Basics Of Web Design

Whether you are building a personal blog or a corporate website, there is a lot more to web design than div's and CSS selectors, but what do you really need to know? With this book, you'll learn the secrets of designing effective, user-friendly sites, fro Covering all the essentials of outstanding site design, this book includes tricks and techniques for innovative uses of colour that attract attention and improve readability.

This book helps users plan and develop well-designed Web sites that combine effective navigation with the judicious use of graphics, text, and color. Building on the user's HTML skills, users enhance Web pages and gain a critical eye for evaluating Web site design.

For introductory courses in Web Design. The Fundamentals of Web Development for the New Designer Basics of Web Design: HTML5 & CSS3 is the comprehensive source material for beginners in web design and development. The hands-on text introduces major topics in two-page sections, focusing on key concepts and providing interactive exercises. All the basics of web designs, from creating web pages to publishing them online, are explored in-depth by each chapter of this book. With a focus on HTML5 and CSS3 coding techniques, the Third Edition prepares readers to take advantage of the most modern and popular platforms for web development. Exploring both "hard skills," such as HTML5 and Cascading Style Sheets, as well as "soft skills" like web design and publishing to the web, the text teaches coders all the fundamental information they need to design successful websites.

This brief book is an easy-to-digest introduction to the key concepts of web development. Understand the concepts of the web and how they apply to static and dynamic websites. See how HTML and CSS are used to create the bones of the web. Concisely presented through four key concept chapters, Introducing Web Development will enable you to get a clear understanding of how web development works. What You Will Learn How the web works and interacts with websites What static and dynamic websites are and how they work How the static parts of a website are coded using HTML and CSS Who This Book Is For Anyone who wants to understand the basics of web development.

Presents information on using HTML and CSS to create Web pages, covering such topics as improving user interfaces, embedding audio and video, working with client-side data, and using APIs.

Discover the techniques behind beautiful design by deconstructing designs to understand them The term 'hacker' has been redefined to consist of anyone who has an insatiable curiosity as to how things work—and how they can try to make them better. This book is aimed at hackers of all skill levels and explains the classical principles and techniques behind beautiful designs by deconstructing those designs in order to understand what makes them so remarkable. Author and designer David Kadavy provides you with the framework for understanding good design and places a special emphasis on interactive mediums. You'll explore color theory, the role of proportion and geometry in design, and the relationship between medium and form. Packed with unique reverse engineering design examples, this book inspires and encourages you to discover and create new beauty in a variety of formats. Breaks down and studies the classical principles and techniques behind the creation of beautiful design Illustrates cultural and contextual considerations in communicating to a specific audience Discusses why design is important, the purpose of design, the various constraints of design, and how today's fonts are designed with the screen in mind Dissects the elements of color, size, scale, proportion, medium, and form Features a unique range of examples, including the graffiti in the ancient city of Pompeii, the lack of the color black in Monet's art, the style and sleekness of the iPhone, and more By the end of this book, you'll be able to apply the featured design principles to your own web designs, mobile apps, or other digital work.

Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications.

This book democratizes web development for everyone. It's a fun, clever guide that covers all of the key design principles, best practices, useful shortcuts, pro tips, real-world examples, and basic coding tutorials needed to produce a beautiful website that you'll feel confident sharing with the world. Because you, too, can design for the web! Hello Web Design contains everything you need to feel comfortable doing your own web development, including an abundance of real-life website examples that will inspire and motivate you. No need to spend time and money hiring an expensive graphic designer; this book will walk you through the fundamentals - and shortcuts - you need to do it all yourself, right now.

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

This second edition of The Principles of Beautiful Web Design is the ideal book for people who can build websites, but are seeking the skills and knowledge to visually enhance their sites. This book will teach you how to: Understand the process of what makes "good design," from discovery through to implementation Use color effectively, develop color schemes, and create a palette Create pleasing layouts using grids, the rule of thirds, and symmetry Employ textures: lines, points, shapes, volumes, and depth Apply typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more... This revised, easy-to-follow guide is illustrated with beautiful, full-color examples, and leads readers through the process of creating great designs from

start to finish. It also features: Updated information about grid-based design How to design for mobile resolutions Information about the future of web fonts including @font-face Common user-interface patterns and resources

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.

Build Your Own Website is a fun, illustrated introduction to the basics of creating a website. Join Kim and her little dog Tofu as she learns HTML, the language of web pages, and CSS, the language used to style web pages, from the Web Guru and Glinda, the Good Witch of CSS. Once she figures out the basics, Kim travels to WordPress City to build her first website, with Wendy, the WordPress Maven, at her side. They take control of WordPress® themes, install useful plugins, and more. As you follow along, you'll learn how to: –Use HTML tags –Make your site shine with CSS –Customize WordPress to fit your needs –Choose a company to host your site and get advice on picking a good domain name The patient, step-by-step advice you'll find in Build Your Own Website will help you get your website up and running in no time. Stop dreaming of your perfect website and start making it!

Basics of Web Design: HTML5 and CSS3, 2e covers the basic concepts that web designers need to develop their skills: Introductory Internet and Web concepts Creating web pages with HTML5 Configuring text, color, and page layout with Cascading Style Sheets Configuring images and multimedia on web pages Web design best practices Accessibility, usability, and search engine optimization considerations Obtaining a domain name and web host Publishing to the Web

A full-color introduction to the basics of HTML and CSS from the publishers of Wrox! Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new approach. Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way! This book is also available as part of a set in hardcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781119038634; and in softcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781118907443.

This is a different kind of web design book. Above the Fold is not about timely design or technology trends; instead, this book is about the timeless fundamentals of effective communication within the context of web design. It is intended to help you, the reader, understand the considerations that web designers make when developing successful websites. Above the Fold is divided into three sections: Design & Typography Planning & Usability Business Value Each section represents a phase in the continuous cycle of web design. It's the balance among design, usability, and return on investment that makes a website truly great. Topics covered in Above the Fold include: What makes web design unique The history of web design Anatomy of a web page White space and grid use in web design The elements of web design: color, texture, imagery, scale, depth, animation, and variability Web typography, including web-safe type, images of type, and font replacement and embedding Web project planning Information architecture, including site maps, wireframes, and user flow diagrams The elements of usability: navigation, breadcrumbs, links, search, submission forms, and error messaging Search engine optimization Online marketing, including banner ads, viral and social marketing, on-site marketing, and email marketing Web statistics and analysis

Written in a practical and concise manner, this book is a crash-course in teaching you the fundamental concepts of Less with real-life examples and problems. If you use CSS(3) in your web development tasks and would love to learn how to create maintainable and reusable code with Less, this book is ideal for you. Although you need to have some experience in web development, even beginners will find that this book is useful.

Sams Teach Yourself HTML, CSS and JavaScript All in One The all-in-one HTML, CSS and JavaScript beginner's guide: covering the three most important languages for web development. Covers everything beginners need to know about the HTML and CSS standards and today's JavaScript and Ajax libraries - all in one book, for the first time Integrated, well-organized coverage expertly shows how to use all these key technologies together Short, simple lessons teach hands-on skills readers can apply immediately By best-selling author Julie Meloni Mastering HTML, CSS, and JavaScript is vital for any beginning web developer - and the importance of these technologies is growing as web development moves away from proprietary alternatives such as Flash. Sams Teach Yourself HTML, CSS, and JavaScript All in One brings together everything beginners need to build powerful web applications with the HTML and CSS standards and the latest JavaScript and Ajax libraries. With this book, beginners can get all the modern web development knowledge you need

from one expert source. Bestselling author Julie Meloni (Sams Teach Yourself PHP, MySQL and Apache All in One) teaches simply and clearly, through brief, hands-on lessons focused on knowledge you can apply immediately. Meloni covers all the building blocks of practical web design and development, integrating new techniques and features into every chapter. Each lesson builds on what's come before, showing you exactly how to use HTML, CSS, and JavaScript together to create great web sites.

With over 60,000 copies sold since its first edition, this SitePoint best-seller has just had a fresh update to include recent advances in the web industry. With the first two editions coming highly recommended by established, leading web designers and developers, the third edition with all its extra goodies will continue that trend. Also fully updated to include the latest operating systems, web browsers and providing fixes to issues that have cropped up since the last edition. Readers will learn to: Style text and control your page layout with CSS Create and Optimize graphics for the Web Add interactivity to your sites with forms Include a custom search, contact us page, and a News/Events section on your site Track visitors with Google Analytics Extend your reach and connect your site with Social Media Use HTML5&CSS3 to add some cool, polished features to your site Use diagnosis/debug tools to find any problems And lots more.

There are a lot of books out there covering CSS and HTML, but this one stands out from the crowd by combining all the best aspects of reference and tutorial books — it teaches everything you need to know to design great web sites, and moves at a fast pace, eschewing unnecessary theory and obscure details. It is designed so that any level of web designer or developer will find this to be an essential guide. It teaches the basics of CSS and HTML before quickly moving on to cover in depth all of the essential areas of web design, including forms, tables, typography, layout, browser quirks and more.

Want to improve the design of your website or web application without having to write CSS styles from scratch? Learning HTML and CSS is a lot more challenging than it used to be. Responsive web design adds more layers of complexity to design and develop websites. In this book you will become familiar with the new cards component, setting up the new flexbox grid layout, customizing the look and feel, how to follow the mobile-first development workflow, and more! Web designer and developer Jacob Lett has built 100+ websites and WordPress themes. Let him show you exactly how to build responsive layouts that look great in every browser and device. He shares what you can't learn from the official documentation... the process of actually building a full layout. This book is focused on the workflow and does not duplicate what you can already find in the official documentation. This book will show you how to reference the documentation and use it effectively in your projects. BONUS: Includes a link to download a free cheat sheets bundle and a 1 hour training video.Who is this for?You're an absolute beginner and want to become a web developer.You learned HTML and CSS 5-10 years ago but are new to responsive web design basics.You have used Bootstrap before but want to learn new techniques and workflow.What will I learn?Learn what responsive web design is, the history behind it, and how the Bootstrap 4 frontend framework makes it easier to implement.Learn the web design process and workflow necessary to make a responsive website and application with Bootstrap 4.Learn what's new in Bootstrap 4 with a deep focus on CSS3 Flexbox, Cards, and the responsive grid layout.What will I build?Responsive Marketing Homepage - Topics covered: responsive images, image cards, parallax background images, Google fonts, carousel cross-fade, and vertical centered text.Bootstrap Admin Dashboard - Topics covered: 100% height sidebar, card deck, FontAwesome icons, responsive charts and tables, and custom navigation tree menu.How is this training unique?Learn by doing as you build two professional responsive layouts examples step-by-step.Focused on the workflow vs duplicating what you can find in the official documentation. This book will show you how to reference the documentation and use it effectively in your projects.Uses hyperlinks to point to code demos, snippets, videos, and external resources.What do I need?Some experience with HTML and CSS is helpful but not necessary.Does not require knowing Sass, command line, or Photoshop.A computer with Google Chrome.A text editor like Atom and an internet connection. You want to build a beautiful website or user interface that works on all major browsers. Let Jacob show you how step by step. If you like detailed step by step guides, plenty of examples, and printable cheat sheets, then you'll love Jacob Lett's approach at how he creates responsive layouts using Bootstrap 4. Buy the Bootstrap 4 Quick Start today and start building responsive layouts in less time and with less effort!

Basics of Web DesignHTML5 & CSS3Addison-Wesley

Are you interested in going back to the basics? Do you want to learn how to develop web pages the old way? Then welcome to this guide.In the same way that a building can only be as strong as its foundation, a webpage can only be as good as the bits and pieces that hold it together. In this case, we're talking about HTML.Hyper Text Markup Language, HTML is the glue that ensures a web page is held together and can be used on many different browsers and devices successfully. It also provides the structure needed to expand your webpages using JavaScript and CSS.This guide focuses purely on HTML, and here's what you can expect to learn: -What HTML is and how it works-How to use an HTML text editor-The HTML building blocks - attributes, elements, and tags-How to format your HTML-How to use heading, paragraph, and phrase tags-How to insert links, images, and tables-What HTML lists are-Using HTML classes, frames, and iFrames-Html Comments and File Paths-What's in the HTML head-Techniques for layout and design-How to use the HTML entities, charset, and symbols-How to add HTML backgrounds, colors, and fonts-How to create a webpage from start to finishAnd much more!HTML is the backbone of any website, and it makes perfect sense to learn how to code in HTML before you try anything fancier.If you are ready to start your new coding journey, hit the Buy Now button!

Do you need a website to support your freelance business or entrepreneurial venture? Or are you considering a career in web design? Maybe you're looking for your next career pivot, or you're simply seeking skills to give your CV that competitive edge? Wherever you are in your career, Confident Web Design can help. The ultimate beginner's guide to

designing, building and publishing basic websites, this book features exclusive online exercises to help you practice your new skills in context. Covering the basics of HTML, CSS and JavaScript, as well as giving you a thorough grounding in the real-life application of these principles, this book provides helpful examples, explanations of technical terms, and clear, easy-to-understand language - meaning your first website is only a few chapters away. Taking you on a practical journey to publish a basic website from scratch, the book's structure is designed to break down each skill into manageable chunks. Wherever you are in your career, let Confident Web Design give you that cutting edge with vital programming and design skills. About the Confident series... From coding and web design to data, digital content and cyber security, the Confident books are the perfect beginner's resource for enhancing your professional life, whatever your career path.

Web Design for Beginners: The Ultimate Website Beginners Guide for learning Professional website design with Wordpress, (Wordpress, CSS, HTML, Webgraphics, Javascript) Starting a website and not sure what to use? Whether you are a beginner or more advanced this book dives deep into the different options and techniques you can use to create the BEST web content! Just like other fields of design, web design is constantly and rapidly evolving. With billions of websites on the internet today, you could be right to compare website developers with bees as far as being busy is concerned. Compare how much web designers had to do to build a website back then, and just how little they have to do today to do the same - what do you see? It is clearly evident that web designers have become smarter with time. Here Is A Preview Of What You'll Learn... Facts about web design Your choices in Software to use Crucial Components of Web Design Factors effecting Cost of web design Web design practices you NEED to adhere to Whether to build a DIY website or hire a service Understanding web users Strategy of the Website Management Optimizing User Experience Marketing your website! Technology and Design options Much, muchmore!

Intended for use in a beginning web design or web development course The Basics of Web Design: HTML5 & CSS3, 2e takes a unique approach to prepare students to design web pages that work today in addition to being ready to take advantage of HTML5 coding techniques of the future. The text covers the basic concepts that web designers need to develop their skills: Introductory Internet and Web concepts Creating web pages with HTML5 Configuring text, color, and page layout with Cascading Style Sheets Configuring images and multimedia on web pages Web design best practices Accessibility, usability, and search engine optimization considerations Obtaining a domain name and web host Publishing to the Web Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will: Apply Theory and/or Research: A well-rounded foundation of hard and soft skills will help students as they pursue careers as web professionals. Engage Students: Hands-on practice exercises and a running case study offer real-world perspective, and keep students interested in the material. Support Instructors and Students: Student files for web page Hands-on Practice exercises and the case study are available on the companion website.

For introductory courses in Web Design Provide a strong foundation for web design and web development Basics of Web Design: HTML5, is a foundational introduction to beginning web design and web development. The text provides a balance of "hard" skills such as HTML 5, CSS, and "soft" skills such as web design and publishing to the Web, giving students a well-rounded foundation as they pursue careers as web professionals. Students will leave an introductory design course with the tools they need to build their skills in the fields of web design, web graphics, and web development. The 5th Edition features a major change from previous edition. Although classic page layout methods using CSS float are still introduced, there is a new emphasis on Responsive Page Layout utilizing the new CSS Flexible Box Layout (Flexbox) and CSS Grid Layout techniques. Therefore, the new 5th Edition features new content, updated topics, hands-on practice exercises, and case studies.

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

JavaScript lets you supercharge your HTML with animation, interactivity, and visual effects—but many web designers find the language hard to learn. This easy-to-read guide not only covers JavaScript basics, but also shows you how to save time and effort with the jQuery and jQuery UI libraries of prewritten JavaScript code. You'll build web pages that feel and act like desktop programs—with little or no programming. The important stuff you need to know: Pull back the curtain on JavaScript. Learn how to build a basic program with this language. Get up to speed on jQuery. Quickly assemble JavaScript programs that work well on multiple web browsers. Transform your user interface. Learn jQuery UI, the JavaScript library for interface features like design themes and controls. Make your pages interactive. Create JavaScript events that react to visitor actions. Use animations and effects. Build drop-down navigation menus, pop-ups, automated slideshows, and more. Collect data with web forms. Create easy-to-use forms that ensure more accurate visitor responses. Practice with living examples. Get step-by-step tutorials for web projects you can build yourself.

While platforms like WordPress have done much to make quality web design available to all, the fact remains that if you want to design a truly unique, bespoke or custom site, you need to have a working knowledge of HTML and CSS. Answering this need, Web Design: Start Here takes you from novice to fully-fledged web designer in just 224 pages. From planning, design, development and testing to promotion, search engine optimization and visitor analytics, the book covers every stage with concise explanations, clear illustrations and plenty of useful and memorable tips along the way. Stefan Mischook has trained thousands of non-technical people in the basics of web design via his highly successful website Killersites.com. In this, his first book, the reader learns a no-nonsense approach to open-source design, covering HTML5 and CSS3, and is introduced to Javascript and PHP. By the end of the book they will have the knowledge and confidence to produce a beautiful, dynamic, multi-page site, opening the way to a new career in web design.

This is the ideal reference for both new and existing web developers who want to be able to augment their skills and showcase their content in a truly professional manner.

Intended for use in a beginning web design or web development course The Basics of Web Design: HTML5 & CSS3, 2e takes a unique approach to prepare students to design web pages that work today in addition to being ready to take advantage of HTML5 coding techniques of the future. The text covers the basic concepts that web designers need to develop their skills: * Introductory Internet and Web concepts * Creating web pages with HTML5 * Configuring text, color, and page layout with Cascading Style Sheets * Configuring images and multimedia on web pages * Web design best practices * Accessibility, usability, and search engine optimization considerations * Obtaining a domain name and web host * Publishing to the Web Teaching and Learning Experience.

HTML and CSS can be a little daunting at first but fear not. This book, based on Shay Howe's popular workshop covers the basics and breaks down the barrier to entry, showing readers how they can start using HTML and CSS through practical techniques today. They'll find accompanying code examples online, while they explore topics such as the different structures of HTML and CSS, and common terms. After establishing a basic understanding of HTML and CSS a deeper dive is taken into the box model and how to work with floats. The book includes an exercise focused on cleaning up a web page by improving the user interface and design, solely using HTML and CSS. With a few quick changes the web page changes shape and comes to life. Interactive, technically up-to-the-minute and easy-to-understand, this book will advance a student's skills to a professional level.

If you are a beginner who needs a solid grounding in the best practices for creating websites, this book is for you. Written by innovative curriculum developer and university web instructor Thomas Michaud, this book provides an accessible yet comprehensive look at web design and front-end coding, covering HTML, CSS, design principles and more. You'll learn HTML semantics, structure, and validation, and how to separate content from design using CSS (levels 1, 2, and 3). Online videos and code examples let you follow along and practice with the code. Some of the other things you'll learn about include: • text elements, links, objects, and tables • using the box model for background images, padding, borders, and margins • fixed vs. liquid page layout • choosing between different navigation models • creating and styling forms • interactive design with JavaScript and jQuery Foundations of Web Design is an indispensable resource to quickly take you from sketching to coding.

Deliver an optimal user experience to all devices—including tablets, smartphones, feature phones, laptops, and large screens—by learning the basics of responsive web design. In this hands-on guide, UX designer Clarissa Peterson explains how responsive web design works, and takes you through a responsive workflow from project kickoff to site launch. Ideal for anyone involved in the process of creating websites—not just developers—this book teaches you fundamental strategies and techniques for using HTML and CSS to design websites that not only adapt to any screen size, but also use progressive enhancement to provide a better user experience based on device capabilities such as touchscreens and retina displays. Start with content strategy before creating a visual design Learn why your default design should be for the narrowest screens Explore the HTML elements and CSS properties essential for responsive web design Use media queries to display different CSS styles based on a device's viewport width Handle elements such as images, typography, and navigation Use performance optimization techniques to make your site lighter and faster

This book/DVD package introduces the necessary steps and stages of planning a modern multimedia Web site. It includes both the design and development aspects for novices and a complete plan to get you started with the core technologies and techniques for professional Web design on a freelance or organizational basis. The text also covers the current languages e.g., HTML5, CSS3, JavaScript, PERL, PHP, and mySQL, that are needed to construct dynamic content on the Web and milestones for getting it into the hands of your clients sooner. Features: Provides a complete guide for developers and designers to see both front-end and back-end design elements Uses various languages e.g., HTML5, CSS3, JavaScript, PERL, PHP, and mySQL to maximize efficiency of modern and dynamic Web pages Uses design principles and best practices from an experienced freelance Web designer and instructor Includes language examples for self-study and challenging activities for expanding design and development; instructor's resources available for use as a textbook

Summary Web Design Playground takes you step by step from writing your first line of HTML to creating interesting and attractive web pages. In this project-based book, you'll use a custom online workspace, the book's companion Playground, to design websites, product pages, photo galleries, and more. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology How do top designers learn to create beautiful web pages and intuitive user experiences? Great examples, expert mentoring, and lots of practice! Written by web designer and master teacher Paul McFedries, this unique book shapes and sharpens your skills in HTML, CSS, and web page design. About the Book Web Design Playground takes you step by step from writing your first line of HTML to creating interesting, attractive web pages. In this project-based book, you'll use a custom online workspace to design websites, product pages, photo galleries, and more. Don't worry about setting up your own servers and domain names—the book comes with a free "playground" which lets you experiment without any of that! You can concentrate on core skills like adding images and video and laying out the page, plus learning typography, responsive design, and the other tools of the web trade. What's inside Getting started with HTML, CSS, and web design A free, fully interactive web design workspace Working with images, color, and fonts Full-color illustrations throughout About the Reader If you can use a browser, you're ready to create web pages! About the Author Paul McFedries has written nearly 100 books, which have sold over four million copies world-wide. Table of Contents PART 1 - GETTING STARTED WITH HTML AND CSS Getting to Know HTML and CSS Building Your First Web Page Adding Structure to Your Page Formatting Your Web Page Project: Creating a Personal Home Page PART 2 - WORKING WITH IMAGES AND STYLES Adding Images and Other Media Learning More About Styles Floating and Positioning Elements Styling Sizes, Borders, and Margins Project: Creating a Landing Page PART 3 - LAYING OUT A WEB PAGE Learning Page Layout Basics Creating Page Layouts with Flexbox Designing Responsive Web Pages Making Your Images and Typography Responsive Project: Creating a Photo Gallery PART 4 - MAKING YOUR WEB PAGES SHINE More HTML Elements for Web Designers Adding a Splash of Color to Your Web Designs Enhancing Page Text with Typography Learning Advanced CSS Selectors Project: Creating a Portfolio Page