# THE PRINCIPLES OF
# BEAUTIFUL
# WEB DESIGN

## BY JASON BEAIRD

**DESIGN BEAUTIFUL WEB SITES USING THIS SIMPLE STEP-BY-STEP GUIDE**

# The Principles of Beautiful Web Design

Thank you for downloading this sample chapter of Jason Beaird's book, *The Principles of Beautiful Web Design*, published by SitePoint.

This excerpt includes the Summary of Contents, Information about the Author, Editors and SitePoint, Table of Contents, Preface, the first chapter of the book (*Layout and Composition*), and the index.

We hope you find this information useful in evaluating this book.

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# Summary of Contents of this Excerpt

# Summary of Additional Book Contents

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*To my wife Amy, who inspires me every day to reach for my goals*
*no matter how unprepared I am for them when I get there.*
*You truly are my better half.*

*To my mom and dad.*
*You have no idea how much the craft shows, cereal box animals,*
*and driftwood paintings have contributed to my creativity.*

*To Nathan, Ryan, and Russ, "The Programmers" at Acceleration.*
*Your random color choices and offbeat design decisions*
*are the inspiration for this book.*

# About the Author

"Jason the Designer Man," as one of his coworkers once called him, dual-majored in graphic design and digital media at the University of Central Florida.

When he's not working on web sites, he enjoys disassembling electronics and using them in his artwork. Jason writes about his adventures in design and technology on his personal site.[1]

## About the Expert Reviewer

Andy Rutledge is a designer and composer from Texas. His design passions include web design, information architecture, web standards, usability, and professionalism-related issues in the design community, and he writes about these topics on his personal site.[2] Andy is creative director for NetSuccess in Dallas, Texas.[3]

## About the Technical Editor

Craig plays bass guitar in Melbourne rock band *Look Who's Toxic*,[4] and indulges in all the extracurricular activities you'd expect of a computer nerd/musician approaching 30 (other than role playing—somehow he never got into that).

## About the Technical Director

As Technical Director for SitePoint, Kevin Yank oversees all of its technical publications—books, articles, newsletters, and blogs. He has written over 50 articles for SitePoint, but is best known for his book, *Build Your Own Database Driven Website Using PHP & MySQL*. Kevin lives in Melbourne, Australia, and enjoys performing improvised comedy theatre and flying light aircraft.

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