Balisage 2009
Visual Designers:
Those XML tools with any angle bracket AT ALL!
Montréal

Présentation Innovimax

De nombreuses technologies émergent chaque jour et toute société a besoin de s'approprier et d'intégrer ces atouts pour leurs développements. A travers la jungle des sigles, XML, Java, .Net, SOA, XSLT, AJAX, XUL, vous cherchez à comprendre et à utiliser la bonne technologie. La société *Innovimax* a été créée dans cette optique. *Innovimax* vous accompagne dans toutes les phases de votre projet en vous fournissant le conseil, le suivi, les prestations et la formation nécessaire à sa bonne réalisation.

Basée à Paris (France), *Innovimax* est une société privée spécialisée en technologies émergentes et en innovations. *Innovimax* propose donc ses services regroupés autour de quatre pôles : *Média*, *Software*, *Consulting* et *Learning.*

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Innovimax Learning

Le pôle **Innovimax Learning** est le second pôle important de la société. Point clefs de la réussite de toutes évolutions technologiques, la formation se doit d'être clair, accessible et adaptée. Les technologies émergentes sont légions et il vous semble difficile de faire le tri parmi les sigles : HTML, XML, XSLT, CSS, AJAX. Pour ce faire, le département Learning d'Innovimax vous propose des formations pour vous y retrouver dans ce dialecte et savoir quels sont les technologies dont vous avez besoin.

A destination des décideurs, les formations *Manager* vous propose des formations concrètes expliquant les tenants et les aboutissant de chaque technologie, les gains attendus et les success stories.

A destination des utilisateurs/collaborateurs, les formations *Client* vous propose des formations essentiellement axées sur les technologies en place dans leur environnement de travail et rétablisse les réflexes à prendre avec les nouvelles technologies (sauvegarde, sécurité, spam, etc.)

A destination des acteurs technologiques, les formations *Designer* vous propose des formations ciblées sur votre domaine (Web, graphique, applicatif) afin de vous enseigner les bases approfondies de chacune des technologies et d'être en capacité de mettre rapidement en application ces technologies.

Innovimax & standards

W3C (World Wide Web Consortium), ISO, AFNOR :

Innovimax is a W3C member at XSLT, XML Processing, XML Core and MathML WG and endeavour all XML ecosystem.

Innovimax is also an actif member at ISO and AFNOR.

Greetings – 1/2

<Hello>

</Bonjour>

Who we are – 1/3

Who we are?

Mohamed ZERGAOUI

- INNOVIMAX (small French company) Founder and CEO
- W3C Member (XSL, XProc, XQuery, XML Core …)
- ISO JTC 1/SC 34 French Head of Delegation
- AFNOR (French national body); French Official Publication Office (DJO) ; OECD Publication
- XML Guild
- Co-organizer of XML Prague **(13/14 March 2010)**

Jean-Michel CAU

- INNOVIMAX (small French company) Partner and CTO
- Senior Java and XSL Developer
- Visual Designers tool Developper
- XProc engine developer

Visual Designer – 1/2

Very LATE BREAK!!!

Visual Designer – 2/2

Probably broken…

Visual Designers

Visual Designer – 2/7

DO

Visual Designer – 3/7

WE

Visual Designer – 4/7

NEED

ANGLE BRACKET

Visual Designer – 6/7

Visual Designer – 7/7

?

What is it?

- A software (web based sometimes)
- Able to read **and** write XML files
- Uses graphics or visual conventions (most of the time, you use pointer and click)
- Tries to hide all kind of angle bracket and encoding issues
- Mostly based on the semantic the XML dialect it is carrying

What shouldn't it be?

(but sadly is, most of the time...)

- A crash machine
- Exporting binary format by default
- Exporting crappy XML
- Not fully ergonomic
- Missing features

Why?

- Not enough 64 pages book on XML
- XML is hard: whitespace, namespace, Xlink,
  - Well, SGML is **also** hard: Entities, CDATA Section, Notation ...
- XML Dialect are (mostly) using crappy and non consistent naming conventions (vs. icons)
- Looks easier until you hit the limits

Side effects of using XML

- Tree structure
- QNames
- Whitespaces
- Unicode
- Namespaces
- Angle brackets
- Funky stuff: CDATA, etc.

Side effects on the users

- They don't need to know the XML dialect related to their market
- ....But sometimes, as advanced users, they have to use XML for configuration tools!!
- They don't know how it is serialized (flat, tree, ?)

Categories

- Specific business related tools: XBRL tools, HL7 tools
- Domain specific: SVG and CGM, MathML, CML, etc.
- Office tools: OpenOffice, MS Office, etc.
- Programing tools
- Generic tools: WYSIWYG editor

Outside categories

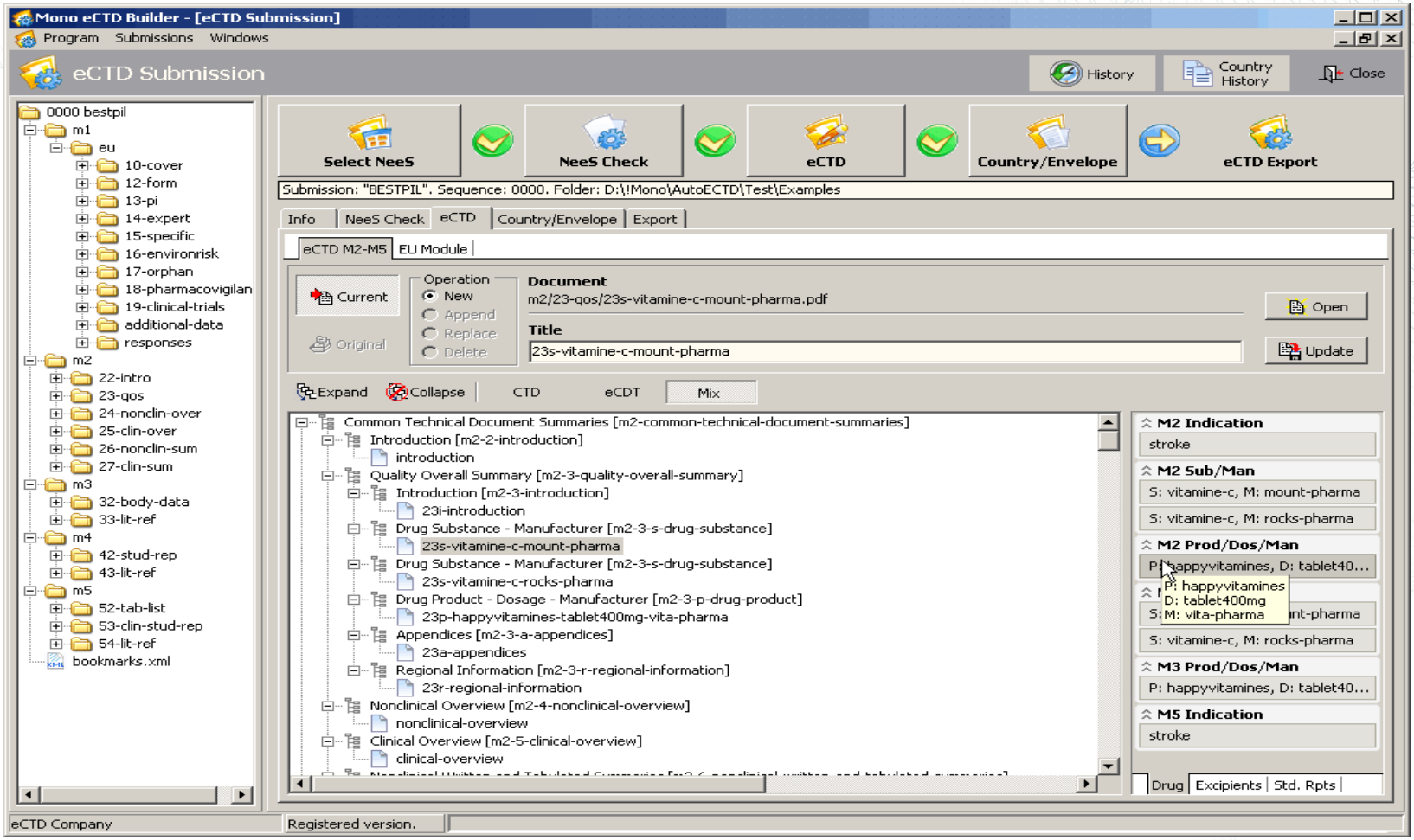
- Developer tools: Too much angle bracket
- Binding Tools: Share a lot with visual designers but they are just not visual!!!

Specific business tools

- Very business oriented
- Most of the time, those XML Dialect were just another XML serialisation of already existing ASCII serialisation (for example, EDI)
- In this category: HL7, XBRL, eCTD, etc.
- Mostly text editor or business tools; Not really fun, but huge potential market; Looks as confusing as XML sometimes.

Visual Designer – 9/x

eCTD



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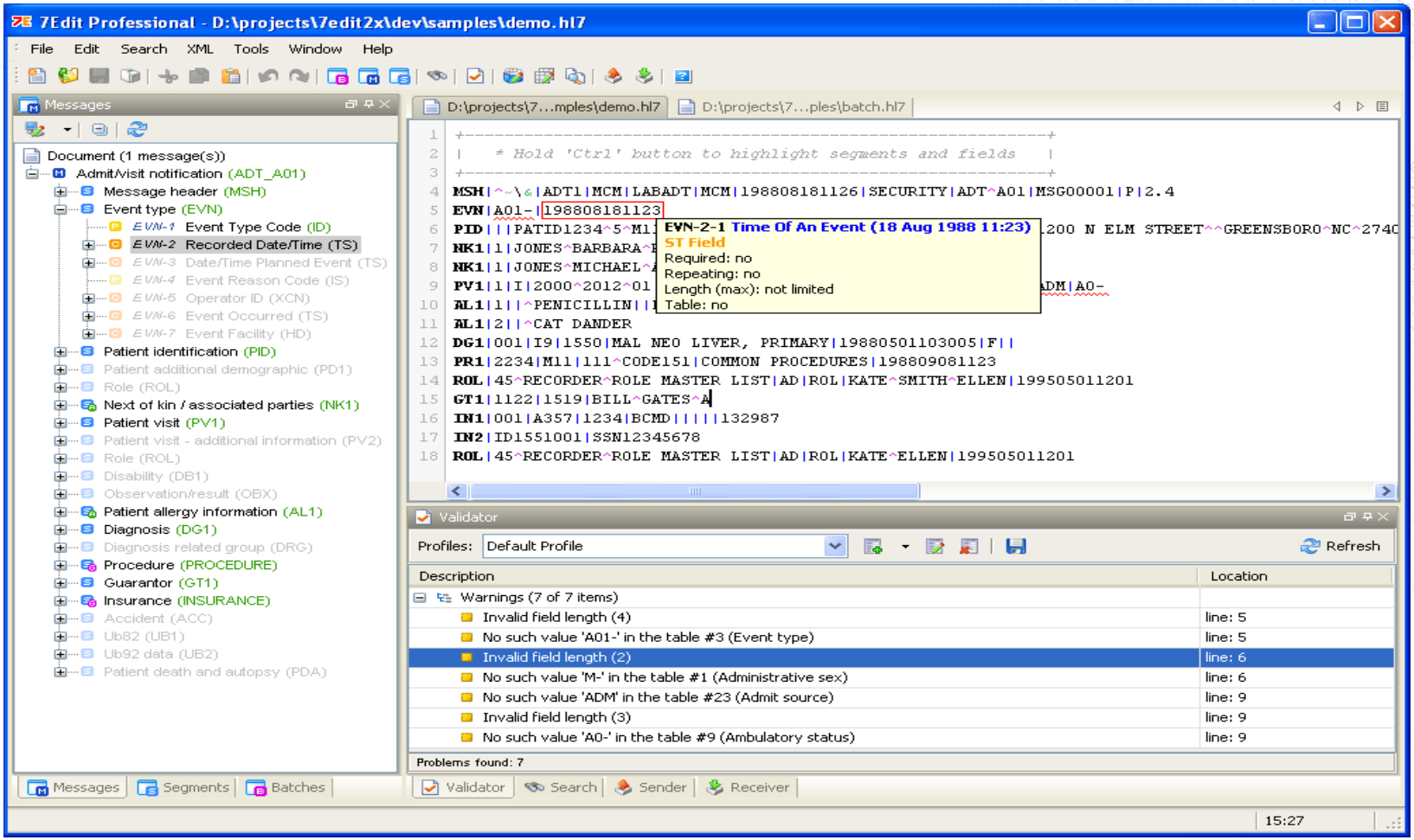
Visual Designer – 10/x

HL7



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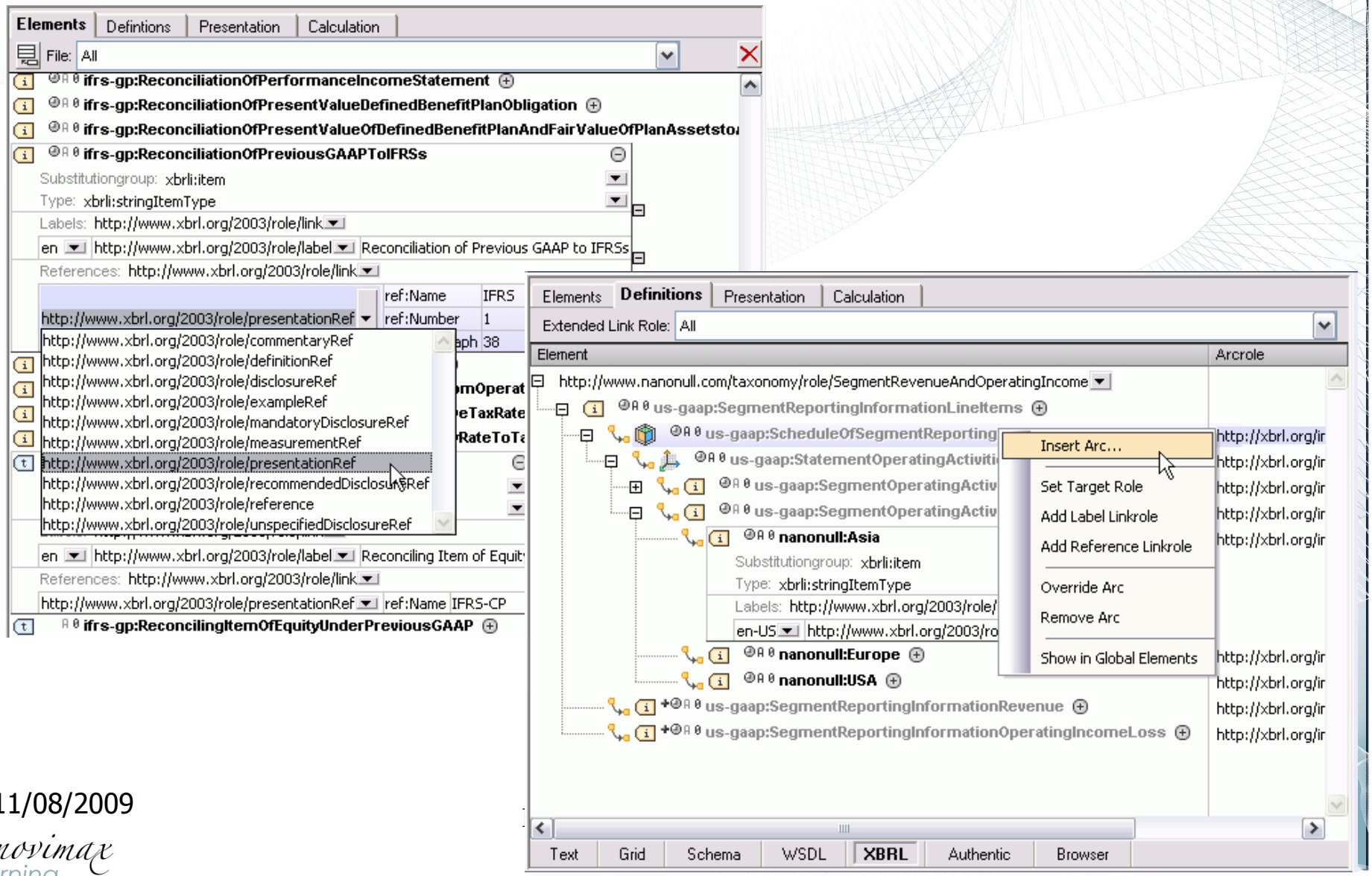
Visual Designer – 11/x

XBRL



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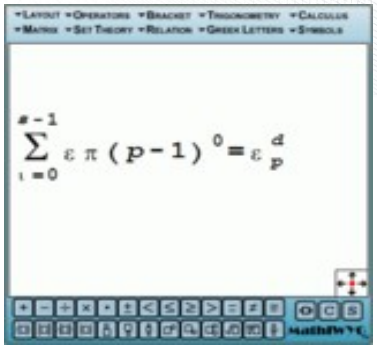
Domain specific tools

- SVG or CGM: Inkscape, ITEDO, etc.
- MathML: Design Science MathType/MathPlayer, Jeuclid, etc.

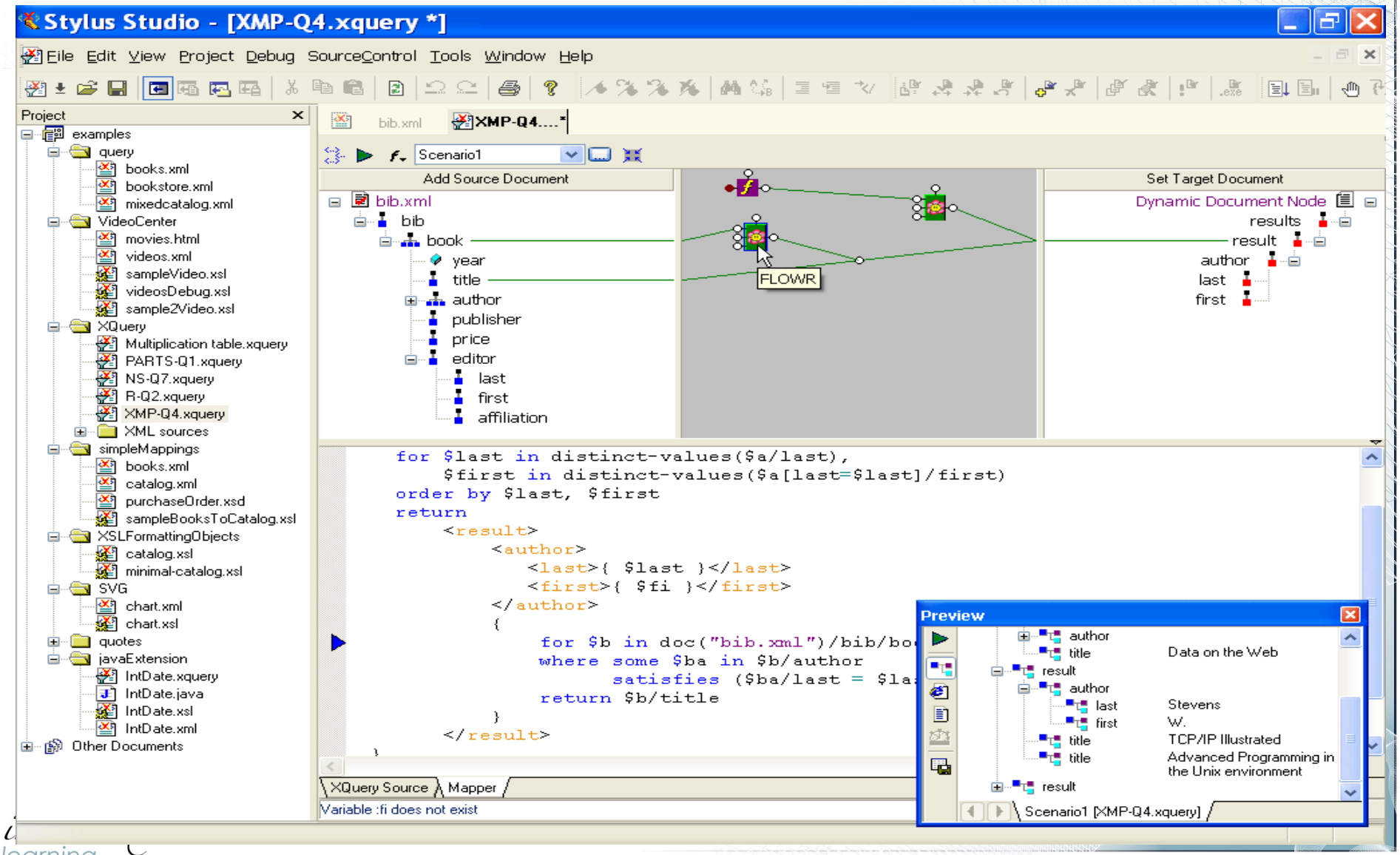


Programming tools

- XQuery
  - Ok XQuery is not XML
- XForms
- XSL-FO
- XML Schema
- XProc

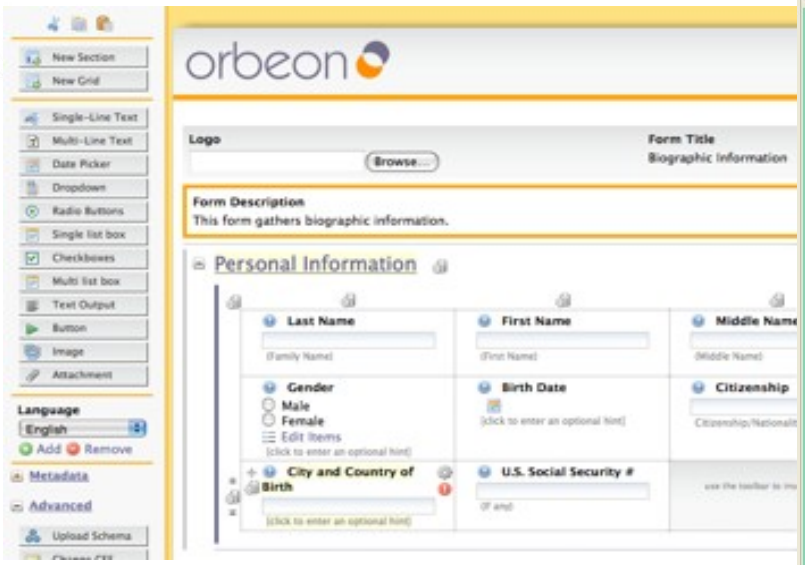
Visual Designer – 14/x

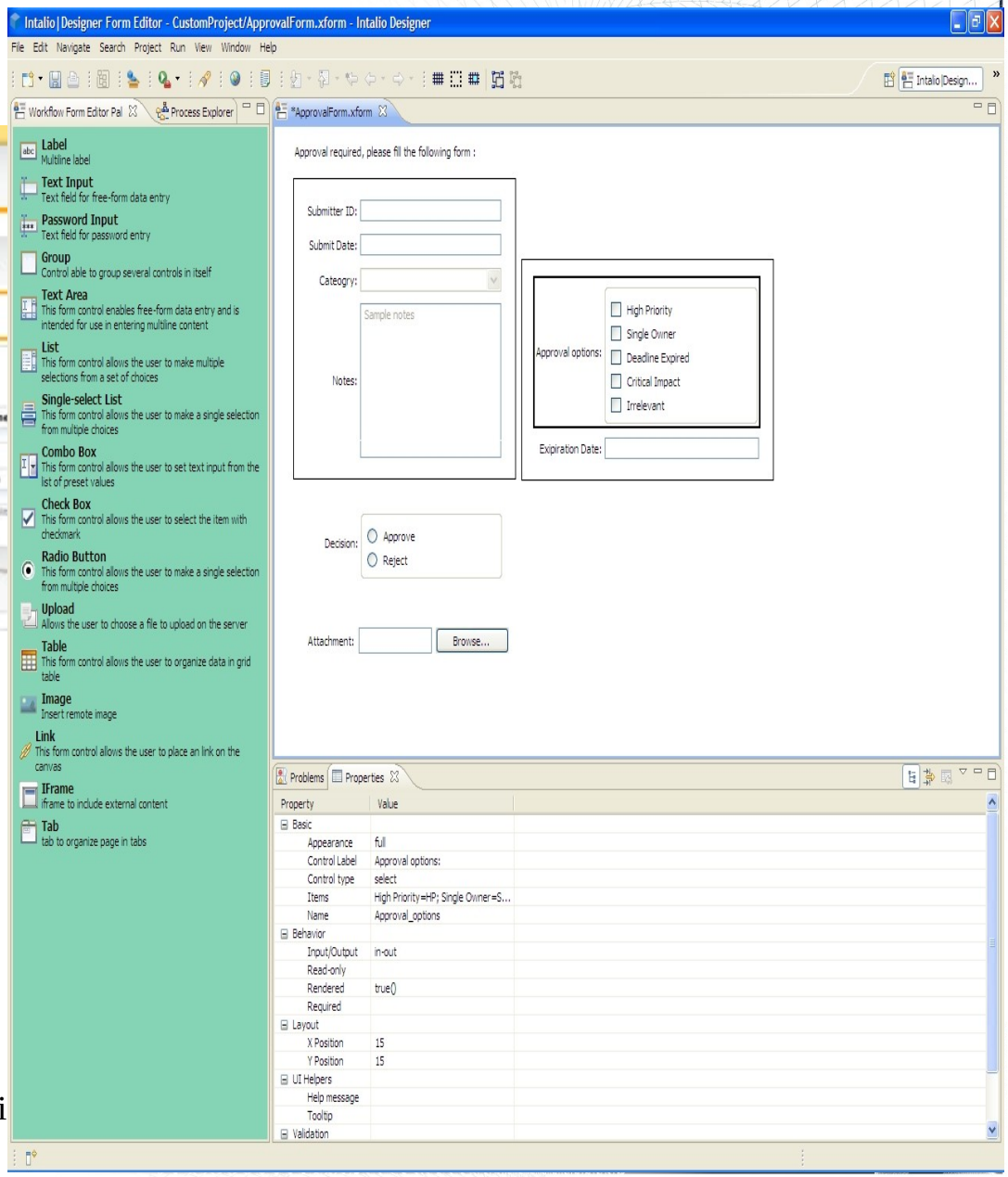
XQuery



Visual Designer – 15/x

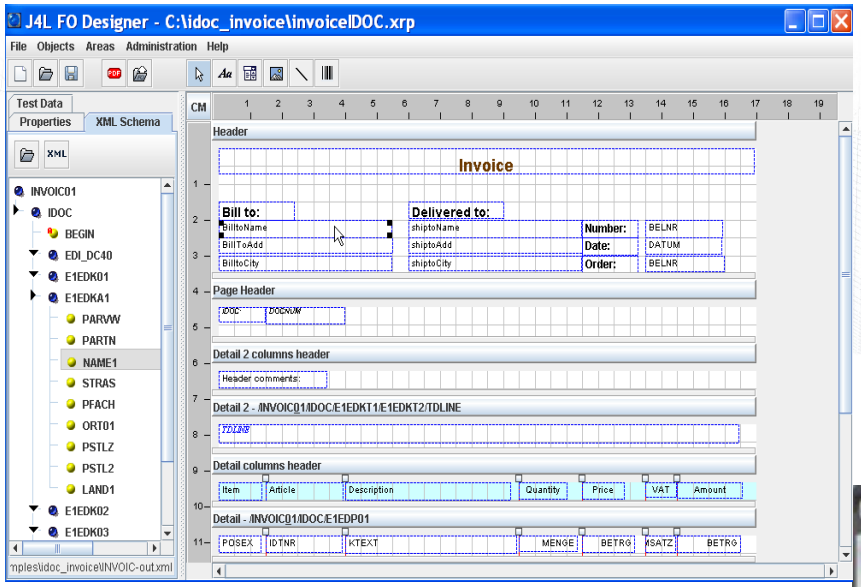
XForms

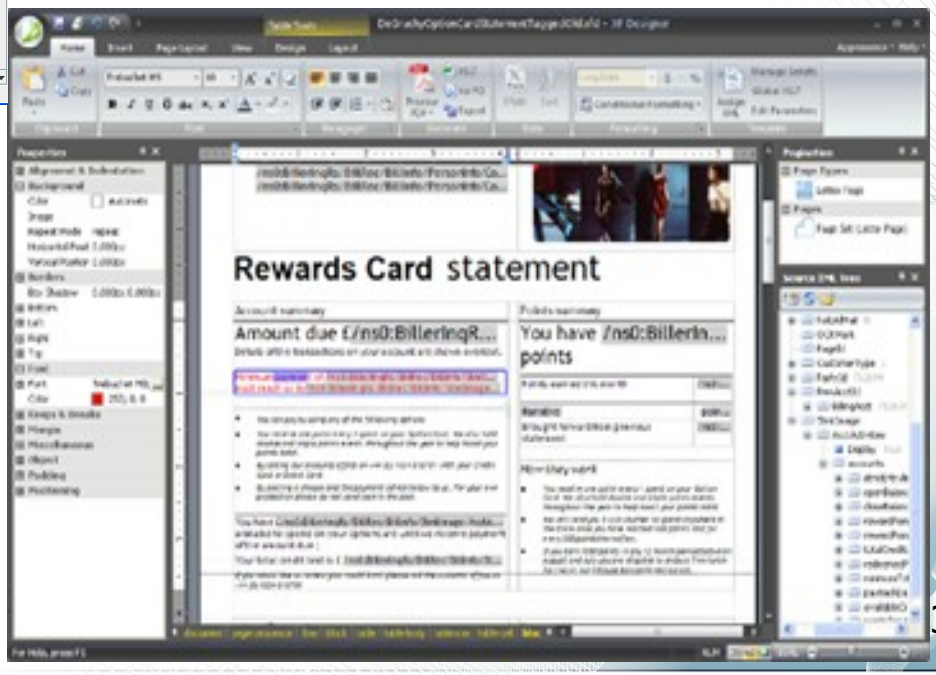




Visual Designer – 16/x

XSL-FO





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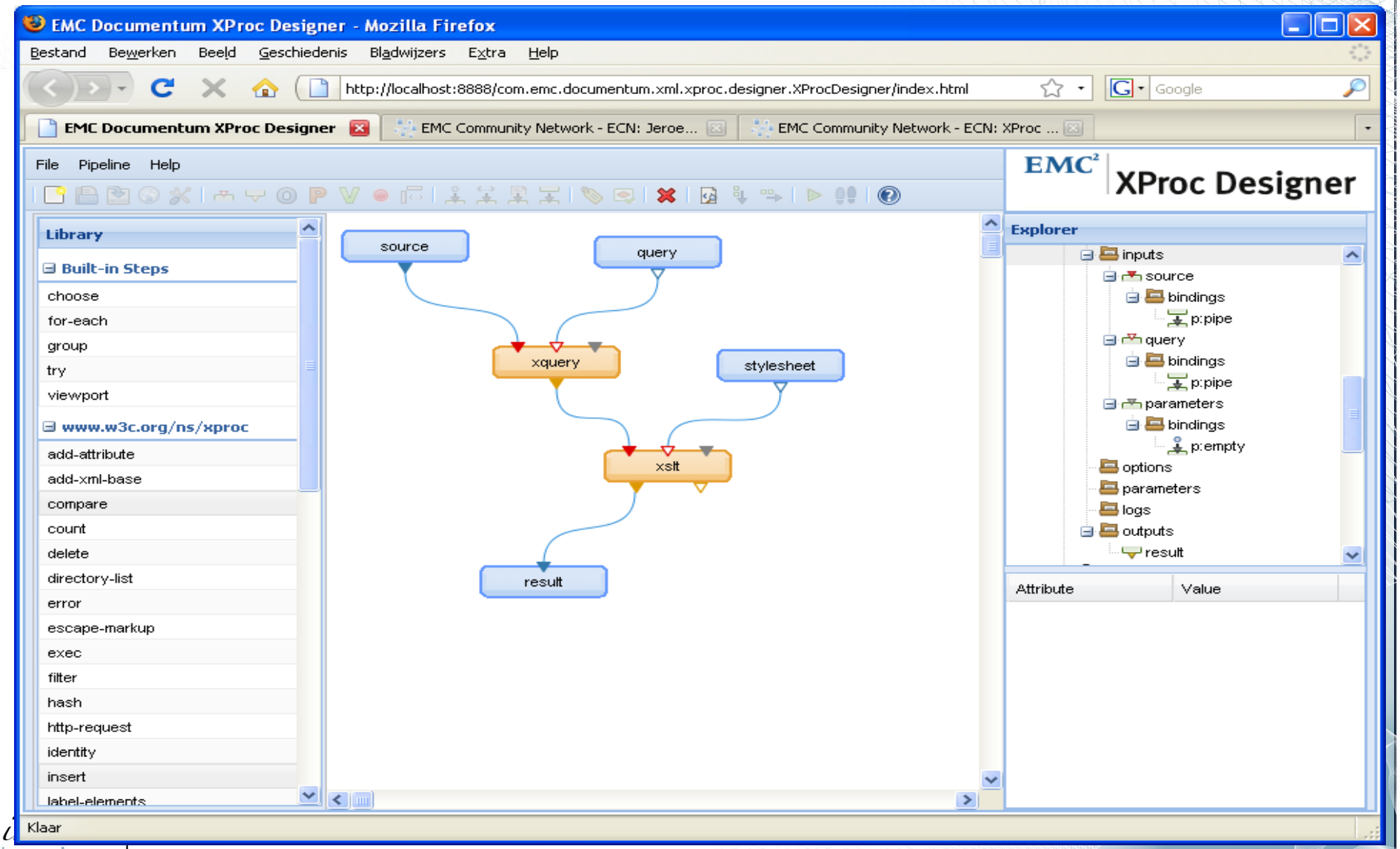
Visual Designer – 17/x

XProc

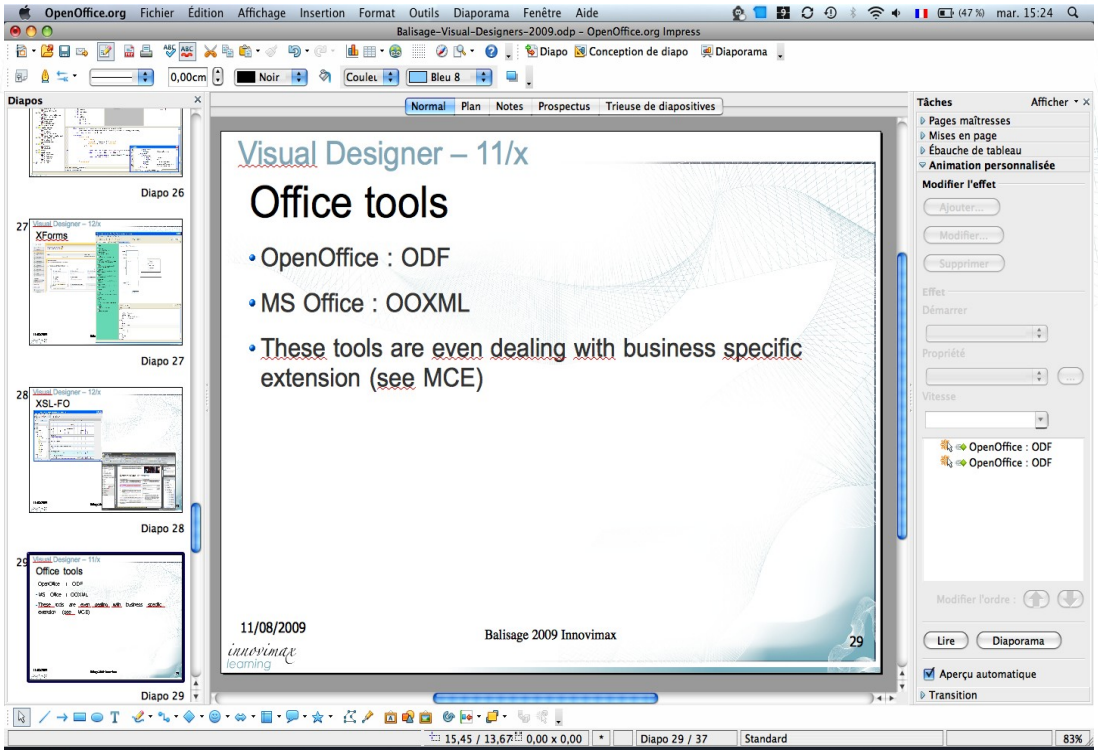


Office tools

- OpenOffice: ODF
- MS Office: OOXML
- These tools are even dealing with business specific extension (see MCE)

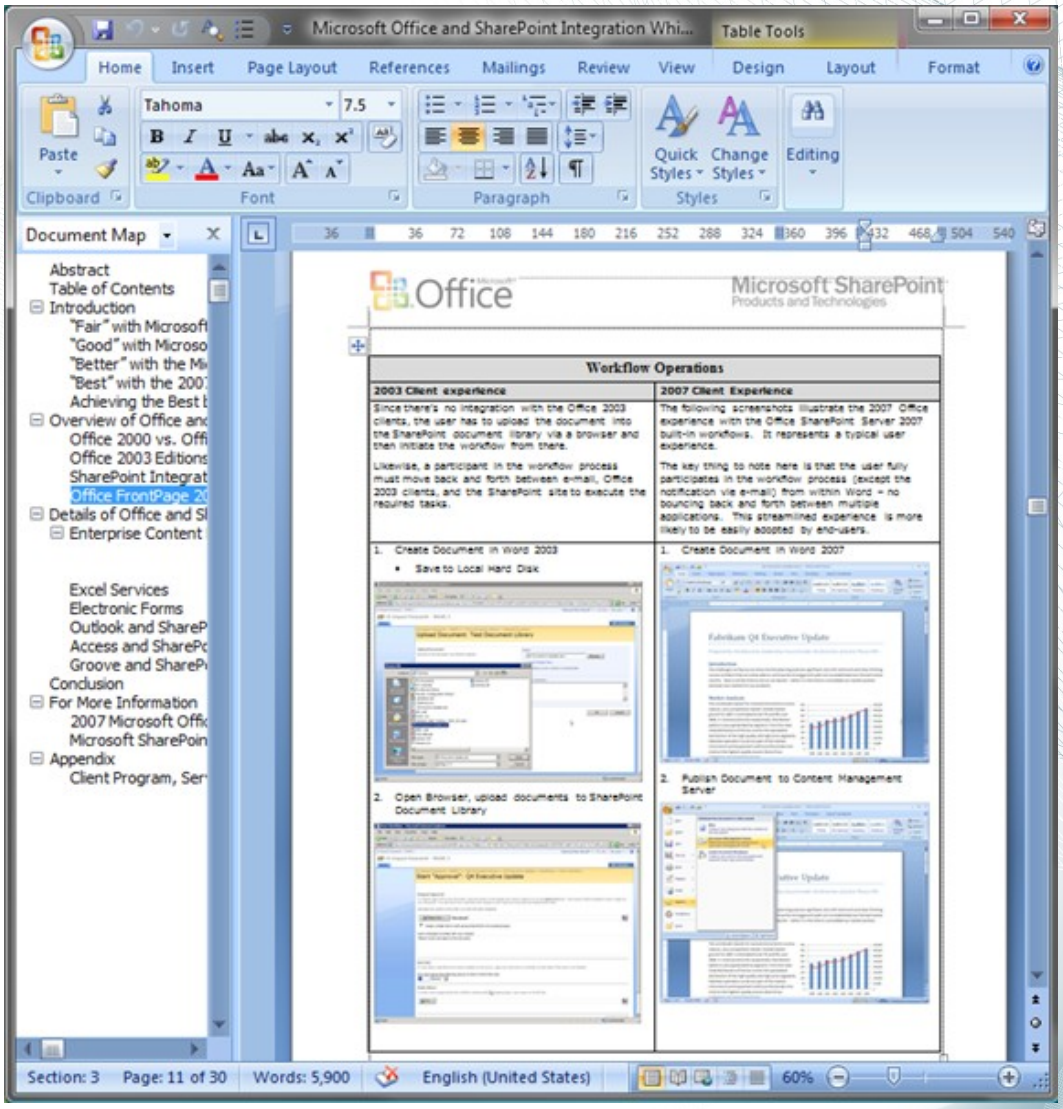
Visual Designer – 19/x

ODF



Visual Designer – 20/x

OOXML



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WYSIWYG tools

- SGML dynosaurs are still around: Arbortext (EPIC, Adept), XMetal (A/E), FrameMaker
- Pure player: XMLMind, OxygenXML
- Graphical: InDesign, Quark Express
- Lightweight: XOpus

Resistance

- XSLT:
  - Very XML oriented
  - Hard to make decent visual tools (although mapping tools like MapForce may help)
  - Even XQuery has visual tools

Conclusions

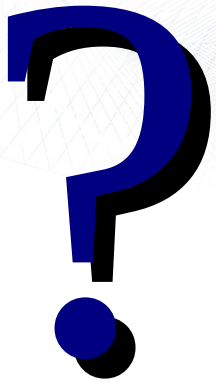
Conclusions

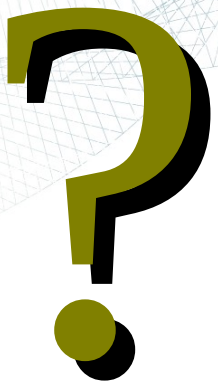
- There's no need for angle bracket
- After all, XML is just another serialization language
- XML is Machine to Machine oriented
- Users don't have to know XML
- Tool maker may need help to be generate better XML

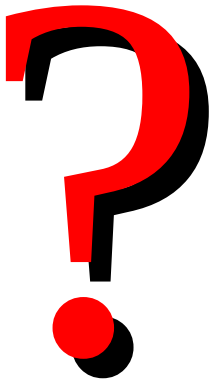
Conclusion

Let's do another job then !!

Questions ? – 1/1







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