

# Content Creation Basics

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This document is intended to serve as an introduction to how HTML5 content can be created for Rainmaker. It is always important to align expectations with your client as they may have individual requirements.

Few important clarifications for non-technical users:

## HTML

HTML is the markup language used to define the structure of web content, e.g. headers, paragraphs, links etc.

## CSS

Cascading StyleSheets is the technology that enables the developer to apply design to web elements. Can be referenced in a separate file or inline with the HTML.

## JS

JavaScript is the technology that provides interaction to web content.

## Introduction

The interactive/animated content in Rainmaker is constructed using standard HTML5 and its associated tools (CSS3, Javascript, etc). The content is built in HTML5 as "Micro Websites". We try to make as few restrictions as possible to give agencies full creative freedom developing content. The content can be created as desired using any type of structure and navigation.

Depending on your clients wishes to how they would use the content in the future like; 1) if it should it be editable via Builder or 2) it should it be easy to recycle for localizations or not 3) should it be used for windows devices, Sharedoc, Remote calls or microsites provisioning you can in principle build HTML5 content in 2 ways:

### 1) Free Format

Content build in 'free format' is using the developers own existing knowledge/experience and skills within HTML5/their own HTML5 framework and it could be an option for easy and fast(er) recycling of content created for other systems since there are no restrictions to "Free Form" content, aside from using the Agnitio Content API, to define which events will be submitted as Monitoring-data and how –

and then, of course, follow the best practices for developers developing content (Focus on memory management, use clean, structured and well-organised codes etc.) Note, that content build in free format is not editable in Builder.

## 2) Agnitio HTML5 Framework

or alternatively agencies can use our Agnitio framework, the Accelerator, to assist developers in coding the content. This will open up for a high degree of recycling and you will be able to benefit of the editor features in Builder. Furthermore, the content would be prepared for microsite provisioning, Sharedoc, Remote calls and the Engager app for Windows (if content layout is designed for it).

Here below you will see a little selection of the instructions, we share with agencies in the documentation they get access to as part of the support/training during the on-boarding process:

### Minimum Requirements

Interactive content is developed using web standards, i.e. HTML, CSS and JavaScript.

The only hard requirement is that there is an `index.html` file in the root of the presentation.

Agnitio doesn't limit any APIs supported natively by the device/browser where the content is running. However, it is up to the content developer to make sure their code runs properly in the browsers and resolutions targeted.

### Content API

The Content API is a JavaScript library that allows content to communicate with the Agnitio platform. All content running on the platform should reference this file from `index.html`. It will allow the content to:

- Monitor slides, documents, references and custom data
- Open PDFs in devices
- Send emails from devices
- Get data about contacts and presenters
- Provision content to, and get data from Microsites

### Responsive Design

Agnitio recommend content to be developed using responsive design principles. Although the initial cost is slightly higher compared to targeting a fixed resolution, it is a lot cheaper to consider it initially than to adapt to multiple resolutions later on.