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Anatomy of an Active Web Site

An *active* Web site is difficult to describe in words; to be fully appreciated, it must be experienced. This document, therefore, will not attempt to describe an active Web site, but instead will act as a guide to a live active Web site: that of The Nature Conservancy of Washington. The site provides a showcase for many Microsoft® ActiveX™ technologies and demonstrates how Microsoft ActiveX works as a glue to integrate many active objects into a single, dynamic Web site. Use this document as a guide as you tour the site, located at <http://www.tnc-washington.microsoft.com/>, and experience the power and versatility of ActiveX technologies.

Introducing The Nature Conservancy of Washington Web Site



The Nature Conservancy of Washington (TNCW) Web site, launched at the WorldWide Live! event on July 16, is an interactive multimedia experience that represents the next evolution of content for the World Wide Web. Populated with active objects throughout its colorful pages, the site allows users to experience, rather than just to see, how this nonprofit organization protects and preserves the environment and diverse ecosystems in the state of Washington.

The design goal for this site was to create a holistic experience for users by taking them on a journey through the nature preserves owned and managed by the organization in Washington state, highlighting individual animals and plant life and demonstrating how they are interconnected in a fragile ecosystem. The World Wide Web offered an ideal medium to portray the sights, sounds and experience of the natural world and involve users in a way that encourages involvement and active membership.

ActiveX Technologies in Action

The following table lists the technologies used on the TNCW site to achieve its design goals. The sample application in each section provides an example of one composition that can result when talented designers and developers exploit these new technologies to create an active Web experience. Use this table as a reference to see and understand the wide range of tools that Web site producers can now employ. Then use your imagination to understand the explosion in creativity and innovation that will result when the over 22,000 participants in WorldWide Live! unleash their ideas using these tools.

Technology	Section	Sample application
ActiveX Acrobat™ Reader control	Bookshelf Nature Tour	<i>Washington Wildlands</i> magazine Preserves of Washington, Skagit River
ActiveX time line control	Welcome	History
Color fills		
• For page backgrounds	Nature Tour	Preserve Rules
• For table cells	Web of Life	What Is the Web of Life?
Forms	Get Involved	Become a Member Renew Your Membership Ways of Giving/Request Planned Giving Information
Frames		
• Standard	Nature Tour Get Involved	Preserve Access and Rules Ways of Giving
• Floating	Gallery	Photograph slide show

.GIF animations	Home Page Welcome Get Involved Web of Life Nature Tour Bookshelf	Using This Site (pointing hand) What Is TNCW? (moving clouds border) Kid's Corner and Biological Brain Game graphics Life in Balance (spinning globe) Virtual Tour (footprints) News/Updates (woodpecker)
HTML layout control	Welcome	History
Image maps	Home page All pages Web of Life	Graphic presenting sections Horizontal navigation bar Life in Balance
JavaScript™	Get Involved	Membership Information
Macromedia® Active Shockwave control	Get Involved	Kid's Corner (game)
Pop-up menu control	Nature Tour	Nature Preserve pages (from Washington State map)
PowerPoint® presentation graphics program animation	Get Involved	Where Your Money Goes
RealAudio (Progressive Networks)	Welcome	Greeting From TNCW Executive Director
Scrolling text	Welcome	Greeting text
Style Sheets	Get Involved Bookshelf	Volunteer Opportunities <i>Washington Wildlands</i> magazine Annual Report
Tables		
• With background cell colors	Web of Life	What is the Web of Life?
• For navigation bar • For two-column layout	All sections Web of Life	Vertical navigation bar 10 Things You Can Do

VDOLive™ Video Player for ActiveX	Nature Tour	Virtual Tour
Visual Basic® programming system, Scripting Edition	Bookshelf	News Updates (rotating facts)
	Gallery	Slide show (rotating photographs)
	Welcome, Nature Tour, Bookshelf	Did You Know? (rotating conservation facts)

Credits and Acknowledgments

The Nature Conservancy is an international nonprofit land conservation organization based in Washington, D.C., with field offices and nature preserves throughout North America and the world. Each field office is self-supporting and responsible for the nature preserves within its territory. This Web site was created for the Washington State field office of The Nature Conservancy.

The Nature Conservancy of Washington Web site was designed by the Seattle office of Tim Girvin Design, while Seattle-based MetaBridge Inc. did the programming, production and technical implementation. The site itself, as well as the design and programming work to create it, was featured in the WorldWide Live! training event hosted by Microsoft Corp. on July 16.

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