



# Exploring Web Design (Graphic Design/Interactive Media)

By Jeremy Vest, William Crowson, Shannon Pochran

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**Exploring Web Design (Graphic Design/Interactive Media)** By Jeremy Vest, William Crowson, Shannon Pochran

Exploring Web Design provides a valuable introduction to the design fundamentals at work in all well-designed Web sites. The result of an award-winning Web designer's mission to teach these building blocks in clear, direct, and non-technical language, this book delivers a solid design foundation in layout, typography, color, and usability. While recognizing the importance of Macromedia Flash™ and JavaScript, the author stresses that success comes from understanding design principles and how they apply to the world of the Web. Not just another book full of tips and tricks for creating hip Internet graphics, Exploring Web Design teaches the design theory that is essential to knowing how and why to use those cool Web effects.

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### **Editorial Review**

#### **Review**

Ch 1: Make the World Wide Web a Better Place Ch 2: Successful Website Layout Ch 3: Web Typography Ch 4: Color Theory Ch 5: Web Accessibility Ch 6: Turning your Creative Potential into a Reality Ch 7: Multimedia and the Future of Web Design Glossary Index

#### **About the Author**

Jeremy Vest teaches Web design and design theory courses at Virginia College in Birmingham, Alabama. He has more than 70 professional Web site designs to his credit. Jeremy is an Adobe certified expert and a Certified Internet Webmaster Certified Instructor. Currently, Vest is the Art Director for Impact Advertising, overseeing graphic design, Web design and advertising for all seven Virginia College campuses.

William Crowson is assistant art director of an advertising agency, as well as a writer and computer graphics instructor. He is a Certified Internet Webmaster and an Adobe Certified Expert.

Shannon Pochran is a writer and Web designer. She earned her Internet Webmaster Certification and currently lives and works in Birmingham.

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**Adam Schneider:**

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