

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

SitePoint's best-selling web design guide has been revised and updated for this fourth 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 layouts that look great on any device
- Use textures: point, line, shape, volume, depth, and pattern
- Master typography, and use web fonts to make dull designs dazzle
- Choose, edit, and position imagery effectively

And much more...

SITEPOINT BOOKS

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

WEB DESIGN
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WEB DESIGN



THE PRINCIPLES OF
BEAUTIFUL WEB DESIGN
BEAIRD
GEORGE
WALKER

YOUR AUTHORS



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.



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.



ALEX
WALKER

Alex Walker has directed SitePoint's design thinking for two decades through frontend design, 50+ book covers and over 200 articles. His dream is to one day use CSS and SVG to create cold fusion (the process not the language).

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THE PRINCIPLES OF BEAUTIFUL WEB DESIGN

FOURTH EDITION

BY JASON BEAIRD,
JAMES GEORGE,
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DESIGNING GREAT WEB SITES IS NOT ROCKET SCIENCE!

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