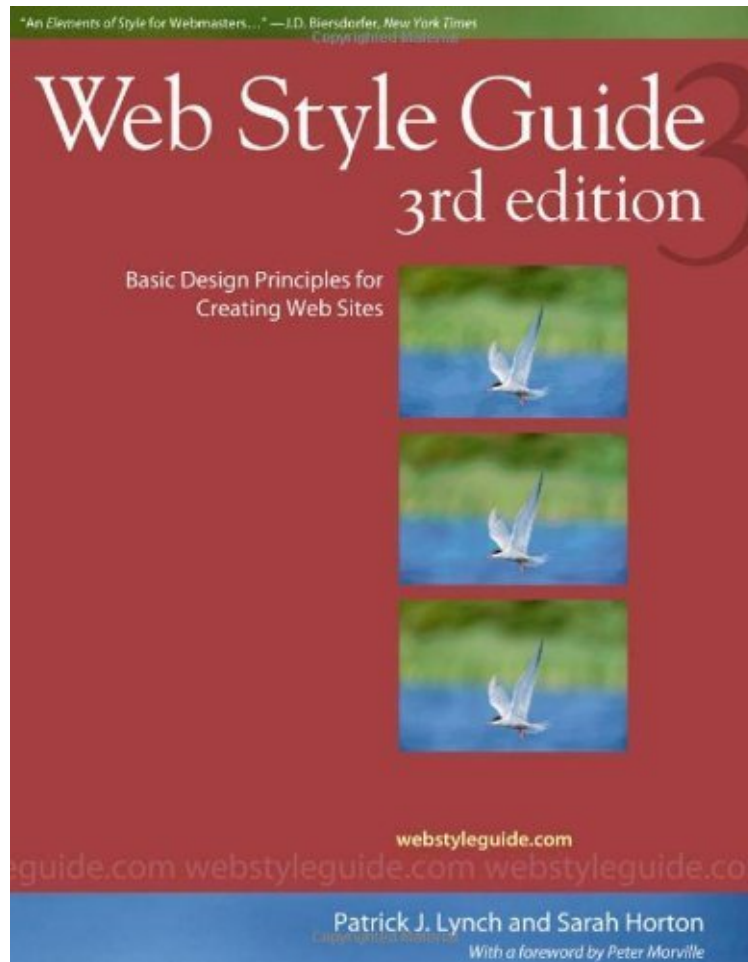


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Kurzbeschreibung Consistently praised in earlier editions as the best volume on classic elements of web site design, Web Style Guide, now in its Third Edition, continues its tradition of emphasis on fundamentals. Focusing on the needs of web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and how they apply in web design projects in which information design, interface design, and efficient search and navigation are of primary concern. New in this edition: a full chapter devoted to Universal Usability guidelines and techniques for creating universally usable designs a full chapter on Information Architecture and how best to promote its robust development information on Search Engine Optimization and the designs that improve it techniques for using Cascading Style Sheets for layouts and typographic design 185 illustrations, all in full color