



A web development partnership devoted to web standards, accessibility, and chiefly, cross browser compatibility

A design studio sensitive esp. to typography nuance

USA
421 7th Avenue
Suite 705
New York, NY 10001
1.516.874.0506
<http://cidamon.com>
info@cidamon.com

CANADA
1909-35 Thorncliffe Park Dr.
Toronto, ON M4H 1J3
1.416.996.2633

Introduction

Cidamon llc is a web design and development agency. Cidamon's mission is to author aesthetically sound, standards-compliant, platform-independent, and accessible web sites, web applications, and web systems using primarily open-source tools. Cidamon's philosophy is strongly guided by current best practices in web development such as focus on separation of content from the behavior and style, focus on clean and semantic XHTML markup, and use of unobtrusive scripting through progressive enhancement. This practice in turn provides our clients with websites which are accessible, optimized for search engines from the core, work on variety of platforms, and are not likely to break in future versions of web browsers. Cidamon is also committed to the following.

Equal Access To All Users

Even if accessibility for the visually impaired or otherwise disabled is not a business imperative, optimizing the website for such an audience is a sound practice because doing so, in effect, ensures the content is already search engine optimized. The added benefit of efforts to improve accessibility is that the website becomes easier to use for people who use screen readers, textual browsers, cell phones, PDAs or other hand-held devices to access the web. Accessibility also opens up possibilities for content aggregation. Last but not least, accessibility on the web is important because Governments of Countries, such as the U.S., U.K., Australia and others, are actively passing legislation which specifies the minimum standards of accessibility on websites for the disabled, not unlike the building codes. All governmental institutions in the U.S. for example are required by law to maintain ADA section 508 compliant websites¹.

1. Americans with Disabilities Act, section 508
<http://www.section508.gov/index.cfm?FuseAction=Content&ID=12#Web>

2. This is the thesis of Richard Wurman's seminal book *Information Anxiety*, Doubleday Publishing, 1989.

Search Engine Optimization Best Practices

Search engine optimization (SEO) is significant because as Richard Wurman has effectively pointed out, knowledge today does not lie in possessing information but rather in possessing means of accessing it². Mostly thanks to Google, businesses in today's information-overloaded environment understand the value of "findability". However, a massive demand has unfortunately opened a space for dubious practices where many firms consciously build poorly marked-up websites expecting to charge separately for SEO, which amounts to compensation based on misrepresentation.

3. Yahoo Developer Network graded browser support standards
<http://developer.yahoo.com/yui/articles/gbs/index.html>

Cross Browser Site Compliance

Cidamon holds platform-independence and future-proofing to be self-evident objectives. Specifically, users using Opera, Safari, Firefox, and many other browsers to access the web should not be restricted in their web experience only because the website had been authored with the majority's browser in mind (or vice versa). Cidamon strives to support different browsers to the extent of Yahoo's A-grade browser support³.

Cidamon Partial Client List

Cidamon, to date, has completed projects for a variety of clients. Select projects from our portfolio include development and interface design for Kenneth Willardt Photography and Film⁴, complete design, development, and maintenance of A Private Club⁵, design and development services for an Online museum for CLAGS (Center for Gay Lesbian Studies) an organization from City University of New York⁶, development and design services for revolutionary image processing application Image Terrain⁷, Development, design and maintenance service for non-profit organization Urban Revision⁸, and most recently, design and development services for Mid Ocean Partners⁹. Please contact Cidamon for a list of complete references.

4. <http://kwpf.com>

5. <http://aprivateclub.com>

6. <http://outhistory.org>

7. <http://imageterrain.com>

8. <http://urbanrevision.com>

9. <http://midoceanpartners.com>

Meet the Core Team



Emir Bukva

Emir is Cidamon's senior usability engineer and interface designer. Emir holds a Bachelor of Fine Arts from Edinboro University of Pennsylvania in Graphic Design and Applied Technology and is expecting a Masters of Fine Arts from Kent State University in Visual Communication Design. Emir specializes in XHTML and CSS with emphasis on web standards compliance and cross browser compatibility. His further specialties are JavaScript, Content Management System (CMS) integration and template development.



Rafi Dowla

Rafi is Cidamon's senior software developer and back-end engineer. Rafi holds a Bachelor of Science in Computer Science and a Masters Degree in Information Technology from Edinboro University of Pennsylvania. Rafi specializes in System Analysis and Prototype Design. He has extensive experience in Project Management, Business Operation Management and Web Application Development. Rafi is equally adept in the Linux-Apache-MySQL-PHP (LAMP) environment as well as ASP.net, Windows Sharepoint Services, Microsoft SQL and BizTalk server. He is the author of the ebook "Web system design and development using open source technology".



Alessandra "Ale" Casteel

Ale is Cidamon's senior designer and Flash art director. Ale holds a Bachelor of Science Degree from PUC University in Rio de Janeiro, Brazil. Ale has over ten years of multimedia experience in New York, San Francisco and Brazil. Ale's "cut through clutter" design style has successfully delivered the marketing message for clients in the publishing, health care, financial and film production sectors. Prior to joining Cidamon, Ale was at BeThere.tv, which is part of "Maxim Magazine's" entertainment video division.



L. P. Ferrante

L. P. is Cidamon's Client Service & Online Marketing Manager. He holds a Bachelor of Arts Degree in marketing and communications from Queens College, CUNY, the alma mater of Jerry Seinfeld. His specialty is marketing involving unique video content and viral video campaigns. His experience in social networking and direct e-mail marketing combined with his online media buying experience give him the ability to always be looking around the corner or scanning the horizon for the next best online marketing resource.

Cidamon Services Are

Cidamon currently offers the following services to its clients:

1. Web and Print Design
2. Web Site and Web Application development
3. Managed Dedicated Servers
4. Web Maintenance Service
5. Copy Writing
6. Brand Development

Cidamon Technology Expertise is

- HTML/CSS /JavaScript(DOM Scripting)
- FLASH/AS2/AS3
- PHP 5
- ASP.net
- Ruby on Rails
- MySQL
- Google Developer's Toolkit
- Java
- AJAX

Content Management Systems

- Custom built using PHP/MySQL
- Drupal
- Joomla
- Concrete5
- Xoops
- MediaWiki

Customized Blogs

- Moveable Type
- Text Pattern
- Word Press

Social Network Sites

- Custom built using PHP/MySQL
- OpenSocial
- PHPFox
- Ning

E-Commerce Solutions

- Custom built using PHP/MySQL
- osCommerce
- X-Cart
- Zen Cart
- DigiShop
- Shopify
- Paypal integration (including payflow gateway)
- Google Checkout
- PaySimple
- Authorize.net