

Advanced **PROFESSIONAL WEB DESIGN:** *Techniques and Templates (CSS & XHTML)*

- Teaches designers and developers how to bridge the knowledge gap from XHTML, table-based design to full CSS-based design, and master the technologies and techniques needed.
- Includes a CD-ROM with a unique collection of 140 free customizable templates, including 20 pure CSS templates, 80 XHTML templates, 10 e-newsletter templates, 10 signature templates, and 20 Photoshop designs that can be coded.



Professional Web Design Techniques And Templates

Larry Volk, Danielle Currier



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Professional Web Design Clint Eccher, 2004 Advanced Professional Web Design Clint Eccher, 2007 Advanced Professional Web Design Techniques and Templates CSS it's about putting it into practice right away Using the 140 customizable designs designers can use what they learn immediately This indispensable collection of designs includes 20 CSS driven templates 80 XHTML table based templates 10 e newsletter templates 10 signature templates and 20 Photoshop designs that can be coded Too see some of the sample templates that come on the book's companion CD visit the author's Web site at <http://www.a5design.com> a5 book designs The book goes well beyond the author's very successful Professional Web Design Techniques and Templates by providing advanced tools and techniques that teach how e commerce and shopping carts work explain the concept of database driven sites and show how to create relative sizing designs among other important topics The techniques are taught with an emphasis on CSS including explanations examples and templates that go far beyond existing CSS documentation The database driven and e commerce examples in the book are written using CFML ColdFusion Markup Language Because the purpose of this book is to give a high level explanation of such techniques the techniques can be easily translated to other languages such as ASP ASP Net JSP and PHP This is a unique training course and free library of templates all in one Professional Web Design Clint Eccher, 2008 Presents a variety of professional quality license free Web design templates that can be easily customized and adapted to suit individual applications

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Green,2017-05-10 This is the must have book for designers who want to expand their skills and improve the quality of their designs Learning CSS technology and continually improving one s design and developer skills is essential for every Web designer in today s marketplace The goal of Professional Web Design Techniques and Templates is to educate beginning to intermediate Web designers on the various issues involved with Web design through general discussion case studies and specific tips and techniques Using easy to understand language and concepts the book teaches designers and developers how to create professional quality CSS based designs Search Engine Optimization SEO is explored giving the reader a strong basic understanding of how to get sites to rank better in search engines Conversion Rate Optimization CRO also is explained helping the designer create a more efficient site for the users who are already visiting You ll get the benefit of the author s experience

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