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. 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. Collage allows your creativity to run riot. It lets you juxtapose disparate elements, styles and media against each other and create something entirely novel, bizarre, arresting, beautiful, ironic or unsettling. Old and new can be fused together; digital and handproduced can be combined. What you can create with collage knows no bounds. Expertly curated with an eye to the fresh, the exciting collection of new collage ideas will inspire collage artists at every level, from those dipping a toe in the art form to experts. These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You’ll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences. The logo design idea book is an accessible introduction to the key elements of good logo design, including insights into the logos of iconic brands. This guide is an indispensable resource for anyone looking to learn the basic about designing a logo. The book introduces the key elements of good logo design and is perfect for graphic design and branding inspiration. Written by Steven Heller and Gail Anderson, world’s leading authorities on design, the logo design idea book includes 50 logo examples of good ideas in the service of representation, reputation and identification. Arrows, swashes, swooshes, globes, sunbursts and parallel, vertical and horizontal lines, words, letters, shapes and pictures. Logos are the most ubiquitous and essential of all graphic design devices, representing ideas, beliefs and, of course, things. They primarily identify products, businesses and institutions but they are also associated, hopefully in a positive way, with the ethos or philosophy of those entities. Perfect for students, beginners or anyone curious about logo design! Chapters include: Give personality to letters. Develop a memorable monogram. Make a symbol carry the weight. Transform from one identity to another. Make a mnemonic. Illustrate with wit and humor. Include secret signs. Get more design inspiration from other idea books. The graphic design idea book. The illustration idea book. The typography idea book. Getting real—details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it’s a book of ideas. A nyone working on a web app—including entrepreneurs, designers, programmers, executives, or marketers—will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writelboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It’s not as hard as you think if you Get Real. Make the Web work for you. You know how to design. But you can increase your value as a designer in the marketplace by learning how to make that design function on the web. From informational sites to e-commerce portals to blogs to mobile apps, the designer’s web handbook helps any designer understand the full life cycle of a digital product: idea, design, production and maintenance. The best web designers create not only beautiful sites but also sites that function well—for both client and end user. Patrick M. C. Neill, creator of the popular web design blog designmeltdown.com and author of the bestselling Web designer’s idea book, volumes 1 and 2, teaches you how to work with developers to build sites that balance aesthetics and usability, and to do it on time and on budget. Web design inspiration at a glance. Volume 2 of the web designer’s idea book includes more than 650 new websites arranged thematically, so you can easily find inspiration for your work. Author Patrick M. C. Neill, creator of the popular web design blog designmeltdown.com and author of the original bestselling web designer’s idea book, has cataloged thousands of sites, and showcases the latest and best examples in this book. The web is the most rapidly changing design medium, and this book offers an organized overview of what’s happening right now. Sites are categorized by type, design element, styles and themes, structural styles, and structural elements. This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online. Whether you’re brainstorming with a coworker or explaining your ideas to a client, this book provides a powerful communication tool you can use to jumpstart your next project. Presents a multifaceted model of understanding, which is based on the premise that people can demonstrate understanding in a variety of ways. HTML 5 is the longest HTML specification ever written. It is also the most powerful, and in some ways, the most confusing. What do accessible, content-focused standards-based web designers and front-end developers need to know? And how can we harness the power of HTML 5 in today’s browsers? Quick inspiration from mobile designers! Featuring more than 700 examples, mobile web designer’s idea book is packed with visual inspiration for creating top-notch mobile web designs. Web designer expert Patrick M. C. Neill, author of the popular web designer’s idea book series, is back, this time with an in-depth look at trends, styles, themes and patterns in mobile web design. Arranged thematically, this inspiring and informative guide puts important mobile web topics at your fingertips. Discover what you need to know about: Frameworks. Navigation Design styles. Design elements. Site types. And more! Keep your projects relevant in this fast-paced and ever-changing world of mobile web with this indispensable reference. From three design partners at Google Ventures, a unique five-day process—called the sprint—for solving tough problems using design, prototyping, and testing ideas with
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. A book the 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 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 worldwide. 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 Sizing, 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 Expand your strategic capabilities and technological understanding! Your clients are looking for an expert—someone who understands rapidly changing technology and can provide strategic insight into their web projects from inception and development to launch and beyond. Are you that person? Today, designers are expected to provide a level of web expertise that extends far beyond just good design. The Strategic Web Designer provides you with a foundation that will allow you to keep your bearings in an industry filled with constant technological change. You'll learn to: Plan web projects Organize information in ways that make sense Understand analytics Optimize content for search engines and mobile technology And more! More than a book about building websites, The Strategic Web Designer is your guide to thinking about the web in a strategic and comprehensive manner. More than just a web designer—take charge of your web projects and make yourself invaluable to clients. Learn how to think beyond the desktop and craft beautiful designs that anticipate and respond to your users' needs. The author will explore CSS techniques and design principles, including fluid grids, flexible images, and media queries, demonstrating how you can deliver a quality experience to your users no matter how large (or small) their display. 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. This new major reference contains an assemblage of visual concepts from around the world. Categories include designs for annual reports, books, calenders, catalogs, editorial layouts, exhibits, labels and tags, letterheads, menus, outdoor advertising, packaging, posters, promotion materials, shopping bags, T-shirts, and more. 900 color illustrations. Presents a collection of design ideas and more than seven hundred examples from websites to help create an effective Web site. In a light and friendly voice, the author introduces the reader to new ways of styling websites. With specific examples for each of ten categories, he provides a wealth of techniques for the designer who wishes to apply these approaches in their own work. The styles are broken down into ten categories, which are: Gothic Organic School Wireframe Icon School Lo-fi Grunge School Paper Bag School Mondrian Poster School Pixelated Punk Rock School 1950's Hello Kitty School HTM ina Lisim School Drafting Table/Instruction Manual School Super Tiny SimCity School Further explorations in the book help designers determine which style choices would be most appropriate when changing the look of their own sites. Quick Inspiration for Web Designers Featuring more than 650 examples, this third volume of The Web Designer's Idea Book is packed with visual inspiration for creating top-notch web design. Web design expert Patrick McNeil, author of the popular Web Designer's Idea Book series, is back with the latest examples of the best design on the web today. Arranged thematically, this guide puts important topics like technology, design styles, elements, site types and site structure at your fingertips. This new
volume also includes a detailed discussion of the various content management systems available to help you find the best platform for your project. A n indispensable reference, this book provides you with the latest in themes, styles and trends you need to keep your projects relevant in the fast-paced and ever-changing world of web design. This guide to professional Web design was carefully selected, prepared and edited to bring you the most useful Web design advice from Smashing M magazine’s articles. Know where you stand, put your situation in perspective, and get the advice you’ve been looking for. TABLE OF CONTENTS: 1-10 Harsh Truths About Corporate Websites - Portfolio Design Study: Design Patterns And Current Practices - Creating A Successful Online Portfolio - Better User Experience With Storytelling - Designing User Interfaces For Business Web Applications - Progressive Enhancement And Standards Do Not Limit Web Design - Color Theory For Designers, Part 1: The Meaning Of Color - Is John The Client Dense Or Are You Failing Him? - How To Identify And Deal With Different Types Of Clients: How To Respond Effectively To Design Criticism - Web Designer’s Guide To Professional Networking - Group Interview: Expert Advice For Students and Young Web Designers. This book serves as an introduction to the key elements of good design. Broken into sections covering the fundamental elements of design, key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas. Themes covered include narrative, colour, illusion, ornament, simplicity, and wit and humour. The result is an instantly accessible and easy to understand guide to graphic design using professional techniques. Discover the latest trends in web design! Looking for inspiration for your latest web design project? Expert Patrick McNeil, author of the popular Web Designer’s Idea Book series, is back with all new examples of today’s best website design. Featuring more than 650 examples of the latest trends, this fourth volume of The Web Designer’s Idea Book is overflowing with visual inspiration. A ranged categorically, this fully illustrated guide puts important topics like design styles, elements, themes and responsive design at your fingertips. This new volume also includes a detailed discussion of portfolios to help you stay ahead of the pack and keep your portfolio fresh and relevant. The world of web design is constantly reinventing itself. Stay on top of what’s hot with the latest installment of this indispensable reference. “The ultimate guide to thinking like a stylist, with 1,000 design ideas for creating the most beautiful, personal, and livable rooms,” -- Amazon.com. The Idea of Design is an anthology of essays that addresses the nature and practice of product design and graphic design in the contemporary world. The essays, selected from volumes 4-9 of the international journal Design Issues, focus on three themes: reflection on the nature of design, the meaning of products, and the place of design in world culture. The authors are distinguished scholars, historians, designers, and design educators. The diversity of their work illustrates the pluralistic and interdisciplinary dimensions of the idea of design in contemporary culture. Contributors: Rudolf Arnheim. S. Balaram. Richard Buchanan. A. Cheng. M. Ichikawa. Yves Deforge. Clive Dilnot. A. Remini. Y. Scannell. T. Fry. R. Rajendra. T. Takuro. Hirano. M. Artin. Ramadan. L. S. Rippendon. T. Masuda. N. Morino. A. Braham. M. Oles. V. Papanek. G. Selle. B. Tyler. A. Barber. U. Shepp. A. Design Issues ReaderWeb Design Inspiration at a Glance Volume 2 of The Web Designer’s Idea Book includes more than 650 new websites arranged thematically, so you can easily find inspiration for your work. A. Patrick McNeil, creator of the popular web design blog designmeltdown.com and author of the original bestselling Web Designer’s Idea Book, has catalogued thousands of sites, and showcases the latest and best examples in this book. The web is the most rapidly changing design medium, and this book offers an organized overview of what’s happening right now. Sites are categorized by type, design element, styles and themes, structural styles, and structural elements. This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online. Whether you’re brainstorming with a coworker or explaining your ideas to a client, this book provides a powerful communication tool you can use to jumpstart your next project. Don’t leave your web design journey up to chance. There are some times in life where it is fun to not plan ahead. For example a random day hanging out with friends or a spontaneous holiday trip to some new place. Web design though is not one of those times! If you leave your web design journey to chance-expect to fail. What this book covers is what I wish I knew when I first started web design. It is the big lessons that make a big difference. Knowing these lessons will help you avoid becoming yet another burnout who is overworked and underpaid. I will be sharing with you clear steps to get more profitable, move forward quickly, and set yourself up for a shot at real success. This book isn’t just about money though-it looks at an overall smart approach to having a great business that supports a great life. This is about working smarter-not harder-to enjoy more of what life is all about. If you are ready to go then let’s get started! 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. Laying the Foundations is a comprehensive guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It’s an ideal book for web designers and product designers (of all levels) and especially design teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips. System design is not a scary thing — this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different approaches to creating a design system. What’s unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It’s a comprehensive guide that’s simple to follow and easy on the eye. Quick Inspiration for Web Designers Featuring more than 650
examples, this third volume of The Web Designer's Idea Book is packed with visual inspiration for creating top-notch web design. Web design expert Patrick McNeil, author of the popular Web Designer's Idea Book series, is back with the latest examples of the best design on the web today. Arranged thematically, this guide puts important topics like technology, design styles, elements, site types and site structure at your fingertips. This new volume also includes a detailed discussion of the various content management systems available to help you find the best platform for your project. An indispensable reference, this book provides you with the latest in themes, styles and trends you need to keep your projects relevant in the fast-paced and every-changing world of web design. 1000 Ideas by 100 Graphic Designers showcases work from a selection of today's best designers while providing precious tips to the graphic design enthusiast. The book delivers a behind-the-scenes depiction of every project, providing a virtual instruction manual to the finished project and its creative, productive, and organizational framework. The 1000 suggestions vary in form and function, from the theoretical to the practical, giving insights on new materials, techniques, and tools. This book serves as an introduction to the key elements of good illustration. The Illustration Idea Book presents 50 of the most inspiring approaches used by masters of the field from across the world. Themes covered include creating characters, symbol and metaphor, illustrated lettering, inventing worlds, and caricature. The result is an instantly accessible, inspiring, and easy to understand guide to illustration using professional techniques.

Copyright code: f4558d89fa37e419820d2d9e0a3e8302