

1. Record Nr.	UNINA9910968305203321
Autore	Applen J. D.
Titolo	Writing for the web : composing, coding, and constructing web sites // by J.D. Applen
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2013
ISBN	0-415-88326-1 0-203-84525-0 1-136-92588-0 1-136-92589-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (333 pages)
Disciplina	006.7
Soggetti	Web sites - Design Online authorship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Old media, new media, the Internet, and knowledge -- The Internet and HTML -- Cascading style sheets -- Rhetoric and writing -- Layout and organization -- Major web site projects.
Sommario/riassunto	Writing for the Web unites theory, technology, and practice to explore writing and hypertext for website creation. It integrates such key topics as XHTML/CSS coding, writing (prose) for the Web, the rhetorical needs of the audience, theories of hypertext, usability and architecture, and the basics of web site design and technology. Presenting information in digestible parts, this text enables students to write and construct realistic and manageable Web sites with a strong theoretical understanding of how online texts communicate to audiences.