

# Designing With Web Standards Jeffrey Zeldman

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**The Principles of Beautiful Web Design** Sams Publishing

No matter how visually appealing or content-packed a Web site may be, if it's not adaptable to a variety of situations and reaching the widest possible audience, it isn't really succeeding. In *Bulletproof Web Design*, author and Web designer extraordinaire, Dan Cederholm outlines standards-based strategies for building designs that provide flexibility, readability, and user control—key components of every successful site. Each chapter starts out with an example of an unbulletproof site one that employs a traditional HTML-based approach which Dan then deconstructs, pointing out its limitations. He then gives the site a makeover using XHTML and Cascading Style Sheets (CSS), so you can see how to replace bloated code with lean markup and CSS for fast-loading sites that are accessible to all users. Finally, he covers several popular fluid and elastic-width layout techniques and pieces together all of the page components discussed in prior chapters into a single-page template. [More Bulletproof Web Design](#) Rosenfeld Media

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what “IE6 support” means “Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of *Don’t Make Me Think* and *Rocket Surgery Made Easy* “A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, *Bulletproof Web Design* and *Handcrafted CSS* “Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works* “Some books are meant to be read. *Designing with Web Standards* is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

[Designing with Web Standards](#) New Riders

A guide to designing Web sites describes inexpensive ways to create a successful and functional site.

**DOM Scripting** "O'Reilly Media, Inc."

One of very few CSS books that focuses on teaching advanced-level CSS techniques CSS is a huge market—every web designer needs to know CSS to succeed in the modern web design marketplace Part of the "Solutions" series, and a follow-up from the best-selling Dan Cederholm book, *Web Standards Solutions* (ISBN 1590593812)

[Developing with Web Standards](#) Apress

This advanced CSS book is a must for any modern web developer to own. It is completely up-to-date, with information on browser support in all the latest versions and CSS levels 1, 2, and 3. Unlike beginner-level books that teach CSS in a lighthearted style, this one gets serious, giving CSS the proper, professional treatment it deserves. Each technique is presented in an informative tutorial style, with every point backed up by multiple real-world examples and case studies. The authors cover hacks and filters, code management, advanced layouts and styling, typography, and much more.

[Designing User Interfaces for an Aging Population](#) Apress

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. *Designing Web Navigation* demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While *Designing Web Navigation* focuses on creating navigation systems for

large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

#### Dynamic Web Design Techniques New Riders

Whether you're promoting your business or writing about your travel adventures, Head First WordPress will teach you not only how to make your blog look unique and attention-grabbing, but also how to dig into the more complex features of WordPress 3.0 to make your website work well, too. You'll learn how to move beyond the standard WordPress look and feel by customizing your blog with your own URL, templates, plugin functionality, and more. As you learn, you'll be working with real WordPress files: The book's website provides pre-fab WordPress themes to download and work with as you follow along with the text. Gain immediate experience with WordPress 3.0, the June 2010 release of the software Get your site up and running by setting up a MySQL database and creating configuration files Work with the Wordpress platform to create posts and pages, learn the difference between tags and categories, edit content, moderate comments, and manage spam Explore how to extend Wordpress with plugins and templates Convert custom designs (in HTML and CSS) into functional themes and use them in WordPress We think your time is too valuable to waste struggling with new concepts. Using the latest research in cognitive science and learning theory to craft a multi-sensory learning experience, Head First WordPress uses a visually rich format designed for the way your brain works, not a text-heavy approach that puts you to sleep.

#### Learning Web Design Ingram

Web accessibility not just morally sound – there are legal obligations as well Very large potential audience, consisting of web developers and business managers Very little competition to this book

Bulletproof Web Design "O'Reilly Media, Inc."

Designing User Interfaces for an Aging Population: Towards Universal Design presents age-friendly design guidelines that are well-established, agreed-upon, research-based, actionable, and applicable across a variety of modern technology platforms. The book offers guidance for product engineers, designers, or students who want to produce technological products and online services that can be easily and successfully used by older adults and other populations. It presents typical age-related characteristics, addressing vision and visual design, hand-eye coordination and ergonomics, hearing and sound, speech and comprehension, navigation, focus, cognition, attention, learning, memory, content and writing, attitude and affect, and general accessibility. The authors explore characteristics of aging via realistic personas which demonstrate the impact of design

decisions on actual users over age 55. Presents the characteristics of older adults that can hinder use of technology Provides guidelines for designing technology that can be used by older adults and younger people Review real-world examples of designs that implement the guidelines and the designs that violate them

#### InterACT with Web Standards Designing with Web Standards

“ A fascinating survey of the digital age . . . An eye-opening paean to possibility. ” —The Boston Globe “ Mr. Shirky writes cleanly and convincingly about the intersection of technological innovation and social change. ” —New York Observer An extraordinary exploration of how technology can empower social and political organizers For the first time in history, the tools for cooperating on a global scale are not solely in the hands of governments or institutions. The spread of the internet and mobile phones are changing how people come together and get things done—and sparking a revolution that, as Clay Shirky shows, is changing what we do, how we do it, and even who we are. Here, we encounter a woman who loses her phone and recruits an army of volunteers to get it back from the person who stole it. A dissatisfied airline passenger who spawns a national movement by taking her case to the web. And a handful of kids in Belarus who create a political protest that the state is powerless to stop. Here Comes Everybody is a revelatory examination of how the wildfirelike spread of new forms of social interaction enabled by technology is changing the way humans form groups and exist within them. A revolution in social organization has commenced, and Clay Shirky is its brilliant chronicler.

#### Improving the User Experience Through Animation Prentice Hall Professional

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, Designing with Web Standards remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what “ IE6 support ” means “ Occasionally (very occasionally) you come across an author who makes you think, ‘ This guy is smart! And he makes me feel smarter, because now I finally understand this concept. ’ ” — Steve Krug, author of Don't Make Me Think

and Rocket Surgery Made Easy “ A web designer without a copy of Designing with Web Standards is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us. ” — Dan Cederholm, author, Bulletproof Web Design and Handcrafted CSS “ Jeffrey Zeldman sits somewhere between ‘ guru ’ and ‘ god ’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care. ” — Kelly Goto, author, Web ReDesign 2.0: Workflow that Works “ Some books are meant to be read. Designing with Web Standards is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution. ” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

#### Advanced Web Standards Solutions New Riders

This is the ultimate in inspirational, high-level web design books. There is no attempt to teach the basics CSS or JavaScript — competency is already assumed. This book brings together 12 of the world's most talented web designers to share their secrets with the reader. The techniques discussed cover the full spectrum of essential web design topics, and readers will find enough innovation inside that they will keep coming back to the book again and again to improve their work. The book, presented in full color, is completely standards-compliant, and up-to-date, including discussions of IE 7 support. Web Style Guide "O'Reilly Media, Inc."

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

#### CSS Mastery Pearson Education

Building an elegant, functional website requires more than just knowing how to code. In Adaptive Web Design, Second Edition, you'll learn how to use progressive enhancement to build websites that work anywhere, won't break, are accessible by anyone—on any device—and are designed to work well into the future. This new edition of Adaptive Web Design frames even more of the web design process in the lens of progressive enhancement. You will learn how content strategy, UX,

HTML, CSS, responsive web design, JavaScript, server-side programming, and performance optimization all come together in the service of users on whatever device they happen to use to access the web. Understanding progressive enhancement will make you a better web professional, whether you're a content strategist, information architect, UX designer, visual designer, front-end developer, back-end developer, or project manager. It will enable you to visualize experience as a continuum and craft interfaces that are capable of reaching more users while simultaneously costing less money to develop. When you've mastered the tenets and concepts of this book, you will see the web in a whole new way and gain web design superpowers that will make you invaluable to your employer, clients, and the web as a whole. Visit <http://adaptivewebdesign.info> to learn more.

#### A Holistic Approach to Web Design Zebra Press

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.

#### Head First WordPress New Riders

Discusses how to use Web standards to create sophisticated Web sites efficiently, covering topics such as quality assurance, functionality, and accessibility guidelines.

#### Taking Your Talent to the Web New Riders

Whether you are a designer, a site producer, an in-house webmaster, or a company owner trying to move your web presence to the next level, this book is for you. If you're immersed in the educational, governmental, or corporate worlds and looking for an easy-to-read, up-to-date overview of web processes, this book is for you. Why? Because in it Kelly Goto and Emily Cotier present the framework for a cohesive web workflow plan that will help you save time, money, and headaches. The web is ever-changing; this Core Process applies to all design and redesign projects, from the simplest to the most complex. Use this book as a mutable resource. Adapt it into a methodology that works for you. Call it a plan, call it a roadmap, call it a guide - we call it Workflow That Works, because that's what it is.

#### Adaptive Web Design Apress

Offers ten projects that describe how to incorporate CSS into a Web site, covering topics such as styling a photo collection, positioning in the background, CSS-driven drop-down menus, and weblogs.

#### The Power of Organizing Without Organizations New Riders Pub

Laying the foundation for a solid understanding of web design, this book weaves together industry best practices and standards-

based design techniques. It is built on practical examples and short exercises crafted to help readers learn quickly and retain information. Created by the education luminaries who brought you the revolutionary InterACT curriculum (<http://interact.webstandards.org>) and the Opera Web Standards Curriculum (<http://opera.com/wsc>), and the experts behind The Web Standards Project (<http://webstandards.org>), this book is the definitive source for learning the basics of web design. The emphasis on practical and proven techniques makes it the go-to guide that every aspiring web professional needs to succeed in their career. "The Web represents the leading edge of 21st century publishing, communications, and application design. Unfortunately, web education is still in the dark ages. InterACT with Web Standards presents a badly needed course correction. Armed with this book, educators can better serve tomorrow's web designers, and through them, millions of users."---Jeffrey Zeldman, author, *Designing with Web Standards 3rd Edition* "Employers like me are constantly looking for fresh web design talent. But young people entering the market with the right skill set---whether formally trained or self-taught---are few and far between. InterACT with Web Standards is the right way for educators to prepare their students for today's workplace."---Paul Boag, boagworld.com and Creative Director, Headscape

#### Innovations in Web Design with XHTML, CSS, and DOM Scripting Apress

With this second edition of the popular DOM Scripting: Web Design with JavaScript and the Document Object Model comes a modern revision to update best practices and guidelines. It includes full coverage of HTML5 in a new, dedicated chapter, and details on JavaScript libraries and how they can help your scripting. The book provides everything you'll need to start using JavaScript and the Document Object Model to enhance your web pages with client-side dynamic effects and user-controlled animation. It shows how JavaScript, HTML5, and Cascading Style Sheets (CSS) work together to create usable, standards-compliant web designs. We'll also cover cross-browser compatibility with DOM scripts and how to make sure they degrade gracefully when JavaScript isn't available. DOM Scripting: Web Design with JavaScript and the Document Object Model focuses on JavaScript for adding dynamic effects and manipulating page structure on the fly using the Document Object Model. You'll start with a crash course in JavaScript and the DOM, then move on to several real-world examples that you'll build from scratch, including dynamic image galleries and dynamic menus. You'll also learn how to manipulate web page styles using the CSS DOM, and create markup on the fly. If you want to create websites that are beautiful, dynamic, accessible, and standards-compliant,

this is the book for you!