



THERE'S NO NEED TO GO TO ART SCHOOL TO DESIGN GREAT-LOOKING WEBSITES!

SitePoint's best-selling web design guide has been revised and updated for this third edition, making it the most valuable web design companion around.

Lavishly illustrated with full-color examples, *The Principles of Beautiful Web Design* is an easy-to-follow guide that will lead you through the process of creating great designs from start to finish. No prior web design experience is required.

You'll learn how to:

- ♦ Apply color effectively and develop killer color schemes
- ♦ Create responsive layouts that look great on any device
- ♦ Use textures: point, line, shape, volume, depth, and pattern
- ♦ Construct brilliant layout foundations using whitespace & grids
- ♦ Master typography, and use web fonts to make dull designs dazzle
- ♦ Adopt frameworks like Foundation and Bootstrap to create well-structured designs
- ♦ Choose, edit, and position imagery effectively

And much more ...



JASON BEAIRD

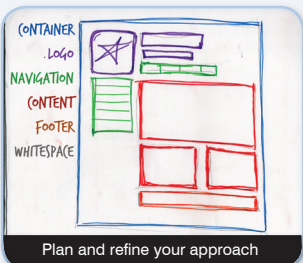
Jason Beaird is a designer and front-end developer with over ten years of experience working on a wide range of award-winning web projects. With a background in graphic design and a passion for web standards, he's always looking for accessible ways to make the Web a more beautiful place.

JAMES GEORGE

James George is a professional web designer from the United States, who is passionate about the field of design. He loves connecting with other designers and developers. James enjoys working closely with clients and businesses to create powerful, beautiful web design solutions.



WHAT'S COVERED?



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- ✓ Advocate **best practice** techniques
- ✓ Lead you through **practical** examples
- ✓ Provide **working code** for your website
- ✓ Make learning **easy** and **fun**

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WEB DESIGN

THE PRINCIPLES OF
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THE PRINCIPLES OF BEAUTIFUL WEB DESIGN

THIRD EDITION

BY JASON BEAIRD
& JAMES GEORGE



DESIGNING GREAT WEB SITES IS NOT ROCKET SCIENCE!

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