

Making Everything Easier!

2nd Edition

Web Design

ALL-IN-ONE

FOR
DUMMIES®

5 BOOKS
IN 1

- Getting Started
- Designing for the Web
- Building Websites
- Web Standards and Testing
- Publishing and Site Maintenance

IN FULL COLOR!

Sue Jenkins



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Web Design All-in-One For Dummies[®], 2nd Edition

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by Sue Jenkins



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Sue Jenkins is a professional web and graphic designer, illustrator, fine art photographer, and owner/creative director of Luckychair.com (www.luckychair.com), a full-service web and

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Dedication

To Phil.

Author's Acknowledgments

In the making of this book, my humble thanks go out to my kind and hardworking agent, Matt Wagner, who keeps surprising me with fun projects; to executive editor Steve Hayes, for his patience and flexibility with my schedule during the course of this book; and to my project editor, Rebecca Senninger, who has an amazing ability to look at the big picture and move all the pieces around until they fit together beautifully. Special thanks also go to Virginia Sanders, my copy editor, and my technical editor, John Chastain, for their excellent comments and suggestions. Thanks also to all the other folks at Wiley who were a part of this project for their fantastic effort at making this book look great. I'd also like to thank my husband, Phil, and son, Kyle, whose support and humor helped me write this book.

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Introduction

Welcome to *Web Design All-in-One For Dummies*. This reference book is ideal for both the entrepreneur looking to design his own site and the new web designer who plans to make a career of this exciting profession. For simplicity, this book uses many Adobe products to demonstrate common web design techniques. Specifically, all the graphic examples are done exclusively in Photoshop, and all the web page-building examples are done in Dreamweaver. That said, many other software programs are mentioned and recommended throughout the book, and the examples are easily adaptable to your preferred software tools.

Web design is a unique occupation because it combines the best parts of visual creativity with modern technology. A web designer, in essence, is a graphic designer, a creative organizer, a visual communicator, a markup language technologist, and a cutting-edge trendsetter. What sets web design apart from other careers is that, as the designer, you play a key role in helping businesses connect with their customers in positive and meaningful ways. A good design can help attract the right target audience, sell more products and services, communicate new ideas, and change people's lives.

As a web designer, you have the opportunity to put your visual and organizational spin on the world, taking the complex puzzle of each web project and turning it into a visually pleasing, easy-to-navigate web solution for your client. What's more, you're inextricably part of the worldwide network of web professionals who help shape the visual realm of communication in the 21st century.

Whether you've designed a site before or you're brand-new to the world of web design, this book takes you through each step

of the web design process. By the final chapter in the last minibook, you'll have all the skills you need to design, build, and publish your own websites.

About This Book

Because this is a reference book, you have the luxury of reading it any way you like. You don't have to remember anything you read because the answer you're seeking is always at your fingertips. Feel free to jump around from chapter to chapter, reading particular sections of the book as the needs arise, or go ahead and read from cover to cover like a sort of how-to manual to understand the craft of web design. The book is divided into five minibooks, which are each divided into several self-contained chapters on a variety of topics.

Everything you find in this book is written simply and straightforwardly so that you can get right to the task at hand instead of having to wade through complicated technical details. When there is something of note, such as the introduction of a new term, a special tip, or some geeky technical information that I think you should discover, I let you know by putting an icon in the margin so that you can choose whether to read or ignore that material. Other than that, you find detailed, step-by-step instructions and easy-to-understand descriptions of each topic.

Above all, this book is written to help make you comfortable with all the aspects that relate to the process of web design. It is my sincere hope that you'll use this book frequently and consider it the main go-to resource of your web design library.

Foolish Assumptions

This book presumes that even though you may have some technical experience using computers and accessing the Internet, you might be a newcomer to the field of web design and the relevant ideas presented here. It is further presumed that you're a hobbyist, a do-it-yourself entrepreneur, or a person looking to become a web professional, and that you're seeking a professional-level understanding of web design from an experienced web designer and software instructor. That's exactly what you'll get.

Creating websites, as you soon discover, is an extremely enjoyable, challenging, and rewarding process. You can control (or help to influence, if you're working for someone else) which content will be displayed on the site, how it will all be organized, what the site will look like, and how the site will function. You get to engage your creativity, your knack for organization, your ability to visualize, and your artistic sensibilities all at once. Plus, if you have a flair for discovering technology, you can soon impress your friends with your vast web vocabulary and your understanding of how websites work behind the scenes. Best of all, when you build a website, you have the unique opportunity to effectively communicate your (or your client's) ideas with the world in one of the coolest mediums available.

Conventions Used in This Book

To help you understand all the new terms and concepts that relate to web design (and you'll find lots of them!), the following typographical rules or *conventions* are used in this book:

- ✓ **New terms:** New terms are set apart with italics. For example: