Principles of Web Design (Part of the Allyn & Bacon Series in Technical Communication)

David K. Farkas, Jean Farkas, Sam Dragga Series Editor

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This is a conceptually rich book that teaches web design skills and offers practical guidance within a coherent framework of information-design principles and hypertext theory. With a very clear yet trim writing style and over 150 illustrations, this book offers a broad range of discussion items. An emphasis on intellectually challenging questions call for review and synthesis, problem solving, and the focused examination of Websites. A set of 30 "Quick Start" design principles enables readers to begin working on a project. Explanation of copyright issues include public domain content, fair use, and related issues. Emphasis on usability testing and other forms of evaluation teach the importance of involving users in the design process and help plan and conduct basic usability tests. For those interested in multimedia and web design.

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