Website Style Guide Template | 82875a6b0eaaa0f5f3b08cd17d3702d


A classic reference book on user interface design and graphic design for web sites, updated to reflect a rapidly changing market Consistently praised as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition confirms Web Style Guide as the go-to authority in a rapidly changing market. As web designers move from building sites from scratch to using content management and aggregation tools, the book’s focus shifts away from code samples and toward best practices, especially those involving mobile experience, social media, and accessibility. An ideal reference for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design—from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficient search and navigation.

An updated edition of the classic guide to technical communication Consider that 20 to 50 percent of a technology professional’s time is spent communicating with others. Whether writing a memo, preparing a set of procedures, or making an oral presentation, effective communication is vital to your professional success. This anthology delivers concrete advice from the foremost experts on how to communicate more effectively in the workplace. The revised and expanded second edition of this popular book completely updates the original, providing authoritative guidance on communicating via modern technology in the contemporary work environment. Two new sections on global communication and the Internet address communicating effectively in the context of increased e-mail and web usage. As in the original, David Beer’s Second Edition discusses a variety of approaches, such as: * Writing technical documents that are clear and effective * Giving oral presentations more confidently * Using graphics and other visual aids judiciously * Holding productive meetings * Becoming an effective listener The new edition also includes updated articles on working with others to get results and on giving directions that work. Each article is aimed specifically at the needs of engineers and others in the technology professions, and is written by a practicing engineer or a technical communicator. Technical engineers, IEEE society members, and technical writing teachers will find this updated edition of David Beer’s classic Writing and Speaking in the Technology Professions an invaluable guide to successful communication.

"This book presents current, effective software engineering methods for the design and development of modern Web-based applications"--Provided by publisher.

The easy-to-use tools in Springshare’s LibGuides help you organize webpages, improve students’ research experience and learning, and offer an online community of librarians sharing their work and ideas. Editors Dobbs, Sittler, and Cook have recruited expert contributors to address specific applications, creating a one-stop reference. Readers will be able to create subject guides that achieve the full potential of LibGuides with advice on such topics as Learning from the best—a showcase of 28 LibGuides with exceptional design and pedagogy Collaborating with faculty to embed LibGuides in course management systems Creating a customized look to your LibGuides with design flair and enhanced functionality Getting ready for smartphone users with a plan for the mobile web Setting up Google Analytics on a LibGuide site Teaching with LibGuides

Utilize the power of Squarespace to create professional custom websites. Learn the principles and tools used by Squarespace’s most successful web professionals to take your skills to the next level. Beginning with an overview of the Squarespace interface and template selection guidelines, this book shows you how the key web languages work together within Squarespace. You’ll also see how to use the Custom CSS Editor, Code Injections, and Code Blocks to customize Squarespace templates and how the Style Editor selections affect the template’s structure. Learn the accommodations that must be made in JavaScript for the customizations to work correctly in AJAX-based templates. Finally, discover what Developer Mode is, how to use it, and when to use it. The Definitive Guide to Squarespace is the only book you need to get up and running with Squarespace web development. What You’ll Learn Choose the right selectors for your CSS or JavaScript customization Understand what AJAX is and how it impacts the templates that use it Explore the structure of Squarespace templates Who This Book Is For Web designers, developers, digital marketers, and advanced personal-use users

This instructive book takes you step by step through ways to track, merge, and manage both open source and commercial software projects with Mercurial, using Windows, Mac OS X, Linux, Solaris, and other systems. Mercurial is the easiest system to learn when it comes to distributed revision control. And it’s a very flexible tool that’s ideal whether you’re a lone programmer working on a small project, or part of a huge team dealing with thousands of files. Mercurial permits a countless variety of development and collaboration methods, and this book offers several concrete suggestions to get you started. This guide will help you: Learn the basics of working with a repository, changesets, and revisions Merge changes from separate repositories Set up Mercurial to work with files on a daily basis, including which ones to track Get examples and tools for setting up various workflow models Manage a project that’s making progress on multiple fronts at once Find and fix mistakes by isolating problem sources Use hooks to perform actions automatically in response to repository events Customize the output of Mercurial Mercurial: The Definitive Guide maintains a strong focus on simplicity to help you learn Mercurial quickly and thoroughly.
The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included.

Topical and timely, this breakthrough text analyzes the relationship between international business operations and information technology. First, it assesses the impact of current developments in IT on the operation of multinational corporations, both on a practical and theoretical level, and explores how IT can improve competitive advantage. Second, it moves on to investigate how doing business in an international environment affects the design, implementation and management of information systems for global enterprises. Offering a much-needed overview of the key trends in IT and global business management, this multidisciplinary book contains contributions from the fields of IT, international business, business development and marketing. Essential reading for academics, students and practitioners in the fields of IT, international business and strategy, it includes unique case studies of global companies to complement and illumine the theoretical grounding of each chapter, and raise issues of real relevance to managers working internationally.

Written by a leader in Web development methodologies and processes, Collaborative Web Development brings structure and sanity to what is often an overwhelming and chaotic process. Drawing on the front-line experiences of practicing professionals and numerous real world case studies, the author will help you get a handle on the issues and challenges you face, with proven strategies for effective coordination among team members and clients, a smooth development process, and a successful end result.

As quality becomes ever more critical in differentiating successful websites, the need for a professional approach to your content is growing. The Web Content Style Guide provides a set of standards and rules to ensure consistent quality content and a flawless service to your readers.

Kevin P. Nichols’ Enterprise Content Strategy: A Project Guide outlines best practices for conducting and executing content strategy projects. His book is a step-by-step guide to building an enterprise content strategy for your organization. Enterprise Content Strategy draws on Kevin Nichols’ experience managing one of the largest and most successful global content strategy teams to provide an insider’s look at how to build an enterprise content strategy. Full of definitions, questions you need to ask, checklists, and guidelines, this book focuses not on the what or why, but on the how.

The Internet and Web Programming book helps you to understand concepts of Internet, World-Wide-Web and Programming Fundamentals to create websites by using HTML, JavaScript, JavaServlets, ASP, and JSP. The book covers: Introduction to Web Markup Language (HTML)· Cascading StyleSheet (CSS)· JavaScript and DHTML· Server Side Programming I· Server Side Programming II (Session Tracking)· Server Side Programming III (Database Connectivity)· Introduction to Web Extension

Develop the skills you need to deliver presentations that sell. This unique resource focusing on the visual design and presentation skills of the interior designer, offers thorough, process-oriented coverage on the planning, layout, and design of interior building spaces, complete with a broad range of real-world examples. The author’s accessible, how-to approach guides you through a variety of techniques for executing creative and successful design graphics, models, and presentations. She includes the latest information on CAD and digital portfolios, as well as Web page design. Dozens of high-quality, full-color illustrations highlight step-by-step instructions detailing techniques and approaches. This is the only book to follow FIDER accredited course requirements, covering all three required subjects. Order your copy today.

ADOBE DREAMWEAVER CREATIVE CLOUDTM: COMPREHENSIVE, 1st Edition has been fully revised to meet Adobe’s most recent Creative Cloud updates. Coverage of the newest Dreamweaver functions and tools will help you maximize your potential with the Dreamweaver software and familiarize yourself with the Creative Cloud. ADOBE DREAMWEAVER CREATIVE CLOUDTM: COMPREHENSIVE, 1st Edition follows the Shelly Cashman Series proven step-by-step approach to teaching the Adobe Dreamweaver software. The pedagogy of this text has been enhanced to reflect the learning styles of today’s students. Readers will easily follow along with the chapters in the text to gain valuable and comprehensive software skills to build their own exciting and dynamic Web sites and develop Internet applications. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A guide to search engine optimization provides information on keyword strategy, SEO Web design, creating content, linking, competitive positioning, analyzing results, and search marketing.

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

This book describes the authors’ standard or ‘best’ practices used in writing regu-l-ed clinical documents for the drug and biologics industry. The fundamental premise of this book is that the end (documents submitted to a health authority) is dep- dent on the beginning (the planning and strategy that go into organizing written documentation). Each regulatory document inherently exists within a constellation of related documents. This book attempts to show the relationships between and among these documents and suggests strategies for organizing and writing these documents to maximize ef-ciency while developing clear and concise text. At all times, and irrespective of applicable laws and guidelines, good communication skills and a sense of balance are essential to adequately, accurately, and clearly describe a product’s characteristics. At no time should the reader perceive these suggestions to be the only viable solution to writing regulatory documents nor should the reader expect that these suggestions guarantee product success. The audience for this book is the novice medical writer, or those who would like to explore or enhance regulatory-writing skills. We assume the reader will have a basic understanding of written communication, but little experience in applying this skill to the task of regulatory writing. Extensive knowledge of science, clinical me- cine, mathematics, or regulatory affairs law is not required to use the best practices described in this book.
User experience design teams often suffer from a decentralized, blank canvas approach to creating and documenting a design solution for each new project. As teams repeatedly reinvent screen designs, inconsistently results, and IT teams scramble to pick up the pieces. Pattern libraries only go so far, suggesting general solutions to common problems instead of offering concrete, specific design treatments. At times, documented solutions turn into a costly mess of unclear expectations, unrealistic goals, and abandoned work. Enter components, each of which represents a chunk of a Web page. Designers can produce wireframes, mockups, or markup far more efficiently reusing components based on an established design system. Rather than limit innovation, components enable designers to render solved design frameworks quickly and to focus on the problem at hand, drastically improving the quality and rate of production. In addition, teams develop a deeper baseline for collaboration, a platform for governance, and a structure for useful and predictable documentation. This book defines the role of components and why they matter, maps out how to organize and build a component library, discusses how to use components in practice, and teaches a process for documenting and maintaining components.

Outlines the principles of content strategy, including case studies of Johns Hopkins Medicine, MINI, and Icebreaker.

Creating a Web Site is the kids' guide to learning basic website design! From planning to perfecting, this book walks you through the entire process of building your own website, with easy-to-read instructions and plenty of pictures every step of the way. Good planning saves you a ton of work, so you'll begin by getting your ideas out of your head and onto paper. Next, you'll find a template that already has the basic features you want, so you can start working on the fun stuff right away. You'll learn all the HTML and CSS you need to make your site look and act the way you want it to, and you'll learn how to add video, images, widgets, and more to make the design your very own! Before you know it, you'll have your own custom-built website showcasing your talents and interests for the world.

"Redish has done her homework and created a thorough overview of the issues in writing for the Web. Ironically, I must recommend that you read her every word so that you can find out why your customers won't read very many words on your site — and what to do about it." -- Jakob Nielsen, Principal, Nielsen Norman Group "There are at least twelve billion web pages out there. Twelve billion voices talking, but saying mostly nothing. If just 1% of those pages followed Ginny's practical, clear advice, the world would be a better place. Fortunately, you can follow her advice for 100% of your own site's pages, so pick up a copy of Letting Go of the Words and start communicating effectively today. --Lou Rosenfeld, co-author, Information Architecture for the World Wide Web On the web, whether on the job or at home, we usually want to grab information and use it quickly. We go to the web to get answers to questions or to complete tasks — to gather information, reading only what we need. We are all too busy to read much on the web. This book helps you write successfully for web users. It offers strategies, process, and tactics for creating or revising content for the web. It helps you plan, organize, write, design, and test web content that will make web pages come back again and again to your site. Learn how to create usable and useful content for the web from the master — Ginny Redish. Ginny has taught and mentored hundreds of writers, information designers, and content owners in the principles and secrets of creating web information that is easy to scan, easy to read, and easy to use. This practical, informative book will help anyone creating web content do it better. Features: * Clearly-explained guidelines with full color illustrations and examples from actual web sites throughout the book. * Written in easy-to-read style with many "befores" and "afters." * Specific guidelines for web-based press releases, legal notices, and other documents. * Tips on making web content accessible for people with special needs. Janice (Ginny) Redish has been helping clients and colleagues communicate clearly for more than 20 years. For the past ten years, her focus has been helping people create useful and usable web sites. She is co-author of two classic books on usability: A Practical Guide to Usability Testing (with Joseph Dumas), and User and Task Analysis for Interface Design (with JoAnn Hackos), and is the recipient of many awards. * Clearly-explained guidelines with full color illustrations and examples from actual web sites throughout the book. * Written in easy-to-read style with many "befores" and "afters." * Specific guidelines for web-based press releases, legal notices, and other documents. * Tips on making web content accessible for people with special needs.

This manual includes the Master Netscape Navigator's HTML authoring tools, and enhances them with key partner products, including Java and Macromedia Director. The accompanying CD-ROM contains a full set of development tools and help guides, free samples a

From the Graphic Artists Guild comes the complete pricing and ethical reference for designers—helping members and non-members alike navigate the world of charging and collecting payment for their designs as well as building their freelance business. Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition is an indispensable resource for people who create graphic and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: -- The latest pricing guidelines for buyers and sellers -- Current salary information with job descriptions -- Formulas for determining hourly and per diem freelance rates -- Hourly freelance rates by discipline -- Copyright registration information -- Model contracts and forms that can be adapted for specific needs -- A totally revised and updated chapter on Surface Pattern Design -- An expanded chapter of additional professional, business, and legal resources with the latest contact information This one-stop resource provides all the professional and legal guidance every graphic designer needs to build their business and enhance their careers.

Enhance learners' interest and understanding with visual design for instructional and information products No matter what medium you use to deliver content, if the visual design fails, the experience falls flat. Meaningful graphics and a compelling visual design supercharge instruction, training, and presentations, but this isn't easy to accomplish. Now you can conquer your design fears and knowledge gaps with Visual Design Solutions: a resource for learning professionals seeking to raise the bar on their graphics and visual design skills. This informative and friendly book guides you through the process and principles used by professional graphic designers. It also presents creative solutions and examples that you can start using right away. Anyone who envisions, designs, or creates instructional or informational graphics will benefit from the design strategies laid out in this comprehensive resource. Written by Connie Malamed, an art educator and instructional designer, this book will help you tap into your creativity, design with intention, and produce polished work. Whereas most graphic design books focus on logos, packaging, and brochures, Visual Design Solutions focuses on eLearning, presentations, and performance support. Visual Design Solutions includes practical guidelines for making smart design choices, ways to create professional-looking products, and principles for successful graphics that facilitate learning. Ideal for instructional designers, trainers, presenters, and professors who want to advance from haphazard to intentional design, this book will help them realize their design potential. Gain the knowledge and confidence to design impressive, effective visuals for learning Increase learner comprehension and retention with visual strategies offered by an expert author Serves as a resource, with a wealth of examples for inspiration and ideas Addresses an intimidating topic in an informal, friendly style In four parts, the book provides a thorough overview of the design process and design concepts; explores space, image, and typography; and presents workable solutions for your most persistent and puzzling design problems. Get started and begin creating captivating graphics for your learners.

Examines the role of the Web project manager, and offers strategies for running productive meetings, winning the confidence of the team, dealing constructively with conflict, and managing expectations.

"This book addresses the gap in business Web strategy through a collection of concentrated managerial issues, gathering the latest theoretical frameworks, case studies, and research pertaining to maximizing the power of the"
Unlock the value in online marketing. A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products. Increase brand awareness, customer acquisitions, and audience engagement. Measure what your online traffic is worth and improve ROI on digital marketing. Develop a solid digital marketing plan and put it to work for your brand. From SEO and SEM to brand awareness and why you need it, Digital Marketing All-In-One For Dummies will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.

Library Web Ecology is a thorough reference to help professionals in Library and Information Science (LIS) to develop a sustainable, usable, and highly effective website. The book describes the entire process of developing and implementing a successful website. Topics include: managing a web team, developing a web culture, creating a strategic plan, conducting usability studies, evaluating technology trends, and marketing the website. Worksheets and examples are included to help library web professionals to prepare web development plans. Although this book is aimed at LIS professionals, a number of concepts can easily be applied to any organization that would like to develop a more effective website. Provides practical and realistic solutions to website problems. Suggests different strategies, giving the pros and cons, so professionals can determine what strategy is best for their library. Includes worksheets and examples.

This text is about achieving usability in product user interface design through a process called Usability Engineering. The techniques presented include not only UI requirements analysis, but also organizational and managerial strategies.

This guide to the Web authoring program for experienced users explains how to develop team-based Internet, intranet, and extranet sites.

The Small Business Website Design Guide is specifically for the non-technical small business owner. Are you thinking of redesigning your web site, but you're not sure who to turn to? Have you heard stories about other businesses whose web designer just up and disappeared? Do you wonder why your website isn't getting any "hits"? Does the whole internet marketing craze make you wonder what you're missing? Until you know the basics of how good web design and internet marketing work, you aren't equipped to make the best e-marketing decisions for your company. This book will help! It answers all your questions and guides you down the right path of redesigning your website and promoting it properly.

Identity management is the concept of providing a unifying interface to manage all aspects related to individuals and their interactions with the business. It is the process that enables business initiatives by efficiently managing the user life cycle (including identity/resource provisioning for people (users)), and by integrating it into the required business processes. Identity management encompasses all the data and processes related to the representation of an individual involved in electronic transactions. This IBM® Redbooks® publication provides an approach for designing an identity management solution with IBM Tivoli® Identity Manager Version 5.1. Starting from the high-level, organizational viewpoint, we show how to define user registration and maintenance processes using the self-registration and self-care interfaces as well as the delegated administration capabilities. Using the integrated workflow, we automate the submission/approval processes for identity management requests, and with the automated user provisioning, we take workflow output and automatically implement the administrative requests on the environment with no administrative intervention. This book is a valuable resource for security administrators and architects who wish to understand and implement a centralized identity management and security infrastructure.

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