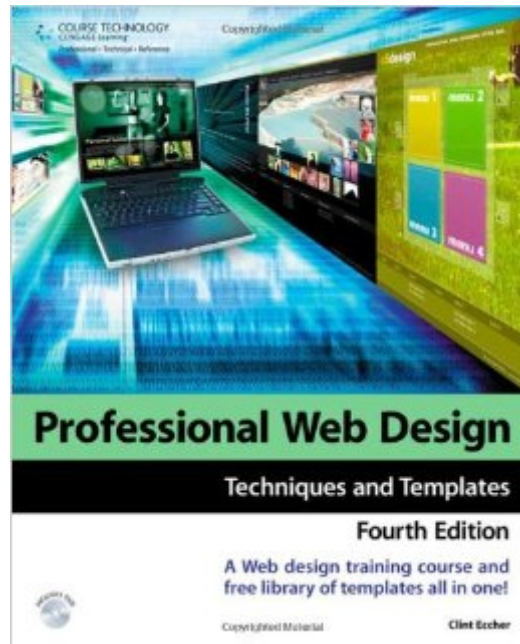


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# Professional Web Design: Techniques And Templates



## Synopsis

This is the must-have book for designers who want to expand their skills and improve the quality of their designs. Learning CSS technology and continually improving one's design and developer skills is essential for every Web designer in today's marketplace. The goal of *Professional Web Design: Techniques and Templates* is to educate beginning-to-intermediate Web designers on the various issues involved with Web design through general discussion, case studies, and specific tips and techniques. Using easy-to-understand language and concepts, the book teaches designers and developers how to create professional-quality CSS-based designs. Search Engine Optimization (SEO) is explored, giving the reader a strong, basic understanding of how to get sites to rank better in search engines. Conversion Rate Optimization (CRO) also is explained, helping the designer create a more efficient site for the users who are already visiting. You'll get the benefit of the author's experience. With more than 15 years of experience as a Web designer for Fortune 500 companies, non-profits, and small businesses alike, Eccher has learned numerous tips and techniques of the trade and discloses them here, saving you time and aggravation by alerting you to potential pitfalls.

## Book Information

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## Customer Reviews

This book is designed to help a design amateur who knows the basics of HTML/CSS and using Photoshop to setting up their own freelancing operation. In its fourth edition it deprecates nested-table design (mentioned in many reviews) in favor of CSS-based layout designs. It includes

a large number of templates from the 1st-3rd edition that use nested table design and are designed for smaller monitors. The author states that he has included these templates as a way to help "inspire" CSS-based layout designs based on the principles illustrated by the table-based designs. It's confusing at first flick, especially if you don't know what nested tables are or how they used to be used in the earlier days of the Web, when browsers were much more erratic in their CSS support. The author continues to use the term "mortised" sites in this edition, which is also confusing at first flick, because the definition for the term has changed in the author's mind from what I gather from the reviews was the meaning it had in the 1st-3rd editions. In this edition, "mortised sites" are more simply defined as sites that are NOT built according to two other perspectives: sites that disdain using images and design principles and sites that try to be as artistic as possible in their design. Apparently, "mortised design" used to mean carefully-designed sites that used nested tables and image tricks to make them look as if they were not based on nested tables. Perhaps the web community today needs a good term for carefully-built sites that use images and design principles with an eye to functionality and ease of use for most users -- I wouldn't know. Understanding, however, what a "mortise and tenon joint" was before reading the book did not help me understand what "mortised design" was in this edition -- the term has practically no intuitive value in CSS-based web design today. I bought this book because I'm a complete design amateur and I wanted a way to see how the professional design process works. I also wanted a few ideas on the best way to structure my own website(s) in the future. This book delivered. If you can, buy the e-book. The author discusses color and images in depth -- these discussions are seriously undermined by the fact that the paper book is not printed in color.

This is decent if you're trying to get a grip on the design aspect.. There's examples that you can practice that really help you understand how all the HTML and CSS eventually fit together to form something nice. I recommend finding something else as a complement to give you some study guide on the general HTML tags as defined, and the same for CSS styles.

This book is great. It explains how websites should be built based on common sense, not on how pretty a site should look. It stresses the importance of usability and content.

This book has some interesting design concepts, however, I do not agree with most (80-90%) of what they suggest as the "correct" or "ideal" way of designing a website. In addition, the author's writing style is boring. I had to stop and come back several times throughout a single chapter, just

so my eyes would not glaze over as I was reading it.AVOID THIS BOOK! You would be better off doing a web search for web design tutorials.

It is more about the theory behind webdesign and the thought process of designing a website and less of the actual webdesign. I needed it for an MBA class otherwise I would not have bought it.

If your professor requires you to use this book then you need to find a new class. I really regret buying this. You can find out more useful information on the Internet.

Great reference book.It will be on my bookshelf as a go to reference.Easy to read and find specific information.

This book was great, very helpful. Came with an amazing amount of templates. No web designer should be with this resource.

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