Index

Symbols and Numerics

Symbols and Numerics

@font-face CSS method, 143
3D effects, 237
3M Spray Mount, 215
8-bit transparency and PNG format, 170, 171
10-point type size, 134, 140
24-bit color, 157
24-bit images, 156
1099 forms (IRS), 299

A

accordion interfaces, 92, 93
action words
  in copy, 15
  labeling buttons with, 84
ActionScript scripting language, 172
Active Server Pages (ASP), 17, 30
adaptive palette, 166
additive color process, 152–153
adhesives for mounting designs, 215, 289
Adobe. See also Dreamweaver; Fireworks;
  Flash; Illustrator; Photoshop
  InDesign, 45, 46, 60
  Typekit, 143, 144
advertising
  content-based, 54
  Craig’s List, 18
  Flash, 319–320
  Twitter, 55
affordances, 85, 196
agencies, fees for, 295–296
Air China website, 316–317
Ajax (Asynchronous JavaScript and XML), 231
aliased graphics, 167–169
alpha-channel masks, 170
analytics
  adding, 318–319
  Google Analytics, 245–249, 259, 260
anchor links, 302
anchor tags in HTML, 222
Andersson-Wise website, 280–282, 318
animation
  content areas, 66, 69
  CSS, 237
  elements at rollover, 84
  GIF format, 169
  HTML5, 228–229
annotating wireframe diagrams, 68–69
anti-aliased graphics, 167–169
APIs (application programming interfaces)
  advantages of, 269–270
  Disqus, 268–269
  Facebook Connect, 264–267
  overview, 263, 264
  Twitter, 267–268
Apple
  device platform, 228
  QuickTime player, 85
  website, 71, 128
application programming interfaces. See
  APIs
artifacts, 169–170
Artisan Creative freelance agency, 18
ASP (Active Server Pages), 17, 30
ASP.NET, 240
Asynchronous JavaScript and XML (Ajax), 231
attributes in HTML, 222
audience. See customers
author, contact information for, 5

B

backend, developing, 30–32, 270
background color, 118, 186
background graphics, 185–187
behavioral guidelines for presentations, 216–217
below fold line, placing content, 61, 65
Cascading Style Sheets. See CSS categories
color-coding of, 309
number of, 302
CDN (content distribution network),
  283, 304, 315
changes to designs, 218
cinematic websites, 194–196
classes and CSS, 233–234
clickable appearance
  creating, 84–87
differentiating clickable from non-
clickable elements, 89–90, 114, 306–307
clickable wireframes, 24, 96–97
click-throughs, HTML, 99–101
clients. See also presentations
design ideas from, 192
expectations of, 11, 50, 296
identifying customers, 38–39
presenting design options to,
  190, 209–210
responsibilities of, 296
sign-off points, 292–293, 297
working with, 10
closing characters in HTML, 222, 226
cloud computing, 283
CMS. See content management system
CMYK printing process, 152
CNN mobile site for iPhone, 203–204
CNN website, 205
code listings, 2
CoffeeCup.com website, 228
color
  background, 118, 186
generating, 152–153
  hexadecimal color code, 158–159
RGB, 152–159
  subtractive and additive processes,
    152–153
  of text, 134–135
  value of, 88–89, 90, 118, 119, 308–309
color bit depth, 154–157
color gradients (CSS), 235
color palettes
  choosing, 118–119
  as limited, 154–156
  web-safe versus adaptive, 166
color printers, 213
color-coding sections, 88–89, 308–309
column widths, 135
columns for mobile-friendly websites, 206–207
combining navigation techniques, 74–75
Comments social plugin for Facebook, 266–267
communication, sitemaps for, 50
competitive analysis, 292
compression
  GIF, 166
  JPEG, 169
  load time, 33
  overview, 165
comps
  defined, 173, 189
  Photoshop, 174
  producing, 27, 116–117
comp-to-HTML-page service, 177
Concrete5 CMS, 243
conducting user testing, 107–108
confidence with clients, 217
consistency
  of designs, 91–92, 114
  of interface, 307
  of presentations, 215
consumer websites and focus groups, 98
content
  developing, 27
  maximizing space for, 65–67, 92–94
  presenting on page, 63–69
  SEO, 257
  templates for, 61
content developers, 14–16
content distribution network (CDN), 283, 304, 315
content layers, 239
content management system (CMS)
  connecting sites to, 244–245
  custom versus off-the-shelf solutions, 243–244
  maintenance, 34
  overview, 14, 24, 241–242
URLs, 254
  working with, 63–64
content matrix, 27, 28
content plans, developing, 24
content strategists, 15, 24, 27, 64
content-based advertising, 54
contenteditable attribute (HTML5), 230
conventions for interaction, 79–81
cookies, 81, 276–277
copromotion, 320
copy, defined, 14
copy writers, 15
copyright issues, 288
corners, rounded (CSS), 237
cost-per-click (CPC), 257–260
Craig’s List, advertising on, 18
creative briefs, 191
Creative Circle freelance agency, 18
Crew Clothing Company mobile website, 206–207
cross-fade effects, 237
cruise-line case study, 101
CSS (Cascading Style Sheets)
  animation effects, 237
  bookmarking examples, 226
  browsers, 16
  building presentation layer with, 28–29
  capabilities of, 232
  code, viewing, 224–225
  color gradients, transparency, and reflections, 235
  external style sheets, 146–149
  font styles, 130–131
  graphic elements, 121
  grid system, 121–122
  internal style sheets, 149–150
  mastering, 221
  media queries, 279
  overview, 145, 231
  rounded corners, 237
  shadow effects, 236
  text properties and values, 147–149
  working with, 233–235
custom tabs in Facebook, 54, 55
customers
  identifying, 10, 38, 105
  personas, 12, 39, 40
data layers, 239
databases
  for housing templates, 17
  on sitemaps, 49
debugging, 32–33
defining styles, 233
Definition phase of design process
  business requirements, gathering, 21, 37
  overview, 19
  project plans, building, 22
  RFPs, developing, 21
  site goals, understanding, 20
deliverables, 292–293
dependencies between tasks, 22
Deployment phase of design process
  launch day, 34
  quality assurance, 32–33
Design Directions presentation, 190
design ideas, generating, 192–193
design options
  multiple designers, 191
  presenting to clients, 190, 209–210, 313–314
  working from wireframes, 190
Design phase of design process
  content plans, developing, 24
  focus group input, getting, 26
  “look and feel”, establishing, 25
  overview, 22
  primary navigation elements, 43–44
  sitemaps, creating, 23
  user testing, 24
  wireframes, developing, 23–24, 25, 26
design resources
  digital photos and scanned images, 180
  Photoshop brushes, 182
  stock photos and illustrations, 179–180
  typography, 180–181
  web-design templates, 182
  widgets, 182
design style guides, 90, 129–130
Designers Toolbox website, 117
detection code, 315
Development phase of design process
  backend, developing, 30–32
  comps, producing, 27
  content development, 27
  media development, 27–28
  overview, 26–27
  presentation layer, building, 28–29
development platforms, 240–241, 243
device marketing, 56
device profiles, 203
DHTML (dynamic HTML), 67, 230
digital industry, growth of, 9
digital photography, 180
directory structure, 51
display fonts, 136–137, 138
Disqus, 268–269
dithering, 155, 157
DNS, allowing time to propagate
to throughout Internet, 34
dots per inch (dpi) resolution, 160
download time, 33, 304
Dreamweaver (Adobe)
  clickable wireframes, 96, 97
  overview, 177
  presentation layer code, 221
  split-screen view, 227
  visual interface, 31, 32
dressing for presentations to clients, 216
drop shadows, 131, 236
drop-down menus
  DHTML, 67
  enhanced, 94
section navigation, 73
Drupal CMS, 243, 244
dynamic HTML (DHTML), 67, 230
dynamic sites, 17
ease of use of websites, 77
eCart (WebAssist), 271, 272
e-commerce
  CMS, 243
  overview, 270–271
  payment gateways, 272
  secure socket layer, 271–272
  shopping carts, building, 272–276
EdgeCast content distribution network, 283, 304, 306
8-bit transparency and PNG format, 170, 171
Ekko Media Group, 30
e-mail marketing, 57, 319
embedding fonts, 130
Epson printer website, 20
evaluating results of user testing, 108–110
expanding elements at rollover, 84
expectations of sites, setting and
  managing, 10–11, 50, 296
experience in web design, getting, 18
exporting wireframes, 96
extending functionality. See functionality, extending
external style sheets, 146–149

• F •

Facebook Connect, 264–267
Facebook marketing, 54, 55
“fair use” issues, 288
feedback
honest, encouraging, 106
from mood boards, 178
rollover, 83–84
from user testing, evaluating, 108–110
“You are here”, 87–88, 304–305
fees
for agencies, 295–296
for independent consultants, 294–295
file formats. See also JPEG format
GIF, 96, 156, 163, 166–169
overview, 165
PNG, 163, 170, 171, 176
SVG, 170–171
SWF, 172, 176
Fireworks (Adobe)
GIF files, 169
library of common elements on page, 129
overview, 174, 176
reducing color palettes, 155–156
side-by-side comparison feature, 169
five-step design process
Definition phase, 19–22
Deployment phase, 32–34
Design phase, 22–26
Development phase, 26–32
Maintenance phase, 34
fixed bids, 295
Flash (Adobe)
advertising, 319–320
angled grid system, 122
annotating elements in wireframes, 68, 69
Apple device platform, 228
cinematic websites, 194
development, 27–28, 29
intro sequences, 304
movies represented on sitemaps, 49
overview, 16, 176–177
SWF format, 172
floating elements, 125, 128
flyout menus, 73
foam-core boards, mounting presentations on, 215–216
focus groups, input from, 26, 98–99
fold line
column widths, 135
designing around, 126–127
placing content below, 61, 65
font stacks, 145
@font-face CSS method, 143
fonts
choosing, 118–119, 136–141
CSS, working with, 145–150
embedding, 130
fallback plan for, 143–145
line weight, 137, 139
“look and feel,” 133
mixing, 119–120
serif versus sans-serif, 139–141
size of, 142
standard versus display, 136–137, 138
Forgot Password links, 81
form-design toolkit (HTML5), 230
Frankenstein round of designs, 218
“frankensteining”, 26
freelance hourly rates, 294–295
friends, helping to gain experience, 18
front end
do of databases, 244–245
of websites, 16
Front Row website, 232
functionality, extending
APIs, 269–270
Disqus, 268–269
Facebook Connect, 264–267
Google Maps, 269
Twitter, 267–268

• G •

Gantt charts, 22
Garamond font, 136, 139
geolocation, 229–230, 278–279
getting eyeballs, 10
going getting started in web design, 17–18
GIF format, 96, 156, 163, 166–169
gifts for user testing, 106
global navigation scheme, 24, 70, 71
global website performance, 282–283, 304, 315–317
goals for sites, 10, 20, 37, 102
Google. See also Google Analytics
  AdWords, 257, 258–259
  Checkout system, 272
  Maps API, 269
  search engine, 250, 251, 253
  SEO tips, 250, 252
  submitting sitemaps to, 255–256
  Webmaster Tools, 259
Google Analytics
  click tracking, 248–249
  fee-based services, 249
  information tracked, 246–248
  overview, 245–246
  real-time monitoring, 248
  Web Fonts, 143
  Webmaster Tools, 259, 260
Goto, Kelly (company president), 11
GoToMeeting.com website, 213
GPS detection, 278–279
graphic elements
  choosing, 120–121
  library of, 129
  resizing, 163–164
graphic style guides, 129
graphic text
  defined, 130, 133
  HTML text compared to, 142–143
graphical themes, 75–76
graphics
  aliased and anti-aliased, 167–169
  bitmap versus vector, 161–164
  blending color, type, and, 117–121
  resizing, 163–164
  size of, 120–121
  Web background, 185–187
grayscale images, 170
greek text, 63, 64, 97, 117
grid system for layout, 121–123
ground rules for presentations to clients, 217–218
  grouping elements, 85–86

• H •

h1 tag, 233–234
Hansen’s Natural Home page, 174, 175
heading text, size of, 142
headline tags, 233–234, 256–257
hero images
  “big, medium, small” strategy, 124
cinematic websites, 194, 196
defined, 27
  Salt Lake City Public Library System website, 198, 199
hero space, 65, 66
hexadecimal color code, 158–159
hidden web addresses, 210
hinted fonts, 142
Hollister website, 200
Home pages, links to, 80, 305–306
Homework font, 139
horizontal orientation, 206
horizontal scrolling, 65
hotspots, 96
HTML (HyperText Markup Language). See also HTML5
  bookmarking examples, 226
  browsers, 16, 222, 226
  building presentation layer with, 28–29
  clickable wireframes, 96
  click-throughs, 99–101
  grid system, 121–122
  mastering, 221, 223
  viewing source code, 222, 223–225
HTML text, 133, 142–143
HTML5
  canvas element, 228–229
  content handling, 230
described, 228
geolocation, 229–230
touchscreen support, 229
humbleness with clients, 217
HyperSnap utility, 289
HyperText Markup Language. See HTML
Hypertext Preprocessor (PHP)
  code example, 31
MySQL, 245
overview, 17, 30, 240
icons
explained, 2, 3, 4–5
labeling, 303
using same for different functions, 89–90
identifying target customers, 10, 38–39, 105
Illustrator (Adobe)
overview, 176
sitemaps, 45, 46, 60
SVG format, 171
image masks, 235
images. See also hero images
finding, 117, 179–180
gray-scale, 170
resolution, 160–161
24-bit, 156
img alt tags, 257
implementing user testing, 105–108
inbound links, 260–261
independent consultants, fees for, 294–295
InDesign (Adobe), 45, 46, 60
index pages, 211, 212
information architects, 12, 24, 64
information architecture, 44
innovative interaction design, 196–199
input
for design, gathering, 192
from focus groups, 26, 98–99
Inspiration software, 45
interaction design
buttons and objects, 84–85
ideas for, generating, 193–202
implying, 86
importance of, 113–114
overview, 62, 78
user flow diagrams, creating, 78–81
interface. See user interface; visual interface
internal style sheets, 149–150
IP blockers, 34
IP detection, 278–279
IRS Form 1099, 299
istockphoto.com website, 117, 179–180
iterative process, 24, 110
Java Server Pages (JSP), 241
JavaScript, 228–229, 230, 267, 279
Joomla! CMS, 243
JPEG format
bitmaps, 163
color palette, 156
compression and load time, 33
online presentations, 210, 211
overview, 169–170
jQuery, 231
JSP (Java Server Pages), 241
Kepel Bold font, 139
keywords, 54, 116, 256, 320
labeling buttons and icons, 84, 303
LaCroix, John (associate creative director), 193
LaFontaine, David, Mobile Web Design For Dummies, 203
language localization, 143, 315–317
languages supported and CMS, 243
latency, 283, 304
launch days, 34
layering content, 65
layers. See also presentation layers
content or data, 239
Photoshop, 184–185
revealing upon rollover, 92, 93
layout. See also templates; visual interface
breathing space, adding, 127–129
grid system for, 121–123
for mobile-friendly websites, 206–207
overview, 113
visual priority, establishing, 123–127
wireframes for, 303
leading, varying amounts of, 135, 136
leading questions, 108
learning from other websites, 18
legibility of text, 134–136
“less is more” principle, 129
letterpress look, 236
letters, thickness of, 137, 139
library of graphic elements, 129
line weight, 137, 139
link exchanges, 57
links
anchor, 302
broken, 288
to Home pages, 80, 305–306
inbound and outbound, 260–261
lipsum.com website, 117, 180
lists of tasks for user testing, 102–104
Live Stream plugin for Facebook, 266–267
live text, 142. See also HTML text
load times, checking, 33, 304
localizing sites, 143, 315
location detection, 277–282
Login links, 81
“look and feel”
establishing, 25, 26
font choice, 133
testing, 97–99
lorem ipsum generators, 63, 117, 180

• M •

Magento PHP solution, 271
Maintenance phase of design process, 34
maintenance plans, 318
managing projects. See also proposals; user testing
client expectations and responsibilities, 10–11, 50, 296
fees, 294–296
milestone sign-offs, 292–293, 297
new technology and gold plating, 314–315
schedules and sitemaps, 313
scope creep, 311–313
software for, 11
subcontractors, 298–299
workflow, 297–298
market analysis, 292
marketing plans, developing, 53–57, 319–320
marketing professionals, working with, 10
masks
alpha channel, 170
image, 235
maximizing space for content, 65–67, 92–94
Mea Cuppa website, 196, 197
media development, 27–28
media specialists, 16
metatags, 252, 257, 320
metaphors compared to graphical themes, 75–76, 307–308
methodology for user testing, 102, 104–105
Microsoft
ASP.NET, 240
Project, 11, 22
Visio, 45, 60
minimum size of engagement, 295–296
mobile devices. See also mobile-friendly versions of websites
browser and location detection, 277–282
HTML5, 228
mobile marketing, 56
Mobile Web Design For Dummies (Warner and LaFontaine), 203
mobile-friendly versions of websites
creating, 317–318
example, 195
horizontal and vertical orientation, 206
overview, 202–203
reducing file sizes, 205–206
responsive design, 279–282, 317–318
single-column layout, 206–207
mock-ups, printing, 213–214
monitor color depth, 156–157
monitor resolution, 160
Monster Energy website, 115, 278
mood boards, 178–179

• N •
natural search, 56, 257–260
navigation. See also sitemap diagrams
bread crumbs, 73–74
combining techniques, 74–75
global, 70, 71
graphical themes, 75–76
mobile-friendly websites, 203–204, 206–207
section, 70–73
templates, 115
visual design, 113–114
“You are here” feedback, 304–305
navigation sets
establishing, 42–44, 47
five-to-seven rule, 302
nesting elements, 85–87
number
of main categories, 302
of users to test, 105

○ O ○
offline marketing, 54, 319
online marketing, 54–57, 319–320
online presentations, 210–213
online stores. See e-commerce
online testing, 107
online-portfolio websites, 288
on-page and off-page search, 250, 252–253
open source, defined, 240
open source CMS solutions, 244
opening characters in HTML, 222, 226
orientation
horizontal and vertical, 206
of printed designs, 213–214
outbound links, 260–261
outlines for sites
balancing business requirements with user needs, 40–41
categorizing and prioritizing information, 41–42
navigation sets, 42–44
sitemaps, creating, 44–51

○ P ○
pacing of projects, 22
page index, 51
page-level planning, 60–63
page-tracking code, 239–240
Pantone Matching System (PMS) colors, 158–159
paper for printed presentations, 214, 289
partnering with web professionals, 18
paying for user testing, 107
payment gateways, 272
PayPal, 271, 272, 276
pay-per-click (PPC), 257–260
performance, global, 282–283, 304, 315–317
permanent cookies, 277
personas, 12, 39, 40
photos, finding, 117, 179–180. See also images
Photoshop (Adobe)
brushes, 182
building templates from scratch, 182–185
comps, producing, 27
finding hexadecimal numbers for color, 158–159
Fireworks compared to, 176
font styles, 131
GIF files, 169
library of common elements on page, 129
overview, 174, 175
PHP (Hypertext Preprocessor)
code example, 31
MySQL, 245
overview, 17, 30, 240
pixels, 134, 203
pixels per inch (ppi) resolution, 160
placement of elements in layout, 114
platform for development
CMS, 243
selecting, 240–241
Plone CMS, 243
PMS (Pantone Matching System) colors, 158–159
PNG format, 163, 170, 171, 176
pointillism, 155, 157
portfolios, assembling, 18, 288–290
PPC (pay-per-click), 257–260
PPC Training website, 250, 251
ppi (pixels per inch) resolution, 160
preparation for user testing
methodology, developing, 104–105
to-do lists, 102–104
presentation layers, 28–29, 221. See also CSS; HTML
presentations
  behavioral guidelines, 216–217
  of design options, 190, 209–210, 313–314
  ground rules, 217–218
  online, 210–212
  printed, 210, 213–216, 288–289
  remote, 213
  second round of, 218
  of work, 288–291
print design and resolution, 134
print designers, transition to visual designers, 13–14
printed presentations, 210, 213–216, 288–289
printers, color, 213
prioritizing
  business requirements, 21, 41–42
  list of fonts, 145
  visual elements, 123–127
producers, 10–11
product finders, 65, 66
product-page templates, 17, 63
Programmable Web website, 270
programmers, 16
progress meters for multistep tasks, 87, 89
project managers, 10–11
project plans, building, 22
project tracking software, 11
project websites, 210
promotion entry fields, 275
properties, CSS, 234
proposals
  developing, 291–293
  fixed bids, 295
  presenting work, 288–293
  RFPs, 21, 291–293
  written, 312
prototypes, testable
  clickable wireframes, 96–97
  HTML click-throughs, 99–101
  visual design, 97–99
prototypes for online presentations,
  working and non-working, 212
  .psd files, 174

• Q •
QR (quick response) codes, 56
quality assurance, 32–33
questions, leading, 108
Quick View shopping cart design, 273–274

• R •
recruiting
  for focus groups, 98
  for user testing, 105–107
Red Bull website, 125–126
redesigns, sitemaps for, 52–53
redirects, 34
reducing file sizes for mobile devices, 205–206
reflections (CSS), 235
registration links, 81
registration options for e-commerce sites, 276
relative paths, 224
Remember Me links, 81
remote presentations, 213
resizing graphics, 163–164
resolution, 134, 160–161
resources. See design resources
responsive design, 279–282, 317–318
results of user testing, evaluating, 108–110
revisions to designs, 218
rewards for user testing, 106
RFPs (requests for proposals), 21, 291–293
RGB color
  bit depth, 154–157
  hexadecimal numbers for, 158–159
  mixing colors, 152–153
  subtractive and additive colors, 152
rich media, 27, 33
ripple effect, 312
rollovers
  feedback from, 83–84
  to reveal content, 67
  revealing layers upon, 92, 93
root certificate providers, 272
salable Inman Flash Replacement (sIFR), 143
Salt Lake City Public Library System website, 198, 199
sans-serif fonts, 119–120, 139–141
scalability, defined, 239
scaling down images, 180
scanning images, 180
schedule for projects, 292–293, 313
scope creep, 11, 311–313
screen size and device profiles, 203
screenshots, capturing, 289
scrolling
  for content, 65, 66, 127
  horizontal, 198, 199
  vertical, 197–198
search engine marketing, 56, 320
search engine optimization (SEO)
  defined, 239
  duplicate URLs, 254–255
  inbound and outbound linking, 260–261
  natural versus paid search, 257–260
  on-page and off-page search, 250, 252–253
  overview, 250
  sitemaps, 255–256
  strategies for, 256–257
  super footers, 116
  URL structure and file names, 253–254
  search functions, 79–80, 81
  section navigation, 70–73
  sections, dividing pages into, 124–126
  secure socket layer, 271–272
  self-signing certificates, 272
SEO. See search engine optimization
serif fonts, 119–120, 139–141
session cookies, 277
shadow effects (CSS), 236
sheets for user testing, 103, 104
Sheffa Foods website, 201–202
shipping calculators, 275
shopping carts
  page design, 274–276
  Quick View design, 273–274
sIFR (salable Inman Flash Replacement), 143
sign-off policies, 297
single-color transparency and GIF format, 166–167
sitemap diagrams
  conventions for symbols for, 46–48
  creating in Design phase, 23, 44–46
  customized symbols for, 48–50
  importance of, 313
  official page index, 51
  overview, 12
  for redesigns, 52–53
  sharing, 50
Sitemap files, search-specific, 255–256
size. See also size of files
  of background tile, 186
  of body text, 142
  of device screen, 203
  of graphics, 120–121
  of type, 134
  of viewing area, 127
  of web pages, 62
size of files
  compressing, 165
  graphics software, 174
  reducing for mobile devices, 205–206
Snapz Pro utility, 289
social media marketing, 319
software. See also Dreamweaver;
  Fireworks; Flash; Illustrator;
  Photoshop; specific software
coding tools, 228
  payment gateways, 272
Solhaug, David (web designer), 211, 212
  source code, viewing, 222, 223–225
  space, maximizing for content, 65–67, 92–94
Specialized Venge microsite, 194–195
Spray Mount (3M), 215
SSL certificates, 272
standard fonts, 136–137, 138
standardizing testing methodology, 102, 104–105
standards, 227
stock photography and illustration, 179–180
StoreFront .NET solution, 271
storyboards, 212
style guides, 90, 129–131
styles of testing, 105
subcontractors, hiring and managing, 298–299
subpages, 25
subtractive color process, 152
super footers, 116
SVG format, 170–171
SWF format, 172, 176

- T -
tags
HTML, 222, 226, 256–257
meta, 252, 257, 320
target customers, identifying, 10, 105
tasks
dependencies between, 22
lists of, for user testing, 102–104
time to complete, in user testing, 108
teams for design
business folks and clients, 10
content developers, 14–16
information architects, 12
media specialists, 15
producers and project managers, 10–11
programmers, 16–17
proposals, 292, 293
visual designers, 13–14
web developers, 16
teasers, placing on high-level pages, 16
Technical Stuff icon, 3, 4
technical updates to book, website for, 5
templates
building from scratch, 182–185
comps, 27, 116–117
for content, 61
developing, 114–116
linking to databases, 16–17
for mobile devices, 203
representing on sitemaps, 49–50
web-design, 182
templatesspot.com website, 182
1099 forms, 299
ten-point type size, 134, 140
Tesla Model S website, 197
testing. See user testing
text
color of, 118, 134–135
display, controlling, 142–145
graphic, 130, 133, 142–143
greek, 63, 64, 97, 117
legibility of, 134–136
The Frye Company website, 196
3D effects, 237
3M Spray Mount, 215
time limits for user testing, 106
touchscreens and touch events, 229
tracking systems. See analytics
traffic load, 283
transition effects, 237, 238
translation, 143
transparency
CSS, 235
8-bit, and PNG format, 170, 171
single-color, and GIF format, 166–167
of user interface, 91–92
true color monitors, 157
24-bit color, 157
24-bit images, 156
Twitter
advertising, 55
extending functionality, 267–268
type style guides, 130–131
type-embedding services, 143, 144
typography, resources for, 180–181
typography design
fonts, 136–141
overview, 133
size of text, 142
text, 134–136

- U -
UEgroup website, 107
understanding site goals, 20, 37
updates to book, website for, 5
URL links to CSS code files, 224–225
URLs
duplicate, remedying, 254–255
structure and file names, 253–254
usability issues. See also user testing; visual design
metaphors, 75–76, 307–308
sitemaps, 45
user flow diagrams, creating, 78–81
user interface. See also visual design
consistency of, 91–92, 307
maximizing space, 92–94
transparency of, 91–92
user flow diagrams, 78–81
user scenarios, 39–40
user testing
implementing, 105–108
importance of, 314
overview, 95
preparation for, 102–105
results, evaluating, 108–110
testable prototypes, developing, 96–101
wireframes, 24

Visual design. See also visual interface
buttons, look of, 84
clickable and non-clickable, differentiating, 89–90, 306–307
clues from everyday life, 84–85
color-coding, 88–89, 308–309
grouping and nesting elements, 85–87
ideas for, generating, 193–202
in proposals and winning bids, 293
purpose of, 113–114
rollover feedback, 83–84
testing, 97–99
usability, 82–83
“you are here” feedback, providing, 87–88
visual designers, 13–14
visual interface. See also visual design
color, type, and graphics, blending, 117–121
comps, creating, 116–117
grid system, using, 121–123
overview, 113–114
page templates, developing, 114–116
white space, using, 127–129
visual priority
“big, medium, small” strategy, 124–125
breaking page into sections, 125–126
establishing, 123–124
fold line, designing around, 126–127

Web design, overview, 9, 17–18. See also
five-step design process; interaction design; teams for design; user
interface; visual design
web developers, 16
WebAssist eCart, 271, 272
WebEx.com website, 213
web-safe palette, 166
website examples
Apple, 71, 128
background tile, 186, 187
brand experience, 200–202
cinematic, 194–196
CMS, 242
for design ideas, 192–202
Ekko Media Group, 30
Epson printer, 20
Flash SWF files, 172
Front Row, 232
innovative interaction design, 196–199
lack of consistency, 91–92
language localization, 316–317
location detection, 278
maximizing space, 92–94
metaphors, 76, 308
Monster Energy, 115
navigation, 203–205, 206–207, 304–305
website examples (continued)
poor, 14, 15
Quick View carts, 273–274
Red Bull, 125–126
responsive design, 280–282, 317–318
shopping cart page design, 275
single-column layout, 207
type design, 141
Veer.com, 80
visual design comparison, 82–83
white space, 128
Zwartwit Media, 237, 238

websites. See also website examples
Adobe Typekit, 143
API list, 270
author, 5
CMS solutions, 243
code samples, 227
CoffeeCup.com, 228
content distribution networks, 283, 304
Cookie Central, 277
CSS resources, 234
deconstructing, 52
Designers Toolbox, 117
dynamic, 17
ease of use of, 77
e-commerce products, 270–271
Flash, 16
front end of, 16
Google Web Fonts, 143
Hansen’s, 174, 175
HTML resources, 226
interactions with, 59
istockphoto.com, 117, 179–180
lorem ipsum generator, 117, 180
open-source jQuery scripts, 231
payment gateways, 271, 272, 276
PPC Training, 250, 251
project, 210
root certificate providers, 272
screen-capture utilities, 289
Sitemap resources, 255
technical updates, 5
templatesspot.com, 182
The Seen, 29
UEgroup, 107
W3 Markup service, 177
WebSpeak icon, 2, 5
white space, 123, 127–129
widgets, 182
winning bids, characteristics of, 293
wireframe diagrams
annotating, 68–69
appearance of, 63
clickable, 24, 96–97
design directions, developing, 190
developing in Design phase, 23–24, 25, 26
exporting, 96
indicating text on, 63
overview, 12, 13
for page-level planning, 60–63
templates, 116
testing with users, 24
for unique page layouts, 303
working from, 193
WordPress CMS, 243
workflow, managing, 297–298
work-for-hire agreements, 298
working prototypes, 212
World Wide Web Consortium (W3C), 16, 227
writing for Web, 15–16
W3 Markup service, 177

• Y •
“You are here” feedback, 87–88, 304–305
YouTube marketing, 54

• Z •
Zwartwit Media website, 237, 238