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Learning Web Design Web Design in a Nutshell Learning Web Design Microsoft FrontPage 2002 Unleashed Mastering Integrated HTML and CSS Web Design For Dummies Illustrator Foundations Digital Design for Print and Web White Space is Not Your Enemy Web Design Web Design All-in-One For Dummies® Book Design Made Simple Interior Design Visual Presentation Adobe Creative Suite 6 Design & Web Premium Classroom in a Book Internet Technologies and Information Services, 2nd Edition Technology for Trainers Technology for Trainers, 2nd edition Sams Teach Yourself Adobe LiveMotion 2 in 24 Hours Web Design in a Nutshell Portfolios for Interior Designers Real World Adobe Photoshop CS4 for Photographers Dreamweaver 8 Design and Construction Graphic Design Basics Ten Ton Dreamweaver Guerilla Guide to Performance Art Real World Adobe Photoshop CS5 for Photographers A Guide to Graphic Print Production Integrated HTML and CSS Photoshop CS3 All-in-One Desk Reference For Dummies Photoshop 7 for Windows and Macintosh Using Adobe Photoshop 7 Photoshop CC: The Missing Manual Adobe Creative Suite 6 Design and Web Premium Digital Classroom Design the Web: Multiple Graphic Sizes The Fundamentals of Creative Design Professional ASP.NET 2.0 Design Photoshop CS2 All-in-One Desk Reference For Dummies Fireworks MX 2004 for Visual Learners Design Portfolios Adobe Muse Classroom in a Book

The all-inclusive guide—from theory to practice—for print and Web design Any well-conceived print or Web design features the dynamic interplay between visual artistry and technical skill. It becomes important, therefore, for the designer to cultivate an aesthetic eye as well as develop a high degree of computer savvy. By combining basic theory with hands-on technique, *Digital Design for Print and Web* takes the unique approach of uniting two subjects traditionally approached separately into one complete volume. As a result, you will gain a clearer understanding of the entire creative process, from project management to working with graphics to designing for print and, ultimately, the Web. In this book, you'll find: Full-color text and illustrated, step-by-step instruction supported by more than 75 video tutorials Coverage of professional software including the Adobe Creative Suite A wide variety of inspirational images from well-known designers Online full-length project assignments from entry level to advanced An ideal resource for design students or practitioners, *Digital Design for Print and Web* will show you to how to create more effectively and guide you on the path toward digital design mastery. A guide to using Dreamweaver 8 to design, lay-out, and construct interactive and static Web sites. A thorough, detailed guide to fully exploiting all the power of FrontPage 2002-written for the experienced Web developer. This edition of *Real World Photoshop* is more tightly focused for the needs and demands of the professional digital photographers. From acquiring images to using an efficient processing workflow to maintaining image quality and final output quality all within the powerful feature set of Adobe Photoshop CS5. Coverage of new CS5 features includes: Refining Edges, Eyedropper tools, Merge to HDR, Content Aware Fill/Scale/Heal, and Lens Profile. The book's focus helps readers understand the core workflow tasks, main print and web output options as well as the commercial printing information necessary to hand off images for prepress. Essentials information on file formats, color settings, image adjustment fundamentals, sharpness, detail, noise reduction, and image storage and output is also included. Photoshop Extended is covered where it relates specifically to photographers. The perfect guide for intermediate to advanced photographers to set up an effective workflow and master the features of Photoshop CS5. Streamlined to focus on features of Photoshop CS5 and Photoshop CS5 Extended that are most relevant to intermediate and advanced digital photographers Four-color guide packed with essential tips and step-by-step techniques Includes unrivaled coverage of Photoshop CS5 color settings and color management principles Designing a brochure or web site without an art background? Step away from the computer and read this breezy introduction to visual communications first. Written for non-designers, *White Space is Not Your Enemy* is a practical graphic design and layout text introducing the concepts and practices necessary for producing effective visual communications across a variety of formats, from print to Web. This beautifully illustrated, full-color book covers the basics to help you

develop your eye and produce attractive work. Topics include: * The basics of effective design that communicates its intended message * Pre-design planning * 13 Layout Sins to avoid * Basic typography * Working with color * Storyboarding for video, Web, and presentations * Information graphics * Mini Art School—all the basics in one chapter * Outputting your work The complete guide to portfolio development for interior designers It's a widely known fact that interior designers need a strong visual presence in the form of a well-crafted, professional-looking portfolio. Surprisingly, however, many interior designers aren't equipped with the expertise required to organize and unify their work in a fashion that optimally conveys their talents and skills. Portfolios for Interior Designers helps demystify the process by guiding the reader toward mastery in assembling a winning portfolio. It delivers essential step-by-step instruction presented in a manner that shows interior designers how to properly and effectively display their designs. This book also includes: Color and black-and-white illustrations showing portfolio elements and options Graphic design concepts necessary for portfolio development Specific information for the design of digital portfolios Supplemental teaching resources that direct readers to a companion Web site Useful tips on the ways that popular graphics software applications can be best implemented for certain portfolio elements Samples of cover letters and resumes, along with discussion of job search procedures With the aid of real-world examples, Portfolios for Interior Designers examines how a portfolio can be used as an effective tool for communicating with clients and other professionals. A much-needed guide, this book eliminates the uncertainty surrounding portfolio development so that interior designers can showcase their abilities success-fully—and land the next job. A guide to Web design basics covers HTML, lists, links, tables, and frames, authoring programs, Web graphics applications, navigation systems, and information and interface design. A quick and practical introduction to LiveMotion, Adobes object-oriented design tool for creating Web graphics and animation. The Guerilla Performance and Multimedia Handbook is the ultimate guide for artists at all stages of their careers engaged in creating original performance and multimedia work, including hybrids of theatre, visual art, installation, physical theatre, dance, CD-Rom and web design. It covers all aspects of artist support including starting up a company, funding, multimedia tools, and documentation and marketing, and incorporates a useful Yellow Pages section with contact information for production, funding, venues, galleries, publications, festivals, printers, equipment hire, technical support, artists organizations, performance archives, copyright offices and software support. The book is lavishly illustrated and interviews from major artists and directors of some of the leading artist support groups in the UK and US along with illuminating case studies address practical questions and offer indispensable insights into how to succeed in the performance arts. Annotation The fastest, easiest, most comprehensive way to learn Adobe MuseThe all-new Adobe Muse is the best tool for designing websites using the latest web standards without writing code. Project-based lessons show readers key techniques for working with Muse. Official training series from Adobe Systems Inc., developed with the support of Adobe product experts. Those creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Muse choose Adobe Muse Classroom in a Book from the Adobe Creative Team at Adobe Press. The 10 project-based lessons in this book show readers step-by-step the key techniques for working in Muse. Readers will learn Muse from the ground up and create websites using the latest web standards without writing code. They will learn how to plan projects using site maps and master pages; design pages and add interactivity through buttons, links, and widgets; access 500 Typekit web fonts included with subscription to Muse; and publish a website via Business Catalyst or standard web hosting. The companion disc includes lesson files so readers can work along with the book. "The official training workbook from Adobe Systems." A visual guide to the features and functions of Adobe Photoshop explains how to alter or manipulate images with color, layers, text, light, filters, and masks. Annotation Photoshop CC is truly amazing, but it can also be overwhelming if you're just getting started. This book makes learning Photoshop as easy as possible by explaining things in a friendly, conversational style without technical jargon. After a thorough introduction to the program, you'll delve deep into Photoshop's secrets with expert tips and practical editing advice you can use every day. Expand your graphics toolkit and delve into the complexity of Adobe Illustrator with the practical and time-tested techniques, tips, and tricks of an Adobe Certified Expert, featuring all new content or Illustrator CS6 Web designers must wear many hats. Among books on Web design, Web Design All-in-One For Dummies is the one that helps you successfully wear all those hats without losing your head. Full-color illustrations and five self-contained minibooks show you how to be a graphic designer, creative organizer, visual communicator, markup language technologist, and cutting-edge trendsetter, all in one. This book helps you lay the groundwork, follow design rules, test your site, register a domain name, and much more.

Getting Started covers planning, defining your target audience, choosing the right software, and more. Designing For the Web acquaints you with HTML, CSS, and JavaScript, plus how to choose a layout and optimize graphics. Building Web Sites gets down to nuts and bolts: putting text, images, hyperlinks, and multimedia files together, organizing content, and building navigation systems. Web Standards & Testing teaches you how to test and validate so everyone can enjoy your site. Publishing & Site Maintenance helps you get your site online and keep it current. Web Design All-in-One For Dummies also helps you learn how to choose a Web editor and graphics program, how to make your site accessible to the widest possible audience, and when it's time to call in a pro like author Sue Jenkins. It's just what you need to start and manage a great site. Brace yourself—this For Dummies guide is in full, dazzling color! That way you can see how you can lighten, brighten, blur, sharpen, or even age your digital images with Photoshop CS2. Chances are you have Photoshop CS2 and have explored it enough to know that you need a good guide to make the most of all its capabilities and get up to speed fast. Odds are you've experimented with some photos and spent hours tweaking them. Maybe you're a veteran and used Photoshop CS2 to turn the gray sky to blue in a resort photo or to brighten the CEO's smile. Maybe you're a novice and gleefully extracted your ex from old photos and gave yourself a flattering mini-makeover at the same time. Maybe you used it to remove a scratch from a treasured family photo. Regardless, you probably haven't scratched the surface. Photoshop CS2 gives you so many options and tools for digital image creation, correction, and enhancement that even experienced pros can discover new techniques and shortcuts. With explanations for working on a PC or a Mac, Photoshop CS2 All-In-One desk Reference For Dummies is your complete resource that: Combines nine minibooks: (1) Photoshop Fundamentals (2) Image Essentials (3) Selections (4) Painting, Drawing, and Typing (5) Working with Layers (6) Channels and Masks (7) Filters and Distortions (8) Retouching and Restoration (9) Photoshop and Print Has more than 650 pages of tips, techniques, and plain-English explanations. Is in glorious, full color, with all kinds of photographs and examples. Has tons of screen shots so you'll know exactly what to look for on your screen. Provides a tear out Cheat Sheet that's your instant reference for finding your way around Photoshop CS2, accessing the tools palette through shortcuts, and making selections. Gets you up to speed on the new Adobe Bridge that lets you view, search, and organize your files, edit Camera Raw files, search for and purchase royalty-free stock photography, synchronize color settings, and more. Introduces you to the 58 tools in the Tools palette, from the Pen to the Eraser... the Spot Healing Brush to the Burn... the Clone Stamp to the Red Eye. Explains how to work with Vanishing Point—the new feature that lets you edit three dimensionally on a two-dimension image. Features special Putting-It-Together exercises that walk you through numbered steps to show you how to do various tasks such as getting the red out of eyes, making and fine-tuning a collage, and more; images on the book's companion Web site let you follow along. While not specifically a designer's book, an overview of good web design and even a cheater's guide to PhotoShop will be included with the intent of taking the average ASP.NET Programmer and given them the knowledge to be 'Renaissance Men and Women' of web design. This edition of Real World Photoshop is more tightly focused for the needs and demands of the professional digital photographers. From acquiring images to using an efficient processing workflow to maintaining image quality and final output quality all within the powerful feature set of Adobe Photoshop CS4 and Photoshop Extended CS4. Coverage of new features includes: live, non-destructive corrections in the Adjustments panel, re-editable, feathered, density controlled masks, enhanced auto-align, auto blend, 360 degree panoramas, and more. The book's new focus helps readers understand the core workflow tasks, main print and web output options as well as the commercial printing information necessary to hand off images for prepress. Essentials information on file formats, color settings, image adjustment fundamentals, sharpness, detail, noise reduction, and image storage and output is also included. Photoshop Extended is covered where it relates specifically to photographers. The fully revised edition of the most comprehensive and up-to-date reference on print production. All graphic designers and illustrators must be familiar with the steps involved in preparing their work for publication. Now completely revised to reflect the latest technology and trends, A Guide to Graphic Print Production, Third Edition is the complete guide to the entire process of print production, from the early stages of conception and planning, to the technical stages of manufacturing and off-press processing. Structured around the graphic print production flow, essential material is included for all aspects of the process including coverage of computers, color management, layouts, digital images, image editing, prepress, paper, printing, finishing and binding, legal issues, environmental issues, and more. A practical reference to keep at your fingertips, this new edition: Covers the entire production process, from conception to manufacturing to archiving. Covers new topics,

such as variable data printing, sustainability, large/wide format printing, inks, and color management. Includes full color throughout, with updated images and screenshots. Includes sidebars offering design tips, troubleshooting hints, and key points to consider for every stage of design. Delivering information that reflects all aspects essential for understanding the ins and outs of digital printing, *A Guide to Graphic Print Production, Third Edition* is an ideal resource for students and professionals of graphic design, print production, production technology, and visual communication. An introduction to designing web pages that includes information on using HTML format, creating graphics, choosing the right audio and video accents, and other related topics. With so many different devices on the market, web designers are faced with the challenge of creating multiple versions of their graphics for phones and tablets. Let Chris Converse show you how to leverage Smart Objects, clipping masks, and slices in Adobe Photoshop and make graphics that will look razor sharp on any screen. Learn how to produce web graphics for small screens, standard-sized images, and high-resolution or retina-enabled graphics from the very same file. This course was created and produced by Chris Converse. We are honored to host this content in our library. The Internet has enabled the convergence of all things information-related. This book provides essential, foundational knowledge of the application of Internet and web technologies in the information and library professions.

- Covers a broad spectrum of Internet technologies within the context of knowledge and skills needed by LIS students and professionals in related fields
- Identifies key issues related to the use of Internet technologies in libraries and other information organizations
- Helps students understand and apply the basic vocabulary and principles of computer software, hardware, and networks
- Identifies the various roles that the web, social media, and mobile 2.0 play in the context of libraries and the LIS profession

Book Design Made Simple gives DIY authors, small presses, and graphic designers--novices and experts alike--the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe(R) InDesign(R) right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, *Book Design Made Simple* is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book. This unique approach to learning HTML and CSS simultaneously shows you how to save time and be more productive by learning to structure your (X) HTML content for best effect with CSS styles. You'll discover how to create websites that are accessible to the widest range of visitors, build CSS for print and handheld devices, and work with a variety of CSS-based layouts. Using the latest standards, best practices, and real-world examples, this book offers you with a thorough grounding in the basics and also includes advanced techniques. CD-ROM contains: "many useful third party tools and utilities plus the samples from the book." *GRAPHIC DESIGN BASICS* combines design principles, history, and current technology to present students a comprehensive introduction to the field of graphic design. Keeping pace with rapid changes in the field of design, while maintaining a consistently high academic quality, the text emphasizes design structure, visual perception and digital design, with a wide range of visuals from throughout design history, as well as the latest contemporary illustrations. Each chapter provides assignments with student sample solutions and critique sections to help students apply the concepts and assess their work. This market leader's interwoven combination of concept, history, and practice rarely found in other graphic design texts has been enriched by integrating material specific to digital design. The accompanying Premium Website offers students bonus images, interviews with artists featured in the text, additional projects, studio techniques and research links. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Get on the fast track to creating your own Web site. Want to create a compelling Web site for a home business, family, or fun? Whether you're a student, aspiring designer, or entrepreneur, you can -- with *Dreamweaver(r)* and this easy-to-follow guide. Gain solid skills as you go from station to station in a series of clear-cut tutorials that cover site planning, registering a domain, formatting, and more. The last stop? Put your new site online and go live! Start your journey today on The L Line. * Define your goals and create a site plan * Learn the best ways to combine HTML and Cascading Style Sheets * Use layers, create forms, and make the site interactive * Master Web standards and the latest search engine optimization techniques All aboard for valuable online extras. Visit The L Line Web site at www.wiley.com/go/thelline for valuable online supplementary materials: * Test bank with challenging review questions * PowerPoint slides with chapter outlines * Images and Web page files from the book * Practice exam answers * A CSS reference guide Along The L Line * Complete tutorial coverage with step-by-step instruction * Ample illustrations and examples * Real-world case studies, applications, and hints

for avoiding pitfalls * Practice exams that let you evaluate your progress

The Fundamentals of Creative Design (second edition) is an update to the popular first edition of the same name, in which Gavin Ambrose and Paul Harris introduce students to the various aspects of the graphic design. This volume provides a fresh introduction to the key elements of the discipline and looks at the following topics: design thinking, format, layout, grids, typography, colour, image and print and finish. This updated edition includes new and revised content and images, giving the volume a more contemporary feel. Expert book-and-video package gives you complete training on Creative Suite 6 Design Premium! The next best thing to having your own private instructor guiding you through Adobe Creative Suite 6 Design and Web Premium at your own pace is this terrific book-and-video training tool from the expert instructors at AGI. More than 25 self-paced lessons teach you the basics of page layout, vector graphics, photo editing, document management, web design, animation, file management, and much more. Each step-by-step lesson is accompanied by exercises and video tutorials to make the concepts and techniques crystal clear. You'll find instruction for the complete suite, including InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Fireworks, and Adobe Bridge. Features full-color, step-by-step instructions that make even the most complicated tasks easy to understand, while the video training enhances the content covered in the book. Combines an 800+- page full-color instructional book along with lesson files and video training from expert instructors. Covers each component of the complete Adobe Creative Suite 6 Design and Web Premium package, including InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Fireworks, and Adobe Bridge. Adobe Creative Suite 6 Design and Web Premium Digital Classroom is an effective way to master all the powerful tools in Adobe Creative Suite 6 Design and Web Premium at your own pace. Note: The DVD and other supplementary materials are not included as part of the e-book file. These materials are available for download upon purchase. This no-nonsense title has two missions—first to help workplace training professionals find a happy medium between technology required to get the job done and techno-overload, and second, to turn tech savvy into a functional e-learning solution. Turn your training vision into a workable, functional e-learning program. In this fully refreshed second edition, award-winning e-learning expert and technical educator Thomas Toth guides technology-hungry trainers through e-learning development—without the jargon. With brand-new chapters on mobile devices, learning management systems, and e-learning development software, Technology for Trainers illuminates the techniques and processes needed to build any technology-based learning solution. Start speaking intelligently to e-learning designers and other technical experts about how to turn your design vision into a reality. Technology tips throughout the book offer pointers to help you pick up key concepts quickly and gain a better grasp on the decisions that will get you where you want to go. An e-learning glossary at the end consists of more than 400 key terms—from analog to XML—that e-learning experts of all levels will find useful. In this book, you will:

- Learn how to identify the technical building blocks of an e-learning program.
- Apply training expertise to e-learning development and examine e-learning-specific software options.
- Explore the basics of graphics and interface design as well as the basics of Internet technology.

Today's students of architecture, interior design, and landscape design need to master the art of marketing themselves via multiple print and digital formats. This third edition of Design Portfolios reflects contemporary portfolio practices and enables students to create portfolios that serve as both evolving collections of creative solutions to design problems and evidence of their abilities to visually relay messages. Readers will learn how to create not just a collection of design work but a unique marketing tool for a successful design career. Develop the skills you need to deliver presentations that sell. This unique resource focusing on the visual design and presentation skills of the interior designer, offers thorough, process-oriented coverage on the planning, layout, and design of interior building spaces, complete with a broad range of real-world examples. The author's accessible, how-to approach guides you through a variety of techniques for executing creative and successful design graphics, models, and presentations. She includes the latest information on CAD and digital portfolios, as well as Web page design. Dozens of high-quality, full-color illustrations highlight step-by-step instructions detailing techniques and approaches. This is the only book to follow FIDER accredited course requirements, covering all three required subjects. Order your copy today. Almost all web designers use Cascading Sheets to control the presentation of the websites they construct out of HTML. Why learn one and then the other when you can just as easily—and much more effectively—learn both at the same time? This book's integrated approach speeds your progress and leaves you with a stronger, more cohesive set of skills. Inside, you'll learn about: Writing well-structured HTML for use by any web-capable device Designing page layouts using CSS Controlling fonts, colors, backgrounds, borders, and margins Using

lists to create attractive, button-like menus Using images as backgrounds, links, page content, and decoration Creating and styling forms Personalizing your weblog Understanding and applying design and usability principles Publishing and testing your pages Validating your code Making pages accessible to all visitors Throughout the book you'll find real-world examples of effective CSS-based pages. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. If you're thinking about creating or maintaining Web sites, you're likely to turn to Dreamweaver, the de facto software tool of choice for Web design today. What could be a chore, however, becomes a fun and fascinating challenge with this comprehensive yet clever guide. Author Geoff Blake turns a technical topic into an entertaining one by using conversational language, plenty of humor, facts, and tips to make Dreamweaver accessible to everyone. Behind all the jokes, however, is a wealth of information: After showing how Dreamweaver fits into the overall Web design puzzle, Geoff quickly gets down to building a basic Web site, by teaching good, 21st century work habits and providing step-by-step instructions for building pages from the very beginning with CSS styles and library items. With that knowledge under your belt, you'll be ready to tackle the advanced functionality (including behaviors, multimedia, and templates). Get up to speed on the newest technologies, tools, and possibilities in web design Have a great idea for a web site but don't know where or how to begin? *Web Design For Dummies, 3rd Edition* is an ideal starting point! Fully updated to cover the latest and the greatest in the world of web design, this fun-but-straightforward guide gets you caught up with everything you need to know to organize your ideas, create a template, start development, test to make sure everything is working properly, and launch your finished site. Packed with invaluable advice on incorporating social media aspects, linking content with social sites, and designing for mobile devices, this book will have you web designing like a pro in no time. Highlights the many significant changes in the world of web design since the previous edition, including the introduction of HTML5, new technologies for sharing media, mobile web design, and more zeroes in on effectively using color, text, and navigation Reveals helpful advice for avoiding common pitfalls Details ways to connect with social sites like Twitter and Facebook *Web Design For Dummies, 3rd Edition* goes beyond just making a basic web site and instead encourages you to create a site that is appealing, practical, and useful. Get your picture-perfect guide to using all the cool features of Photoshop CS3. Whether you're new to Photoshop, want to take your skills up a notch, or want to quickly master the new features and enhancements in Photoshop CS3, you've come to the right place. Nine easy-to-follow minibooks cover Photoshop fundamentals plus the newest tools and techniques. "Putting It Together" exercises give you hands-on experience. This is your one-stop guide to Photoshop. You'll learn to: Specify size and resolution. Correct contrast, color, and clarity. Create top-notch selections. Composite images with layers and blending modes. Make adjustments with levels and curves. Prep graphics for print or the Web. Order your copy of this 9 books in 1 - with hundreds of examples in full color -- today! *Web Design in a Nutshell* contains the nitty-gritty on everything you need to know to design Web pages. It's the good stuff, without the fluff, written and organized so that answers can be found quickly. Written by veteran Web designer Jennifer Niederst, this book provides quick access to the wide range of front-end technologies and techniques from which Web designers and authors must draw. It is an excellent reference for HTML 4.0 tags (including tables, frames, and Cascading Style Sheets) with special attention given to browser support and platform idiosyncrasies. The HTML section is more than a reference work, though. It details strange behavior in tables, for instance, and gives ideas and workarounds for using tables and frames on your site. *Web Design in a Nutshell* also covers multimedia and interactivity, audio and video, and emerging technologies like Dynamic HTML, XML, embedded fonts, and internationalization. The book includes: Discussions of the Web environment, monitors, and browsers A complete reference to HTML and Server Side Includes, including browser support for every tag and attribute Chapters on creating GIF, JPEG and PNG graphics, including designing with the Web Palette Information on multimedia and interactivity, including audio, video, Flash, Shockwave, and JavaScript Detailed tutorial and reference on Cascading Style Sheets, including an appendix of browser compatibility information Appendices detailing HTML tags, attributes, deprecated tags, proprietary tags, and CSS compatibility In *Learning Web Design*, author Jennifer Niederst shares the knowledge she's gained from years of web design experience, both as a designer and a teacher. This book starts from the beginning- defining the Internet, the Web, browsers, and URLs-so you don't need to have any previous knowledge about how the Web works. After reading this book, you'll have a solid foundation in HTML, graphics, and design principles that you can immediately put to use in creating effective web pages. In the second edition, Jennifer has updated the book to cover style sheets and reflect current web standards. She has also added exercises that help you

to learn various techniques and short quizzes that make sure you're up to speed with key concepts. Learning Web Design: • Covers the nuts and bolts of basic HTML and style sheets, with detailed examples of formatting text, adding graphic elements, making links, creating tables and frames, and using color on the Web. Also contains tips on handling these tasks using three popular web authoring programs. • Explains whether to use GIFs or JPEGs for different types of images, includes important tips on optimizing graphics for web delivery, and provides step-by-step demonstrations of creating graphics using three popular web graphic tools. • Provides dozens of web design dos and don'ts, to help you make good web design decisions and avoid common beginner traps. • Contains hands-on exercises throughout the book that allow you to try out new techniques along the way. Unlike other beginner books, Learning Web Design leaves no holes in your education. It gives you everything you need to create basic web sites and will prepare you for more advanced web work. If you are interested in web design, this book is the place to start. The enclosed CD-ROM contains material for all the exercises in the book, as well as trial versions of Macromedia Fireworks MX and Homesite 5; Adobe Photoshop 7 and ImageReady 7; and BBEdit 7.

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