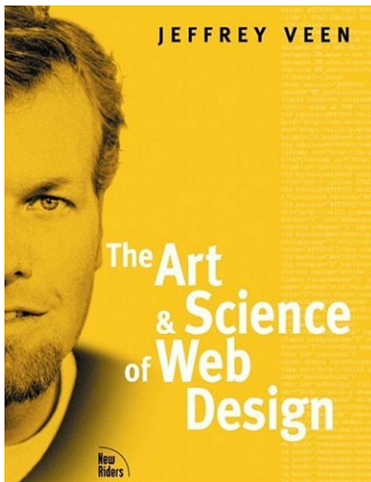


[PDF] The Art And Science Of Web Design

Jeffrey Veen - pdf download free book



Books Details:

Title: The Art and Science of Web De

Author: Jeffrey Veen

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Description:

When it comes to Web design, style guides are often too boring and predictable to capture the attention of caffeine-riddled Web developers. But not *The Art & Science of Web Design*; this book strategically equips readers to design sites effectively.

Jeffrey Veen, an established design guru and one of the creators of HotWired.com, has authored a carefully structured look into the undercurrents of Web design. Organized around the key development topics, the book is laden with a historical background of standards, features, and trends. Yet the topics are timeless and core to good Web engineering, so it's space well spent. The mix of expert opinion and historical explanation creates a well-rounded reader experience.

Issues such as interface consistency are explored within the unique paradigm of the Web, with the assistance of a sidebar to explain what "above the fold" means. Performance is discussed with an unusual twist: the current constraint on Web-browsing performance is actually *good* since it fosters creativity and more elegant

design and development. This, beyond the usual design tips, is what makes this book special. *Art & Science* stays at a reasonably high altitude, dwelling not on the fine details of browser compatibility but rather on the key areas designers need to be concerned about. With his years of experience and knowledge of the legacy of traditional publishing, Veen has provided a great perspective on the dicey work of Web designers. --*Stephen W. Plain*

Topics covered:

- Technology history (publishing, presentation model)
- Interface consistency
- Site structure
- Interactivity and self-aware content
- Browsers
- Performance
- Web advertising
- Database-driven content

From the Back Cover The Art & Science of Web Design will help you understand the Web from the inside. It is structured around core Web concepts that often get only a passing mention in books on Web design. This book is not a reference book or a style guide. It is your mentor, whispering in your ear all the answers to those ubiquitous questions, and reminding us that there are now new rules and new ways to break them.

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Web teams are inherently interdisciplinary. Web design-ers may be domain experts in their corner of our triangle, but the more they can branch out—the more they can approach the behavior and structural needs of a design—the easier success will be. This communication, and ultimately translation between disciplines, is critical. Chapter One - Foundations. Sure, you're thinking, that's fine for the big Web site of some huge corporate interest, I just want to build my home page. That's the point. Thinking like a development team, even if you are a team of one, is the right place to start when you're The Art & Science of Web Design will help you understand the Web from the inside. It is structured around core Web concepts that often get only a passing mention in books on Web design. This book is not a reference book or a style guide. It is your mentor, whispering in your ear all the answers to those ubiquitous questions, and reminding us that there are now new rules and new ways to break them. Because, yes: web design is an art. And by looking at the history of art, we might just be able to see a glimpse of design's tomorrow. In little black boxes, obscuras, the image emerges. The thing itself, das Ding. August 19, 1839 The painter Louis-Jacques-Mandé Daguerre has called a joint session of the Académie des Sciences and the Académie des Beaux-Arts "the leading lights of French art and science, together in one room" to show them something truly remarkable: Knowing his audience, Daguerre has assembled a scene from a still life, rife with classical objects. Art & Science is Russia's first-ever Master's program to combine top-tier science art expertise and state-of-the-art laboratories in order to train specialists who will tackle the global challenges of the 21st century. Students of the program have the opportunity to pick one of two majors, as well as an area of specialization in the field of art&science: BioArt. Optics+Art. We welcome graduates of technical and art majors to join us as we explore the opportunities for interdisciplinary dialog and creative collaboration. Working alongside accomplished curators, artists, and scientists, students of our program develop and showcase their own art projects based on the languages of new technology and creativity.