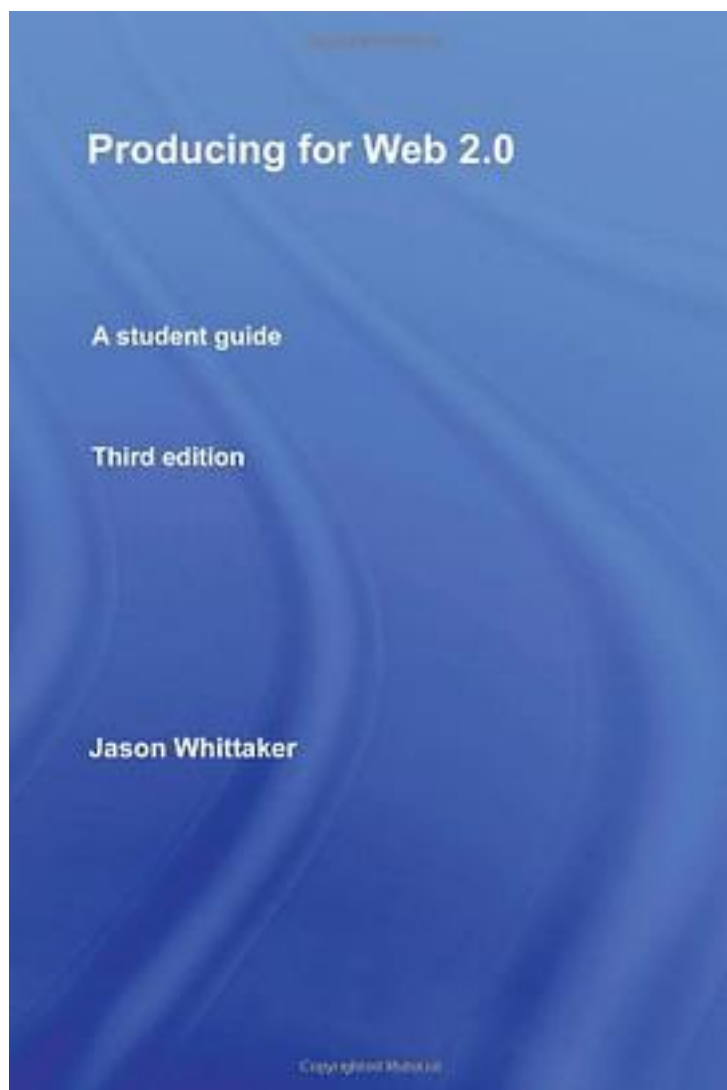


Producing for Web 2.0



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Praise for the previous edition: 'Gives an excellent insight into the main issues of creating a website and offers a good foundation of knowledge' - "i.net". "Producing for Web 2.0" is a clear and practical guide to the planning, set up and management of a web site in web 2.0. It gives readers an overview of the current technologies available for on-line communications and shows how to use them for maximum effect when planning a website. "Producing for Web 2.0" sets out the practical toolkit needed for web design and content management. It is supported by a regularly updated and comprehensive website where readers can take part in blogs and forums, see examples of programming and demonstrations of concepts discussed in the book, as well as trying things out themselves on the testing site. "Producing for Web 2.0 " includes: illustrated examples of good page design and site content; comprehensive online support and testing areas; advice on content, maintenance and how to use sites effectively; ideas on how to maximise available programs and applications; tips on using multimedia, including video, audio, flash, and images; a glossary and a list of terminology; a chapter on ethics and internet regulations for journalists and writers; tutorials for the main applications used in website design; step by step guides to difficult areas with screenshots guides to good practice for all those involved in publishing news online; and, a list of resources including websites and guides to further reading. This is the perfect guide for anyone coming to web design for the first time, or producing multimedia materials.

作者介绍:

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