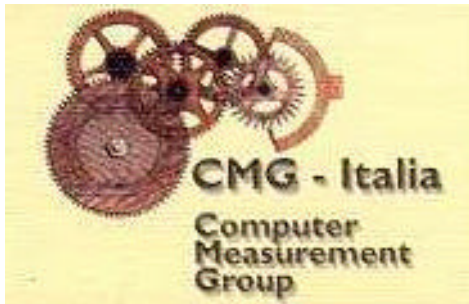


# CMG Australia On-line Journal

## A Case Study

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CMG-Italia & EuroCMG 1999  
Venice, Italy  
19-21 May 1999

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Allan Project Management Services

# Introduction

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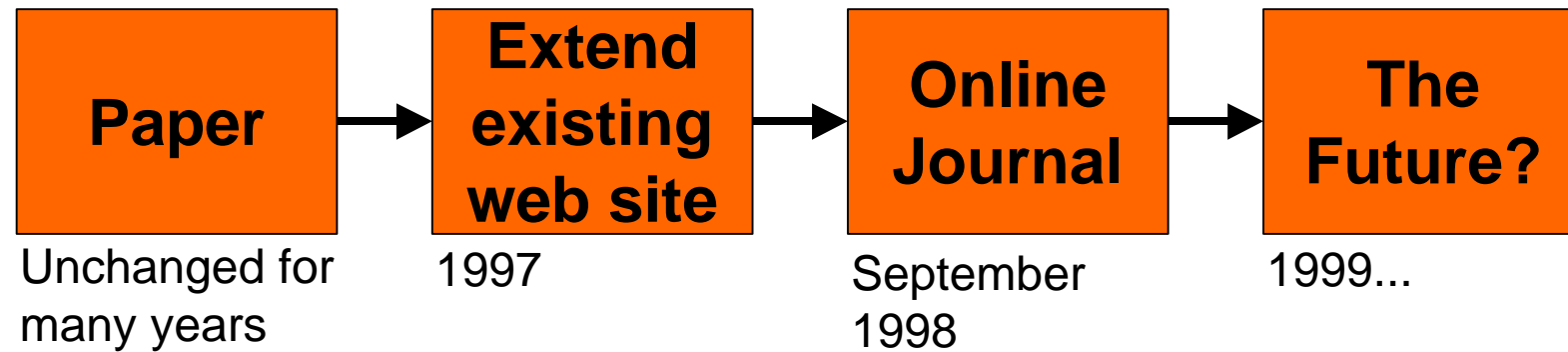
This presentation:

- Describes the experiences moving CMG Australia's (CMGA) printed journal to a web-based journal, and
- Highlights the differences between each medium.



# Journal Timeline

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# Journal Requirements

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- To provide CMGA members access to good technical information by publishing papers from Australia and overseas.
- Value-add for members.
- Expand the profile of CMGA.
- Help to promote the CMGA annual conference.
- Provide branch information.
- Revenue through advertising.

# Printed Journal - Issues

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- Expensive to print and mail.
- Difficult job for the voluntary editor - organising content and production.
- Hard for contributors to meet print deadlines.
- Cannot change after final artwork to printer (ie late changes to a branch meeting date).

# Simple Website - Issues

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- No journal identity within the main web site.
- Limited planning and design - no internet experience.
- No obvious benefit to members.
- No obvious reason to return regularly to the site - no regular update cycle.
- No technical papers published.

# Online Journal - Advantages

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- Cheap to maintain (no print or postage) after initial design.
- Less difficult job for the voluntary editor - flexible deadlines.
- Scope for inclusion of late breaking news and corrections.
- Distinct journal identity in a separate web site.
- All issues remain readily available.
- Member only content (technical papers and articles) - but enough available as public access to raise interest in CMGA and the Annual Conference.
- Regular update cycle.

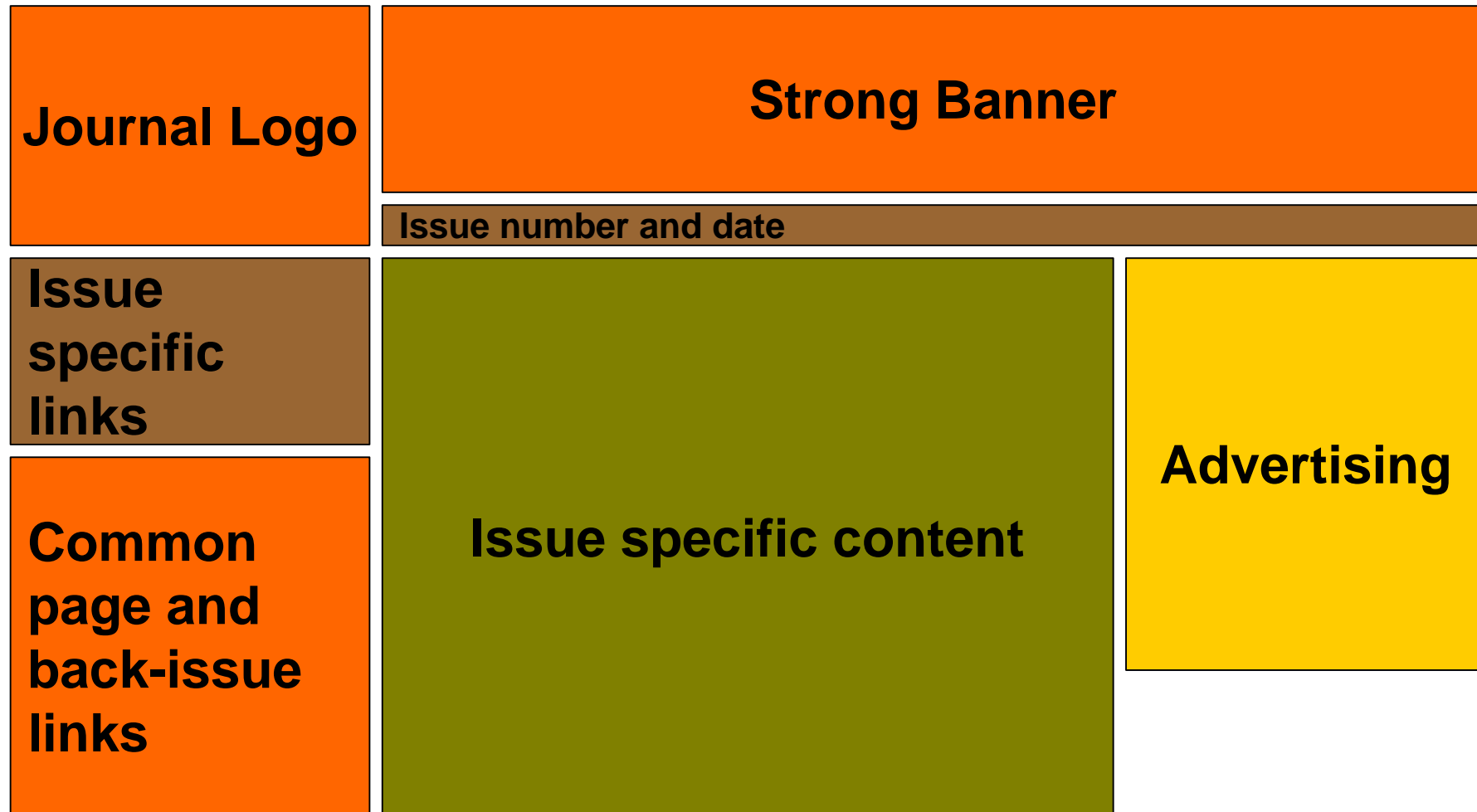
# Samples

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- See - <http://journal.cmga.org.au/>

# Design - Layout

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Side-bar

# Design - Performance

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- Greatest performance impact (ie reduced page load time) is through the use of good HTML:
  - small number of images, common between pages
  - height, width and alt text on EVERY image
  - no frames
- Visual impact achieved by 3 column layout (magazine look) and use of colour and font in the HTML.

# Design - Navigation

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- Ease of use and value determined by simple and consistent navigation between web pages.
  - Side-bar, logo and banner are a constant frame of reference
  - Navigation within an issue and between issues always available (side-bar)
  - Flat site structure
- See - <http://journal.cmga.org.au/>

# Design - Navigation (URLs)

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- Simple.
- Provides additional visual clues to the user.
- Consistent over time if bookmarked by the user.

<http://journal.cmga.org.au/index.html>

<http://journal.cmga.org.au/15.01/index.html>

<http://journal.cmga.org.au/15.01/editorial.html>

<http://journal.cmga.org.au/15.01/board.html>

<http://journal.cmga.org.au/officers.html>

<http://journal.cmga.org.au/roll.html>

<http://journal.cmga.org.au/papers/laugher98.pdf>

<http://journal.cmga.org.au/papers/members/leganza98.pdf>

# Other Design Decisions

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- PDF for papers.
- Journal pages print well (HTML and PDF).
- Simple HTML used (no client-side Java, no plugins required).
- Works on almost every browser (no frames, no proprietary HTML).
- Advertising is part of the template (different adverts on different types of pages).

# Online Journal Issues

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- Long term maintenance by non-technical staff (editor and contributors)
  - Eliminate the need for HTML expertise (separation of content and design)
- Multiple issues (archiving).
- Member access (common userid/password for access to papers and articles).
- Separation of issue specific (ie articles, editorial, papers) and common content (CMGA officers, contact details, membership information).

# Technical Solutions

## - Java

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- All the software, including the web server is written in Java:
  - Excellent TCP/IP support
  - Excellent thread support
  - Maximum flexibility as new features are added
  - Good for measurement (millisecond log timestamps)

# Technical Solutions

## - Files

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- HTML in five files (was two):
  - Template
  - Common pages and officers files
  - Each journal issue is one file
- All HTML read at server startup, pages constructed and served directly from memory (good for performance)
- Configuration file
- Images and papers in separate files

# Technical Solutions

## - Site Maintenance

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- Template is hidden. Page source:

```
...
%15.01/editorial
<h2>From the editor... </h2>
I recently attended a Y2K seminar...
<p>
While naturally the Y2K and its technical implications
  remain...
<p>
In this issue, we present...
<p>
<a href="mailto:gayle@apms.com.au">Gayle Allan</a>
```

# Technical Solutions

## - Site Maintenance (cont)

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- As XML (editor uses WYSIWYG software):

```
<issue name="15.01">
<title>15.01</title>
...
<section name="editorial">
<title>From the editor... </title>
<author email="gayle@apms.com.au">Gayle Allan</author>
<para>I recently attended a Y2K seminar... </para>
<para>While naturally the Y2K and its technical implications
    remain... </para>
<para>In this issue, we present... </para>
</section>
</issue>
```

# Technical Solutions

## - Member Access

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- A common userid and password used for access to member only content
  - Simplest to implement technically and administratively
  - Userid and password mailed (paper) to members
- Added basic authentication to Java web server (supported by all browsers)

# Changes since implementation

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- Member access.
- Template changes for multiple issues.
- Pages moved from main CMGA web site.

# The Future

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- Readers can subscribe to a CMGA mailing list to announce new issues of the Journal
- XML editing software (only content)
- HTML form to update some data (officers)
- Better log data and analysis
- Alternative userid/password schemes
- Member discussion forum

# Conclusions

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- Took over most of the content of the main web site...  
Now just conference pages and a link to the journal.
- Online medium is quite different to paper.
- Planning and Design much more time consuming than first estimated (a simple design is hard to achieve!).
  - Design is more than just pretty pictures...
  - No design by committee (brief was to “make an online journal”).
- Different editor skills required but this will change as the site becomes more automated.
- Still learning what this new medium is capable of...

# Have a look at...

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<http://journal.cmga.org.au/>



Feedback is appreciated  
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