

Terry Felke Morris

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

For courses in web development and design. A Comprehensive, Well-Rounded Intro to Web Development and Design Updated and expanded in this Eighth Edition, *Web Development and Design Foundations with HTML5* presents a comprehensive introduction to the development of effective web sites. Intended for beginning web development courses, the text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e-commerce, and promotion strategies) considered fundamental to contemporary web development. An emphasis on hands-on practice guides students, as the text introduces topics ranging from configuration and layout to accessibility techniques and ethical considerations. The Eighth Edition contains updated coverage of HTML5 and CSS, expanded coverage of

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designing for mobile devices, and more.

A GUIDE TO SQL, 8E, International Edition continues to be the essential SQL reference. It builds on the success of previous editions by presenting basic SQL commands in the context of a running case in which a business uses SQL to manage orders, parts, customers, and sales reps. The book covers the fundamentals of SQL programming using straightforward instruction and extensive hands-on exercises. Continuing with its focus on learning the basics regardless of the database environment chosen, this edition features examples from the latest databases: Oracle 11g, Access 2007, and MySQL. The eighth edition expands on the use of running case studies by adding a third running case to the extensive hands-on pedagogy at the end of every chapter.

Web Development and Design Foundations with HTML5 Pearson

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

Beginning HTML5 and CSS3 is your introduction to the new features and elements of HTML5—as a web developer you'll learn about all the leaner, cleaner, and more efficient code available now with HTML5, along with some new tools that will allow you to create more meaningful and richer content. For everyone involved in web design, this book also introduces the new structural integrity and styling flexibility of CSS 3—which means better-looking pages

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and smarter content in your website projects. For all forward-looking web professionals who want to start enjoying and deploying the new HTML5 and CSS3 features right away, this book provides you with an in-depth look at the new capabilities—including audio and video—that are new to web standards. You'll learn about the new HTML5 structural sections, plus HTML5 and CSS3 layouts. You'll also discover why some people think HTML5 is going to be a Flash killer, when you see how to create transitions and animations with these new technologies. So get ahead in your web development through the practical, step-by-step approaches offered to you in *Beginning HTML5 and CSS3*.

Written by one of the leading experts in content managementsystems (CMS), this newly revised bestseller guides readers throughthe confusing-and often intimidating-task of building,implementing, running, and managing a CMS Updated to cover recent developments in online deliverysystems, as well as XML and related technologies Reflects valuable input from CMS users who attended theauthor's workshops, conferences, and courses An essential reference showing anyone involved in informationdelivery systems how to plan and implement a system that can handlelarge amounts of information and help achieve an organization'soverall goals

Give students a well-rounded introduction to web development and design. *Web Development and Design Foundations with HTML5* introduces HTML and CSS topics such as text configuration, color configuration, and page layout, with an enhanced focus on the topics of design, accessibility, and Web standards. The text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e-commerce, and promotion strategies) considered fundamental to contemporary web development. An emphasis on hands-

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on practice provides a well-rounded foundation to help students as they pursue careers as web professionals. The updated and expanded 10th Edition contains current coverage of HTML5, expanded coverage of designing for mobile devices, and more. Pearson eText is a simple-to-use, mobile-optimized, personalized reading experience. It lets students highlight and take notes, all in one place, even when offline. Seamlessly integrated videos engage students and give them access to the help they need, when they need it. Educators can easily schedule readings, customize the table of contents, and share their own notes with students so they see the connection between their eText and what they learn in class - motivating them to keep reading, and keep learning. And, reading analytics offer insight into how students use the eText, helping educators tailor their instruction. NOTE: This ISBN is for the Pearson eText access card. For students purchasing this product from an online retailer, Pearson eText is a fully digital delivery of Pearson content and should only be purchased when required by your instructor. In addition to your purchase, you will need a course invite link, provided by your instructor, to register for and use Pearson eText.

Using hands-on practice exercises and Web site case studies to motivate readers, this book includes all the necessary lessons to guide students in developing highly effective Web sites. A balance of hard and soft skills presents everything beginning Web developers need to know. 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,

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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.

For courses in web development and design. A Comprehensive, Well-Rounded Intro to Web Development and Design Updated and expanded in this Eighth Edition, Web Development and Design Foundations with HTML5 presents a comprehensive introduction to the development of effective web sites. Intended for beginning web development courses, the text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e-commerce, and promotion strategies) considered fundamental to contemporary web development. An emphasis on hands-on practice guides students, as the text.

Using Hands-On Practice exercises and Web Site Case Studies to motivate readers, Web Development and Design Foundations with XHTML, 4e, includes all the necessary lessons to guide students in developing highly effective Web sites. Key topics include: The Internet and the World Wide Web; XHTML Basics; Configuring Color & Text with CSS; Visual Elements & Graphics; Web Design; Page Layout with CSS; More on Links, Lists & Layout; Tables; Forms; Web Site Development; Web Multimedia & Interactivity; E-Commerce Overview; Promotion for Web Developers; A Brief Look at JavaScript. In the Fourth Edition, Cascading Style Sheets (CSS) are introduced earlier in the text. Both XHTML and CSS topics receive increased prominence, and are integrated throughout the text. Ethics and accessibility issues receive increased coverage, and a new Design Activities supplement offers hands-on design projects to supplement those presented in the text. For all readers interested in Web design.

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Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16--are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the “Free Materials” tab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

CSS3 is behind most of the eye-catching visuals on the Web today, but the official documentation can be dry and hard to follow and browser implementations are scattershot at best. The Book of CSS3 distills the dense technical language of the CSS3 specification into plain English and shows you what CSS3 can do right now, in all major browsers. With real-world examples and a focus on the principles of good design, it extends your CSS skills, helping you transform ordinary markup into stunning, richly-styled web pages. You'll master the latest cutting-edge CSS3 features and learn how to: –Stylize text with fully customizable outlines, drop shadows, and other effects –Create, position, and resize background images on

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the fly – Spice up static web pages with event-driven transitions and animations –Apply 2D and 3D transformations to text and images –Use linear and radial gradients to create smooth color transitions –Tailor a website's appearance to smartphones and other devices A companion website includes up-to-date browser compatibility charts and live CSS3 examples for you to explore. The Web can be an ugly place—add a little style to it with The Book of CSS3.

A thoroughly updated, comprehensive, and accessible guide to U.S.

telecommunications law and policy, covering recent developments including mobile broadband issues, spectrum policy, and net neutrality. In Digital Crossroads, two experts on telecommunications policy offer a comprehensive and accessible analysis of the regulation of competition in the U.S.

telecommunications industry. The first edition of Digital Crossroads (MIT Press, 2005) became an essential and uniquely readable guide for policymakers, lawyers, scholars, and students in a fast-moving and complex policy field. In this second edition, the authors have revised every section of every chapter to reflect the evolution in industry structure, technology, and regulatory strategy since 2005. The book features entirely new discussions of such topics as the explosive development of the mobile broadband ecosystem; incentive auctions and other recent spectrum policy initiatives; the FCC's net neutrality rules; the National Broadband Plan; the declining relevance of the traditional public switched

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telephone network; and the policy response to online video services and their potential to transform the way Americans watch television. Like its predecessor, this new edition of *Digital Crossroads* not only helps nonspecialists climb this field's formidable learning curve, but also makes substantive contributions to ongoing policy debates.

Technology has evolved into society's primary tool for organization, communication, research, and problem solving. It is essential that everyone learn the fundamental skills that can be applied towards being an effective user of today's technology as well as a lifelong learner of future technology. *Fluency with Information Technology: Skills, Concepts, and Capabilities* provides the framework for developing confident users who can both adapt to changes and solve problems as technology evolves.

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

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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.

Enrich your software design skills and take a guided tour of the wild, vast, and untamed frontier that is JavaScript development. Especially useful for frontend developers, this revision includes specific chapters on React and VueJS, as well as an updated one on Angular. To help you get the most of your new skills, each chapter also has a "further reading" section. This book will serve as an introduction to both new and well established libraries and frameworks, such as Angular, VueJS, React, Grunt, Yeoman, RequireJS, Browserify, Knockout, Kraken, Async.js, Underscore, and Lodash. It also covers utilities that have gained popular traction and support from seasoned developers and tools

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applicable to the entire development stack, both client- and server-side. While no single book can possibly cover every JavaScript library of value, JavaScript Frameworks for Modern Web Development focuses on incredibly useful libraries and frameworks that production software uses. You will be treated to detailed analyses and sample code for tools that manage dependencies, structure code in a modular fashion, automate repetitive build tasks, create specialized servers, structure client side applications, facilitate horizontal scaling, and interacting with disparate data stores. What You'll Learn Work with a variety of JavaScript frameworks, such as Angular, Vue, React, RequireJS, Knockout, and more Choose the right framework for different types of projects Employ the appropriate libraries and tools in your projects Discover useful JavaScript development tools such as Grunt, Yeoman, Lodash, etc. Who This Book Is For Web developers of all levels of ability; particularly relevant for front-end developers, server-side coders, and developers interested in learning JavaScript.

If you're an application developer, or you're training to be one, this 2016 edition of Murach's classic SQL Server book is made for you. To start, it presents the SQL statements that you need to retrieve and update the data in a database. These are the SQL statements that you'll use every day. Then, it shows you how to design a database, how to implement that design, and how to work with database

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features like views, scripts, stored procedures, functions, triggers, transactions, security, XML data, BLOB data with FILESTREAM storage, and the CLR integration feature. The result? You'll be able to create database applications that are thoroughly professional. You'll be familiar with the DBA-related issues that let you work far more effectively than most of your colleagues. And you'll have a handy reference at your side to answer questions and handle new challenges as they come up.

Need to learn HTML and CSS fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with HTML in no time. In this updated edition author Bruce Hyslop uses crystal-clear instructions and friendly prose to introduce you to all of today's HTML and CSS essentials. The book has been refreshed to feature current web design best practices. You'll learn how to design, structure, and format your website. You'll learn about the new elements and form input types in HTML5. You'll create and use images, links, styles, and forms; and you'll add video, audio, and other multimedia to your site. You'll learn how to add visual effects with CSS3. You'll understand web standards and learn from code examples that reflect today's best practices. Finally, you will test and debug your site, and publish it to the web. Throughout the book, the author covers all of HTML and offers essential

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coverage of HTML5 and CSS techniques.

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.

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.

Web Development and Design Foundations with HTML5 is intended for use in a beginning web development course. Using Hands-On Practice exercises and

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Web Site Case Studies to motivate readers, Web Development and Design Foundations with HTML5 includes all the necessary lessons to guide students in developing highly effective Web sites. A well-rounded balance of hard skills (HTML5, CSS, JavaScript) and soft skills (Web Design, e-commerce, Web site promotion strategies) presents everything beginning Web developers need to know to build and promote successful Web sites. Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. It will help: Build a Strong Foundation of Web Development Skills: A well-rounded foundation of hard and soft skills will help students design web pages for today and tomorrow. Motivate Students with Hands-on Practice: This text emphasizes hands-on practice through practice exercises within the chapters, end-of-chapter exercises, and the development of websites through ongoing real-world case studies. Reinforce Concepts with In-text Features: Throughout the book, emphasis is placed on web design, accessibility, and ethics. The appendixes in the Web Developer's Handbook offer comprehensive, easy-to-use reference materials Enhance Learning with Instructor and Student Supplements: Resources are available to expand on the topics presented in the text.

Accounting Information Systems 1e covers the four roles for accountants with

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respect to information technology: 1. Users of technology and information systems, 2. Managers of users of technology, 3. Designers of information systems, and 4. Evaluators of information systems. Accountants must understand the organisation and how organisational processes generate information important to management. Richardson's focus is on the accountant's role as business analyst in solving business problems by database modeling, database design, and business process modeling. Unlike other texts that provide a broad survey of AIS related topics, this text concentrates on developing practical, real-world business analysis skills.

Mobile devices outnumber desktop and laptop computers three to one worldwide, yet little information is available for designing and developing mobile applications. Mobile Design and Development fills that void with practical guidelines, standards, techniques, and best practices for building mobile products from start to finish. With this book, you'll learn basic design and development principles for all mobile devices and platforms. You'll also explore the more advanced capabilities of the mobile web, including markup, advanced styling techniques, and mobile Ajax. If you're a web designer, web developer, information architect, product manager, usability professional, content publisher, or an entrepreneur new to the mobile web, Mobile Design and Development provides you with the

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knowledge you need to work with this rapidly developing technology. Mobile Design and Development will help you: Understand how the mobile ecosystem works, how it differs from other mediums, and how to design products for the mobile context Learn the pros and cons of building native applications sold through operators or app stores versus mobile websites or web apps Work with flows, prototypes, usability practices, and screen-size-independent visual designs Use and test cross-platform mobile web standards for older devices, as well as devices that may be available in the future Learn how to justify a mobile product by building it on a budget

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

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publishing to the web, the text teaches coders all the fundamental information they need to design successful websites.

Writing in the Technical Fields is a concise guide that introduces students to the elements of technical writing. Using clear, direct language and easy-to-follow principles, this second edition teaches students how to approach a wide range of fundamental concepts - including planning and editing documents, collaborative writing, and delivering engaging presentations - and helps them develop the skill and confidence needed to succeed as effective writers and communicators in the workplace.

This C# book has been a favorite of developers ever since the 1st edition came out in 2004. So you can be sure that this latest edition will deliver the professional skills you're looking for today. In fact, it will teach you the C# essentials more easily than ever, as it shows you how to take advantage of the most recent releases of C#, .NET, and Visual Studio. It's a self-paced book that shows you how to use Visual Studio, C#, and the .NET classes to develop Windows Forms applications whether you're new to programming or not. It's an object-oriented book that shows you how to use business classes, inheritance, and interfaces the way they're used in the real world. It's a database programming book that shows you how to create professional database applications using Entity Framework

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and LINQ or ADO.NET. When you're done, you'll be able to develop 3-tiered, object-oriented, Windows Forms applications the way the best professionals do. And you'll have the essential skills that you need to develop any C# application whether for the desktop, the web, or mobile devices.

For courses in web development and design. Give students a well-rounded introduction to web development and design. *Web Development and Design Foundations with HTML5* introduces HTML and CSS topics such as text configuration, color configuration, and page layout, with an enhanced focus on the topics of design, accessibility, and Web standards. The text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e-commerce, and promotion strategies) considered fundamental to contemporary web development. An emphasis on hands-on practice provides a well-rounded foundation to help readers as they pursue careers as web professionals. The updated and expanded 9th Edition contains current coverage of HTML5 and HTML5.1, expanded coverage of designing for mobile devices, and more.

The author of the breakout hit "Here Comes Everybody" reveals how new technology is changing us from consumers to collaborators, unleashing a torrent of creative production that will transform our world.

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Using XHTML provides a foundation in skills and concepts that web developers need, including Internet concepts, XHTML, basic web design and development, web site promotion and e-commerce overview. Advanced technical topics are introduced such as configuring web media, JavaScript, DHTML, Java applets, and Flash on web pages. This book is for anyone interested in improving their web development skills.

Cynthia Young's College Algebra, Fourth Edition will allow students to take the guesswork out of studying by providing them with a clear roadmap: what to do, how to do it and whether they did it right, while seamlessly integrating to Young's learning content. College Algebra, Fourth Edition is written in a clear, single voice that speaks to students and mirrors how instructors communicate in lecture.

Young's hallmark pedagogy enables students to become independent, successful learners. Varied exercise types and modeling projects keep the learning fresh and motivating. This text continues Young's tradition of fostering a love for succeeding in mathematics.

Professional testing of software is an essential task that requires a profound knowledge of testing techniques. The International Software Testing Qualifications Board (ISTQB) has developed a universally accepted, international qualification scheme aimed at software and system testing professionals, and

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has created the Syllabi and Tests for the "Certified Tester." Today about 300,000 people have taken the ISTQB certification exams. The authors of Software Testing Foundations, 4th Edition, are among the creators of the Certified Tester Syllabus and are currently active in the ISTQB. This thoroughly revised and updated fourth edition covers the "Foundations Level" (entry level) and teaches the most important methods of software testing. It is designed for self-study and provides the information necessary to pass the Certified Tester-Foundations Level exam, version 2011, as defined by the ISTQB. Also in this new edition, technical terms have been precisely stated according to the recently revised and updated ISTQB glossary. Topics covered: Fundamentals of Testing Testing and the Software Lifecycle Static and Dynamic Testing Techniques Test Management Test Tools Also mentioned are some updates to the syllabus that are due in 2015.

Using Hands-On Practice exercises and Web Site Case Studies to motivate readers, Web Development and Design Foundations with XHTML includes all the necessary lessons to guide students in developing highly effective Web sites. A well-rounded balance of hard skills (XHTML, CSS, JavaScript) and soft skills (Web Design, e-commerce, Web site promotion strategies) presents everything beginning Web developers need to know to build and promote successful Web

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sites.

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