

The Mobile Web Designers Idea Book The Ultimate Guide To Trends Themes And Styles In Mobile Web Design Author Patrick Mcneil Jan 2014

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The Web Designer's Idea Book Volume 2 - Patrick McNeil 2010-09-19
Web Design Inspiration at a Glance Volume 2 of The Web Designer's Idea Book includes more than 650 new websites arranged thematically, so you can easily find inspiration for your work. Author Patrick McNeil, creator of the popular web design blog designmeltdown.com and author of the original bestselling Web Designer's Idea Book, has cataloged thousands of sites, and showcases the latest and best examples in this book. The web is the most rapidly changing design medium, and this book offers an organized overview of what's happening right now. Sites are categorized by type, design element, styles and themes, structural styles, and structural elements. This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online. Whether you're brainstorming with a coworker or explaining your ideas to a client, this book provides a powerful communication tool you can use to jumpstart your next project.

HTML5 for Web Designers - Jeremy Keith 2010

HTML5 is the longest HTML specification ever written. It is also the most powerful, and in some ways, the most confusing. What do accessible, content-focused standards-based web designers and front-end developers need to know? And how can we harness the power of HTML5 in today's browsers?

Web Design for Developers - Brian P. Hogan 2009

A guide to creating effective, professional-designed Web sites covers such topics as choosing colors, adding graphics, fonts and typography, using CSS, working with Web standards, adding styles, working with Internet Explorer, and designing for mobile dev

Adaptive Web Design - Aaron Gustafson 2015-11-21

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 Web Designer's Roadmap - Giovanni DiFeterici 2012-08-29

The Web Designer's Roadmap is a full-color book about the creative process and the underlying principles that govern that process. While other books cover the nuts 'n' bolts of how to design the elements that make up websites, this book outlines how effective designers go about their work, illustrating the complete creative process from start to finish. As well as how-to content, the book draws on interviews with a host of well-known design gurus, including Shaun Inman, Daniel Burka, Meagan Fisher, Donald Norman and Dan Rubín. A non-academic book, this is a fun and easy read packed with practical information.

The Big Book of Design Ideas 3 - David E. Carter 2008-09-02

The Big Book of Design Ideas 3 is the third of its kind. Like its predecessors, each piece in it was chosen for its ability to inspire others to create wonderful design. Full of hundreds of innovative ideas, this book can offer the impetus you need to upscale your present project from good to great. Offering similarly innovative design solutions, the first volume, The Big Book of Design Ideas, became one of the best-selling graphic design books. From advertising to logos, from book jackets to websites, The Big Book of Design Ideas 3 showcases some of the most creative work in the world. There's great inspiration in being exposed to great work. Look through The Big Book of Design Ideas 3 and be inspired.

Designing Interfaces - Jenifer Tidwell 2005-11-21

Provides information on designing easy-to-use interfaces.

Designing Web Navigation - James Kalbach 2007-08-28

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.

Don't Make Me Think - Steve Krug 2009-08-05

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to

put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of *Designing with Web Standards*

Practical Web Design - Philippe Hong 2018-04-30

A step by step guide for beginners to create interactive and dynamic websites from scratch. Key Features A fun-filled book with incrementing projects that would help you learn and adapt the fundamentals of web development Bring your web design to life with the help of HTML, CSS, JQuery, and learn to kick-start your future projects with Bootstrap Explore popular web development techniques such as responsive, adaptive, and material design and initiate yourself with Vue.js Book Description Web design is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design. This book offers you everything you need to know to build your websites. The book starts off by explaining the importance of web design and the basic design components used in website development. It'll show you insider tips to work quickly and efficiently with web technologies such as HTML5, CSS3, and JavaScript, concluding with a project on creating a static site with good layout. Once you've got that locked down, we'll get our hands dirty by diving straight into learning JavaScript and JQuery, ending with a project on creating dynamic content for your website. After getting our basic website up and running with the dynamic functionalities you'll move on to building your own responsive websites using more advanced techniques such as Bootstrap. Later you will learn smart ways to add dynamic content, and modern UI techniques such as Adaptive UI and Material Design. This will help you understand important concepts such as server-side rendering and UI components. Finally we take a look at various developer tools to ease your web development process. What you will learn Understand the importance of web design and the basic design components Learn HTML5 and CSS3 Difference between adaptive and responsive web design Learn how to create your first website Add interaction and dynamic content to your website with JavaScript and JQuery Implement Bootstrap Framework in your project Get familiar with server-side rendering Who this book is for This book is for anyone who wants to learn about web development regardless of previous experience. It's perfect for complete beginners with zero experience; it's also great for anyone who does have some experience in a few technologies (such as HTML and CSS) but not all of them.

Learning Responsive Web Design - Clarissa Peterson 2014-06-09

Deliver an optimal user experience to all devices—including tablets, smartphones, feature phones, laptops, and large screens—by learning the basics of responsive web design. In this hands-on guide, UX designer Clarissa Peterson explains how responsive web design works, and takes you through a responsive workflow from project kickoff to site launch. Ideal for anyone involved in the process of creating websites—not just developers—this book teaches you fundamental strategies and techniques for using HTML and CSS to design websites that not only adapt to any screen size, but also use progressive enhancement to provide a better user experience based on device capabilities such as touchscreens and retina displays. Start with content strategy before creating a visual design Learn why your default design should be for the narrowest screens Explore the HTML elements and CSS properties essential for responsive web design Use media queries to display different CSS styles based on a device's viewport width Handle elements such as images, typography, and navigation Use performance optimization techniques to make your site lighter and faster

Learning Web Design - Jennifer Robbins 2018-05-11

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page

layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

The Web Designer's Idea Book, Volume 3 - Patrick McNeil 2013-04-22

Quick Inspiration for Web Designers Featuring more than 650 examples, this third volume of *The Web Designer's Idea Book* is packed with visual inspiration for creating top-notch web design. Web design expert Patrick McNeil, author of the popular *Web Designer's Idea Book* series, is back with the latest examples of the best design on the web today. Arranged thematically, this guide puts important topics like technology, design styles, elements, site types and site structure at your fingertips. This new volume also includes a detailed discussion of the various content management systems available to help you find the best platform for your project. An indispensable reference, this book provides you with the latest in themes, styles and trends you need to keep your projects relevant in the fast-paced and every-changing world of web design.

Mobile Web Designer's Idea Book - Patrick McNeil 2013-11-29

Quick inspiration from mobile designers! Featuring more than 700 examples, *Mobile Web Designer's Idea Book* is packed with visual inspiration for creating top-notch mobile web designs. Web design expert Patrick McNeil, author of the popular *Web Designer's Idea Book* series, is back, this time with an in-depth look at trends, styles, themes and patterns in mobile web design. Arranged thematically, this inspiring and informative guide puts important mobile web topics at your fingertips. Discover what you need to know about: Frameworks Navigation Design styles Design elements Site types And more! Keep your projects relevant in this fast paced and ever-changing world of mobile web with this indispensable reference.

Web Page Design Sketchbook: Web Wireframe Ui Templates for Web Designers and Developers (Web Ui Design) - Ajw Books 2018-10-17

This web design sketchbook can be used to visualize and draw your web page design ideas using the blank web wireframe UI Templates in the book. This web UI design notebook is a great for graphic designers, web designers, web developers, entrepreneurs, kids, adults and for the loved one in your life who love creating web design pages. The Book Contains: 118 blank browser wireframe UI Templates pages with space to write notes. Matte paperback cover Size at 8.5 x 11 in / 21.59 x 27.94 cm

Digital Design Essentials - Rajesh Lal 2013-06

Through hundreds of photographs, this dynamic guide demonstrates how to expertly apply design principles in a variety of devices, desktops, web pages, mobile and other touchscreen devices.

Occupational Outlook Handbook - United States. Bureau of Labor Statistics 1976

Web Design and Marketing Solutions for Business Websites - Kevin Potts 2007-11-25

This book teaches you all you need to know to create effective web sites for businesses of all sizes. It's packed with useful tips and practical examples. First you are taken through the planning stage, including overall site structure, grouping content, using content and language effectively, and planning for accessibility. Next, you are shown how to effectively design the different parts of your site as well as how to add specialized improvements, including feedback forms and search functionality. The examples focus largely on CSS and HTML, but the principles are applicable to any site and some useful Flash examples are also provided.

Mobile First - Luke Wroblewski 2011

Guide to web design optimized for mobile devices, in order to deliver the mobile web experience users want. Argues companies should create websites and applications for mobile devices first, and for desktops/laptop computers second, if at all.

Fresher Styles for Web Designers - Curt Cloninger 2008-12-18

Fresher Styles for Web Designers surveys eight innovative, contemporary visual design styles that break the mold and offer creative solutions to a variety of interactive design challenges. Readers will learn practical ways to incorporate these design approaches into their commercial work, using specific online examples as illustration. In 2001, Cloninger wrote *Fresh Styles for Web Designers*, arguing that beauty actually enhances usability. Since then, styles and technologies have evolved, but clients still expect sites that both function well and visually

entice. This book will inspire web designers and developers to deliver sites that do both. There are plenty of web design books that teach code. There are several books about contemporary print design that discuss visual aesthetics. This book stands out because it synthesizes experimental web design innovations with commercial marketing goals (without ignoring usability concerns).

Mega Book of Website Designing - Mahinroop PM 2017-10-08

"Mega Book of Website Designing" helps to get a deeper understanding of website designing. It is an absolute must read for web designers, internet marketers, web developers and Information Technology professionals. Anyone who is planning to build or already has a website will immensely benefit from this book. List of topics covered in the book include flash website designing, mobile website designing, website designing ideas for small business, responsive website designing, open source website designing, ecommerce website designing and Photoshop basics. Here is a preview of What You Will Learn.... Flash website designing Joomla website designing Mobile website designing Responsive website designing Ecommerce website designing WordPress website designing Fixed and fluid website designing Website designing ideas for small business Much, much, more! Grab your copy today! Take action today and buy this book for \$6! Tags Basics of website designing, Best website designing tools, CMS in website designing, course for website designing, Designing a website using WordPress, Dynamic website designing, Ecommerce website designing

The Web Designer's Idea Book, Volume 3 - Patrick McNeil 2013-03-25

Quick Inspiration for Web Designers Featuring more than 650 examples, this third volume of The Web Designer's Idea Book is packed with visual inspiration for creating top-notch web design. Web design expert Patrick McNeil, author of the popular Web Designer's Idea Book series, is back with the latest examples of the best design on the web today. Arranged thematically, this guide puts important topics like technology, design styles, elements, site types and site structure at your fingertips. This new volume also includes a detailed discussion of the various content management systems available to help you find the best platform for your project. An indispensable reference, this book provides you with the latest in themes, styles and trends you need to keep your projects relevant in the fast-paced and every-changing world of web design.

The Graphic Design Idea Book - Gail Anderson 2016-04-13

This book serves as an introduction to the key elements of good design. Broken into sections covering the fundamental elements of design, key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas. Themes covered include narrative, colour, illusion, ornament, simplicity, and wit and humour. The result is an instantly accessible and easy to understand guide to graphic design using professional techniques.

The Web Designer's Idea Book Volume 2 - Patrick McNeil 2010-08-23

Web Design Inspiration at a Glance Volume 2 of The Web Designer's Idea Book includes more than 650 new websites arranged thematically, so you can easily find inspiration for your work. Author Patrick McNeil, creator of the popular web design blog designmeltdown.com and author of the original bestselling Web Designer's Idea Book, has cataloged thousands of sites, and showcases the latest and best examples in this book. The web is the most rapidly changing design medium, and this book offers an organized overview of what's happening right now. Sites are categorized by type, design element, styles and themes, structural styles, and structural elements. This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online. Whether you're brainstorming with a coworker or explaining your ideas to a client, this book provides a powerful communication tool you can use to jumpstart your next project.

Designing Web and Mobile Graphics - Christopher Schmitt 2012-12-21

Graphics are key to the user experience of online content, especially now that users are accessing that content on a multitude of devices: smartphones, tablets, laptops, and desktops. This book provides foundational methodology for optimal use of graphics that begins with HTML and CSS, and delves into the worlds of typography, color, transparency, accessibility, imagery, and layout for optimal delivery on all the different devices people use today. It serves beginners and intermediate web builders alike with a complete foundation needed to create successful illustrative and navigational imagery for web and mobile. Coverage includes: lessons on typography, icons, color, and images the latest information on HTML5, CSS3, and other modern technologies in-depth exploration of image formats: GIF, PNG, JPEG, and

SVG ways to employ adaptive strategies for responsive web design
Web Designer's Idea Book, Volume 4 - Patrick McNeil 2014-10-17

Discover the latest trends in web design! Looking for inspiration for your latest web design project? Expert Patrick McNeil, author of the popular Web Designer's Idea Book series, is back with all new examples of today's best website design. Featuring more than 650 examples of the latest trends, this fourth volume of The Web Designer's Idea Book is overflowing with visual inspiration. Arranged categorically, this fully illustrated guide puts important topics like design styles, elements, themes and responsive design at your fingertips. This new volume also includes a detailed discussion of portfolios to help you stay ahead of the pack and keep your portfolio fresh and relevant. The world of web design is constantly reinventing itself. Stay on top of what's hot with the latest installment of this indispensable reference.

Head First Web Design - Ethan Watrall 2009

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, from

The Web Designer's 101 Most Important Decisions - Scott Parker 2012

The Web Designers 101 Most Important Decisions acts as a sign-posted route through the myriad considerations facing any web designer, from the basics ensuring your site is easily accessible and quick to load at the click of a mouse through to designing diverse content and planning for the growth of your website. Whether building a simple contact screen or a full-scale interactive experience, you need to know how to make the most of the web's exciting possibilities and avoid the pitfalls. In The Web Designers 101 Most Important Decisions, Scott Parker distils his in-depth experience of web publishing into 101 practical insights that readers can draw on with ease, whether its for business, professional or personal use. The book offers a host of graphic design, process and technical tips, relevant whether you're building a website yourself, modifying an off-the-peg model or employing a specialist to create a bespoke site for you.

Web Designer's Idea Book, Volume 4 - Patrick McNeil 2014-09-19

Discover the latest trends in web design! Looking for inspiration for your latest web design project? Expert Patrick McNeil, author of the popular Web Designer's Idea Book series, is back with all new examples of today's best website design. Featuring more than 650 examples of the latest trends, this fourth volume of The Web Designer's Idea Book is overflowing with visual inspiration. Arranged categorically, this fully illustrated guide puts important topics like design styles, elements, themes and responsive design at your fingertips. This new volume also includes a detailed discussion of portfolios to help you stay ahead of the pack and keep your portfolio fresh and relevant. The world of web design is constantly reinventing itself. Stay on top of what's hot with the latest installment of this indispensable reference.

Building a Second Brain - Tiago Forte 2022-06-14

A revolutionary approach to enhancing productivity, creating flow, and vastly increasing your ability to capture, remember, and benefit from the unprecedented amount of information all around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves. Yet, rather than feeling empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful improvements in your work and life by Building a Second Brain.

Content Strategy for Mobile - 2012-01-01

Karen McGrane will teach you everything you need to get your content onto mobile devices (and more). You'll first gather data to help you make the case for a mobile strategy, then learn how to publish flexibly to multiple channels. Along the way, you'll get valuable advice on adapting your workflow to a world of emerging devices, platforms, screen sizes, and resolutions.

CSS3 for Web Designers - Dan Cederholm 2014

Research-based Web Design & Usability Guidelines - 2006

Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

UX Design for Mobile - Pablo Perea 2017-07-28

Get proficient in building beautiful and appealing mobile interfaces (UI) with this complete mobile user experience (UX) design guide. About This Book Quickly explore innovative design solutions based on the real needs of your users. Create low and high fidelity prototypes using some of the best tools. Master a pragmatic design process to create successful products. Plan an app design from scratch to final test, with real users. Who This Book Is For This book is for designers, developers and product managers interested in creating successful apps. Readers will be provided with a process to produce, test and improve designs based on best practices. What You Will Learn Plan an app design from scratch to final test, with real users. Learn from leading companies and find working patterns. Apply best UX design practices to your design process. Create low and high fidelity prototypes using some of the best tools. Follow a step by step examples for Tumult Hype and Framer Studio. Test your designs with real users, early in the process. Integrate the UX Designer profile into a working team. In Detail User experience (UX) design provides techniques to analyze the real needs of your users and respond to them with products that are delightful to use. This requires you to think differently compared to traditional development processes, but also to act differently. In this book, you will be introduced to a pragmatic approach to exploring and creating mobile app solutions, reducing risks and saving time during their construction. This book will show you a working process to quickly iterate product ideas with low and high fidelity prototypes, based on professional tools from different software brands. You will be able to quickly test your ideas early in the process with the most adequate prototyping approach. You will understand the pros and cons of each approach, when you should use each of them, and what you can learn in each step of the testing process. You will also explore basic testing approaches and some more advanced techniques to connect and learn from your users. Each chapter will focus on one of the general steps needed to design a successful product according to the organization goals and the user needs. To achieve this, the book will provide detailed hands-on pragmatic techniques to design innovative and easy to use products. You will learn how to test your ideas in the early steps of the design process, picking up the best ideas that truly work with your users, rethinking those that need further refinement, and discarding those that don't work properly in tests made with real users. By the end of the book, you will learn how to start exploring and testing your design ideas, regardless the size of the design budget. Style and approach A quick and simple guide to design and test a mobile application from the UX design point of view

Responsive Web Design With Adobe Photoshop - Dan Rose 2015-02-10

This new book is aimed at the visual Web design student who is accustomed to working in Photoshop. Adobe Photoshop CC contains many new features that help streamline the process of converting a static page design to a set of components for a responsive web page. It balances coverage of conceptual issues (how to fit tools like Photoshop to the design workflow rather than fitting a workflow to the tools) with practical design exercises tailored to help communicate the overall design direction of the page while respecting the needs of the fluid Web. In addition, the author introduces methods for taking HTML back into Photoshop for further refinement. Dan Rose is one of the best-known advocates of this new way of working in Photoshop. He's observed that only a few people are talking about Photoshop for RWD constructively, yet a majority (63% as of his last informal poll) of web designers are using Photoshop for more than simple asset creation. This transition is a

pain point for many designers.

Laws of UX - Jon Yablonski 2020-04-21

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

The Principles of Beautiful Web Design - Jason Beaird 2010-11-28

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

The Library Mobile Experience - Bohyun Kim 2013

How are libraries meeting the evolving needs of mobile users? According to comScore, the smartphone is in the "late majority stage of technology adoption curve." And people don't turn to their devices only for quick facts when on the move: 93 percent of mobile users access the Internet from home on their devices; what's more, Pew reports that 63 percent of Americans age 16 and over would use app-based access to library materials and programs if they were available. In this issue of *Library Technology Reports*, Kim shows how leading libraries are meeting these evolving needs. Topics include: 6 steps to improving your mobile website Analysis of the advantages and challenges of the responsive Web Comparison of user perceptions of web apps and native apps Visual review of the changes in the libraries mobile web implementation since 2010 Results of MIT surveys of more than 15,000 patrons in 2008 and 2011 Tips for simplifying mobile's complexity

Fresh Styles for Web Designers - Curt Cloninger 2002

In a light and friendly voice, the author introduces the reader to new ways of styling websites. With specific examples for each of ten categories, he provides a wealth of techniques for the designer who wishes to apply these approaches in their own work. The styles are broken down into ten categories, which are: Gothic Organic School Wireframe Icon School Lo-fi Grunge School Paper Bag School Mondrian Poster School Pixelated Punk Rock School 1950's Hello Kitty School HTMinimaLism School DraftingTable/Instruction Manual School Super Tiny SimCity School Further explorations in the book help designers determine which style choices would be most appropriate when changing the look of their own sites.

The Designer's Web Handbook - Patrick McNeil 2012-04-20

Make the Web Work for You You know how to design. But you can increase your value as a designer in the marketplace by learning how to make that design function on the web. From informational sites to e-commerce portals to blogs to mobile apps, *The Designer's Web Handbook* helps any designer understand the full life cycle of a digital product: idea, design, production and maintenance. The best web designers create not only beautiful sites but also sites that function well--for both client and end user. Patrick McNeil, creator of the popular web design blog designmeltdown.com and author of the bestselling *Web Designer's Idea Book*, volumes 1 and 2, teaches you how to work with developers to build sites that balance aesthetics and usability, and to do it on time and on budget.