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# Designing With Web Standards

## Jeffrey Zeldman

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### YARELI SANTOS

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#### **Patterns for Creating Winning Web Sites** New Riders

DOM Scripting is a vital technique for web developers and designers to learn and master in order to add such dynamic web applications as animations, maps, drag and drop, and more. This book offers comprehensive coverage of advanced DOM Scripting techniques and reads like a wish list of must have dynamic web application features, including visual effects using JavaScript libraries, Ajax, Mashups using APIs, and much more. It follows

in the footsteps of Jeremy Keith's acclaimed book, DOM Scripting (friends of ED: 1590595335, 2005), helping you master the next level with countless real world tutorials.

*A holistic approach to web design* "O'Reilly Media, Inc."

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.

### The Design of Sites

Prentice Hall Professional  
 "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.

*A Holistic Approach to Web Design*  
 New Riders  
 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.

*Designing with Web Standards* Penguin  
 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

Mobile First Waite Group Press  
 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.

More Eric Meyer on CSS  
 Apress  
 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)  
*Interact with Web Standards* New Riders  
 Progressive enhancement is an approach to web development that aims to

deliver the best possible experience to the widest possible audience, and simplifies coding and testing as well. Whether users are viewing your sites on an iPhone, the latest and greatest high-end system, or even hearing them on a screen-reader, their experience should be easy to understand and use, and as fully-featured and functional as possible. Designing with Progressive Enhancement will show you how. It's both a practical guide to understanding the principles and benefits of progressive enhancement, and a detailed exploration of examples that will teach you—whether you're a designer or a developer—how, where, and when to implement the specific coding and scripting approaches that embody progressive enhancement. In this book, you'll learn: Why common coding approaches leave users behind, and how progressive enhancement is a more inclusive and accessible alternative. How to analyze complex interface designs, see the underlying semantic HTML experience that will work everywhere, and layer on advanced enhancements

safely. A unique browser capabilities testing suite that helps deliver enhancements only to devices that can handle them. Real-world best practices for coding HTML, CSS, and JavaScript to work with progressive enhancement, and cases where forward-looking HTML5 and CSS3 techniques can be applied effectively today. How to factor in accessibility features like WAI-ARIA and keyboard support to ensure universal access. Detailed techniques to transform semantic HTML into interactive components like sliders, tabs, tree controls, and charts, along with downloadable jQuery-based widgets to apply directly in your projects. The Art & Science of Web Design. Designing with Web Standards. 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.

### **Towards Universal Design** Morgan

Kaufmann

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and multimedia enhancements are discussed.

### **Web Standards and Regulatory Compliance**

New Riders

This is an explicit and detailed guide, an intelligent "how-to" book for professionals. It lays the groundwork and creates context by exploring essential concepts, defines terms that may be new or

unfamiliar, and then moves forward with practical software techniques. All the while it is building on the existing knowledge and experience of its professional design audience. Taking Your Talent to the Web is based on the Populi Curriculum in Web Communications Design, developed by Jeffrey Zeldman in cooperation with Populi, Inc., (www.populi.com) and the Pratt Institute. The book's purpose is to guide traditional art directors and print designers as they expand their existing careers to include the new field of professional Web Design.

**CSS Mastery** "O'Reilly Media, Inc."

Welcome to the expanded second edition of Dan Cederholm's bestselling Web Standards Solutions. Web standards are the standard technology specifications enforced by the World Wide Web Consortium (W3C) to make sure that web designers and browser manufacturers are using the same technology syntax. It is important that these implementations are the same throughout the Web—otherwise, it becomes a messy

proprietary place, and lacks consistency. These standards also allow content to be more compatible with multiple different viewing devices, such as screen readers for people with vision impairments, cell phones, PDFs, etc. HTML, XML, and CSS are all such technologies. This book is your essential guide to understanding the advantages you can bring to your web pages by implementing web standards and precisely how to apply them. Web standards such as XHTML and CSS are now fairly well-known technologies, and they will likely be familiar to you, the web designer. Indeed, they are all around you on the Web. However, within web standards still lies a challenge: while the browser's support for web standards is steadily increasing, many web developers and designers have yet to discover the real benefits of web standards and respect the need to adhere to them. The real art is in truly understanding the benefits and implementing the standards efficiently. As a simple example of its power, you can use CSS to lay out your pages instead of nesting tables.

This can make file sizes smaller, allowing pages to load faster, ultimately increasing accessibility for all browsers, devices, and web users. Expanded edition containing bonus material. Teaches how to use Web standards effectively to build better web sites. Solutions style promotes learning by work-through examples and assessments.

**Dynamic Web Design Techniques** Pearson Education India

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

**Improving flexibility and protecting against worst-case scenarios with XHTML and CSS, Second Edition** New Riders

"A companion to Jeffrey Zeldman's Designing with Web Standards, this book approaches standards from a more tactical and instructional point of view. Today's web designers and developers need to update their skills and knowledge and get away from out-of-date table and font-based approaches. In Developing with Web Standards, they will learn

current best practices in standards-based development. The topics covered are based on the author's extensive experience from the professional development trenches and will give readers a thorough grounding in contemporary web development technologies and techniques with a focus on relevant emerging aspects of HTML, CSS, and other web standards."--Publisher's website.

*DOM Scripting* New Riders Pub

Whether you are building a personal blog or a corporate website, there is a lot more to web design than div's and CSS selectors, but what do you really need to know? With this book, you'll learn the secrets of designing effective, user-friendly sites, fro

*The Principles of Beautiful Web Design* New Riders

This second edition of *The Principles of Beautiful Web Design* is the ideal book for people who can build websites, but are seeking the skills and knowledge to visually enhance their sites. This book will teach you how to: Understand the process of what makes "good design," from discovery through to

implementation Use color effectively, develop color schemes, and create a palette Create pleasing layouts using grids, the rule of thirds, and symmetry Employ textures: lines, points, shapes, volumes, and depth Apply typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more...

This revised, easy-to-follow guide is illustrated with beautiful, full-color examples, and leads readers through the process of creating great designs from start to finish. It also features: Updated information about grid-based design How to design for mobile resolutions Information about the future of web fonts including @font-face Common user-interface patterns and resources [Head First Web Design](#) Apress

Based on data collected from research conducted at UIE (User Interface Engineering), this book describes how well or poorly some information-rich Web sites performed when real users attempted to find specific answers.

[Improving the User Experience Through Animation](#) Voices That Matter

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!

*Web Style Guide* New Riders

Sams Teach Yourself HTML, CSS and JavaScript All in One The all-in-one HTML, CSS and JavaScript beginner's guide: covering the three most important languages for web development. Covers everything beginners need to know about the HTML and CSS standards and today's JavaScript and Ajax libraries - all in one book, for the first time Integrated, well-organized coverage expertly shows how to use all these key technologies together

Short, simple lessons teach hands-on skills readers can apply immediately By best-selling author Julie Meloni Mastering HTML, CSS, and JavaScript is vital for any beginning web developer - and the importance of these technologies is growing as web development moves away from proprietary alternatives such as Flash. Sams Teach Yourself HTML, CSS, and JavaScript All in One brings together everything beginners need to build powerful web applications with the HTML and CSS standards and the latest JavaScript and Ajax libraries. With this book, beginners can get all the modern web development knowledge you need from one expert source. Bestselling author Julie Meloni (Sams Teach Yourself PHP, MySQL and Apache All in One) teaches simply and clearly, through brief,

hands-on lessons focused on knowledge you can apply immediately. Meloni covers all the building blocks of practical web design and development, integrating new techniques and features into every chapter. Each lesson builds on what's come before, showing you exactly how to use HTML, CSS, and JavaScript together to create great web sites.

Web Accessibility Apress Beginning with a tutorial on customer-centered Web site design, this updated manual features a comprehensive compendium of ninety Web site design patterns, organized by color-coded pages for quick reference, with new sections on Web Application design, the Mobile Web, and Online Communities, as well as updated coverage of blog sites, customer support sites, and intranet design. Original. (Intermediate)