

Professional Web Design



PROFESSIONAL WEB DESIGN: TECHNIQUES AND TEMPLATES (CSS AND XHTML)

THIRD EDITION

- Web Design techniques are taught with an emphasis on CSS, including easy-to-understand explanations and examples on this often complicated topic.
- Techniques can be easily translated to other languages, such as ASP/ASP.NET, JSP, and PHP.
- Companion CD-ROM includes 200 customizable design templates.



INTERNET SERIES

CLINT ECCHER

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Learning CSS technology and continually improving one's design and developer skills is essential for every Web designer. Professional Web Design: Techniques and Templates (CSS and XHTML), Third Edition educates beginning-to-intermediate Web designers on crucial design issues through general discussion, case studies, and

helpful tips and techniques. Using easy-to-understand language and concepts, the book bridges the knowledge gap from XHTML table-based design to full CSS-based design, helping you master the most current technologies and techniques needed. With over 13 years of experience as a Web designer for Fortune 500 companies, non-profits, and small businesses alike, author Clint Eccher has learned numerous tips and techniques of the trade and discloses them here, saving you time and potential aggravation by alerting you to potential pitfalls. Best of all, he shares over 200 of the completely customizable design templates that he has developed over the years on this book's companion CD-ROM! The designs included on the CD illustrate the book's content and offer you a variety of options?XHTML table-based coded Web sites, e-newsletters, signatures, Photoshop-only designs, and CSS-coded designs. These designs not only offer the reader a variety of designs that can be quickly customized and used, but are great for inspiration as well. This is a complete Web design training course and free library of templates all in one!

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