

WORLDWIDE WEB CONSORTIUM (W3C)

1.1.3 Describe the Role of
the W3C in defining web
standards

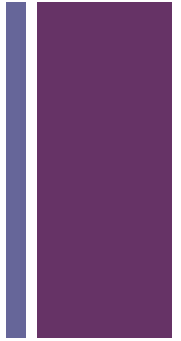
+ A Little Background

- An international community including member organizations, full-time staff, and the public
- Work together to develop web standards
- 1989 World Wide Web invented by Tim Berners-Lee
- October 1994 W3C founded at MIT by Tim Berners-Lee
- Funded through membership





What does web standard mean?



- Rules and guidelines established by W3C
- Promote consistency in design code
- Guidelines for mark-up language which determines how a web page displays in a visitor's browser window



+ Advantages of Web Standards



- Web pages will display on a wide variety of browsers and computers
- Promote use of CSS attached to a page instead of embedded
- Use of CSS reduces file size which equals faster loading and lower hosting costs
- Site-wide changes can be made which reduces costs to modify sites
- Search engines can access and index pages with greater efficiency

+ W3C Mission

- “To lead the World Wide Web to its full potential by developing protocols and guidelines that ensures the long-term growth of the Web. “
- Vision=One Web
- Consists of: Open Standards Principles, Design Principles, and Vision

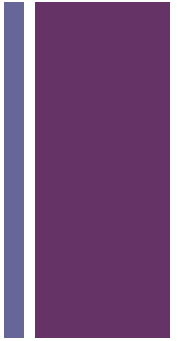


+ Open Standards Principle

- Launched August 29, 2012
- Five principles
 - cooperation
 - adherence to principles
 - collective empowerment
 - availability
 - voluntary adoption

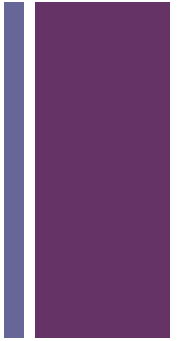


+ Open Stands-Cooperation



- Cooperation between standards organizations
- Respect for autonomy, integrity, processes, and intellectual property

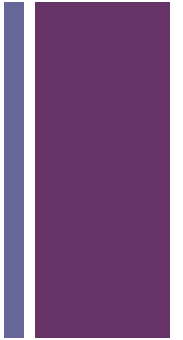
+ Open Stands-Adherence to Principles



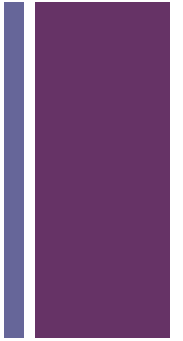
- **Due Process**-decisions are made with equity and fairness, processes are transparent, and decisions may be appealed
- **Broad Consensus**-consider all views to reach an agreement
- **Transparency**-public notice of proposed standards, including public comment periods
- **Balance**-standards activities are not dominated by an individual or company
- **Openness**-standards processes are open to all interested parties

+ Open Standards-Collective Empowerment

- Standards should
 - Have technical merit
 - Be scalable and stable
 - Enable global competition
 - Serve as building blocks for future technology
 - Create global communities

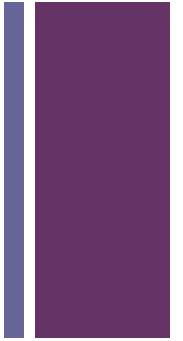


+ Open Standards-Availability



- Availability of standards to all
 - Royalty-free
 - Fair, reasonable, and non-discriminatory (FRAND)

+ Open Standards-Voluntary Adoption



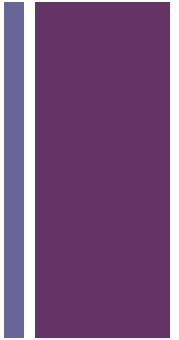
- Standards are voluntarily adopted
- Success is determined by the market

+ Design Principles

- The following guide the W3C work:
 - Web for all-available to all people regardless of hardware, software, network infrastructure, native language, culture, geographic location, or physical or mental ability.
 - Web on everything-mobile phones, smart phones, PDA, television, voice response, kiosks, domestic appliances

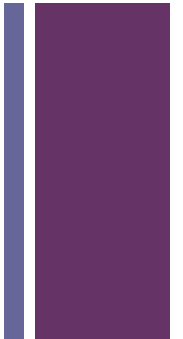


+ Vision



- Participate and share knowledge to build global trust
 - Web for rich interaction
 - Web was intended to allow anyone, anywhere to share information
 - W3C standards have supported the evolution of the Web
 - Web of data and services
 - The Web is both a repository of linked information AND services that exchange messages
 - Web of trust
 - Communication has transformed
 - Social relationships have morphed
 - Technology design can foster trust and confidence

+ Video

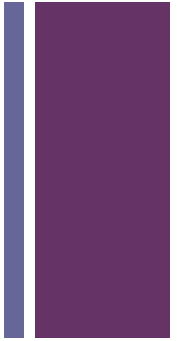


W3C

Group 2: Cassie Lee Napier



References



- <http://www.soswebdesign.com/gallery/webstandards.cfm>
- <https://www.w3.org/Consortium/>
- <https://open-stand.org/about-us/principles/>