



Designing Web Navigation

Jennifer Fleming



Designing Web Navigation:

Designing Web Navigation James Kalbach, 2007-08-28 Thoroughly rewritten for today's web environment this bestselling book offers a fresh look at a fundamental topic of web site development navigation design Amid all the changes to the Web in the past decade and all the hype about Web 2.0 and various rich interactive technologies the basic problems of creating a good web navigation system remain Designing Web Navigation demonstrates that good navigation is not about technology it's about the ways people find information and how you guide them Ideal for beginning to intermediate web designers managers other non designers and web development pros looking for another perspective Designing Web Navigation offers basic design principles development techniques and practical advice with real world examples and essential concepts seamlessly folded in How does your web site serve your business objectives How does it meet a user's needs You'll learn that navigation design touches most other aspects of web site development This book Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores information scent and information shape Explains persuasive architecture and other design concepts Covers special contexts such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large information rich sites serving a business purpose the principles and techniques in the book also apply to small sites Well researched and cited this book serves as an excellent reference on the topic as well as a superb teaching guide Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action

Web Navigation Jennifer Fleming, 1998 The CD ROM to accompany this book is held at the Reserve Desk at 004 678 WEB

Designing Web Interfaces Mike Rees, Andrew White, Bebo White, 2001 Interactive labs and exercises are featured throughout this book so readers can practice everything they've learned reinforce their knowledge and demonstrate proficiency The authors introduce the Human Computer Interface HCI and its role in Web interface design

Web Designer's Reference Craig Grannell, 2007-03-01 Functions as two books in one twelve tutorials chapters combined with thorough reference to XHTML and CSS syntax Integrates design theory and practical exercises working on a modular basis just as a real world designer must Each chapter is self contained enabling readers to dip in and out and learn specific techniques without necessarily reading through the entire book

Designing Web Graphics.4 Lynda Weinman, 2003 The most influential web design book ever written completely updated to cover motion graphics broadband interactive design and more Since it was first published in 1995 designing web graphics has been the seminal resource for web designers to learn the basics and then the nuances of solid design for the web Lynda Weinman has been updating the book to reflect changes in the technologies affecting web design but dwg 4 has been largely

rewritten from the ground up Included is coverage of motion graphics made possible by the Flash phenomenon broadband enabled graphics issues usability and more Lynda is rewriting the book so that all coverage of specific tools is focused on the essential functionality of these programs Photoshop Dreamweaver Flash etc and not on version specific attributes of the software making the book relevant longer for more users **Designing with Javascript** Nick Heinle,Bill Peña,2002 A guide for beginners offers an overview of JavaScript basics and explains how to create Web pages identify browsers and integrate sound graphics and animation into Web applications *Web Navigation* Jennifer Fleming (Owner of Square Circle Solutions),1998 *Encyclopedia of Information Science and Technology, Third Edition* Khosrow-Pour, D.B.A., Mehdi,2014-07-31 This 10 volume compilation of authoritative research based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities prospective solutions and future directions in the field of information science and technology Provided by publisher

Designing Web Graphics.3 Lynda Weinman,1999 The completely revised and updated edition of Lynda Weinman s bestselling book is a definitive resource for designing and preparing images and media for the Web Topics include HTML editors Web strategies cross platform and cross browser fonts tools for optimization understanding links color theory and more **Designing Web Interfaces to Library Services and Resources** Kristen L. Garlock,Sherry Piontek,1999 Libraries can build Web sites unrivaled in content commercial databases online catalogs community resources Web indexes but it takes a well designed interface to make the content accessible in the library tradition of access for all you must not only consider the 50 million plus people in the United States with some kind of disability but also users running Netscape 2.0 on a 486 As librarians in the acclaimed JSTOR electronic publishing project authors Kristen L Garlock and Sherry Piortek have worked with dozens of participating libraries in troubleshooting problems and soliciting user feedback Drawing on their experience they identify the methods behind the best library Web site designs Web Usability and Navigation Merlyn Holmes,2002 Make user centered Web sites tempt more users to your site and build useful dependable navigation tools

Designing Web Usability Jakob Nielsen,2000 A guide to creating user friendly web sites that provides information on how companies can ensure their web sites are easy to locate and navigate **Designing Web Sites that Sell** Shayne Bowman,Chris Willis,2002 When you take on an e commerce site you re tackling the most complex Web design challenge of all one that involves finding the right mix of aesthetics brand identity and interactivity which you then have to fit into a technical tangle of database customer service and fulfillment systems Designing Web Sites That Sell recognizes that good design is more than just a pretty face it persuades visitors to act to look buy and come back for more Written by designers for designers it s a results oriented guide to building a profitable e commerce site without sacrificing design and style Recent headlines aside people haven t stopped buying from online stores just from poorly conceived ones Designing Web Sites That Sell takes you on a real world tour of what goes into building and managing a successful e commerce site using case studies

of thriving examples to illustrate the principles in the book Author s Shayne Bowman and Chris Willis stop to go behind the scenes each step of the way sharing a wealth of information you won t find anywhere else Savvy tips on working with clients to establish a visual style that fits their brand The five critical principles of good commerce design How to build a site that s easy to update Site testing and revising guidelines How to create content that works for cell phones PDAs and other wireless devices

Designing Web Site Images Gene Berryhill,2000 Designing Web Site Images is an instructional guide to web object design It covers the creation and handling of graphics for the World Wide Web including image management strategies compression palettes graphic creation and manipulation conversion working with display text simple animations and PhotoShop s onionskinning techniques for animation This book uses a practical straight forward approach to give users step by step instruction without the need of a classroom PhotoShop is the software tool of choice but other downloadable freeware and shareware programs are used This book establishes a balance between artistic quality and compression for creating web sites that not only look great but function well on the Internet

Designing and Developing Web-based Instruction Haomin Wang,Deborah L. Gearhart,2006 For courses in Web based Course Design and Online Learning Designing and Developing Web Based Instruction will help students develop a Web course within the framework of instructional design principles from the foundations of Web based teaching to applications and management Designed for novice Web course designers as well as experienced ones this book is a versatile and helpful resource Also this text is accessible to those teaching in a K 12 education higher education business or military context

Web Design in a Nutshell Jennifer Niederst Robbins,1999 Web Design in a Nutshellcontains the nitty gritty on everything you need to know to design Web pages It s the good stuff without the fluff written and organized so that answers can be found quickly Written by veteran Web designer Jennifer Niederst this book provides quick access to the wide range of front end technologies and techniques from which Web designers and authors must draw It is an excellent reference for HTML 4 0 tags including tables frames and Cascading Style Sheets with special attention given to browser support and platform idiosyncrasies The HTML section is more than a reference work though It details strange behavior in tables for instance and gives ideas and workarounds for using tables and frames on your site Web Design in a Nutshell also covers multimedia and interactivity audio and video and emerging technologies like Dynamic HTML XML embedded fonts and internationalization The book includes Discussions of the Web environment monitors and browsers A complete reference to HTML and Server Side Includes including browser support for every tag and attribute Chapters on creating GIF JPEG and PNG graphics including designing with the Web Palette Information on multimedia and interactivity including audio video Flash Shockwave and JavaScript Detailed tutorial and reference on Cascading Style Sheets including an appendix of browser compatibility information Appendices detailing HTML tags attributes deprecated tags proprietary tags and CSS compatibility

Electronic Commerce Elias M. Awad,2005

This briefer text gives students an overview of managerial and technical concepts of e commerce The material follows a life

cycle approach to show students the entire process of e commerce from vision or strategic planning to fulfillment for delivery of products and services with the goal of customer satisfaction The Non-designer's Web Book Robin Williams, John Tollett, 2000 This is a Web guide that explains basics in a non intimidating style and an easy to follow format offering tips techniques color design examples and inspiration as well as numerous examples of what to avoid **Designing for Discovery** James Kalbach, 2014 This hands on video workshop shows you how to design faceted navigation a powerful system that enables users to narrow their search results with filters Host Jim Kalbach Principal UX Designer with Citrix also shows you how to design facets directly into your navigation so that users can browse by facets before they even start to search Faceted navigation improves the discoverability of your content dramatically throughout the entire user experience but its design is more intricate than many people assume You ll learn how to deal with many hidden challenges such as displaying large amounts of metadata determining where and how you should display filters and creating simple interactions that average users will understand Through exercises examples good and bad and a clear structured framework for understanding individual components you ll learn how to include facets in your UI design whether it s for desktop mobile or both Resource description page

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