



# Exploring the Art and Technology of Web Design (Graphic Design/Interactive Media)

*Ruth Ann Anderson*

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## **Exploring the Art and Technology of Web Design (Graphic Design/Interactive Media) Ruth Ann Anderson**

This introduction to designing high-impact websites shows how to combine an understanding of design principles with the right images and the right authoring software to create visually compelling Web sites that offer a first-rate user experience. In a highly practical approach, the reader is introduced to essential features of basic programs of Web design-Macromedia Dreamweaver and Flash plus HTML-as well as how these programs interact with the Web design features of Adobe Photoshop and Illustrator. Unlike the many software books that devote in-depth coverage to just one of these programs, Exploring the Art and Technology of Web Design takes the holistic approach designers need to succeed in a client-driven work environment, delivering a thorough understanding of ALL of the elements that go into great web design. An examination of key related topics-vector and pixel images, FTP programs, simple digital audio and video-editing software-contributes to the development of both a technological understanding of the software and a conceptual understanding of the design principles that lead to the creation of striking Web sites.

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