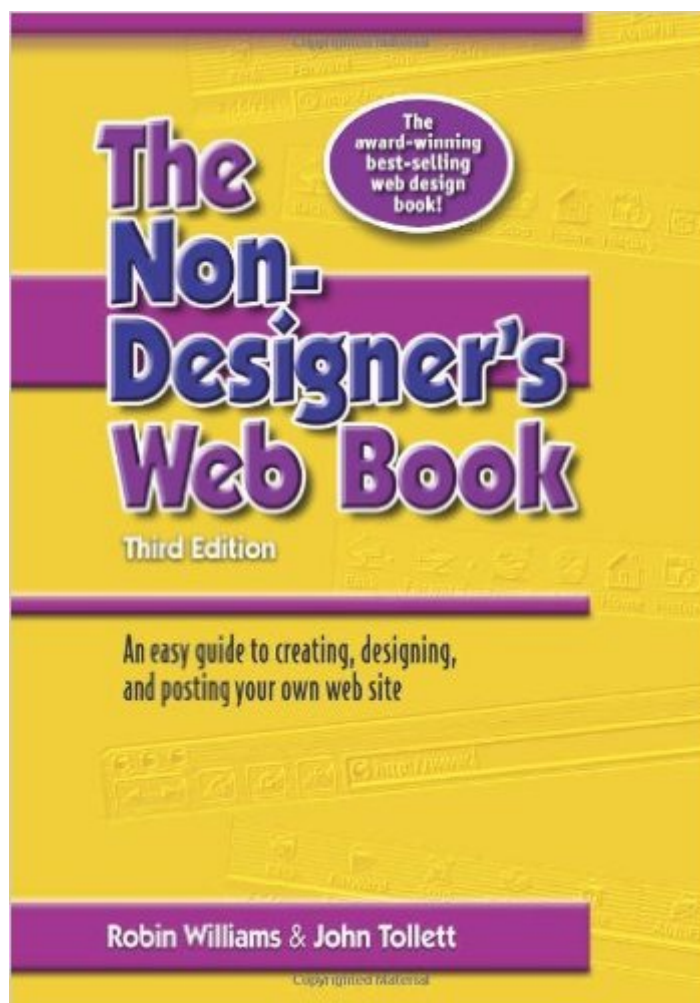


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The Non-Designer's Web Book, 3rd Edition



Synopsis

If you think web design is beyond your reach, or if you want your existing web site to look more professional, this thoroughly updated classic is the place to turn! In these pages, best-selling authors Robin Williams and John Tollett share the creative ideas, useful techniques, and basic design principles that are essential to great Web design-all in the context of the most current technology, software, and standards. Throughout, the authors' aim is to inspire you and spark your creativity rather than sedate you with pages and pages of code. To that end, you'll find loads of real-world examples, interesting illustrations, and the simple instructions you need to implement the techniques and concepts described in these pages.

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Customer Reviews

Nowadays, everyone seems to have a website, from the largest Fortune 500 companies to the person next door. Some internet service providers even offer on-line software for their customers to create sites. Unfortunately many of these sites are awful. Navigation is often difficult and the graphic design is frequently an obstacle to visitors. Readers should note that this is a new 2005 edition of an old favorite, and reviews of the second edition may not be applicable. This book is aimed at helping people not trained in graphic design to put together better web sites. After a curious discussion of search engines, the authors explain what a web page is, how browsers work, and what servers do. The initial chapters are clearly aimed at people who know little about how the Internet works. Subsequent chapters become more technical, and even experienced site makers may find

something they either didn't know or ignored. The book shows how the four design principles that Williams has emphasized in her other works (alignment, proximity, repetition and contrast) apply to the design of web sites. A chapter is specifically addressed to designing the navigation for a site. The book then discusses the use of color and typography and finishes up with some advanced design tips and information on getting your site on line and getting people to visit it. The book operates in a curious area between no knowledge and deep technical knowledge. For example, the authors indicate that the preparation of web sites requires both image-editing and web-authoring software, and that the book is not aimed at teaching the reader how to use such software. Yet very frequently, as they explain design principles, they tell how to use software to achieve the design principles.

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