Exploring Web Design (Graphic Design/Interactive Media)

Jeremy Vest, William Crowson, Shannon Pochran

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Exploring Web Design provides a valuable introduction to the design fundamentals at work in all well-designed Web sites. The result of an award-winning Web designer's mission to teach these building blocks in clear, direct, and non-technical language, this book delivers a solid design foundation in layout, typography, color, and usability. While recognizing the importance of Macromedia Flash ™ and JavaScript, the author stresses that success comes from understanding design principles and how they apply to the world of the Web. Not just another book full of tips and tricks for creating hip Internet graphics, Exploring Web Design teaches the design theory that is essential to knowing how and why to use those cool Web effects.

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