CONTENTS

Preface xi

Part I Getting Started

Chapter 1
Where Do I Start? 3
- Where Do I Start? 4
- What Does a Web Designer Do? 4
- What Languages Do I Need to Learn? 11
- What Do I Need to Buy? 14
- What You've Learned 19
- Test Yourself 20

Chapter 2
How the Web Works 21
- The Internet Versus the Web 21
- Serving Up Your Information 21
- A Word About Browsers 23
- Web Page Addresses (URLs) 24
- The Anatomy of a Web Page 26
- Putting It All Together 30
- Test Yourself 32

Chapter 3
Some Big Concepts You Need to Know 33
- A Dizzying Multitude of Devices 34
- Sticking with the Standards 36
- Progressive Enhancement 36
- Responsive Web Design 38

One Web for All (Accessibility) 41
The Need for Speed (Site Performance) 43
Test Yourself 45

Part II HTML Markup for Structure

Chapter 4
Creating a Simple Page 49
A Web Page, Step by Step 49
Before We Begin, Launch a Text Editor 50
Step 1: Start with Content 53
Step 2: Give the Document Structure 55
Step 3: Identify Text Elements 58
Step 4: Add an Image 61
Step 5: Change the Look with a Style Sheet 64
When Good Pages Go Bad 65
Validating Your Documents 66
Test Yourself 67
Element Review: Document Structure 68

Chapter 5
Marking Up Text 69
Paragraphs 70
Headings 70
Lists 73
More Content Elements 76
Organizing Page Content 79
The Inline Element Roundup 84
Generic Elements (div and span) 95
Some Special Characters 99
Putting It All Together 100
Test Yourself 102
Element Review: Text 104

Chapter 6
Adding Links 105
The href Attribute 106
Linking to Pages on the Web 107
Linking Within Your Own Site 108
Targeting a New Browser Window 118

Mail Links ... 119
Telephone Links ... 120
Test Yourself ... 121
Element Review: Links ... 122

Chapter 7
Adding Images ... 123
First, a Word on Image Formats ... 123
The img Element ... 124
A Window in a Window ... 130
Test Yourself ... 131
Element Review: Images ... 132

Chapter 8
Table Markup ... 133
How Tables Are Used ... 133
Minimal Table Structure ... 135
Spanning Cells ... 139
Table Accessibility ... 142
Wrapping Up Tables ... 144
Test Yourself ... 146
Element Review: Tables ... 146

Chapter 9
Forms ... 147
How Forms Work ... 147
The form Element ... 149
Variables and Content ... 151
The Great Form Control Roundup ... 152
Form Accessibility Features ... 171
Form Layout and Design ... 173
Test Yourself ... 175
Element Review: Forms ... 176

Chapter 10
What's Up, HTML5? ... 181
A Funny Thing Happened on the Way to XHTML 2 ... 182
In the Markup Department ... 185
Meet the APIs ... 189
Video and Audio ... 192

Canvas 198
Final Word 202
Test Yourself 203

Part III CSS for Presentation

Chapter 11
Cascading Style Sheets Orientation 207
The Benefits of CSS 207
How Style Sheets Work 209
The Big Concepts 214
Moving Forward with CSS 221
Test Yourself 223

Chapter 12
Formatting Text 225
The Font Properties 225
Changing Text Color 243
A Few More Selector Types 244
Text Line Adjustments 249
Underlines and Other "Decorations" 252
Changing Capitalization 252
Spaced Out 253
Text Shadow 254
Changing List Bullets and Numbers 259
Test Yourself 261
CSS Review: Font and Text Properties 263

Chapter 13
Colors and Backgrounds 265
Specifying Color Values 265
Foreground Color 272
Background Color 273
Playing with Opacity 275
Introducing…Pseudo-class Selectors 276
Pseudo-element Selectors 279
Attribute Selectors 281
Background Images 284
The Shorthand background Property 293
Like a Rainbow (Gradients) 296
Finally, External Style Sheets 300

Test Yourself ... 303
CSS Review: Color and Background Properties ... 304

Chapter 14
Thinking Inside the Box ... 305
The Element Box ... 305
Specifying Box Dimensions ... 306
Padding ... 312
Borders ... 316
Margins ... 328
Assigning Display Roles ... 333
Adding Drop Shadows to Boxes ... 335
Test Yourself ... 336
CSS Review: Basic Box Properties ... 338

Chapter 15
Floating and Positioning ... 341
Normal Flow ... 341
Floating ... 342
Positioning Basics ... 356
Relative Positioning ... 358
Absolute Positioning ... 359
Fixed Positioning ... 368
Test Yourself ... 370
CSS Review: Floating and Positioning Properties ... 371

Chapter 16
Page Layout with CSS ... 373
Page Layout Strategies ... 373
Page Layout Techniques ... 380
Multicolumn Layouts Using Floats ... 381
Positioned Layout ... 392
Top-to-Bottom Column Backgrounds ... 395
Test Yourself ... 398

Chapter 17
Transitions, Transforms, and Animation ... 399
Ease-y Does It (CSS Transitions) ... 399
CSS Transforms ... 410
Keyframe Animation ... 420

Download from Wow! eBook <www.wowebook.com>

Test Yourself ... 423
CSS Review: Transitions, Transforms, and Animation ... 426

Chapter 18
CSS Techniques ... 427
A Clean Slate (CSS Reset) ... 427
Image Replacement Techniques ... 429
CSS Sprites ... 430
Styling Forms ... 434
Styling Tables ... 441
Basic Responsive Web Design ... 444
Wrapping Up Style Sheets ... 454
Test Yourself ... 454
CSS Review: Table Properties ... 456

Part IV JavaScript for Behaviors

Chapter 19
Introduction to JavaScript ... 459
What Is JavaScript? ... 459
Adding JavaScript to a Page ... 463
The Anatomy of a Script ... 463
The Browser Object ... 478
Events ... 478
Putting It All Together ... 481
Test Yourself ... 483

Chapter 20
Using JavaScript ... 485
Meet the DOM ... 485
Polyfills ... 493
JavaScript Libraries ... 497
Big Finish ... 501
Test Yourself ... 502

Part V Creating Web Graphics

Chapter 21
Web Graphics Basics 507
Image Sources 507
Meet the Formats 510
Image Size and Resolution 522
Working with Transparency 526
Introduction to SVG 533
Summing Up Images 538
Test Yourself 539

Chapter 22
Lean and Mean Web Graphics 541
General Image Optimization Strategies 542
Optimizing GIFs 543
Optimizing JPEGs 547
Optimizing PNGs 552
Optimize to File Size 553
Optimization in Review 554
Test Yourself 555

Appendix A
Answers 557

Appendix B
CSS3 Selectors 583

Index 587