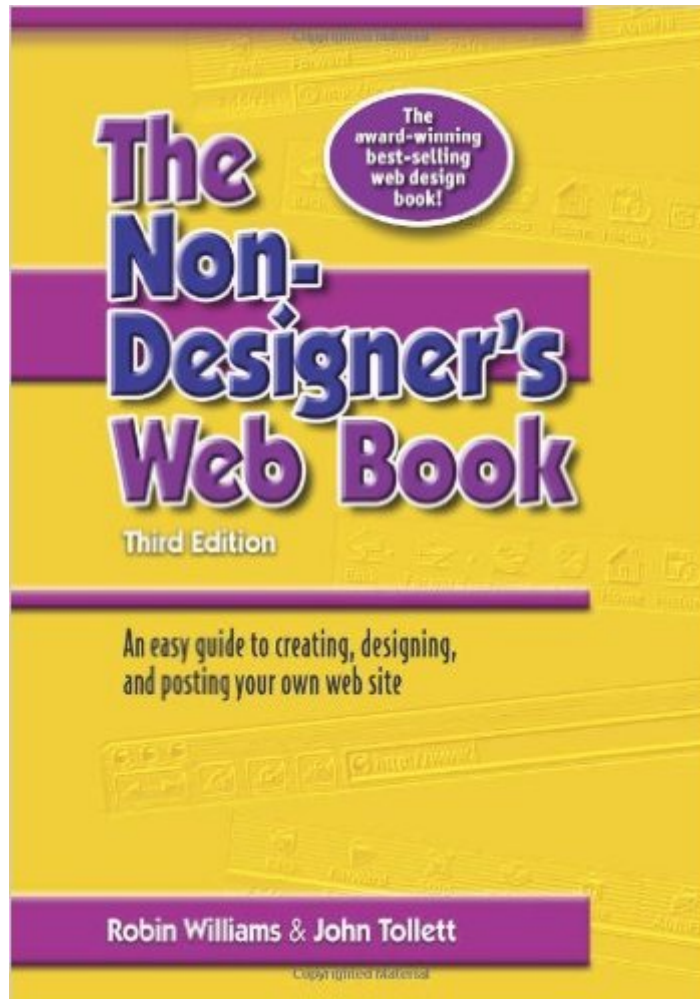


The book was found

# 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.

## Book Information

Paperback: 336 pages

Publisher: Peachpit Press; 3rd edition (September 26, 2005)

Language: English

ISBN-10: 0321303377

ISBN-13: 978-0321303370

Product Dimensions: 6.9 x 0.7 x 9.9 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (113 customer reviews)

Best Sellers Rank: #360,343 in Books (See Top 100 in Books) [#39 in Books > Computers & Technology > Graphics & Design > Electronic Documents](#) [#145 in Books > Computers & Technology > Graphics & Design > Desktop Publishing](#) [#239 in Books > Computers & Technology > Databases & Big Data > Data Processing](#)

## 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.

[Download to continue reading...](#)

The Non-Designer's Web Book, 3rd Edition The Non-Designer's Design Book (3rd Edition) Non Fiction Writing Templates: 44 Tips to Create Your Own Non Fiction Book (Writing Templates, Writing Non Fiction, Kindle Publishing) Jewelry Designer Los Angeles: The Unexplained Mystery Uncovered: Designer Jewelry Investments Aprender Photoshop CS6 / The Non-Designer's Photoshop Book: Técnicas esenciales / Essential Techniques (Spanish Edition) The Non-Designer's Illustrator Book The Non-Designer's InDesign Book The Non-Designer's Design Book The Non-Designer's Design and Type Books, Deluxe Edition Python: Learn Web Scraping with Python In A DAY! - The Ultimate Crash Course to Learning the Basics of Web Scraping with Python In No Time (Web Scraping ... Python Books, Python for Beginners) Web Designer's Guide to WordPress: Plan, Theme, Build, Launch (Voices That Matter) Stylin' with CSS: A Designer's Guide (3rd Edition) (Voices That Matter) Child Support for the Non-Custodial Parent: Missouri Edition (Series 1, for the Non-Custodial Parent) Eco-Friendly Cleaning: Money Saving Solutions for a Clean, Green, All-Natural, Non-Toxic, Eco-Friendly Home (eco-friendly, sustainability, homesteading, ... natural cleaning, green home, non-toxic) GMO Free Diet: The Ultimate Guide on Avoiding GMO Foods and keeping Your Family Healthy with a GMO Free Diet (GMO, Non GMO Diet, Non GMO Foods, Genetically Engineered Foods, Monsanto) On Literature and Philosophy: The Non-Fiction Writing of Naguib Mahfouz: Volume 1 (Non-Fiction Writings of Naguib Mahfouz) Taber's Cyclopedic Medical Dictionary (Non-thumb-indexed Version) (Taber's Cyclopedic Medical Dictionary (Non-Indexed Version)) The Practical Tao Te Ching of Lao-tzu: Rational Meditations on Non-duality, Impermanence, Wu-wei (non-striving), Nature and Naturalness, and Virtue Sistema de Tráfico Web Perpetuo: Descubre como generar tráfico hacia tus sitios web de forma constante y ganar dinero en el proceso (Spanish Edition) The Packaging Designer's Book of Patterns

