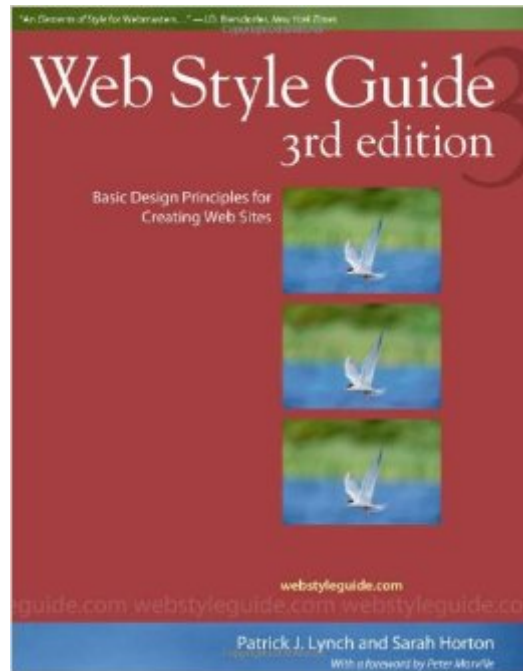# Web Style Guide: Basic Design Principles For Creating Web Sites

Synopsis

Consistently praised in earlier editions as the best volume on classic elements of web site design, Web Style Guide, now in its Third Edition, continues its tradition of emphasis on fundamentals. Focusing on the needs of web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and how they apply in web design projects in which information design, interface design, and efficient search and navigation are of primary concern.Â New in this edition:Â —a full chapter devoted to Universal Usability—guidelines and techniques for creating universally usable designs—a full chapter on Information Architecture and how best to promote its robust development—information on Search Engine Optimization and the designs that improve it—techniques for using Cascading Style Sheets for layouts and typographic design—185 illustrations, all in full color

Book Information

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Customer Reviews

It's disappointing to read all the negative reviews of what I think is a very good book. I think many reviewers lack the understanding of just what constitutes a style guide, so I am going to give my best definition of what a style guide is. Style guides, such as the Chicago Manual of Style, are more concerned with good journalistic practices than graphic design, covering such topics as how to treat page titles, the proper attributing of an author, how to construct footnotes, the importance of dating

articles, consistent nomenclature, the consistent use of language, and other important but admittedly dry topics. In almost all cases these things will influence graphic design, and some *very* basic, but in my opinion very good, graphic design information is covered. Also covered, to a fairly high level of detail, is information on graphic format and web color, navigation, and basic usability issues. What this book does not cover, and what one should not expect from a style guide, are examples of cutting-edge design, or information on current design trends (or what many of us think of when we thing of "style"). I think all graphic designers would do well to head the advice in this book, and think that most good graphic designers already do, and are probably already familiar with the information presented here. Obviously designers that know the rules usually break them with better results than those that don't. I think most designers will appreciate this book. If you are looking for an example of really cool, award-winning Websites, try the magazine Communication Arts, especially their Interactive Annual. If you are looking for a great book to introduce you to the basics, I haven't found a better book than this.To sum up:"Style" means "cool" to most of us.

Web Style Guide: Basic Design Principles for Creating Web Sites Style: The Lady's Guide to French Style, Fashion and Beauty- Get Dressed to Look Charm and Elegant (French Chic, Sense of Style, Style, Style Books, Style ... Dressed, Look Hot, Look Fabulous Book 1) Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps (Animal Guide) Ajax Hacks: Tips & Tools for Creating Responsive Web Sites Building Scalable Web Sites: Building, Scaling, and Optimizing the Next Generation of Web Applications Implementing Responsive Design: Building sites for an anywhere, everywhere web (Voices That Matter) Costume Design 101 - 2nd edition: The Business and Art of Creating Costumes For Film and Television (Costume Design 101: The Business & Art of Creating) Algorithms: C++: Data Structures, Automation & Problem Solving, w/ Programming & Design (app design, app development, web development, web design, jquery, ... software engineering, r programming) PHP 6 and MySQL 5 for Dynamic Web Sites: Visual QuickPro Guide PHP and MySQL for Dynamic Web Sites, Fourth Edition: Visual QuickPro Guide Interdisciplinary Interaction Design: A Visual Guide to Basic Theories, Models and Ideas for Thinking and Designing for Interactive Web Design and Digital Device Experiences Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials) Rapid Web Applications with TurboGears: Using Python to Create Ajax-Powered Sites VBScript & ActiveX Wizardry: Master the Art of Creating Interactive Web Pages with Visual Basic Script and ActiveX Jewish Holiday Style: A Guide to Celebrating Jewish Rituals in Style The Fundamentals of Style: An illustrated guide to dressing well (Style for Men Book 1) The AAMT Book

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