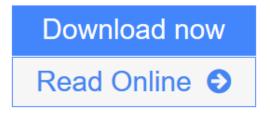# Web Style Guide: Basic Design Principles for Creating Web Sites, Second Edition

Patrick J. Lynch, Sarah Horton

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This essential guide for Web site designers provides practical, concise advice on creating well-designed and effective Web sites and pages. Focusing on the interface and graphic design principles that underlie the best Web site design, this book offers invaluable help on a full range of issues, from planning and organising goals to design strategies for a site to the elements of individual page design. This second edition includes guidelines on designing for accessibility, strategies for maintaining a Web site, details on using style sheets, and much more. This book grew out of the widely used and highly praised Web site on site design created by the Center for Advanced Instructional Media at Yale University (info.med.yale.edu/caim/manual/). At this site, readers will continue to find updated colour illustrations and examples to complement and demonstrate points made in the book, as well as useful and current online references.

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