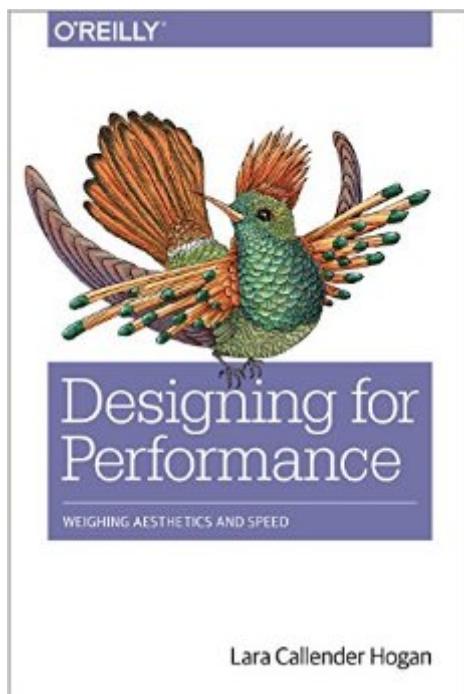


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# Designing For Performance: Weighing Aesthetics And Speed



## Synopsis

As a web designer, you encounter tough choices when it comes to weighing aesthetics and performance. Good content, layout, images, and interactivity are essential for engaging your audience, and each of these elements have an enormous impact on page load time and the end-user experience. In this practical book, Lara Hogan helps you approach projects with page speed in mind, showing you how to test and benchmark which design choices are most critical. To get started, all you need are basic HTML and CSS skills and Photoshop experience. Topics include:

- The impact of page load time on your site, brand, and users
- Page speed basics: how browsers retrieve and render content
- Best practices for optimizing and loading images
- How to clean up HTML and CSS, and optimize web fonts
- Mobile-first design with performance goals by breakpoint
- Using tools to measure performance as your site evolves
- Methods for shaping an organization's performance culture

## Book Information

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## Customer Reviews

Q&A with Lara Callender Hogan about Aesthetics and Speed Tell us why "Designing for Performance" is important right now? Today's web designers have an enormous impact on website performance. From content and layout choices to animations and interaction design, designers make decisions about the overall user experience, and each decision impacts end page load time and perceived performance. This book empowers designers with the understanding of how page load time works, and what we can do to improve it and make the best overall user

experience. What do you hope readers will walk away with? Readers will walk away with an understanding of the basics of page speed, as well as immediately-actionable tips on optimizing images, HTML, CSS, fonts, and more. Readers will also gain an understanding of how to create a culture of performance within their organization, and how to weigh the balance between aesthetics and page speed. What's the most exciting or important thing happening in your space? The movement for more designers to get hands-on with coding is definitely the most exciting thing happening right now. The more we can move towards designing in the browser, the easier of a time we'll have with optimizing for performance, and the more designers can feel empowered to balance speed and aesthetics! Tips you can incorporate into your daily workflow: Automate image compression as new images are added to your site. Use an image resizing service and caching by breakpoint so you don't need to manually create a new image for every screen size. Document copy-and-pasteable design patterns in a style guide for easy reuse. Check your page weight and critical path using browser plug-ins.

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