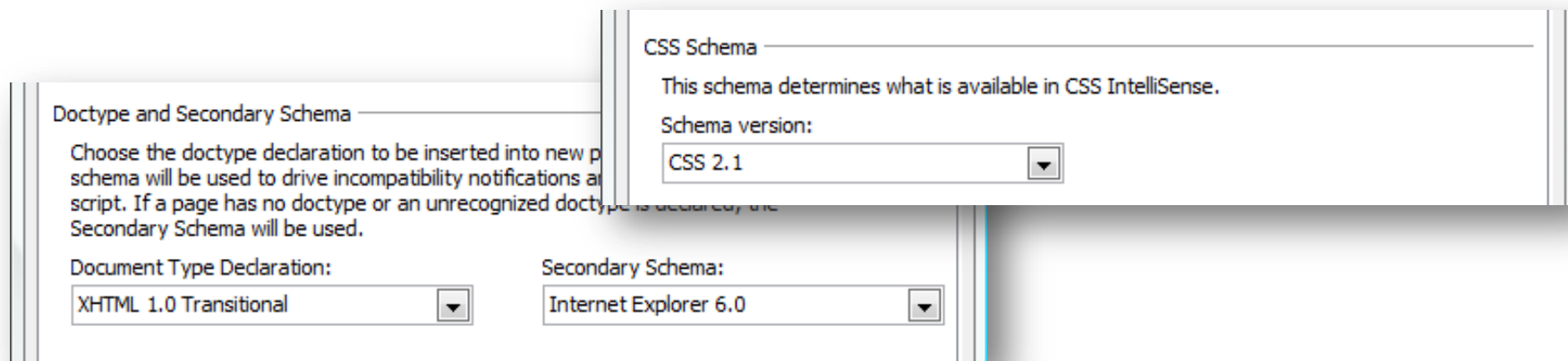
What's New?

- XHTML Compliance



The screenshot shows a web browser window with a single tab titled 'Web Site' and 'Untitled_2.htm'. The address bar is empty. The main content area displays the source code of an XHTML document. The code is as follows:

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional"
2 <html xmlns="http://www.w3.org/1999/xhtml">
3
4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <title>Untitled 2</title>
7 </head>
8
9 <body>
```



The screenshot shows the 'Doctype and Secondary Schema' dialog box. It contains the following text and controls:

Doctype and Secondary Schema

Choose the doctype declaration to be inserted into new pages. The selected schema will be used to drive incompatibility notifications and to generate the document type declaration. If a page has no doctype or an unrecognized doctype is declared, the Secondary Schema will be used.

Document Type Declaration:

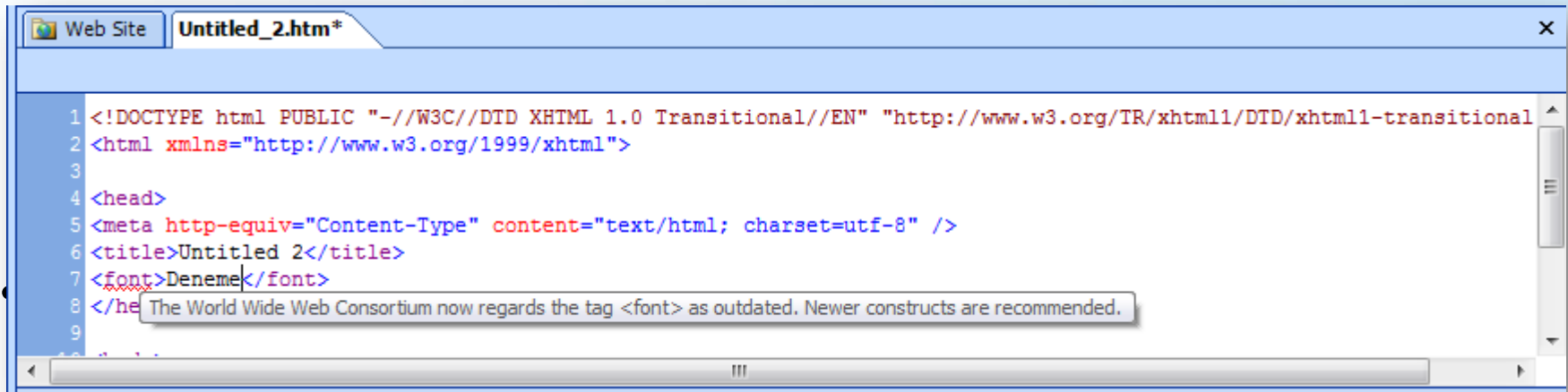
Secondary Schema:

CSS Schema

This schema determines what is available in CSS IntelliSense.

Schema version:

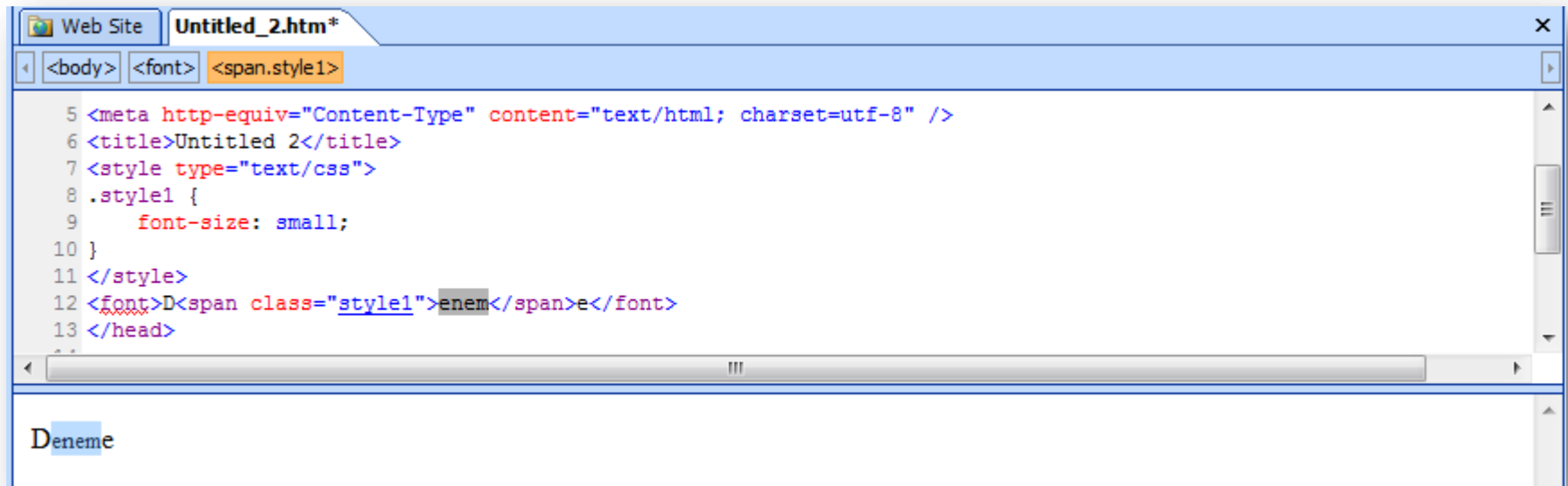
- Real-time code validation.



The screenshot shows a web browser window titled "Web Site" with a tab for "Untitled_2.htm*". The browser is displaying an HTML document. The code is as follows:

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional
2 <html xmlns="http://www.w3.org/1999/xhtml">
3
4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <title>Untitled 2</title>
7 <font>Deneme</font>
8 </he The World Wide Web Consortium now regards the tag <font> as outdated. Newer constructs are recommended.
9
```

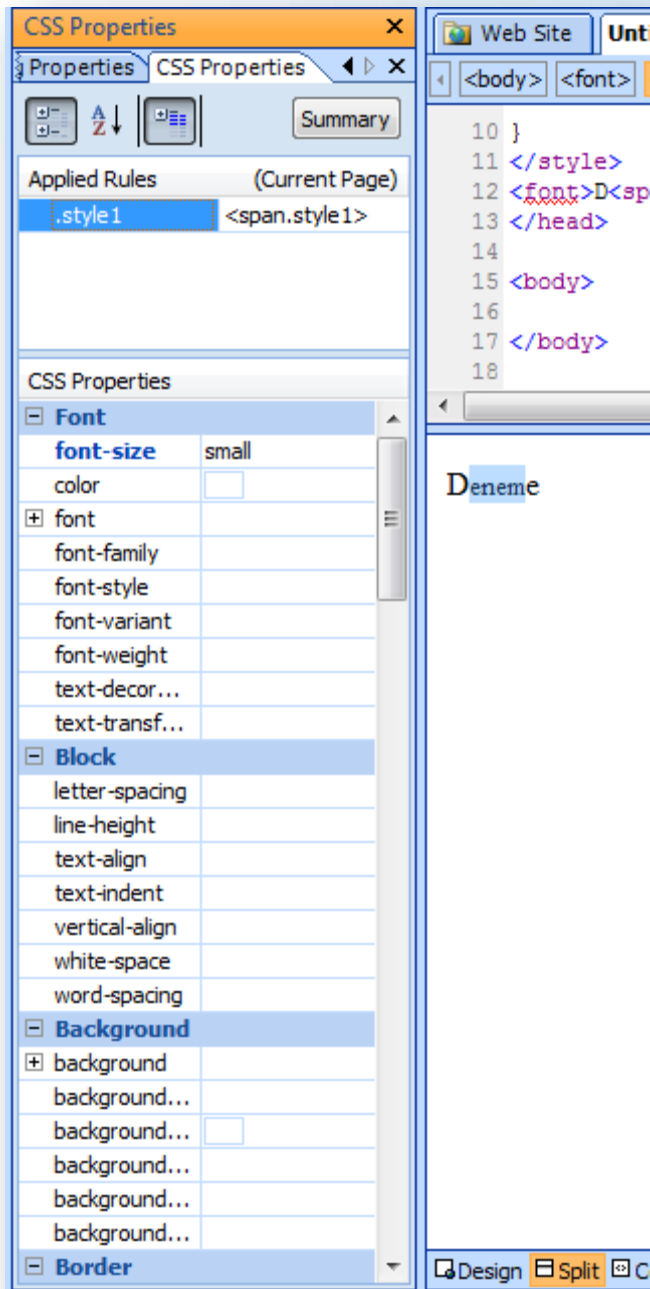
A tooltip message is displayed over the error on line 8, stating: "The World Wide Web Consortium now regards the tag as outdated. Newer constructs are recommended."



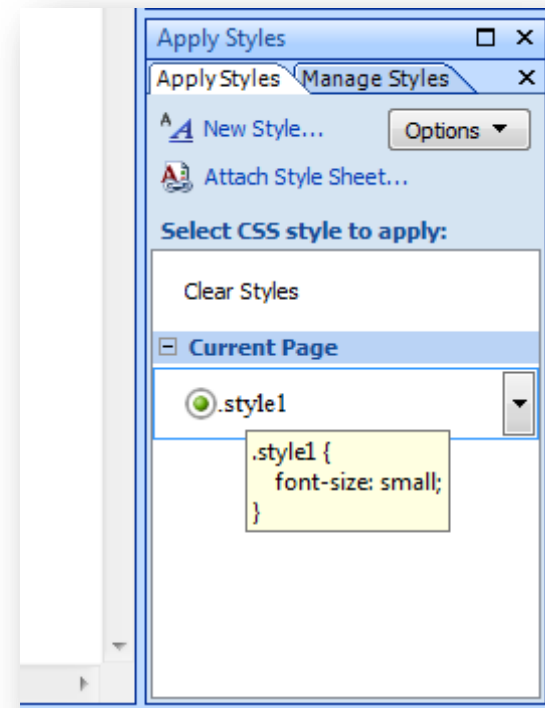
The screenshot shows the same web browser window, but the code has been updated to use a CSS class instead of the tag. The code is as follows:

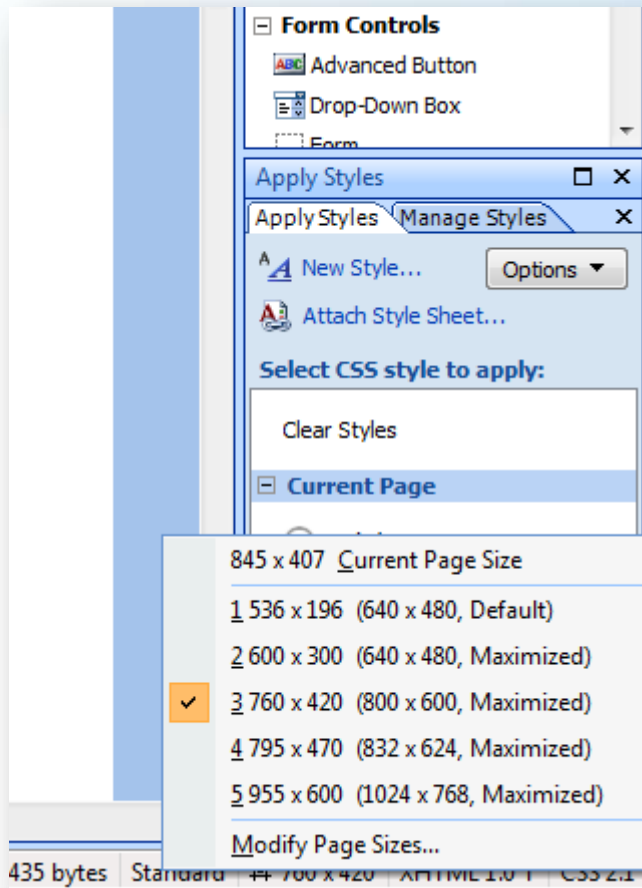
```
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <title>Untitled 2</title>
7 <style type="text/css">
8 .style1 {
9     font-size: small;
10 }
11 </style>
12 <font>D<span class="style1">enem</span>e</font>
13 </head>
```

The browser's developer tools or status bar area at the bottom shows the text "Deneme", where the "e" is highlighted in blue, indicating it is part of the span with the "style1" class.

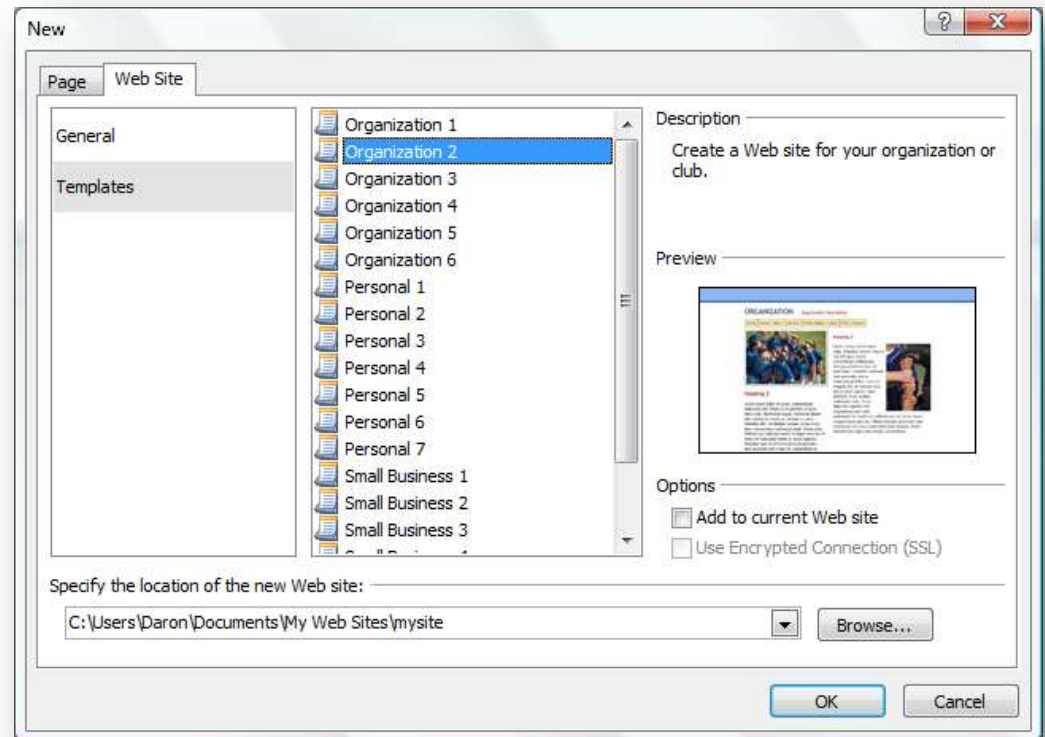


- All CSS features in toolbar.
- Assign CSS Classes with just a Drag'n'Drop

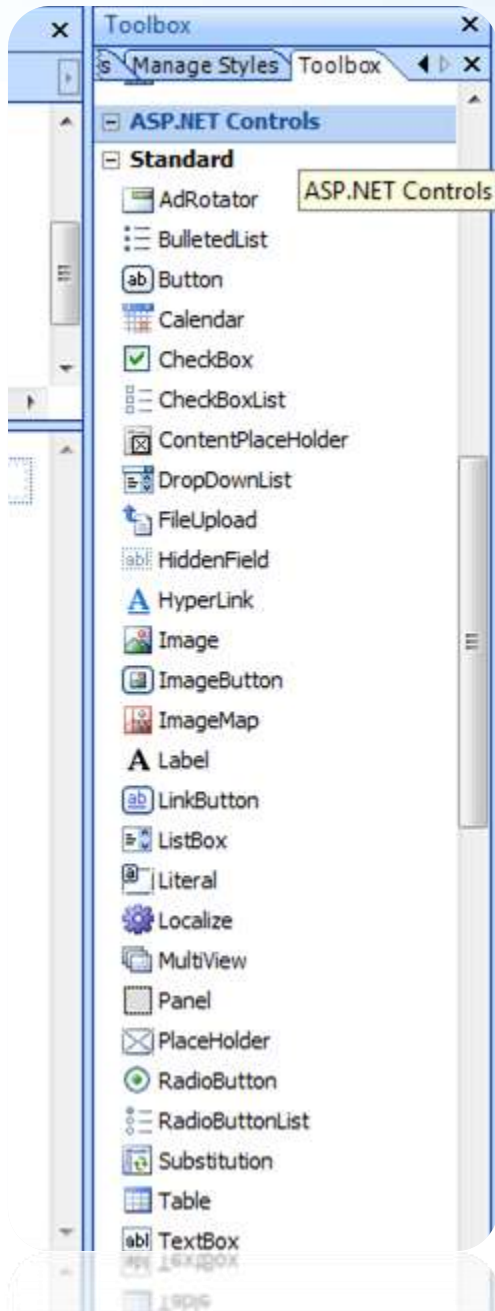




- Real-time screen resolution preview.
 - Standart page templates.
- File/New/Page



ASP.NET Integration



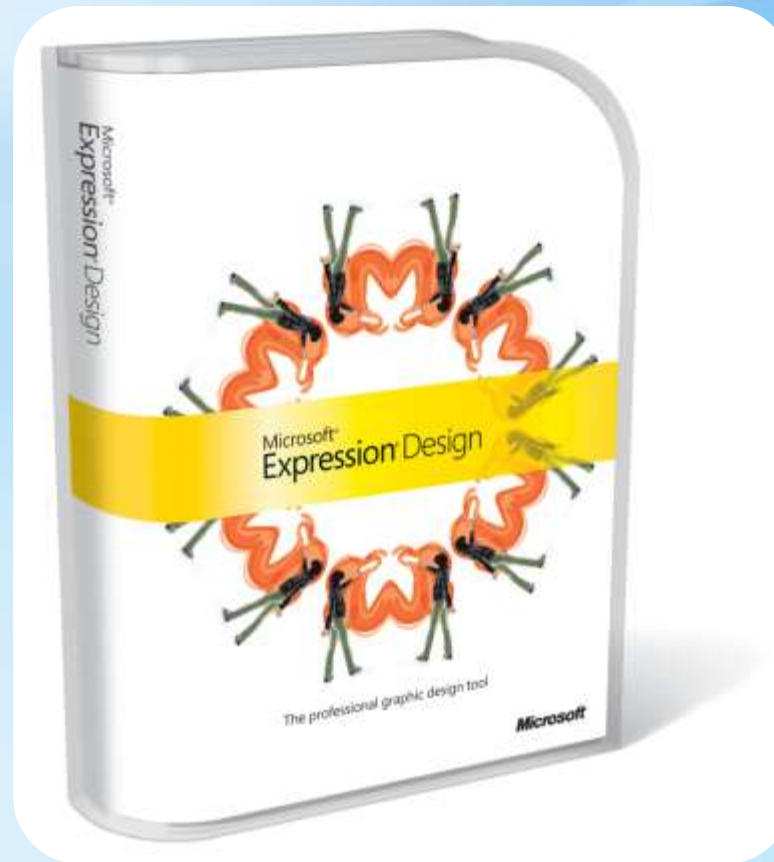
- ASP.NET Server Controls
- Data, Navigation Controls
- WebPart Controls
- Automated ASP.NET Development Server support.
- Master Page support.

Summary

- XHTML, CSS compliance.
- Rich CSS Management Tools
- Premade Templates
- ASP.NET Integration

Expression Web Demo

Go go!



Microsoft®
Expression® Design

Vector Design

- All drawings get saved with mathematical data.
- The drawing gets never distorted when you enlarge it.
- Each time you show the drawing it gets redrawn.

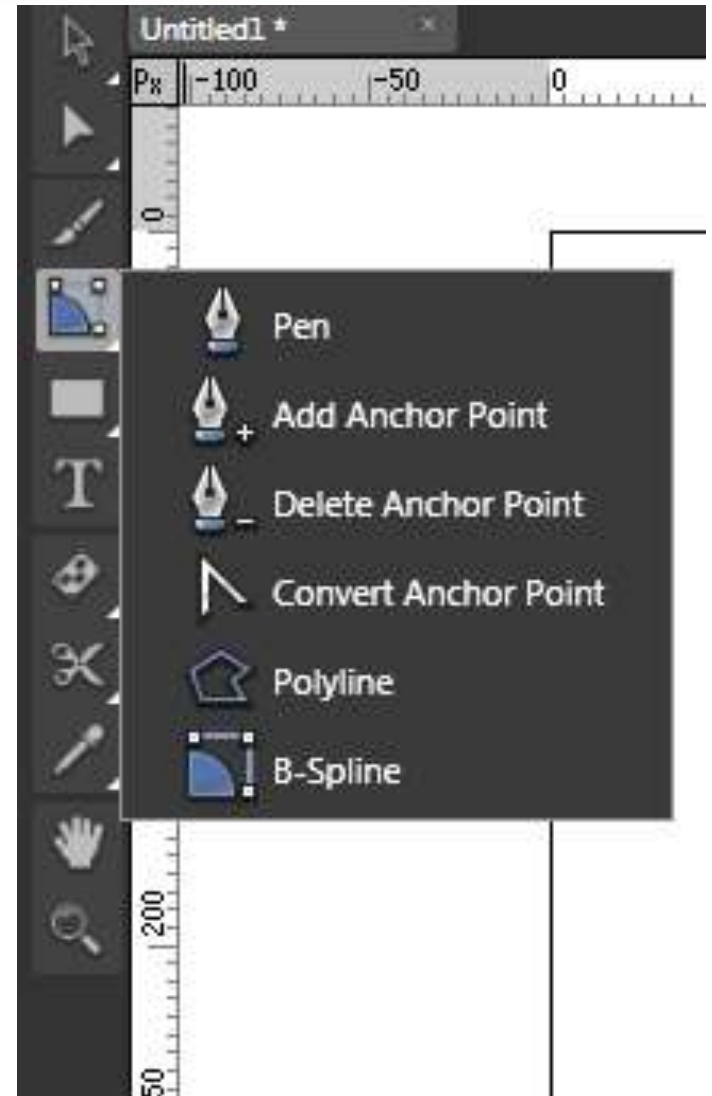
XAML

- Extensible Application Markup Language
- Base system of WPF platform.
- All visual objects and animation can be defined with XAML codes.

```
<Rectangle Fill="#FFEE1010"  
    Stroke="#FF000000"  
    Margin="117,0,282,82"  
    VerticalAlignment="Bottom"  
    Height="103"/>
```

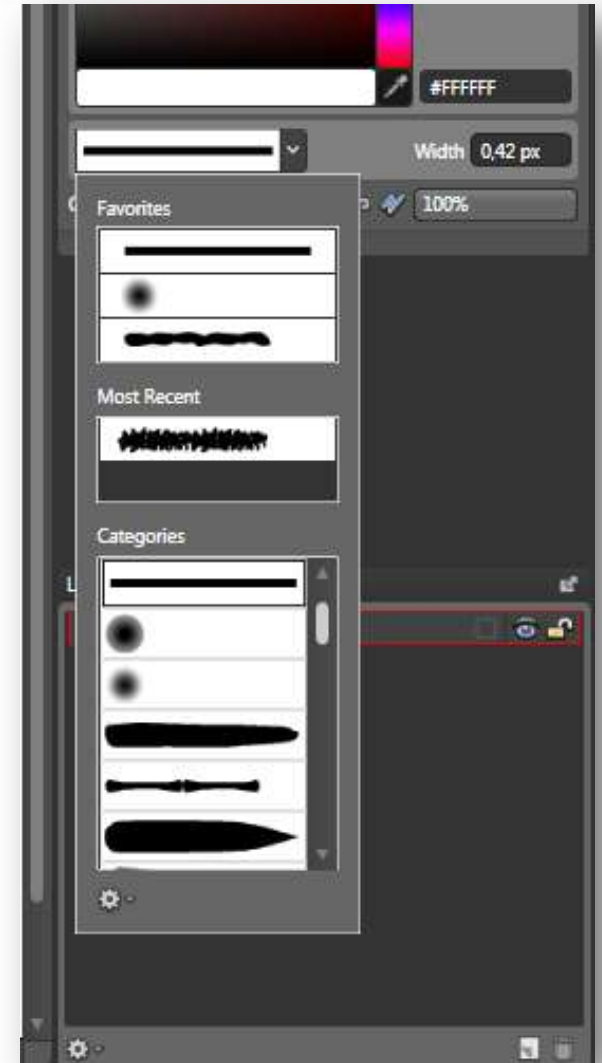
Drawing Tools

- B-Spline Automated Drawing
- Pen – Main Vectoral Drawing Tool
- Add Anchor Point
- Delete Anchor Point
- Polyline



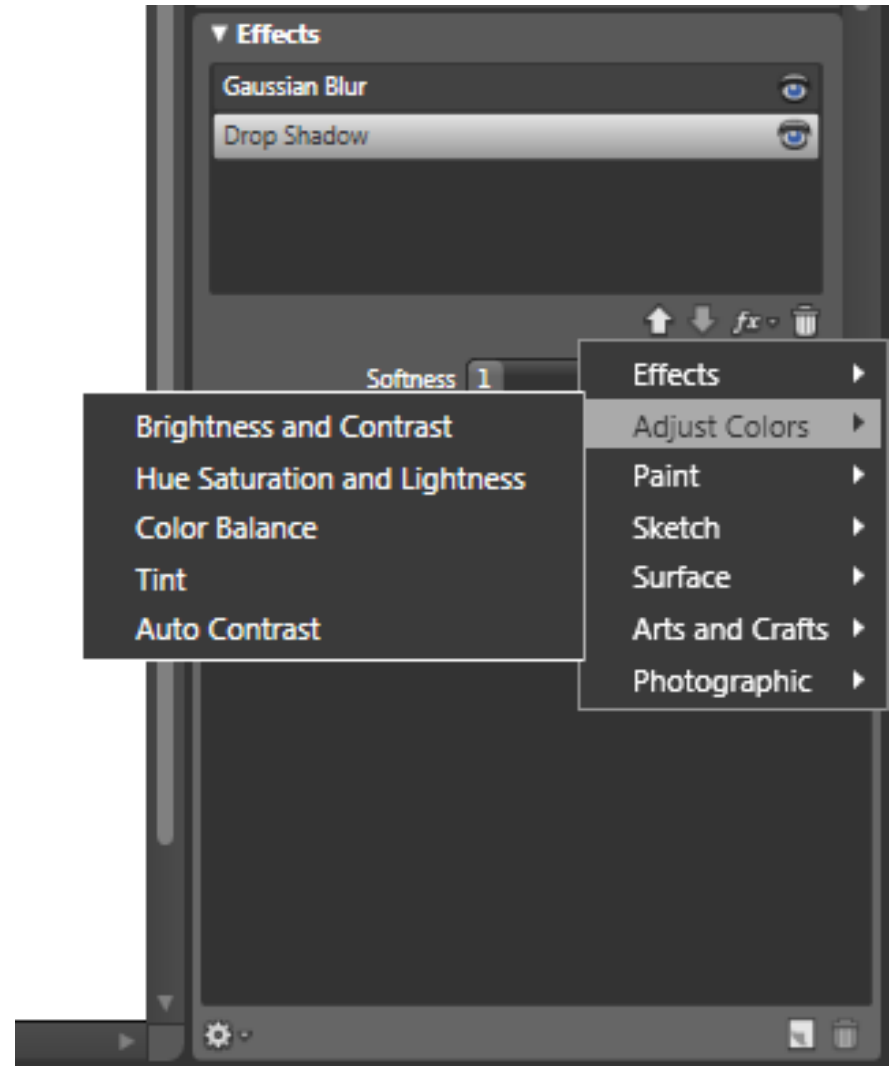
Brush

- Rich Brush Options
- Assign brushes to vector drawings.
- You can change your drawing after assigning a brush.



Effects

- Effects are saved as layers.
- The original work never gets changed.
- You can remove or change the order how effects are applied.



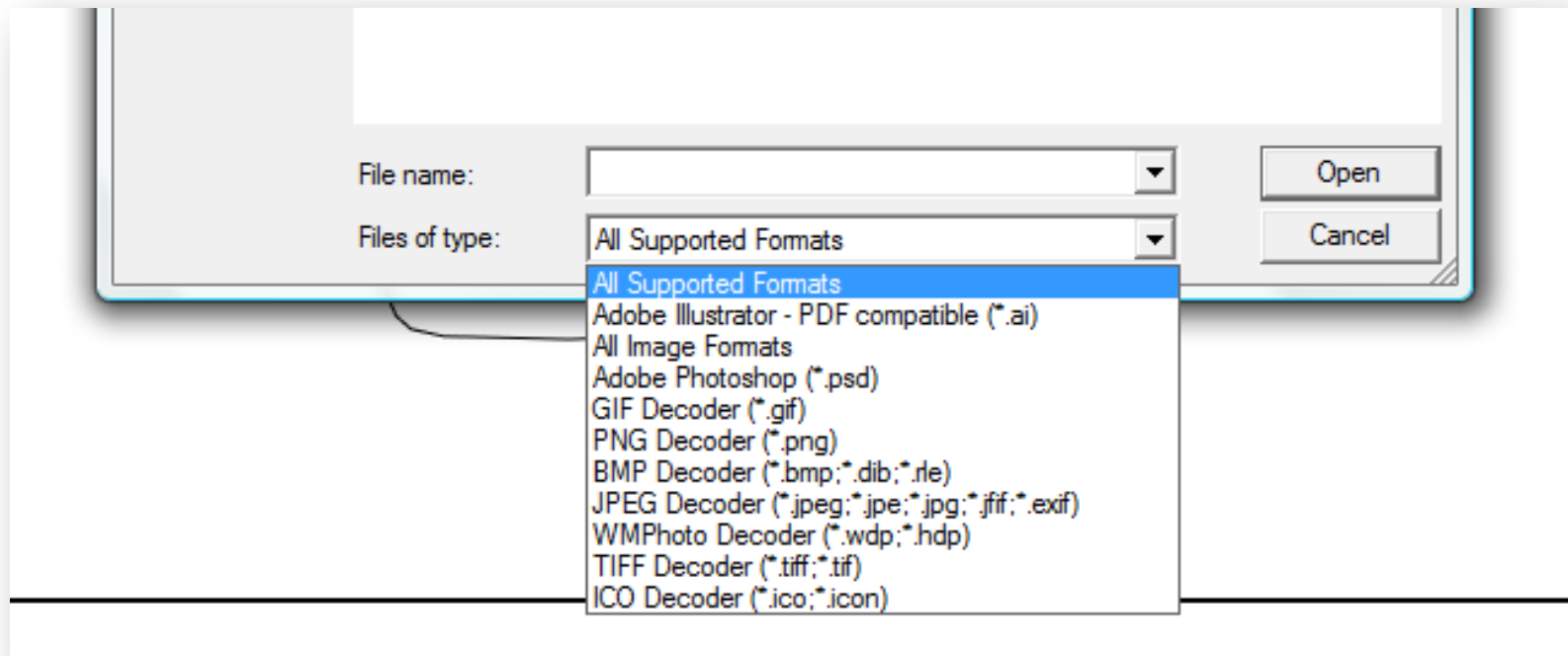
Blend Mode

- You can set up Blend Modes to drawings.
- Erase mode creates masks from your objects.



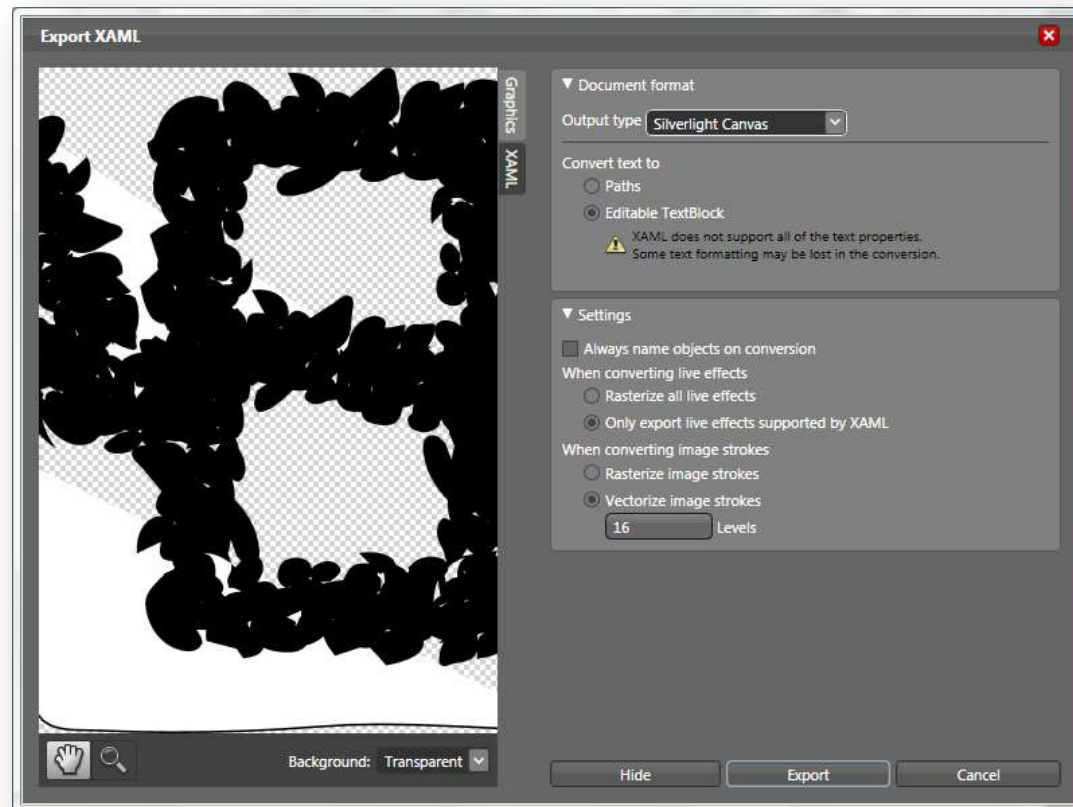
Rich Import Features

- Adobe Illustrator and Photoshop support.
- Decoders for standart formats.



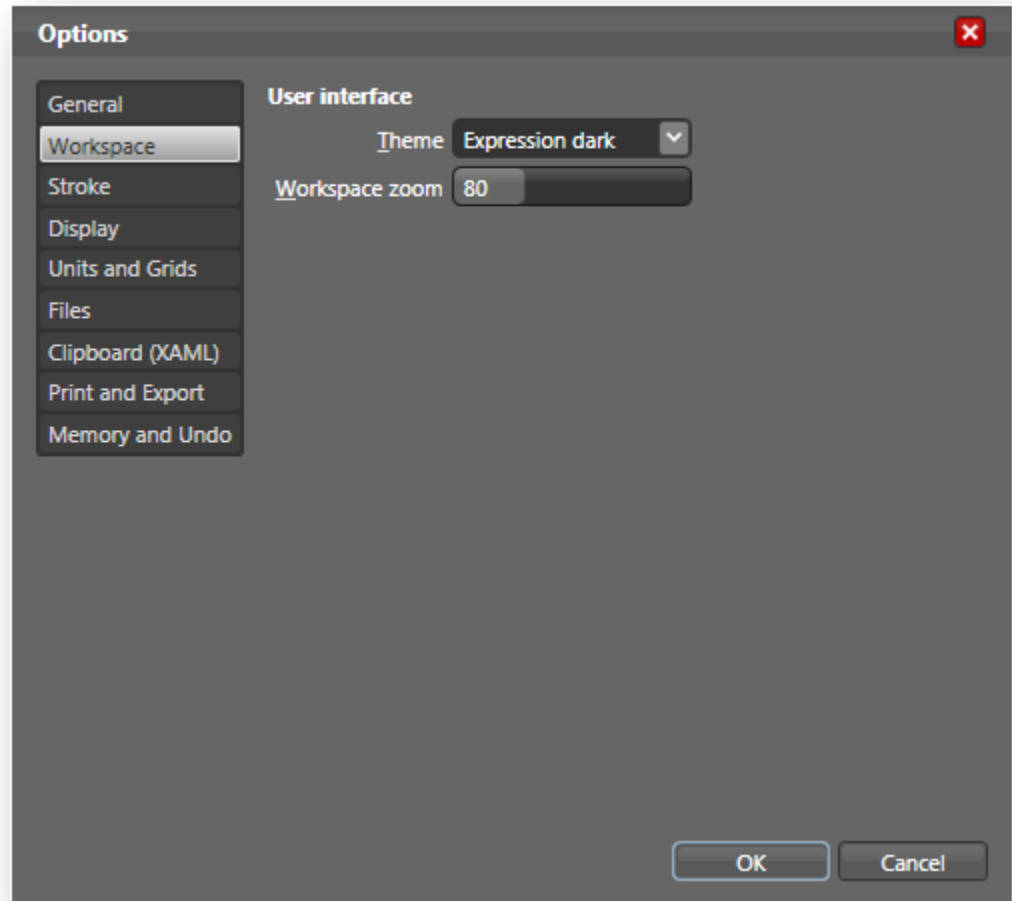
XAML Export

- Exporting special XAML files for WPF and Silverlight applications.



WPF Interface

- Totally vectoral program interface
- Flexible settings.



Expression Design Demo

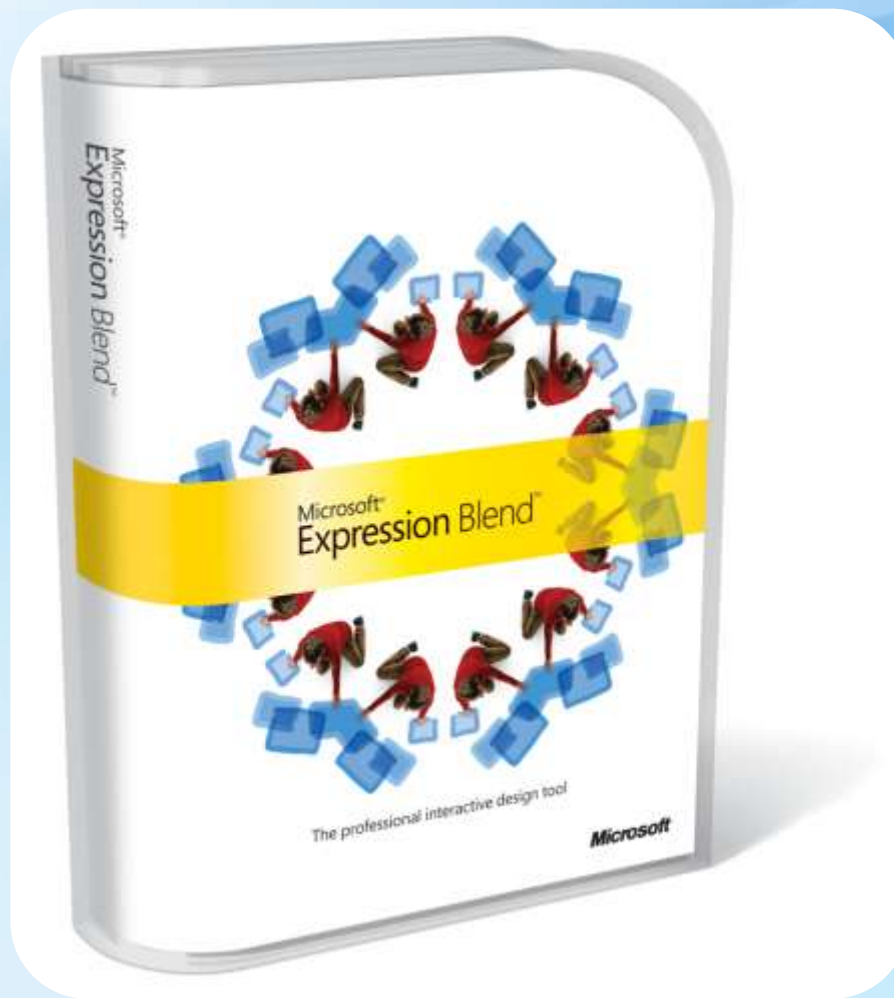
the artistic way

Expression Media Hands-On Lab

Asset directory

Expression Encoder Hands-On Lab

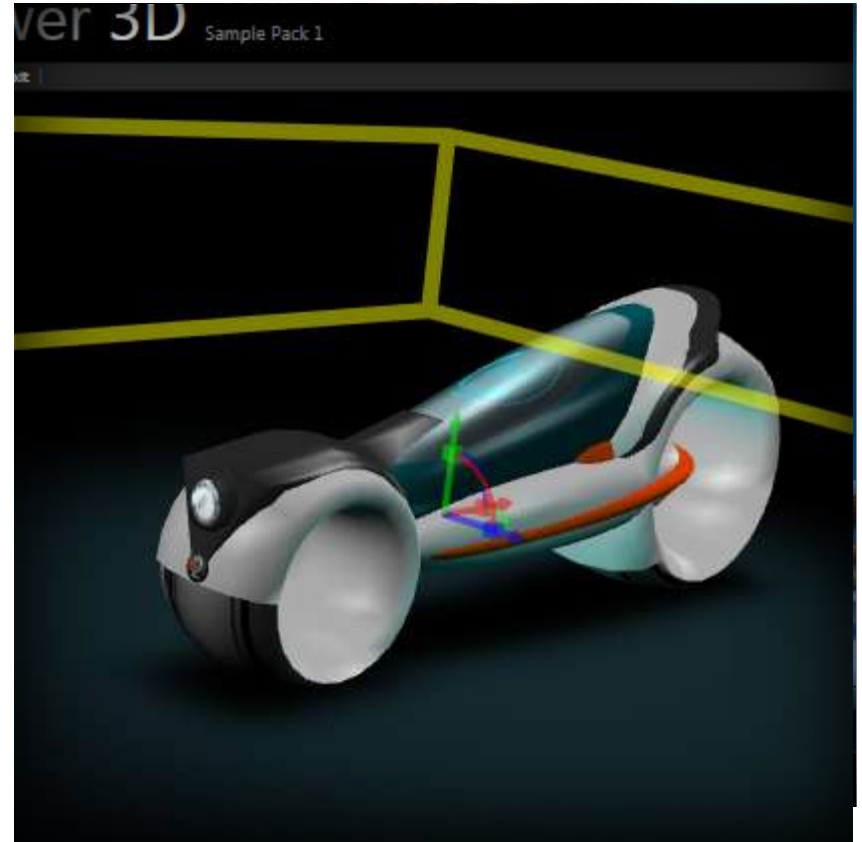
Play()



Microsoft®
Expression Blend™

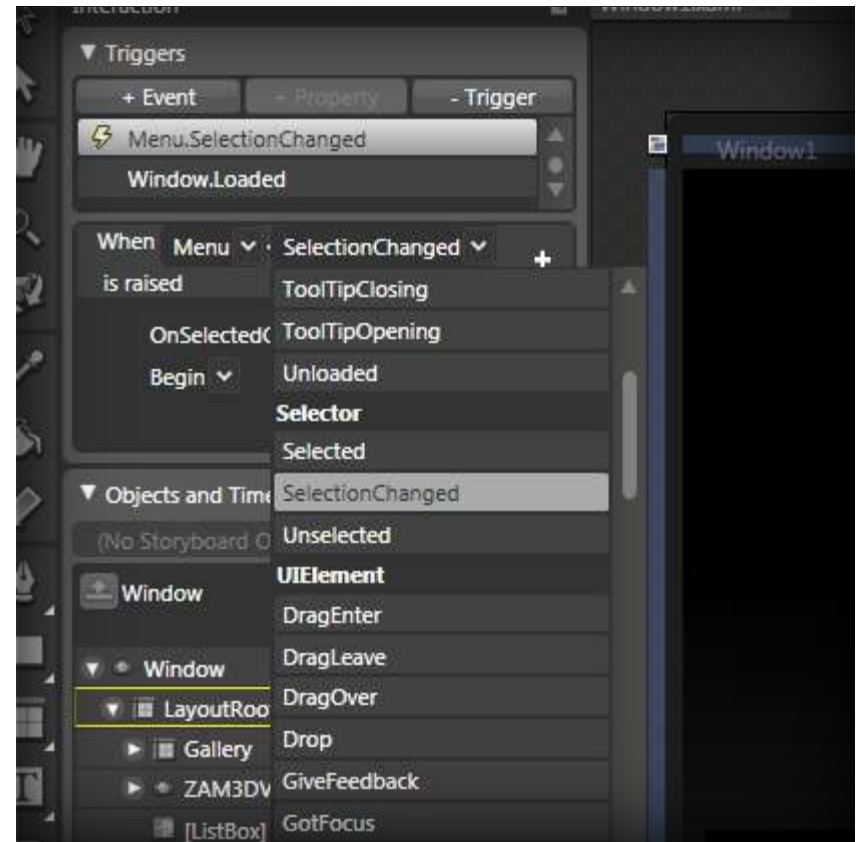
Tools for Creativity

- WYSIWYG Design
- Data Visualization
- High-Quality Typography
- Animation
- Custom Styling
- Video Support
- True 3D



Codeless Interactivity

- Powerful UI Controls
- Dynamic Layout Controls
- Data Binding
- Triggers



Efficient Collaboration

- Collaborate with Designers
- Collaborate with Developers
- XAML
- External Resources
- Audio/Video



Why Windows Presentation Foundation?



Windows
Presentation Foundation

Windows Presentation Foundation

**Unified
approach to UI,
Documents, and
Media**

Integration as part
of development and
experience

**Integrated,
vector-based
composition
engine**

Utilizing the power of
the PC
throughout the
graphics stack

**Declarative
programming**

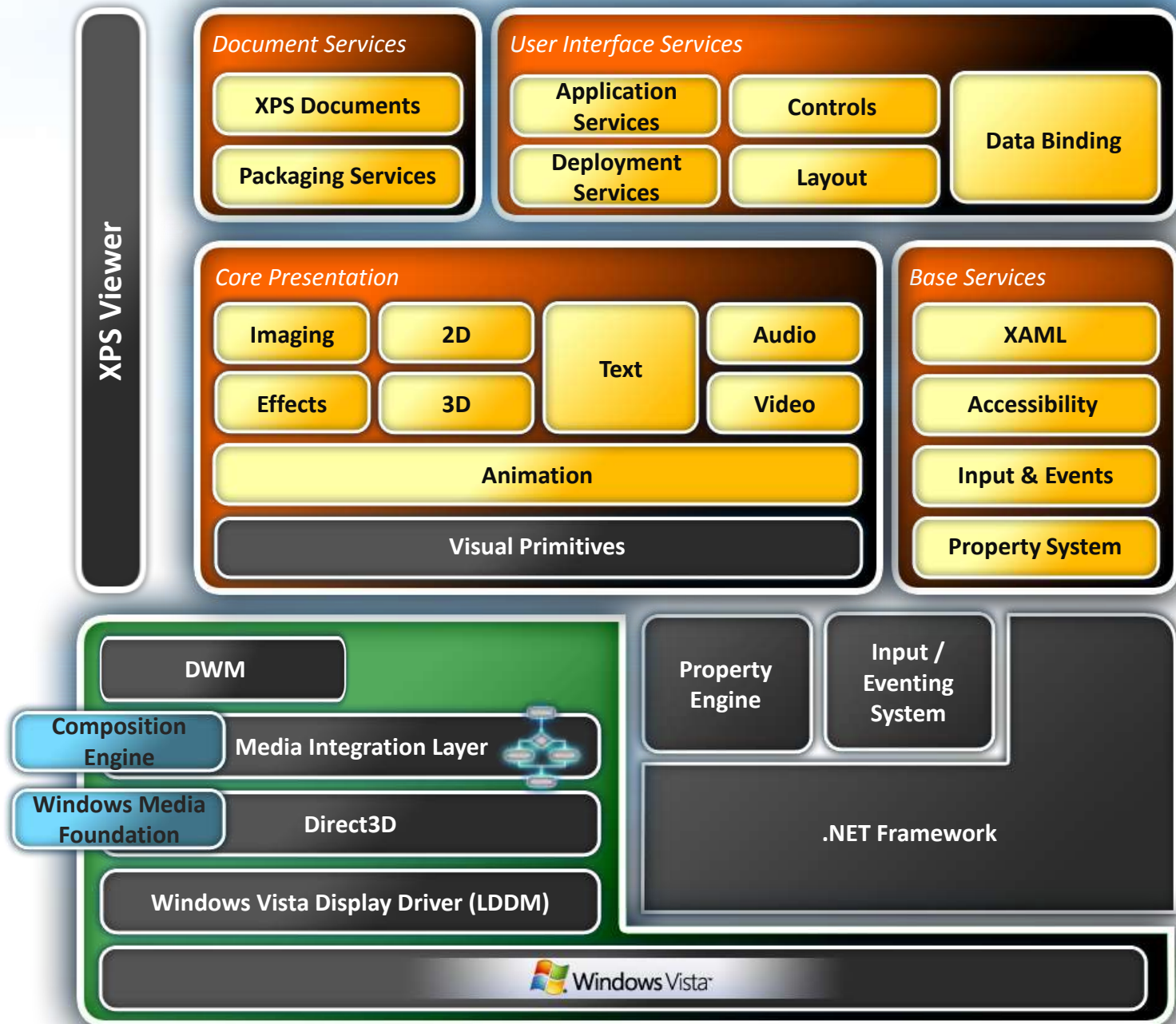
Bringing designers
directly into
application
development

**Ease of
deployment**

Allowing
administrators to
deploy and manage
applications securely



WPF Technical Overview



Key Platform Concepts

XAML

Element
Composition

Lookless
Controls

Data
Binding

Composited
Visuals

XAML: Declarative Programming for Windows

- Markup for Windows
 - Build applications in simple declarative statements
 - Can be used for any CLR object hierarchy (not just WPF)
- Code and content are separate
 - Streamline collaboration between designers and developers
- Easy for tools to consume and generate

OK

XAML

```
<Button Width="100">OK
  <Button.Background>
    LightBlue
  </Button.Background>
</Button>
```

C#

```
Button b1 = new Button();
b1.Content = "OK";
b1.Background = new
    SolidColorBrush
        (Colors.LightBlue);
b1.Width = 100;
```

VB.NET

```
Dim b1 As New Button
b1.Content = "OK"
b1.Background = New _
    SolidColorBrush _
        (Colors.LightBlue)
b1.Width = 100
```

Controls, Templates, Styles & Resources, Layouts, Animation

Animation, Triggers, Timelines



UI Services

- Templates
- Layout
- Controls Library
- Styles and Resources
- Annotation

```
<StackPanel>
  <StackPanel.Triggers>
    <EventTrigger RoutedEvent="Button.Click">
      <EventTrigger.Actions>
        <BeginStoryboard>
          <BeginStoryboard.Storyboard>
            <Storyboard>

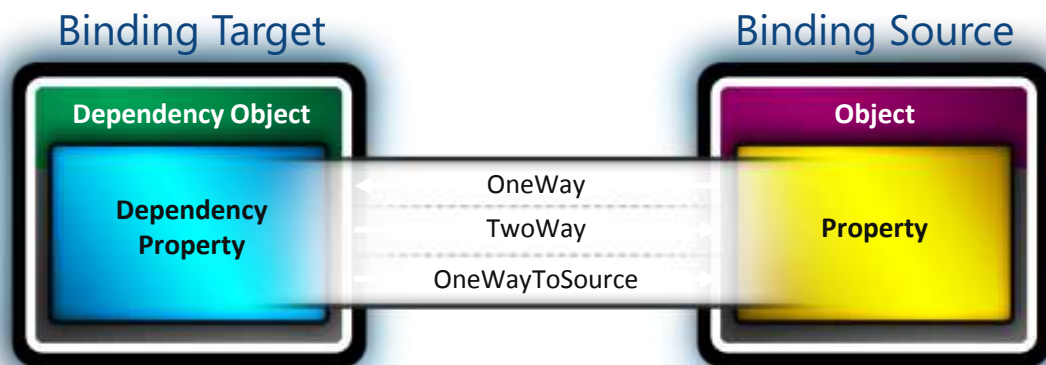
              <ColorAnimation To="Yellow" Duration="0:0:0.5"
                Storyboard.TargetName="TheBrush"
                Storyboard.TargetProperty="Color" />

              <DoubleAnimation To="45" Duration="0:0:2"
                Storyboard.TargetName="LowerEllipseTransform"
                Storyboard.TargetProperty="Angle" />

              ...
            </Storyboard>
          </BeginStoryboard>
        </EventTrigger.Actions>
      </EventTrigger>
    </StackPanel.Triggers>

    ... remainder of contents of StackPanel, including x:Name'd
    TheBrush and LowerEllipseTransform ...
  </StackPanel>
```

Data Binding



```
<StackPanel>
  <Label>Select A Customer</Label>
  <ListBox
    Name="myListBox"
    Background="HoneyDew"
    ItemsSource=
      "{Binding {StaticResource mySource}}"
  </ListBox>
</StackPanel>
```

- UI can be bound to CLR objects or XML
- Dependency properties can also be bound to ADO.NET and objects associated with Web Services and Web properties
- Sort, filter, and group views can be generated on top of the data
- Data templates can be applied to data

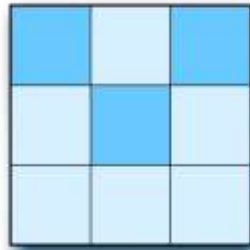
Integrated Vector-based Graphics and Composition



- Modern graphics capabilities
 - 2D and 3D graphics
 - Image effects and codec
 - Hardware accelerated sub-pixel ClearType
 - Video and audio
- Revolutionizing the graphics and media pipeline
 - Across the display, audio, printing, and remoting subsystems
 - Direct3D-based hardware acceleration throughout the rendering pipeline
- Anticipates future hardware technologies
 - Resolution independence
 - Double floating point precision
 - Deeper color pipeline

Enabling high-quality, cinematic experiences

2D Graphics, 3D Graphics, Imaging



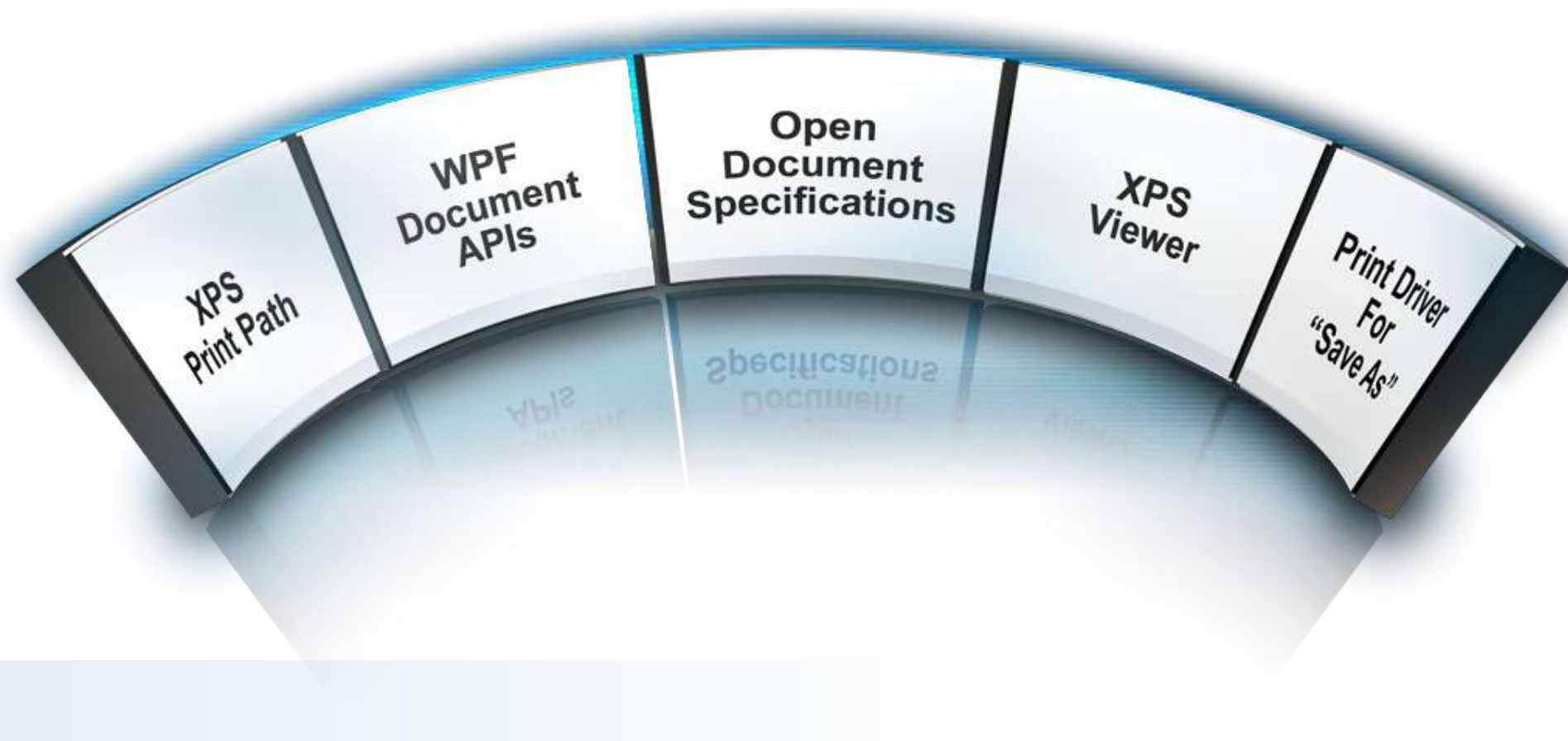
Audio & Video



```
<Border Width="400"  
      BorderBrush="Green"  
      BorderThickness="9">  
  <StackPanel>  
    <MediaElement Source="aero.wmv" />  
    <Button>Hello</Button>  
  </StackPanel>  
</Border>
```

- Formats: WMV, MPEG, Some AVIs
- Can be synchronized with animations
- Windows Media Foundation used to instantiate playback machinery into a DirectShow graph

New Document Technologies



ClearType

**ClearType + Ydirection Antialiasing Renders
high quality Display size text on screen**

ClearType



Enlarged view of Capital Script D
shows jaggies on shallow curves

**ClearType + Ydirection
Antialiasing**



ClearType with Ydirection
Antialiasing smooths out the
jaggies on shallow curves and
other ydirection features

Dante's Inferno

Join Dante and Vergil as they travel through the nine descending levels of Hell, where in each level sinners suffer congruent with the categorized nature of their sins. As the first part of The Divine Comedy, Dante's Inferno represents the first step in man's spiritual journey that will eventually lead to purgatory (part II) and then to paradise (part III).

Dante's Inferno

Join Dante and Vergil as they travel through the nine descending levels of Hell, where in each level sinners suffer congruent with the categorized nature of their sins. As the first part of The Divine Comedy, Dante's Inferno represents the first step in man's spiritual journey that will eventually lead to purgatory (part II) and then to paradise (part III).

ClearType



ClearType Windows XP

I want to conclude this article by suggesting why support for sophisticated typography belongs among the important things, and not relegated to a frill. The role of typography is not to prettify text, but to articulate it. That it does so in an aesthetic way — utilizing all the art it can draw from its own heritage, the heritage of manuscript tradition, and individual creative vision — should not disguise the expressive and organizational relationship of typography to text. A typographic culture, such as the one in which you engage as you read this article, is a system of visual indicators that helps readers navigate text and helps writers express their ideas. In the 550 years since Gutenberg developed metal type casting at Mainz, the printed Latin script has developed a particularly rich typographic culture, using romans, italics, bold type, smallcaps, ligatures, swash forms, etc., to organize and articulate the

Times New Roman 12 point

ClearType Avalon: Subpixel Positioning

I want to conclude this article by suggesting why support for sophisticated typography belongs among the important things, and not relegated to a frill. The role of typography is not to prettify text, but to articulate it. That it does so in an aesthetic way — utilizing all the art it can draw from its own heritage, the heritage of manuscript tradition, and individual creative vision — should not disguise the expressive and organizational relationship of typography to text. A typographic culture, such as the one in which you engage as you read this article, is a system of visual indicators that helps readers navigate text and helps writers express their ideas. In the 550 years since Gutenberg developed metal type casting at Mainz, the printed Latin script has developed a particularly rich typographic culture, using romans, italics, bold

Times New Roman 12 point

Typography

2³ 14th

Superscripts and
Subscripts

CAPITALS

Small and Titling
Capitals

fi ff fl

Discretionary,
contextual and
historical ligatures

New Year!

Swash glyphs and
alternates

Boston,

Historical forms

July 4, 1776

Old-style and
proportional
numerals

Flow Content

- Block Elements
 - Paragraph
 - List
 - Table
 - Floater
 - Figure
 - Column
- Inline Elements
 - Runs
 - Bold
 - Underline
- Controls
 - Media
 - Hyperlinks
 - 2D Graphics

My First Flow

Welcome to my first experiment with Avalon's flow layout capabilities! Avalon let's you create rich reading experiences in your applications, using:

- **ClearType:** Super-crisp text, even when zoomed
- **Flexible Columns:** Increased readability through shorter line lengths without sacrificing screen real estate
- **PageViewer:** View content in paginated form, with zooming, page preview, and more.

Inline Elements

Inline elements are used to add formatting or functionality to a span of text within a paragraph. The formatting applicable to an inline element is limited to font properties such as size, face, or weight, along with foregrounds and backgrounds. For example:

This is bold; this text is larger and

underlined; this text has a blue background.

Block Elements

Block elements are used to format blocks, or paragraphs, of text. Block elements can be used to apply alignment, indentation, and line spacing, along with the formatting available on inline elements. Some examples of block formatting are shown below:

This text is bold, and each line in the paragraph is centered.

This text is larger, each line is double spaced, and there is a thin black border and a small amount of padding inside the paragraph.

This paragraph has a first line indentation, and the other lines are not

indented.

Every line of this paragraph is indented by the same amount, unlike the previous paragraph.

Lists

- Lists are easier to scan: It's easy for the people to scan through a list
- Lists are cooler than other text: Three reasons:
 - 1 They can be numbered.
 - 2 They look pretty.
 - 3 They always have friends.

Tables

Tables are great for summarizing data, even if you made it all up (like the one below!):

Name	Age	Height
Rob	13	156cm
Karri	20	165cm
Nuno	25	196cm

Floater

Floater

Floaters are like block elements, except are positioned alongside the main content. Floaters are frequently used for images or sidebar content, as illustrated on the right:

Figures

Like floaters, figures are similar to block elements and are positioned outside of the main flow. However, figures provide a richer sizing and positioning model than floaters, and can be positioned in relative to the page in which it occurs. Figures are commonly used for diagrams or large sidebars, as illustrated by the blue paragraph below.

Non-Text Objects

When a non-text object, such as an image, is inserted into a flow, it is treated as an inline element. Because the object is not text based, the font and foreground formatting is not

Floater

This is a floater; it flows alongside the main content. This text is just taking up space.

applicable. However, a background and vertical positioning can still be applied.

This rectangle is on the baseline; this rectangle is at the top of the line, this one is at the very bottom.

Because non-text objects are treated as inline elements, a block element must be wrapped around a non-text object in order to display at as a block instead of an inline. Below, a block element is wrapped around a button:

Click Me!

The same technique works with floaters and figures as well.

White Space Handling

Notice all the ignored white space.

Whitespace is preserved!

Figure

This is a figure, it is positioned relative to the page. This particular figure is positioned at the bottom of the page, and takes up the entire width of the page. This text is just here to fill content space, it really serves no purpose.

File Packaging Conventions



Expression Blend and WPF Demo

Party time!

Windows Presentation Foundation 3.5

Top 10 New Features in WPF 3.5

1. XBAP supported in Firefox
2. UIElement3D: host 2D controls in 3D space
3. Data bind to XLINQ data sources
4. Performance fixes to animation, layered windows, data binding
5. WCF available in partial-trust security mode
6. System.AddIn for isolation of pluggable components
7. Indic Script Support
8. More granular debugging of data binding failures
9. New properties for data validation
10. Native design-time developer tools integrated with Visual Studio 2008

WPF Resources

- <http://msdn.microsoft.com/windowsvista>
 - MSDN Developer Center for Windows Vista / WPF
- <http://wpf.netfx3.com>
 - Windows Presentation Foundation Technical Community
- <http://www.microsoft.com/expression>
 - Microsoft Expression Studio
- <http://nibblestutorials.net>
 - Designer-orientated tutorials for Expression Blend



Microsoft Egypt
Expression Studio Training Happy Ending

THANK YOU

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