

Web Style Guide 3rd Edition

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Consistently praised in earlier editions as the best volume on classic elements of web site design, Web Style Guide, now in its Third Edition, continues its tradition of emphasis on fundamentals. Focusing on the needs of web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and how they apply in web design projects in which information design, interface design, and efficient search and navigation ...

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In designing web sites our job is to reduce functional limitations through design. When we aim for universal usability, we improve the quality of life for more people more of the time. On the web, we can work toward universal usability by adopting a universal design approach to usability.

Universal Usability | Web Style Guide 3

Web reading is also not a stationary activity. Users roam from page to page, collecting salient bits of information from a variety of sources. They scan the contents of a page, get the information, and move on. Web reading may also be disorienting because web pages, unlike book or magazine pages, can be accessed directly without preamble.

Editorial Style | Web Style Guide 3

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A powerful aspect of computing technology is the ability to combine text, graphics, sounds, and moving images in meaningful ways. The promise of multimedia has been slow to reach the web, primarily because of bandwidth limitations. But in today's web environment, multi-media is firmly established as a viable means for delivering content.

Multimedia | Web Style Guide 3

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