

## 9780321965516

What is this book about? Beginning Web Programming with HTML, XHTML, and CSS teaches you how to write Web pages using HTML, XHTML, and CSS. It follows standards-based principles, but also teaches readers ways around problems they are likely to face using (X)HTML. While XHTML is the "current" standard, the book still covers HTML because many people do not yet understand that XHTML is the official successor to HTML, and many readers will still stick with HTML for backward compatibility and simpler/informal Web pages that don't require XHTML compliance. The book teaches basic principles of usability and accessibility along the way, to get users into the mode of developing Web pages that will be available to as many viewers as possible from the start. The book also covers the most commonly used programming/scripting language — JavaScript — and provides readers with a roadmap of other Web technologies to learn after mastering this book to add more functionality to their sites.

The mobile app as technique and imaginary tool, offering a shortcut to instantaneous connection and entertainment. Mobile apps promise to deliver (h)appiness to our devices at the touch of a finger or two. Apps offer gratifyingly immediate access to connection and entertainment. The array of apps downloadable from the app store may come from the cloud, but they attach themselves firmly to our individual movement from location to location on earth. In *The Imaginary App*, writers, theorists, and artists—including Stephen Wolfram (in conversation with Paul Miller) and Lev Manovich—explore the cultural and technological shifts that have accompanied the emergence of the mobile app. These contributors and interviewees

see apps variously as “a machine of transcendence,” “a hulking wound in our nervous system,” or “a promise of new possibilities.” They ask whether the app is an object or a relation, and if it could be a “metamedium” that supersedes all other artistic media. They consider the control and power exercised by software architecture; the app's prosthetic ability to enhance certain human capacities, in reality or in imagination; the app economy, and the divergent possibilities it offers of making a living or making a fortune; and the app as medium and remediator of reality. Also included (and documented in color) are selected projects by artists asked to design truly imaginary apps, “icons of the impossible.” These include a female sexual arousal graph using Doppler images; “The Ultimate App,” which accepts a payment and then closes, without providing information or functionality; and “iLuck,” which uses GPS technology and four-leaf-clover icons to mark places where luck might be found. Contributors Christian Ulrik Andersen, Thierry Bardini, Nandita Biswas Mellamphy, Benjamin H. Bratton, Drew S. Burk, Patricia Ticineto Clough, Robbie Cormier, Dock Currie, Dal Yong Jin, Nick Dyer-Witheford, Ryan and Hays Holladay, Atle Mikkola Kj ø sen, Eric Kluitenberg, Lev Manovich, Vincent Manzerolle, Svitlana Matviyenko, Dan Mellamphy, Paul D. Miller aka DJ Spooky That Subliminal Kid, Steven Millward, Anna Munster, S ø ren Bro Pold, Chris Richards, Scott Snibbe, Nick Srnicek, Stephen Wolfram

With digital content published across more channels than ever before, how can you make yours easy to find, use, and share? Is your content ready for the next wave of content platforms and devices? In *Designing Connected Content*, Mike Atherton and Carrie Hane share an end-to-end process for building a structured content framework. They show you how to research and model your subject area based on a shared understanding of the important

concepts, and how to plan and design interfaces for mobile, desktop, voice, and beyond. You will learn to reuse and remix your valuable content assets to meet the needs of today and the opportunities of tomorrow. Discover a design method that starts with content, not pixels. Master the interplay of content strategy, content design, and content management as you bring your product team closer together and encourage them to think content first. Learn how to Model your content and its underlying subject domain Design digital products that scale without getting messy Bring a cross-functional team together to create content that can be efficiently managed and effectively delivered Create a framework for tackling content overload, a multitude of devices, constantly changing design trends, and siloed content creation Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to \_\_\_\_\_. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients,

stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Remote Research

A Black Choice

Chinese Medicine for Women

Beginning Web Programming with HTML, XHTML, and CSS

A Commonsense Approach

For user experience designers in the field or in the making

JavaScript

***Eyetracking Web Usability is based on one of the largest studies of eyetracking usability in existence. Best-selling author Jakob Nielsen and coauthor Kara Pernice used rigorous usability methodology and eyetracking technology to analyze 1.5 million instances where users look at Web sites to understand how the human eyes interact with design. Their findings will help designers, software developers, writers, editors, product managers, and advertisers understand what people see or don't see, when they look, and why. With their comprehensive three-year study, the authors confirmed many known Web design conventions and the book provides additional insights on those standards. They also discovered important new user behaviors that are revealed here for the first time. Using compelling eye gaze plots and heat maps, Nielsen and Pernice guide the***

*reader through hundreds of examples of eye movements, demonstrating why some designs work and others don't. They also provide valuable advice for page layout, navigation menus, site elements, image selection, and advertising. This book is essential reading for anyone who is serious about doing business on the Web.*

*Trying to give your blog extra visual impact? Need a new look for a personal, business, or community project? With this beginner's guide to graphic design, you'll be able to do this and much more. There have never been more opportunities to promote yourself online or in print, but to succeed you need to master the art of visual communication--combining the building blocks of type, image, and color into an appealing and accessible message. *Graphic Design for Everyone* is your guide right from the start of the process, showing you how to define your brand, your message, and your audience. Learn the basic principles and language of design and how to use the building blocks successfully. Find out how to create a brand plan, discover how a typeface sets the mood, and learn to use color theory for maximum impact. Gain inspiration from real-life examples in a wide range of styles, and workshops that help you focus on the right solutions for you. Once you've learned the basics, turn to the ten design projects to help you create your own designs. From business stationery to a printed brochure and online store, each project shows you how to assemble your design*

***toolkit and use it for stunning results. And to complete the process, there's plenty of practical advice on publishing online, dealing with printers, and hiring professional designers. Whether you're a complete newcomer to design or ready to build on what you know, Graphic Design for Everyone is the only resource you'll ever need.***

***'Beautifully written, and with wonderful humour, this is a thrilling adventure story of our own future' Lewis Dartnell, author of The Knowledge and Origins 'The AI does not hate you, nor does it love you, but you are made of atoms which it can use for something else' This is a book about AI and AI risk. But it's also more importantly about a community of people who are trying to think rationally about intelligence, and the places that these thoughts are taking them, and what insight they can and can't give us about the future of the human race over the next few years. It explains why these people are worried, why they might be right, and why they might be wrong. It is a book about the cutting edge of our thinking on intelligence and rationality right now by the people who stay up all night worrying about it. Along the way, we discover why we probably don't need to worry about a future AI resurrecting a perfect copy of our minds and torturing us for not inventing it sooner, but we perhaps should be concerned about paperclips destroying life as we know it; how Mickey Mouse can teach us an important lesson about how to program AI; and how a more rational approach to life could***

***be what saves us all.***

***Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.***

***Designing with Web Standards***

***Develop and Style Websites***

***Superintelligence, Rationality and the Race to Save the World***

***Redesign Your Library Website***

***Essentials of Financial Management***

***Oxford Learner's Pocket Grammar***

***Simple and Usable Web, Mobile, and Interaction Design***

*Fully updated to the latest CSS modules, make the journey to CSS mastery as simple and painless as possible. This book dives into advanced aspects of CSS-based design, such as responsive design, modular CSS, and CSS typography. Through a series of easy-to-follow tutorials, you will learn practical CSS techniques you can immediately start using in your daily work. CSS Mastery: Advanced Web Standards Solutions is your indispensable guide to cutting-edge CSS development—this book demystifies the secrets of CSS. While CSS is a relatively simple technology to learn, it is a difficult one to master. When you first start developing sites using CSS, you will come across all kinds of infuriating browser bugs and inconsistencies. It*

*sometimes feels like there are a million and one different techniques to master, spread across a bewildering array of websites. The range of possibilities seems endless and makes for a steep and daunting learning curve. While most books concentrate on basic skills, this one is different, assuming that you already know the basics and why you should be using CSS in your work, and concentrating mainly on advanced techniques. This new edition covers all of the CSS fundamentals such as the importance of meaningful markup, how to structure and maintain your code, and how the CSS layout model really works. This new edition contains: New examples and updated browser support information Full coverage of modular CSS and responsive design Essential information on CSS typography and layout control What You'll Learn Discover the best practice concepts in CSS design Master the most important (and tricky) parts of CSS Identify and fix the most common CSS problems Deal with the most common bugs See the latest information on CSS features and support Who This Book Is For Intermediate and advanced web designers and developers. It offers a quick recap of the main points of CSS, while dispelling some common myths, but then moves forward to delve into the higher-level aspects of CSS. It contains fully up-to-date information throughout, and acts as a one-stop-shop for current CSS best practices.*

*Explores the Web programming language, explaining how to add*



## Download Free 9780321965516

*JavaScript to existing HTML Web pages and offers brief syntax drills, annotated examples of code, coding exercises, and end-of-module review tests.*

*Don't Make Me Think A Common Sense Approach to Web Usability Pearson Education*

*Traditional Chinese Medicine (TCM) takes account of the relationship between mind, body and emotions. This book takes a common-sense approach to women's health based on Chinese medicine. The author outlines the principles of her practice and their applications for women's health, dealing with issues such as stress, diet and lifestyle. Chapters include information on menstruation, infertility, pregnancy and menopause, on migraine, colds, obesity, depression and other conditions. Traditional Chinese Medical terminology is explained.*

*Bulletproof Web Design*

*A Common Sense Approach to Web Usability*

*Don't Make Me Think!*

*An Illustrated Introduction to Microprocessors and Computer Architecture*

*Inside the Machine*

*Pocket-sized grammar to revise and check grammar rules*

*Making Sense of Events*

*It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular. "If you are a young designer entering or contemplating entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft User*

*experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish.*

- *Understand the various roles in UX design, identify stakeholders, and enlist their support*
- *Obtain consensus from your team on project objectives*
- *Define the scope of your project and avoid mission creep*
- *Conduct user research and document your findings*
- *Understand and communicate user behavior with personas*
- *Design and prototype your application or site*
- *Make your product findable with search engine optimization*
- *Plan for development, product rollout, and ongoing quality assurance*

*Each of the 180 grammar topics is organized into 2-page sections Explains how the grammar for each topic is used and how to avoid mistakes Includes a tip to help students sound more natural Covers the topics students need to know for the Cambridge ESOL exams (FCE, CAE and CPE).*

*Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical*

*book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts: Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models*

*The User Experience Team of One*

*Unlimited Power*

*Foundations of GTK+ Development*

*Designing Connected Content*

*Improving flexibility and protecting against worst-case scenarios with XHTML and CSS, Second Edition*

*100 Things Every Designer Needs to Know about People*

*Computational Analysis of Storylines*

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In *Remote Research*, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

With the new edition of this proven bestseller, Photoshop users can master the power of Photoshop CS5 with internationally renowned photographer and Photoshop hall-of-famer Martin Evening by their side. In this acclaimed reference work, Martin covers everything from the core aspects of working in Photoshop to advanced techniques for professional results. Subjects covered include organizing a digital workflow, improving creativity, output, automating Photoshop, and using Camera RAW. The style of the book is extremely clear, with real examples, diagrams, illustrations, and step-by-step explanations supporting the text throughout. This is, quite simply, the essential reference for photographers of all levels using Photoshop. All DVD content is

now available online at

[www.focalpress.com/cw/evening-9780240522005/](http://www.focalpress.com/cw/evening-9780240522005/) for kindle and eBook readers.

Whether you are building a personal blog or a corporate website, there is a lot more to web design than div's and CSS selectors, but what do you really need to know? With this book, you'll learn the secrets of designing effective, user-friendly sites, fro

Laying the Foundations is a comprehensive guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It's an ideal book for web designers and product designers (of all levels) and especially design teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips. System design is not a scary thing – this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different approaches to creating a design

system. What's unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It's a comprehensive guide that's simple to follow and easy on the eye.

Adobe Photoshop CS5 for Photographers

Don't Make Me Think, Revisited

RESTful Web Services Cookbook

A Project Guide to UX Design

Using WebPageTest

Design of Experiments

Plan and Model Digital Products for Today and Tomorrow

**Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals. Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh's blog The Hipper Element—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn't have to be boring. Follow the real-life UX**

**process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. UX for Beginners is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more. Start from scratch: the fundamentals of UX Research the weird and wonderful things users do The process and science of making anything user-friendly Use size, color, and layout to help and influence users Plan and create wireframes Make your designs feel engaging and persuasive Measure how your design works in the real world Find out what a UX designer does all day**

**HTML and CSS can be a little daunting at first but fear not. This book, based on Shay Howe's popular workshop covers the basics and breaks down the barrier to entry, showing readers how they can start using HTML and CSS through practical techniques today. They'll find accompanying code examples online, while they explore topics such as the different structures of HTML and CSS, and common terms. After establishing a basic understanding of HTML and CSS a deeper dive is taken into the box model and how to work with floats. The book includes an exercise focused on cleaning up a web page by improving**



**the user interface and design, solely using HTML and CSS. With a few quick changes the web page changes shape and comes to life.**

**Interactive, technically up-to-the-minute and easy-to-understand, this book will advance a student's skills to a professional level.**

**In 100 Things Every Designer Needs to Know About People, 2nd Edition , Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr.**

**Weinschenk offers concise, plain-English insights and practical examples for designing sites and apps that are more intuitive and engaging, because they match the way humans think, work, and play.**

**Updated to reflect the latest scientific findings, this full-color, relentlessly practical guide will help you whether your background is in visual design, interaction design, programming, or anything else.**

**Weinschenk will help you improve the many design choices you make every single day -- from choosing fonts and chunking information to motivating people and guiding them towards purchase. Not just another "web design guidelines" book, 100 Things Every Designer Needs to Know About People, 2nd Edition explains the why behind the**

**guidelines, and exposes the many web design myths and "urban legends" that stand in your way. Dr. Weinschenk shows you what makes humans tick, and helps you translate that knowledge into exceptionally successful designs.**

**While the REST design philosophy has captured the imagination of web and enterprise developers alike, using this approach to develop real web services is no picnic. This cookbook includes more than 100 recipes to help you take advantage of REST, HTTP, and the infrastructure of the Web. You'll learn ways to design RESTful web services for client and server applications that meet performance, scalability, reliability, and security goals, no matter what programming language and development framework you use. Each recipe includes one or two problem statements, with easy-to-follow, step-by-step instructions for solving them, as well as examples using HTTP requests and responses, and XML, JSON, and Atom snippets. You'll also get implementation guidelines, and a discussion of the pros, cons, and trade-offs that come with each solution. Learn how to design resources to meet various application scenarios Successfully design representations and URIs Implement the hypertext constraint**

**using links and link headers Understand when and how to use Atom and AtomPub Know what and what not to do to support caching Learn how to implement concurrency control Deal with advanced use cases involving copying, merging, transactions, batch processing, and partial updates Secure web services and support OAuth**

**Rocket Surgery Made Easy**

**Real Users, Real Time, Real Research**

**Head First Web Design**

**Solutions for Improving Scalability and Simplicity**

**A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams**

**A Crash Course in 100 Short Lessons**

**Learn to Code HTML and CSS**

Customers who have inconsistent experiences with products and services are understandably frustrated. But it's worse for organizations that can't pinpoint the causes of these problems because they're too focused on processes. This updated book shows your team how to use alignment diagrams to turn valuable customer observations into actionable insight. With this powerful technique, you can visually map existing customer experience and envision future solutions. Designers, product and brand managers, marketing specialists, and business owners will discover how experience diagramming helps you determine where business goals and customer perspectives intersect. Armed with this insight, you

can provide the people you serve with real value. Mapping experiences isn't just about product and service design; it's about understanding the human condition. Emphasize recent changes in business using the latest mapping techniques Create diagrams that account for multichannel experiences as well as ecosystem design Understand how facilitation is increasingly becoming part of mapping efforts, shifting the focus from a deliverable to actionability Explore ways to apply mapping of all kinds to noncommercial settings, such as helping victims of domestic violence

Discusses how to design usable Web sites by exploring how users really use the Web and offers suggestions for streamlining navigation, creating a home page, and writing for Web sites.

New York City is miles from Salt Lick, Texas, in more ways than one, but Debbie Sue Overstreet and Edwina Perkins-Martin are rarin' to go. The best friends/beauty shop owners/private-eye partners have been offered an all-expense-paid trip to the National Association of Private Investigators convention in the Big Apple. While at the convention they help a shy small-town librarian hook up with a hunky young police detective and bumble their way into a murder investigation that could end up leaving Debbie Sue deceased and Edwina stone-cold in her new Jimmy Choos!--From publisher description.

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

Don't Make Me Think

A Professional Image Editor's Guide to the Creative use of Photoshop for the Macintosh and PC

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Web Performance Testing for Novices and Power Users

CSS Mastery

Graphic Design for Everyone

Dreamweaver CC

No matter how visually appealing or content-packed a Web site may be, if it's not adaptable to a variety of situations and reaching the widest possible audience, it isn't really succeeding. In *Bulletproof Web Design*, author and Web designer extraordinaire, Dan Cederholm outlines standards-based strategies for building designs that provide flexibility, readability, and user control--key components of every successful site. Each chapter starts out with an example of an unbulletproof site one that employs a traditional HTML-based approach which Dan then deconstructs, pointing out its limitations. He then gives the site a make-over using XHTML and Cascading Style Sheets (CSS), so you can see how to replace bloated code with lean markup and CSS for fast-loading sites that are accessible to all users. Finally, he covers several popular fluid and elastic-width layout techniques and pieces together all of the page components discussed in prior chapters into a single-page template.

Learn basic and advanced uses of WebPagetest, the performance measurement tool for optimizing websites. This practical guide shows users new to this tool how run tests and interpret results, and helps experienced users gain a better and more thorough understanding of hidden features in WebPagetest that make testing easier. Written by WebPagetest power users and performance experts, this book will help web developers

and frontend engineers solve the problem of slow sites. Topics include: Basic test setup—shows beginners how to get meaningful results Advanced test setup—provides another level of technical depth by explaining features not thoroughly documented at [webpagetest.org](http://webpagetest.org) Analysis of results—helps you understand of how to interpret test results Private instance setup—teaches power users the intricacies of the webpagetest private instance and how it works API and external tools—provides a detailed reference for the API and demonstrates tools already using the API to extend WebPagetest Om hvordan mikroprocessorer fungerer, med undersøgelse af de nyeste mikroprocessorer fra Intel, IBM og Motorola.

A comprehensive guide for all sizes of libraries, this book guides you through the entire process of effectively redesigning your library's website—from evaluating your current site and understanding user needs, to creating a budget, through to launching and maintaining your updated site. • Presents an approachable, complete guide that covers all steps in the process of revamping a library website, turning a potentially daunting challenge into a doable project, even for those without technical backgrounds • Describes various ways of handling specific steps for different sizes and types of libraries—from a "DIY" approach to cost-effective ways of hiring outside professionals • Provides an invaluable resource for librarians and library staff members charged with the task of designing or redesigning their library's website as well as for web developers and designers who work with libraries

Don't Make Me Choose Between You and My Shoes

A book about design systems

The AI Does Not Hate You

A Beginner's Guide

Eyetracking Web Usability

Laying the Foundations

The Imaginary App

In a complex world, products that are easy to use win favor with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications. It begins by explaining why simplicity is attractive, explores the laws of simplicity, and presents proven strategies for achieving simplicity. Remove, hide, organize and displace become guidelines for designers, who learn simplicity by seeing before and after examples and case studies where the results speak for themselves. There are only two mainstream solutions for building the graphical interface of Linux-based desktop applications, and GTK+ (GIMP Toolkit) is one of them. It is a necessary technology for all Linux programmers. This book guides the reader through the complexities of GTK+, laying the groundwork that allows the reader to make the leap from novice to professional. Beginning with an overview of key topics such as widget

choice, placement, and behavior, readers move on to learn about more advanced issues.

Replete with real-world examples, the developer can quickly take advantages of the concepts presented within to begin building his own projects.

A review of recent computational (deep learning) approaches to understanding news and nonfiction stories.

Presents a motivational program for African Americans to train the mind so they can overcome societal roadblocks to achieve empowerment and the life of their dreams.

UX for Beginners

Mapping Experiences

Statistical Principles of Research Design and Analysis

The Adobe Photoshop CC Book for Digital Photographers (2017 release)

A Research and Design Survival Guide

This is the eBook of the printed book and may not include any media, website access

codes, or print supplements that may come packaged with the bound book. AN AMAZING NEW VERSION OF THE PHOTOSHOP BOOK THAT BREAKS ALL THE RULES!

Scott Kelby, Editor and Publisher of Photoshop User magazine—and the best-selling photography techniques author in the world today—once again takes this book to a whole new level as he uncovers more of the latest, most important, and most useful Adobe Photoshop techniques for photographers. This update to his award-winning,



record-breaking book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly “how to do it.” It's not a bunch of theory; it doesn't challenge you to come up with your own settings or figure it out on your own. Instead, Scott shows you step by step the exact techniques used by today's cutting-edge digital photographers, and best of all, he shows you flat-out exactly which settings to use, when to use them, and why. LEARN HOW THE PROS DO IT The photographer's workflow in Photoshop has evolved greatly over time, and in this current version of book you'll wind up doing a lot of your processing and editing in Photoshop's Adobe Camera Raw feature (whether you shoot in RAW, JPEG or TIFF—it works for all three). That's because for years now, Adobe has been adding most of Photoshop's new features for photography directly into Camera Raw itself. Since today's photography workflow in Photoshop is based around Camera Raw, about one third of this book is about mastering Camera Raw like a pro. Plus, you'll learn:

- The sharpening techniques the pros really use.
- The pros' tricks for fixing the most common digital photo problems fast!
- The most useful retouching techniques for photographers, and how to make “impossible” selections like wind-blown hair (it's easy, once you know the secrets), and how to use Layers like a pro.
- How to seamlessly remove distracting junk from your images.
- How to stitch panoramas, how to process HDR for a realistic look, and tricks for pulling way more out of your images than you ever dreamed possible.
- The latest Photoshop special effects for photographers (there's a whole chapter just on these!).
- A host of shortcuts, workarounds, and slick “insider” tricks to send your productivity through the roof!

Scott includes a special chapter with his own workflow, from start to finish, plus, each chapter ends with a Photoshop Killer Tips section, packed with time-saving, job-saving tips that make all the difference. He also provides four bonus chapters, along with the images used in the book for download so you can follow right along. If you're ready to learn all the "tricks of the trade"—the same ones that today's leading pros use to correct, edit, retouch, and sharpen their work—then you're holding the book that will do just that.

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what "IE6 support" means "Occasionally (very occasionally) you come across an author who makes you think, 'This guy is smart! And he makes me feel smarter, because now I finally understand this concept.'" — Steve Krug, author of *Don't Make Me Think* and *Rocket Surgery Made Easy* "A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us." — Dan Cederholm, author, *Bulletproof Web Design*

and Handcrafted CSS “Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works* “Some books are meant to be read. Designing with Web Standards is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

Robert Kuehl's *DESIGN OF EXPERIMENTS, Second Edition*, prepares students to design and analyze experiments that will help them succeed in the real world. Kuehl uses a large array of real data sets from a broad spectrum of scientific and technological fields. This approach provides realistic settings for conducting actual research projects. Next, he emphasizes the importance of developing a treatment design based on a research hypothesis as an initial step, then developing an experimental or observational study design that facilitates efficient data collection. In addition to a consistent focus on research design, Kuehl offers an interpretation for each analysis.

Presents a guide to using Dreamweaver CC, describing how to design and launch a web site, understand the role of style sheets, add text, create forms, insert tables, and work with content management systems.