

The Principles of Beautiful Web Design

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✓ Verified Book of The Principles of Beautiful Web Design

## Summary:

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Tired of making web sites that work absolutely perfectly but just don't look nice?

If so, then The Principles of Beautiful Web Design is for you. A simple, easy-to-follow guide, illustrated with plenty of full-color examples, this book will lead you through the process of creating great designs from start to finish. Good design principles are not rocket science, and using the information contained in this book will help you create stunning web sites.

Understand the design process, from discovery to implementation Understand what makes "good design" Developing pleasing layouts using grids, the rule of thirds, balance and symmetry Use color effectively, develop color schemes and create a palette Use textures, lines, points, shapes, volumes and depth Learn how good typography can make ordinary designs look great Effective imagery: choosing, editing and placing images And much more Throughout the book, you'll follow an example design, from concept to completion, learning along the way. The book's full-color layout and large format (8" x 10") make The Principles Of Beautiful Web Design a pleasure to read.

## Editorial Reviews

"The Principles of Beautiful Web Design is a good book to kick start your graphic-design journey. The biggest benefit that I got from this book is the knowledge to learn from great designs as opposed to just admiring them in a state of awe." - Slashdot.org

"Jason is a great writer, and the book is quite easy to read. It's put together wonderfully, including many full color screenshots and other forms of imagery that make the book a pleasure to read. I'd definitely recommend the book to anyone in Web design." - MondayByNoon

"Jason Beard covers web design in a way that non-designers can understand. He walks you through all of the aspects of design development from initial meeting to finished product. If you are just getting into web development, this is a must read." - Blogcritics.org

"This is a thoroughly practical guide to web design that is very well written: good technical depth in easy-to-understand language with excellent illustrations and graphics that support the text. For many users it will be the only web-design text they will need. For those who want to further advance their skills and knowledge it will provide a sound foundation." - PC Update

"His "Don't just tell, show!" style makes this book accessible to everyone... It strikes a carefully thought-out balance between describing principles and illustrating them. It is clear and well structured, with practical examples in every chapter." - Mitch Wheat

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