

Web Design



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Simply the best introduction to all aspects of the design and development of

successful Web sites. As the World Wide Web has matured, the need for high quality education in all aspects of Web design has become widely acknowledged. This book is a core text for undergraduate and masters courses that provides a complete introduction to every aspect of the building of Web pages and Web sites. A complete understanding of the basics of all aspects of Web design is essential to the development of good practice. Starting from a review of Web experiences, the text provides a deep and thorough introduction to Web technology, markup, stylesheets, Web graphics, Web animation and embedded video, client-side scripting, Web applications, usability, accessibility, page design and site design. At all times, the focus remains on good practice, underpinned by sound principles, in the context of the real World Wide Web. Full coverage of the essential technologies is provided: HTTP, XHTML, CSS, Javascript and the DOM, and the use of Web Standards is emphasized throughout as an essential part of the authors' forward-looking approach. Some elementary programming knowledge is required for use of this text. Suitable for course use or self-study, this comprehensive introduction represents a complete overview of the practice of Web design, providing clear summaries and a wealth of exercises and short practical assignments, as well as a valuable survey of the most popular software tools used in Web design. An extensive glossary and a wide range of other supplementary material are provided on the supporting Web site.

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