Designing With Web Standards Jeffrey Zeldman

Web Standards CreativityDesigning A Wireless NetworkDesigning Web NavigationWeb Standards SolutionsDesigning with the Mind in MindCSS MasteryDesigning With Web Standards, 3/EDesigning with Web StandardsAdaptive Web DesignDon't Make Me ThinkDOM ScriptingLean UXHTML UtopiaCLR via C#State of ReadinessHigh Speed Digital DesignDesigning with Web StandardsResponsive Web DesignWeb AccessibilityBefore and After Page DesignDon't Make Me Think, RevisitedBuilding Findable WebsitesDesigning Interface AnimationContent Strategy for the WebInterACT with Web StandardsDesigning with Web StandardsDesign is a JobBulletproof Web DesignDesigning User Interfaces for an Aging PopulationHandcrafted CSSDesigning for PerformanceDesigning with Web StandardsThe Art & Science of Web DesignDeveloping with Web StandardsThe Zen of CSS DesignTaking Your Talent to the WebLearning Web DesignHTML5 for Web DesignersWeb TechnologiesWeb Design on a Shoestring

Web Standards Creativity

Designing A Wireless Network

Laying the foundation for a solid understanding of Web design, this book weaves together industry best

practices and standards-based design techniques. It is built on practical examples and short exercises crafted to help readers learn quickly and retain information. Starting with the basics this book teaches: Internet fundamentals Planning, content strategy, and information architecture HTML and CSS Accessibility Created by the education luminaries that brought you the revolutionary InterACT curriculum (http://interact.webstandards.org) and the Opera Web Standards Curriculum (http://opera.com/wsc), and the experts that power The Web Standards Project, this book is the definitive guide to learning the basics of web design. Its emphasis on practical and proven techniques make it the go-to guide that every aspiring web professional needs to succeed in their career. 25% of all author proceeds from this book will be donated to The Open Web Education Alliance (http://www.w3.org/2005/Incubator/owea/) to help advance web education around the world.

Designing Web Navigation

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, Designing with Web Standards remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially

revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what "IE6 support" means "Occasionally (very occasionally) you come across an author who makes you think, 'This guy is smart! And he makes me feel smarter, because now I finally understand this concept.'" — Steve Krug, author of Don't Make Me Think and Rocket Surgery Made Easy "A web designer without a copy of Designing with Web Standards is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us." — Dan Cederholm, author, Bulletproof Web Design and Handcrafted CSS "Jeffrey Zeldman sits somewhere between 'guru' and 'god' in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care." — Kelly Goto, author, Web ReDesign 2.0: Workflow that Works "Some books are meant to be read. Designing with Web Standards is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution." — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

Web Standards Solutions

High Speed Digital Design discusses the major factors to consider in designing a high speed digital system and how design concepts affect the functionality of the system as a whole. It will help you understand

why signals act so differently on a high speed digital system, identify the various problems that may occur in the design, and research solutions to minimize their impact and address their root causes. The authors offer a strong foundation that will help you get high speed digital system designs right the first time. Taking a systems design approach, High Speed Digital Design offers a progression from fundamental to advanced concepts, starting with transmission line theory, covering core concepts as well as recent developments. It then covers the challenges of signal and power integrity, offers guidelines for channel modeling, and optimizing link circuits. Tying together concepts presented throughout the book, the authors present Intel processors and chipsets as real-world design examples. Provides knowledge and guidance in the design of high speed digital circuits Explores the latest developments in system design Covers everything that encompasses a successful printed circuit board (PCB) product Offers insight from Intel insiders about real-world high speed digital design

Designing with the Mind in Mind

From contracts to selling design, from working with clients to working with each other, this brief book is packed with knowledge you cant afford not to know.

CSS Mastery

Building an elegant, functional website requires more than just knowing how to code. In Adaptive Web Design, Second Edition, you'll learn how to use

progressive enhancement to build websites that work anywhere, won't break, are accessible by anyone—on any device—and are designed to work well into the future. This new edition of Adaptive Web Design frames even more of the web design process in the lens of progressive enhancement. You will learn how content strategy, UX, HTML, CSS, responsive web design, JavaScript, server-side programming, and performance optimization all come together in the service of users on whatever device they happen to use to access the web. Understanding progressive enhancement will make you a better web professional, whether you're a content strategist, information architect, UX designer, visual designer, front-end developer, back-end developer, or project manager. It will enable you to visualize experience as a continuum and craft interfaces that are capable of reaching more users while simultaneously costing less money to develop. When you've mastered the tenets and concepts of this book, you will see the web in a whole new way and gain web design superpowers that will make you invaluable to your employer, clients, and the web as a whole. Visit http://adaptivewebdesign.info to learn more.

Designing With Web Standards, 3/E

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in

the same engaging and witty style, making even the most complex information easy to digest, Designing with Web Standards remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what "IE6 support" means "Occasionally (very occasionally) you come across an author who makes you think, 'This guy is smart! And he makes me feel smarter, because now I finally understand this concept.'" — Steve Krug, author of Don't Make Me Think and Rocket Surgery Made Easy "A web designer without a copy of Designing with Web Standards is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us." — Dan Cederholm, author, Bulletproof Web Design and Handcrafted CSS "Jeffrey Zeldman sits somewhere between 'guru' and 'god' in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care." — Kelly Goto, author, Web ReDesign 2.0: Workflow that Works "Some books are meant to be read. Designing with Web Standards is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution." — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

Designing with Web Standards

Business is on the move - mobile computing must keep up! Innovative technology is making the communication between computers a cordless affair. Mobile computing with laptops, hand helds and mobile phones is increasing the demand for reliable and secure wireless networks. Network engineers and consultants need to create and build cutting-edge wireless networks in both the small business and multi-million dollar corporations. Designing Wireless Networks provides the necessary information on how to design and implement a wireless network. Beginning with detailed descriptions of the various implementations and architectures of wireless technologies and moving to the step-by-step instructions on how to install and deploy a fixed wireless network; this book will teach users with no previous wireless networking experience how to design and build their own wireless network based on the best practices of the Enhanced Services from Lucent Technologies. * Timely coverage of new technologies: Communication without cables is the future of netwoking * Advocates wireless networking solutions for any user, regardless of location, device or connection. * Written by Experts. The authors are leading WAN authorities at Lucent Technologies. * No previous wireless experience is assumed, however, readers should have a basic understanding of networking and TCP/IP protocols

Adaptive Web Design

With this second edition of the popular DOM Scripting: Web Design with JavaScript and the Document Object

Model comes a modern revision to update best practices and guidelines. It includes full coverage of HTML5 in a new, dedicated chapter, and details on JavaScript libraries and how they can help your scripting. The book provides everything you'll need to start using JavaScript and the Document Object Model to enhance your web pages with client-side dynamic effects and user-controlled animation. It shows how JavaScript, HTML5, and Cascading Style Sheets (CSS) work together to create usable, standards-compliant web designs. We'll also cover cross-browser compatibility with DOM scripts and how to make sure they degrade gracefully when JavaScript isn't available. DOM Scripting: Web Design with JavaScript and the Document Object Model focuses on JavaScript for adding dynamic effects and manipulating page structure on the fly using the Document Object Model. You'll start with a crash course in JavaScript and the DOM, then move on to several real-world examples that you'll build from scratch, including dynamic image galleries and dynamic menus. You'll also learn how to manipulate web page styles using the CSS DOM, and create markup on the fly. If you want to create websites that are beautiful, dynamic, accessible, and standards-compliant, this is the book for you!

Don't Make Me Think

Learn how to think beyond the desktop and craft beautiful designs that anticipate and respond to your users' needs. The author will explore CSS techniques and design principles, including fluid grids, flexible

images, and media queries, demonstrating how you can deliver a quality experience to your users no matter how large (or small) their display.

DOM Scripting

This is the ultimate in inspirational, high-level web design books. There is no attempt to teach the basics CSS or JavaScript — competency is already assumed. This book brings together 12 of the world's most talented web designers to share their secrets with the reader. The techniques discussed cover the full spectrum of essential web design topics, and readers will find enough innovation inside that they will keep coming back to the book again and again to improve their work. The book, presented in full color, is completely standards-compliant, and up-to-date, including discussions of IE 7 support.

Lean UX

Discusses how to use Web standards to create sophisticated Web sites efficiently, covering topics such as quality assurance, functionality, and accessibility guidelines.

HTML Utopia

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the

skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

CLR via C#

The ultimate resource for standards-based Web design, updated and enhanced for current and future browsers.

State of Readiness

Provides information on creating imaginative Web site

designs using CSS.

High Speed Digital Design

This is an explicit and detailed guide, an intelligent "how-to" book for professionals. It lays the groundwork and creates context by exploring essential concepts, defines terms that may be new or unfamiliar, and then moves forward with practical software techniques. All the while it is building on the existing knowledge and experience of its professional design audience. Taking Your Talent to the Web is based on the Populi Curriculum in Web Communications Design, developed by Jeffrey Zeldman in cooperation with Populi, Inc., (www.populi.com) and the Pratt Institute. The book's purpose is to guide traditional art directors and print designers as they expand their existing careers to include the new field of professional Web Design.

Designing with Web Standards

This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices and fresh perspectives on how to accomplish these simple, yet indispensable goals: Help more people find your site Help users find content within your site Encourage return visits The path this book travels through the villages of Web standards, accessibility, and contemporary technologies like Ajax, APIs, Flash, and

microformats. You'll find the big ideas behind these technologies and real world examples, illustrating that you don't have to compromise the user experience to create search engine friendly, findable websites. Although this book illuminates a broad range of findability strategies, one common theme pervades: Web standards + compelling content = improved findability = more successful sites You'll find even more findability guidance on the book's companion website (http://buildingfindablewebsites.com) including 5 bonus chapters.

Responsive Web Design

A companion to Jeffrey Zeldman's Designing with Web Standards, this book approaches standards from a more tactical and instructional point of view. Today's web designers and developers need to update their skills and knowledge and get away from out-of-date table and font-based approaches. In Developing with Web Standards, they will learn current best practices in standards-based development. The topics covered are based on the author's extensive experience from the professional development trenches and will give readers a thorough grounding in contemporary web development technologies and techniques with a focus on relevant emerging aspects of HTML, CSS, and other web standards.

Web Accessibility

Web accessibility not just morally sound – there are legal obligations as well Very large potential

audience, consisting of web developers and business managers Very little competition to this book

Before and After Page Design

Before and After magazine's focus on clarity and simplicity and its insistence on approaching design not as mere decoration but as an essential form of communication have won it legions of fans. If you're among them, you'll welcome the first book from B and A's founder and publisher. John McWade walks his own talk, bringing you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the principles design professionals live by. You'll also learn how to choose the right font for your project, why one typeface works better than another, and lots more. Best of all, you'll discover how to think visually--transforming the images in your head into documents that communicate effectively on the page.

Don't Make Me Think, Revisited

As a web designer, you encounter tough choices when it comes to weighing aesthetics and performance. Good content, layout, images, and interactivity are essential for engaging your audience, and each of these elements have an enormous impact on page load time and the end-user experience. In this practical book, Lara Hogan helps you approach projects with page speed in mind, showing you how to test and benchmark which design choices are most

critical. To get started, all you need are basic HTML and CSS skills and Photoshop experience. Topics include: The impact of page load time on your site, brand, and users Page speed basics: how browsers retrieve and render content Best practices for optimizing and loading images How to clean up HTML and CSS, and optimize web fonts Mobile-first design with performance goals by breakpoint Using tools to measure performance as your site evolves Methods for shaping an organization's performance culture

Building Findable Websites

One of very few CSS books that focuses on teaching advanced-level CSS techniques CSS is a huge market—every web designer needs to know CSS to succeed in the modern web design marketplace Part of the "Solutions" series, and a follow-up from the best-selling Dan Cederholm book, Web Standards Solutions (ISBN 1590593812)

Designing Interface Animation

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide

them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

Content Strategy for the Web

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Web Technologies: A Computer Science Perspective is ideal for courses in Web-based Systems (aka Web/Internet Programming/Systems) in Computer Science, MIS, and IT departments. This text introduces the key technologies that have been developed as part of the birth and maturation of the World Wide Web. It provides a consistent, in-depth treatment of technologies that are unlikely to receive detailed coverage in non-Web computer science courses. Students will find an ongoing case study that integrates a wide spectrum of Web technologies, guidance on setting up their own software environments, and a variety of exercises and project assignments.

InterACT with Web Standards

No matter how visually appealing or content-packed a Web site may be, if it's not adaptable to a variety of situations and reaching the widest possible audience, it isn't really succeeding. In Bulletproof Web Desing, author and Web designer extraordinaire, Dan Cederholm outlines standards-based strategies for building designs that provide flexibility, readability, and user control--key components of every sucessful site. Each chapter starts out with an example of an unbulletproof site one that employs a traditional HTML-based approach which Dan then deconstructs, pointing out its limitations. He then gives the site a make-over using XHTML and Cascading Style Sheets

(CSS), so you can see how to replace bloated code with lean markup and CSS for fast-loading sites that are accessible to all users. Finally, he covers several popular fluid and elastic-width layout techniques and pieces together all of the page components discussed in prior chapters into a single-page template.

Designing with Web Standards

There's a real connection between craftsmanship and Web design. That's the theme running through Handcrafted CSS: More Bulletproof Web Design, by bestselling author Dan Cederholm, with a chapter contributed by renowned Web designer and developer Ethan Marcotte. This book explores CSS3 that works in today's browsers, and you'll be convinced that now's the time to start experimenting with it. Whether you're a Web designer, project manager, or a graphic designer wanting to learn more about the fluidity that's required when designing for the Web, you'll discover the tools to create the most flexible, reliable, and bulletproof Web designs. And you'll finally be able to persuade your clients to adopt innovative and effective techniques that make everyone's life easier while improving the end user's experience. This book's seven chapters deconstruct various aspects of a case-study Web site for the Tugboat Coffee Company, focusing on aspects that make it bulletproof and demonstrate progressive enrichment techniques over more traditional labor-intensive methods. Subjects covered in this book include: building for unanticipated future use progressively enriching designs using CSS3 properties using RGBA

color for transparency with an alpha channel modular float management crafting flexible frameworks fluid layouts using grid-based design principles craftsmanship details on typography, jQuery, and shifting backgrounds

Design is a Job

Welcome to the expanded second edition of Dan Cederholm's bestselling Web Standards Solutions. Web standards are the standard technology specifications enforced by the World Wide Web Consortium (W3C) to make sure that web designers and browser manufacturers are using the same technology syntax. It is important that these implementations are the same throughout the Web—otherwise, it becomes a messy proprietary place, and lacks consistency. These standards also allow content to be more compatible with multiple different viewing devices, such as screen readers for people with vision impairments, cell phones, PDFs, etc. HTML, XML, and CSS are all such technologies. This book is your essential guide to understanding the advantages you can bring to your web pages by implementing web standards and precisely how to apply them. Web standards such as XHTML and CSS are now fairly well-known technologies, and they will likely be familiar to you, the web designer. Indeed, they are all around you on the Web. However, within web standards still lies a challenge: while the browser's support for web standards is steadily increasing, many web developers and designers have yet to discover the real benefits of web standards and

respect the need to adhere to them. The real art is in truly understanding the benefits and implementing the standards efficiently. As a simple example of its power, you can use CSS to lay out your pages instead of nesting tables. This can make file sizes smaller, allowing pages to load faster, ultimately increasing accessibility for all browsers, devices, and web users. Expanded edition containing bonus material. Teaches how to use Web standards effectively to build better web sites. Solutions style promotes learning by work-through examples and assessments.

Bulletproof Web Design

Early user interface (UI) practitioners were trained in cognitive psychology, from which UI design rules were based. But as the field evolves, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have been exposed to design rules, but it is essential that they understand the psychology behind the rules in order to effectively apply them. In Designing with the Mind in Mind, Jeff Johnson, author of the best selling GUI Bloopers, provides designers with just enough background in perceptual and cognitive psychology that UI design guidelines make intuitive sense rather than being just a list of rules to follow. The first practical, all-in-one source for practitioners on user interface design rules and why, when and how to apply them Provides just enough background into the reasoning behind interface design rules that practitioners can make informed decisions in every project Gives practitioners the insight they need to

make educated design decisions when confronted with tradeoffs, including competing design rules, time constrictions, or limited resources

Designing User Interfaces for an Aging Population

A guide to designing Web sites describes inexpensive ways to create a successful and functional site.

Handcrafted CSS

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

Designing for Performance

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

Designing with Web Standards

Accelerated Strategy Development and Execution The company of today has its supply chains and finances stretched further around the globe than ever before while simultaneously having increasing pressures to drive value across a complicated and fluid set of metrics and deliver innovations, products, and services more quickly and reliably. The competitive advantage belongs to the companies that can quicken their vision-building and strategy-execution efforts—the ones that can identify challenges more swiftly and accelerate their decision making so they are better able to formulate and deploy responses decisively yet with greater agility. To successfully accomplish this, companies will have to prioritize creating a culture of leadership that strengthens communication skills and emphasizes systems thinking by building capacity and capability that cuts across the business smokestacks and permeates the entire organization. In State of Readiness, Joseph F. Paris Jr. shares over thirty years of international business and operations experience and guides C-

suite executives and business-operations and -improvement specialists on a path toward operational excellence, the organizational capability and situational awareness that is attained as the enterprise reaches a state of alignment for pursuing its strategies. In doing so, create a corporate culture that is committed to the continuous and deliberate improvement of company performance and the circumstances of those who work there—a precursor to becoming a high-performance organization.

The Art & Science of Web Design

Provides information on using CSS to create Web sites.

Developing with Web Standards

Dig deep and master the intricacies of the common language runtime, C#, and .NET development. Led by programming expert Jeffrey Richter, a longtime consultant to the Microsoft .NET team - you'll gain pragmatic insights for building robust, reliable, and responsive apps and components. Fully updated for .NET Framework 4.5 and Visual Studio 2012 Delivers a thorough grounding in the .NET Framework architecture, runtime environment, and other key topics, including asynchronous programming and the new Windows Runtime Provides extensive code samples in Visual C# 2012 Features authoritative, pragmatic guidance on difficult development concepts such as generics and threading

The Zen of CSS Design

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Taking Your Talent to the Web

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

Learning Web Design

Designing User Interfaces for an Aging Population: Towards Universal Design presents age-friendly design guidelines that are well-established, agreed-upon, research-based, actionable, and applicable across a variety of modern technology platforms. The book offers guidance for product engineers, designers, or students who want to produce technological products and online services that can be easily and successfully used by older adults and other populations. It presents typical age-related characteristics, addressing vision and visual design, hand-eye coordination and ergonomics, hearing and sound, speech and comprehension, navigation, focus, cognition, attention, learning, memory, content and writing, attitude and affect, and general accessibility. The authors explore characteristics of aging via realistic personas which demonstrate the impact of design decisions on actual users over age 55. Presents the characteristics of older adults that can hinder use of technology Provides guidelines for designing technology that can be used by older adults and younger people Review real-world examples of designs that implement the guidelines and the designs that violate them

HTML5 for Web Designers

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

Web Technologies

Explores the intersection of Web design philosophies and the technology used to implement them while demonstrating effective solutions to real-world design challenges.

Web Design on a Shoestring

HTML5 is the longest HTML specification ever written. It is also the most powerful, and in some ways, the most confusing. What do accessible, content-focused standards-based web designers and front-end developers need to know? And how can we harness the power of HTML5 in today's browsers?

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION