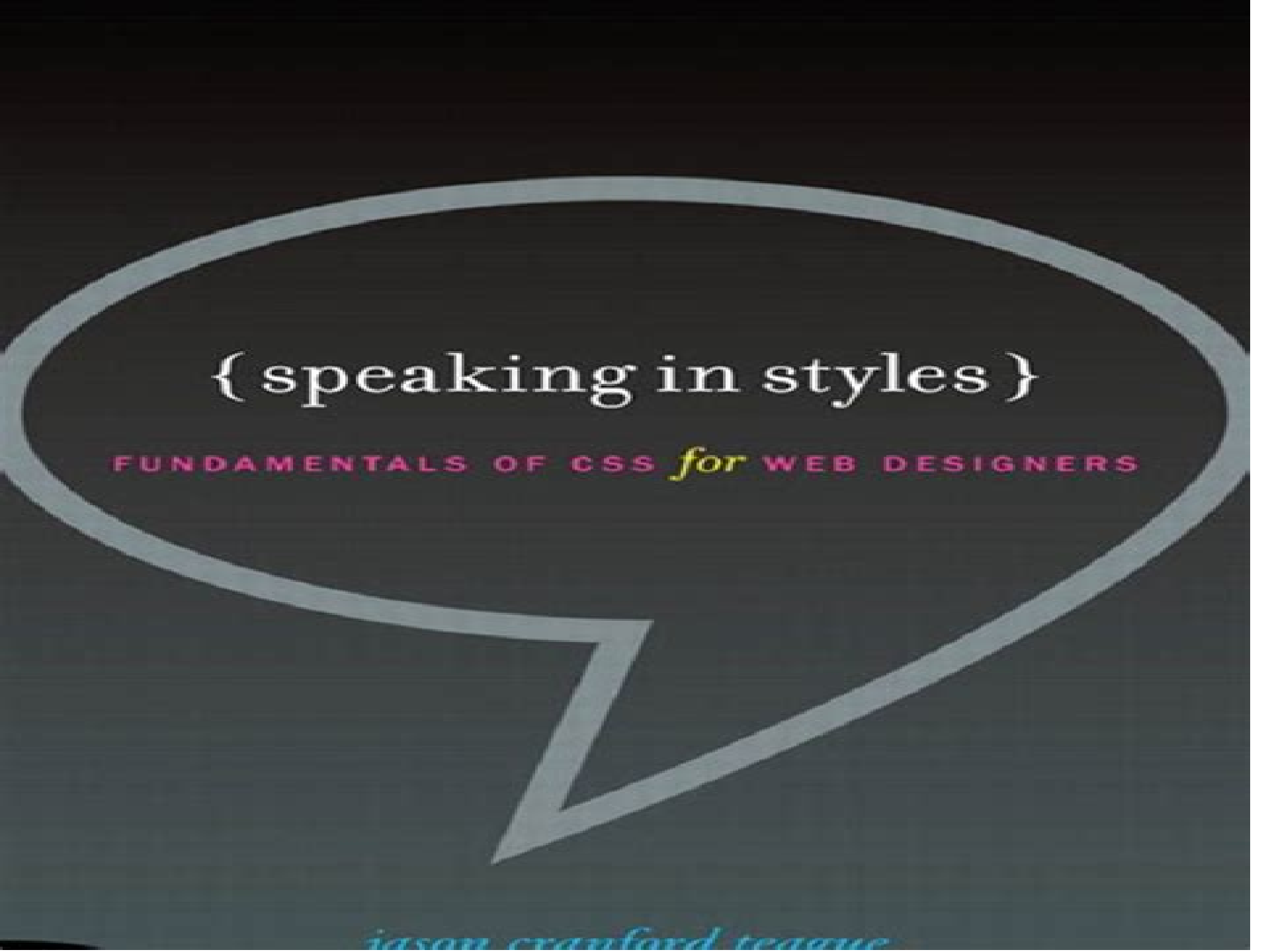




{speaking in styles }

FUNDAMENTALS OF CSS *for* WEB DESIGNERS

jason cranford teague

Speaking In Styles Fundamentals Of Css For Web Designers

Jennifer Niederst Robbins



Speaking In Styles Fundamentals Of Css For Web Designers:

Speaking in Styles Jason Cranford Teague, 2009-06-30 Speaking in Styles aims to help Web designers learn the language that will be used to take their vision from the static comp to the live Internet Many designers think that CSS is code and that it's too hard to learn Jason takes an approach to CSS that breaks it down around common design tasks and helps the reader learn that they already think in styles they just need to learn to speak the language Jason helps Web designers find their voice walks them through the grammar of CSS shows them how to write their design specs in CSS and how to prepare it for screen printer or handheld devices Along the way designers will learn to optimize their code make it accessible optimize for search engines mix it up with Flash and more

Speaking in Styles: Fundamentals of CSS for Web Designers Jason Cranford Teague, 2009 Designing a Digital Portfolio Cynthia L. Baron, 2009-09-25 Portfolios have always been artists most valuable tools for communicating their talents to the outside world whether to potential employers or galleries or clients But the days of sketches and slides have given way to arrangements of digital assets that are both simpler and more complex than their traditional analog counterparts Instructor and design professional Cynthia Baron covers all the facets that artists need to know from choosing the best work for a particular audience to using various file formats to organizing designing and presenting the portfolio Beautiful full color illustrations demonstrate her instructions and case studies throughout portray examples of attractive and effective portfolio design This book gives artists at any level a creative edge ensuring that their portfolios get noticed and help them stand out from the crowd

Fluid Web Typography Jason Cranford Teague, 2009-11-24 The type that designers use can say as much to their audience as the actual words on the page But until now Web designers have had an extremely limited palette of typefaces from which to choose essentially Arial yawn Times yawn and Georgia yawwwwwn Design is about overcoming the limitations of a medium and Web design is no different In this book Jason shows Web designers how to apply the principles of fluid typography Web safe fonts downloaded fonts and type on images to create robust scalable designs without resorting to type in images or Adobe Flash

Scriptin' with JavaScript and Ajax Charles Wyke-Smith, 2010-04-07 JavaScript is the brains of your Web page it enables you to modify a document's structure styling and content in response to user actions without requesting new pages from the server Scriptin with JavaScript and Ajax teaches you how to master this powerful and elegant language so you can develop intuitive user interactions that take the user experience to new levels of sophistication and responsiveness Today's application like Web experiences such as Salesforce.com and Google Maps and Web 2.0 sites such as Flickr.com and Twitter are powered by JavaScript and Ajax Using the techniques shown in this book you will be able to start creating similar experiences in the sites you design Scriptin with JavaScript and Ajax will teach you how to Start developing with JavaScript fast Write lightweight but powerful object oriented code Modify the Document Object Model Progressively enhance your pages with JavaScript to provide the highest levels of accessibility to all users Learn sophisticated techniques for making your pages respond to user

actions Use the downloadable Scriptin library of helper functions to speed development and ensure cross browser compatibility Use Ajax scripting techniques to update specific areas of the page with data from the server Create powerful interface interactions such as sliding panels and tree menus Evaluate frameworks such as jQuery and Prototype to find the best one for your needs Build an online application that looks and responds like a regular desktop application Easily adapt the Scriptin code examples for use in your own projects download them at www.scriptinwithajax.com **Web Design with HTML and CSS Digital Classroom** AGI Creative Team,Jennifer Smith,Jeremy Osborn,2011-04-18 An invaluable full color training package for Web design Web design consists of using multiple software tools and codes such as Dreamweaver Flash Silverlight Illustrator Photoshop HTML and CSS among others to craft a unique robust and interactive websites This book teaches you how to effectively use all the major tools involved in web design to create a site that is both attractive and functional You ll go beyond the basics to learn best practices of good web design so you can go from the drawing board to a successful site Combining full color step by step instructions with lesson files and video training from web experts is like having your own personal instructor guiding you through each lesson but you work at your own pace Discusses properties of good web design and best practices for building a site that is both attractive and functional Offers clear instruction that makes learning complicated tasks less intimidating Demonstrates how to approach site design concept creation and bring a vision from the drawing board through to full and dazzling operability Combines a full color step by step instructional book along with lesson files and video training from web design experts This training package takes you beyond the basics in a series of easy to absorb five minute lessons **Web Design in a Nutshell** Jennifer Niederst Robbins,2006-02-21 Completely revised for standards compliance including CSS 2.1 and XHTML 1.0 Cover **CSS Basics Explained** Frank Wellington,AI,2025-02-22 CSS Basics Explained offers a comprehensive introduction to Cascading Style Sheets CSS the technology that dictates the visual presentation of web content This book emphasizes core concepts like the CSS box model which controls the structure and spacing of HTML elements and CSS selectors which target specific elements for styling By focusing on web standards compliant examples the book equips readers with the fundamental knowledge needed for effective web development and web design A key insight is that mastering CSS fundamentals is crucial for building maintainable and accessible websites even when using modern frameworks The book takes a back to basics approach prioritizing clarity and simplicity to enable readers to learn by doing It begins with CSS syntax and linking CSS to HTML progresses to selectors and then explores the box model cascading and inheritance Through practical examples and projects readers apply their knowledge to build real world web page layouts The book s structure guides the reader from novice to competent CSS practitioner emphasizing the importance of a solid foundation in CSS for anyone involved in front end development

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