1. Record Nr. UNINA9910798540003321 Autore Lynch Patrick J. Titolo Web Style Guide, 4th Edition: Foundations of User Experience Design / / Patrick J. Lynch, Sarah Horton New Haven, CT:,: Yale University Press,, [2016] Pubbl/distr/stampa ©2016 **ISBN** 0-300-22525-3 Edizione [Fourth Edition] Descrizione fisica 1 online resource (408 p.): 215 color illus Altri autori (Persone) MarcotteEthan Disciplina 006.7 Soggetti Web sites - Design COMPUTERS / Web / Design Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Frontmatter -- Contents -- Foreword -- Preface -- Acknowledgments Nota di contenuto -- CHAPTER 1. Strategy -- CHAPTER 2. Research -- CHAPTER 3. Process -- CHAPTER 4. Information Architecture -- CHAPTER 5. Site Structure -- CHAPTER 6. Page Structure -- CHAPTER 7. Interface Design -- CHAPTER 8. Graphic Design -- CHAPTER 9. Typography --CHAPTER 10. Editorial Style -- CHAPTER 11. Images -- CHAPTER 12. Video -- Illustration Credits -- Index A classic reference book on user interface design and graphic design Sommario/riassunto 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.