



jQuery

1. Slides (9)
2. Demos & Examples
3. Share

What is it?

“jQuery is a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for **rapid web development**.”

-jQuery.com

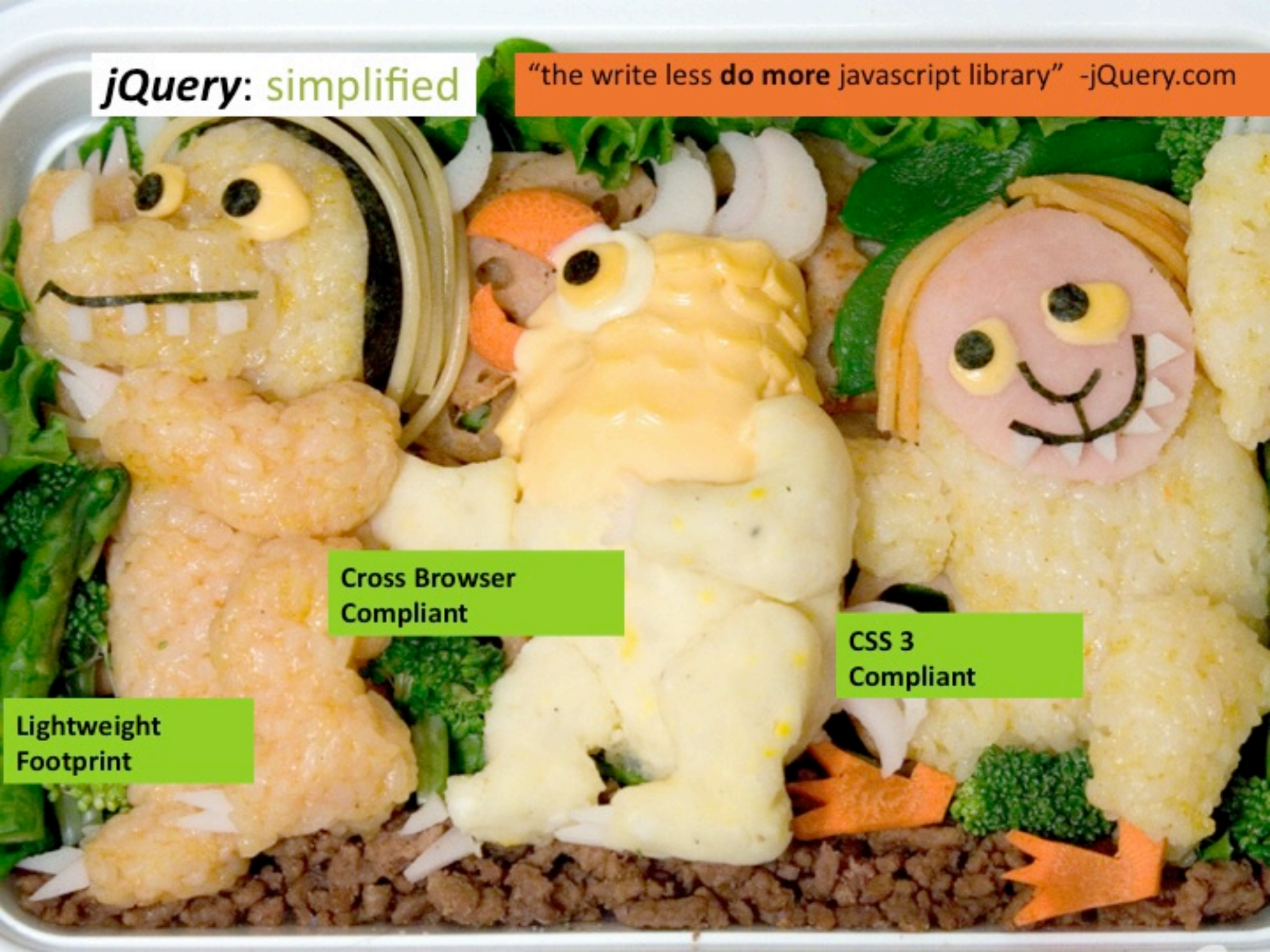
jQuery: simplified

“the write less do more javascript library” -jQuery.com

Cross Browser
Compliant

CSS 3
Compliant

Lightweight
Footprint



jQuery: the business end

Open License

Available for personal and private use under MIT and GPL licenses.

Ongoing Refinement

5 Core Teams

- Development Team
- Evangelist Team
- UI Team
- Plugins Team
- Web and Design Team

There's also

- The web community
- jQ extension authors
- 3rd party contributors
- ... and **you**.

jQuery: shameless visual punning

whois
using
jQuery?

Tech

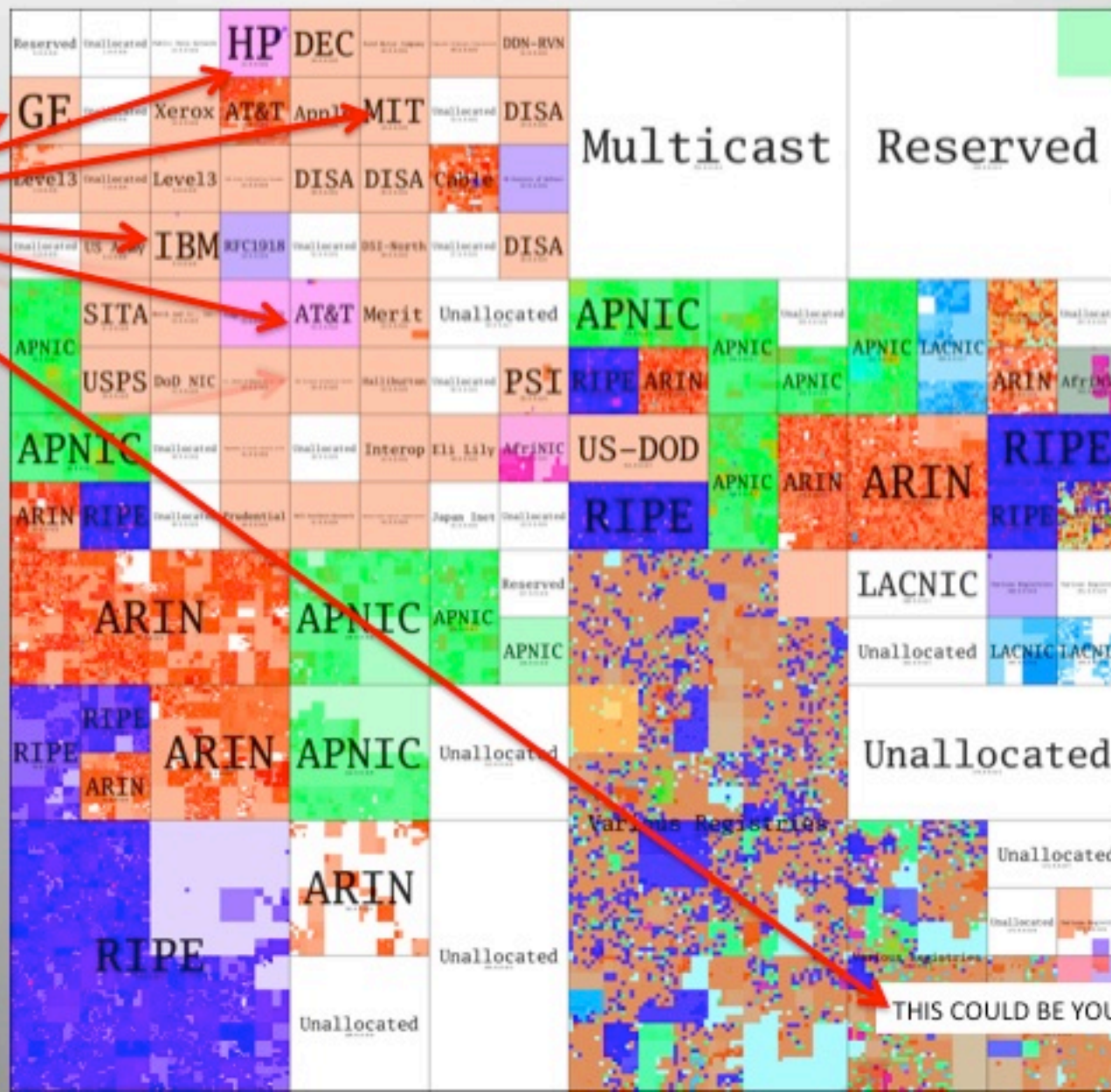
- Google
- IBM
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News

- BBC
- NBC
- Business Week
- Newsweek
- Reuters
- CBS News

Sales | Service

- Amazon
- NetFlix
- SalesForce
- Dominos
- US Airways



jQuery: ROI

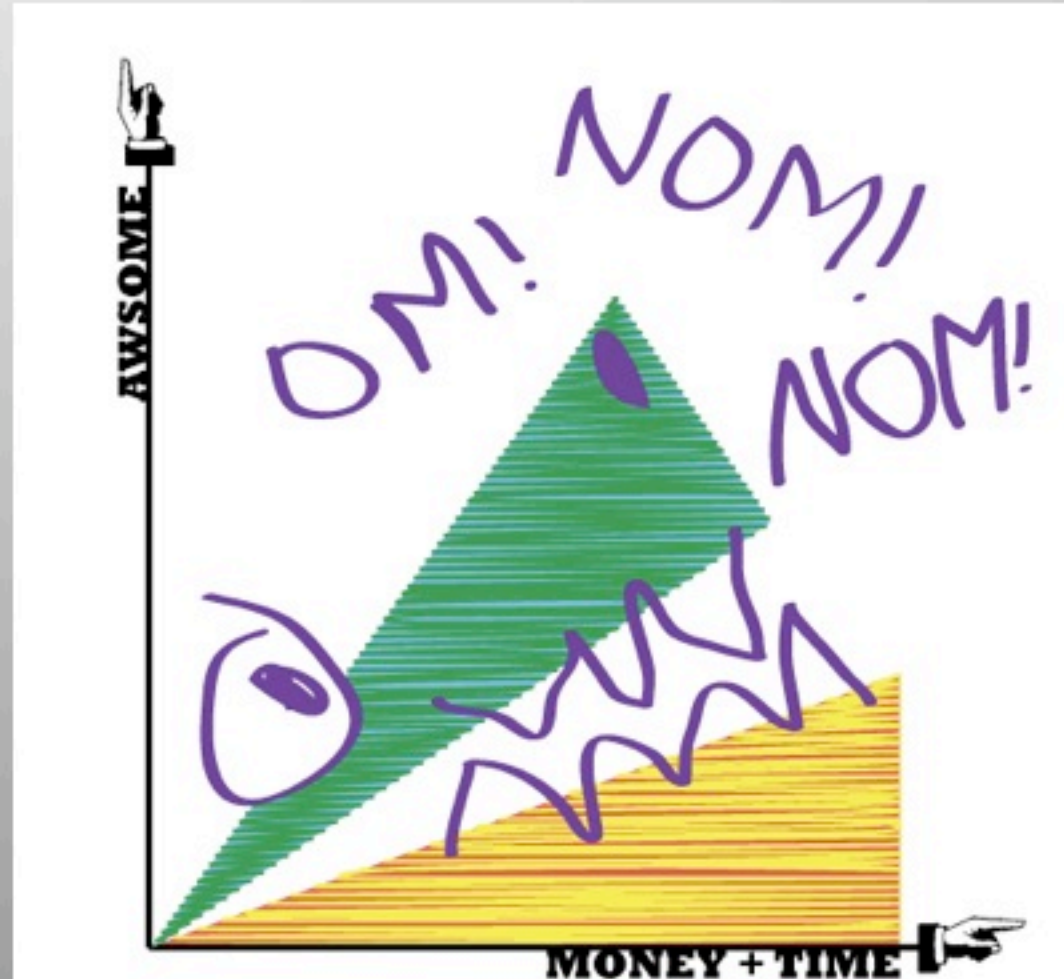
\$ return on investment

The rule still holds that for all development projects a certain amount of custom code needs to be developed. This should be accounted for in the planning phase. The goal with moving to a code library like jQuery is to abbreviate the amount of code developers need to develop from scratch.

```
Javascript.library =  
{ cheaper : true ,  
  better : true ,  
  faster : true};
```

BONUS!

A unified base from back to front!



jQuery: studio approach

\$ *designer.idea* + *developer.code* = *client.satisfaction*

Everyone knows a little html and css.

jQuery uses that knowledge as a stepping stone into javascript library usage. Getting your feet wet does not require any prior knowledge of javascript. There are tons of resources available from a very active and engaged developer community.

When designers and developers share a vision of the possibilities, everyone does better work.

jQuery: multi-talented

Some things that jQuery is good at:

- Events
- Traversing and selecting just about anything.
- Animation & Effects
- Manipulation of Attributes, DOM, & CSS
- AJAX

jQuery: thanks for the visit

```
$("#a").click(function(event){  
    alert("Thanks for the visit!");  
});
```



CARS GO MOO