

# Announcements

- ❖ Instructor: Nelson Padua-Perez (nelson@cs.umd.edu)
- ❖ Class Web Site:
- ❖ <http://www.cs.umd.edu/class/fall2010/cmssc122/>
- ❖ No posting of code in the forum
- ❖ Check class announcements daily

# Announcements

- ❖ Check class announcements daily
- ❖ You must implement programming projects by yourself
- ❖ Reference: *CSS Cookbook by Christopher Schmitt*
  - ISBN-13: 978-0-596-52741-9
  - <http://www.oreilly.com/catalog/cssckbk2/>

# CURSORS

- ❖ We can change the appearance of our cursor
- ❖ **Example:** cursor.html, cursor.css
- ❖ Static cursor → saved as a **.cur** file
- ❖ Animated cursor → saved as a **.ani** file
- ❖ Provide a default cursor (e.g., auto) when using cursor images
- ❖ To create .cur or .ani file you need imagery software (e.g., JustCursors)
- ❖ JustCursors →  
[http://www.download.com/JustCursors/3000-2317\\_4-10406297.html?cdIPid=10406298](http://www.download.com/JustCursors/3000-2317_4-10406297.html?cdIPid=10406298)
- ❖ Additional information about cursors at:  
<http://www.evotech.net/blog/2007/04/controlling-cursors-with-css-and-creating-cur-files/>
- ❖ Cursors in Windows can be found at C:\WINDOWS\Cursors

# Collapsible Menu

- ❖ Hide links and reveal them when necessary
- ❖ **Example:** collapsibleMenus.html
- ❖ Note: hover over the second link menu and you will see a message
  - ❖ You can use title attribute in the `<a>` tag to create tool tips

# Electronic-commerce

- ❖ What is electronic-commerce (e-commerce)?
  - ❖ The buying and selling of goods and services on the Internet, in particular the Web.
  - ❖ Typically involves a shopping cart system and a payment processing system.
- ❖ Sales Estimates
  - ❖ E-Commerce sales (first quarter of 2010) → \$38.7 billion
  - ❖ <http://www.census.gov/retail/mrts/www/data/html/10Q1.html>
- ❖ According to eMarketer, biggest product categories are:
  - ❖ Computer products, books, music, financial services, home electronics, apparel, gifs and flowers, travel services, others.

# Electronic-commerce

- ❖ Advantages of e-commerce
  - ❖ Transaction processing costs are lower
  - ❖ Provide more information to customer than previously available
    - ❖ Where is your package?
  - ❖ Larger catalogs
    - ❖ Can you image sending over mail Amazon's catalog?
- ❖ Difficulties with e-commerce
  - ❖ Getting people to come and return to a site
  - ❖ Getting people to buy
- ❖ Success stories
  - ❖ Amazon.com
    - ❖ <http://money.howstuffworks.com/amazon.htm>
    - ❖ Dell.com

# Electronic-commerce

- ❖ Affiliate Programs (Associate Programs)
  - ❖ Pioneered by Amazon
  - ❖ Amazon allows a person to set up a specialty book store
  - ❖ When someone buys from the specialty store the owner receives a commission
- ❖ CPC Link (CPC=Cost Per Click)
  - ❖ If you put a link to a company on your site the company pays you when someone clicks on the link

# Electronic-commerce

- ❖ Recommendations for Setting an e-commerce site
  - ❖ Might need a web hosting company supporting e-commerce
    - ❖ The company should provide support for credit card payments
    - ❖ Reasonable disk capacity that can change easily
    - ❖ Good network connection to the internet's backbone
    - ❖ Security support for transactions
    - ❖ Reasonable support software

# Mouse Pointer

- ❖ We can determine the position of the mouse by recognizing the onmousemove event
- ❖ Example: mousePointerPosition.html
- ❖ Example: drawingPointerOnly.html
- ❖ Example: drawingPointer.html