A Design 4th Edition

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process. Introduction to Optimum Design, Third Edition describes an organized approach to engineering design optimization in a rigorous yet simplified manner. It illustrates various concepts and procedures with simple examples and demonstrates their applicability to engineering design problems. Formulation of a design problem as an optimization problem is emphasized and illustrated throughout the text. Excel and MATLAB® are featured as learning and teaching aids. Basic concepts of optimality conditions and numerical methods are described with simple and practical examples, making the material highly teachable and learnable Includes applications of optimization methods for structural, mechanical, aerospace, and industrial engineering problems Introduction to MATLAB Optimization Toolbox Practical design examples introduce students to the use of optimization methods early in the book New example problems throughout the text are enhanced with detailed illustrations Optimum design with Excel Solver has been expanded into a full chapter New chapter on several advanced optimum design topics serves the needs of instructors who teach more advanced courses

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

This book is the most extensive reference available to Design Thinking. Design Thinking is an approach to designing products, services, architecture, spaces and experiences that is being quickly adopted by designers, architects and some of the world's leading brands such as GE, Target, SAP, Procter and Gamble, IDEO and Intuit. It is being taught at leading universities including Stanford and Harvard. Design Thinking creates practical and innovative solutions to problems. It drives repeatable innovation and business value. Design Thinking can be used to develop a wide range of products, services, experiences and strategy. It is an approach that can be applied by anyone. This book is an indispensable Design Thinking reference guide for: -Architects, industrial designers, interior designers, UX and web designers, service designers, exhibit designers, design educators and students, visual communication designers, packaging and fashion designers, all types of designers -Engineers and Marketing professionals -Executives and senior business leaders -Decision makers in R&D of products, services, systems and experiences -School teachers and school students Chapters describe in easy to understand language: -History of Design Thinking -What is Design Thinking -Why use Design Thinking -Who can use Design Thinking -How to create spaces for effective Design Thinking -Design Thinking process in detail -150 Design Thinking methods described step by step. The author Robert Curedale focuses the experience of decades of design practice and teaching for some of the world's leading brands, design consultancies, design schools and universities in Asia, Australia, Europe and North America. He established and manages the world's largest online network of around 300,000 of the worlds most influential design executives, professional working designers and architects. Robert has been the author of six best selling books on on design.

New materials enable advances in engineering design. This book describes a procedure for material selection in mechanical design, allowing the most suitable materials for a given application to be identified from the full range of materials and section shapes available. A novel approach is adopted not found elsewhere. Materials are introduced through their properties; materials selection charts (a new development) capture the important features of all materials, allowing rapid retrieval of information and application of selection techniques. Merit indices, combined with charts, allow optimisation of the materials selection process. Sources of material property data are reviewed and approaches to their use are given. Material processing and its influence on the design are discussed. The book closes with chapters on aesthetics and industrial design. Case studies are developed as a method of illustrating the procedure and as a way of developing the ideas further.

"This is a book about what the science of perception can tell us about visualization. There is a gold mine of information about how we see to be found in more than a century of work by vision researchers. The purpose of this book is to extract from that large body of research literature those design principles that apply to displaying information effectively"--

Written as a beginning-level patternmaking text, Principles of Flat Pattern Design 4th Edition provides an added dimension to apparel design and a better understanding of the processes involved in producing ready-to-wear or custom apparel.

This book focuses on the basic essentials of generic 2-dimensional design-- helping readers think about and explore ways of approaching their work in their chosen design field. Often using common-place illustrative materials, this book first explores each of the elements of design individually, then explains the principles of design, and finally, shows how elements and principles are combined in the design "process." Artists and designers in any field.

With over 30 years of experience in both industrial and university settings, the author covers the most widespread logic design practices while building a solid foundation of theoretical and engineering principles for students to use as they go forward in this fast moving field.

"The work in this book originally appeared in Graphic idea resource: color; Graphic idea resource: type; and Graphic idea resource: layout; by Joyce Rutter Kaye"--T.p. verso.

The essential packaging design resource, now with more patterns than ever! For more than two decades, The Packaging Designer's Book of Patterns has served as an indispensable source of ideas and practical solutions for a wide range of packaging design challenges. This Fourth Edition offers more than 600 patterns and structural designs—more than any other book—all drawn to scale and ready to be traced, scanned, or photocopied. Online access to the patterns in digital format allows readers to immediately use any pattern in the most common software programs, including Adobe Photoshop and Illustrator. Every pattern has been test-constructed to verify dimensional accuracy. The patterns can be scaled to suit particular specifications—many are easily converted to alternate uses—and most details are easily customizable. Features of this Fourth Edition include: More than 55 new patterns added to this edition—over 600 patterns in all A broad array of patterns for folding cartons, trays, tubes, sleeves, wraps, folders, rigid boxes, corrugated containers, and point-of-purchase displays Proven, scalable patterns that save hours of research and trial-and-error design Packaging patterns that are based on the use of 100% recyclable materials Includes access to a password protected website that contains all 600+ patterns in digital form for immediate use Comprehensive and up to date, The Packaging Designer's Book of Patterns, Fourth Edition enables packaging, display, and graphic designers and students to achieve project-specific design objectives with precision and confidence.

The Non-designer's Design BookDesign and Typographic Principles for the Visual NovicePearson Education

New, updated and expanded topics in the fourth edition include: EBCDIC, Grey code, practical applications of flip-flops, linear and shaft encoders, memory elements and FPGAs. The section on fault-finding has been expanded. A new chapter is dedicated to the interface between digital components and analog voltages. *A highly accessible, comprehensive and fully up to date digital systems text *A well known and respected text now revamped for current courses *Part of the Newnes suite of texts for HND/1st year modules

This second edition of The Principles of Beautiful Web Design is the ideal book for people who can build websites, but are seeking the skills and knowledge to visually enhance their sites. This book will teach you how to: Understand the process of what makes "good design," from discovery through to implementation Use color effectively, develop color schemes, and create a palette Create pleasing layouts using grids, the rule of thirds, and symmetry Employ textures: lines, points, shapes, volumes, and depth Apply typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more... This revised, easy-to-follow guide is illustrated with beautiful, full-color examples, and leads readers through the process of creating great designs from start to finish. It also features: Updated information about grid-based design How to design for mobile resolutions Information about the future of web fonts including @font-face Common user-interface patterns and resources

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Winner in its first edition of the Best New Undergraduate Textbook by the Professional and Scholarly Publishing Division of the American Association of Publishers (AAP), Kosky, et al is the first text offering an introduction to the major engineering fields, and the engineering design process, with an interdisciplinary case study approach. It introduces the fundamental physical, chemical and material bases for all engineering work and presents the engineering design process using examples and hands-on projects. Organized in two parts to cover both the concepts and practice of engineering: Part I, Minds On, introduces the fundamental physical, chemical and material bases for all engineering work while Part II, Hands On, provides opportunity to do design projects An Engineering Ethics Decision Matrix is introduced in Chapter 1 and used throughout the book to pose ethical challenges and explore ethical decision-making in an engineering context Lists of "Top Engineering Achievements" and "Top Engineering Challenges" help put the material in context and show engineering as a vibrant discipline involved in solving societal problems New to this edition: Additional discussions on what engineers do, and the distinctions between engineers, technicians, and managers (Chapter 1) New coverage of Renewable Energy and Environmental Engineering helps emphasize the emerging interest in Sustainable Engineering New discussions of Six Sigma in the Design section, and expanded material on writing technical reports Re-organized and updated chapters in Part I to more closely align with specific engineering disciplines new end of chapter excercises throughout the book

The classic survey design reference, updated for the digital age For over two decades, Dillman's classic text on survey design has aided both students and professionals in effectively planning and conducting mail, telephone, and, more recently, Internet surveys. The new edition is thoroughly updated and revised, and covers all aspects of survey research. It features expanded coverage of mobile phones, tablets, and the use of do-it-yourself surveys, and Dillman's unique Tailored Design Method is also thoroughly explained. This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high-quality feedback from survey questions. Consistent with current emphasis on the visual and aural, the new edition is complemented by copious examples within the text and accompanying website. This heavily revised Fourth Edition includes: Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it How and when to use mail, telephone, and Internet surveys to maximum advantage Proven techniques to increase response rates Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys Direction on how to construct effective questionnaires, including considerations of layout The effects of sponsorship on the response rates of surveys Use of capabilities provided by newly mass-used media: interactivity, presentation of aural and visual stimuli. The Fourth Edition reintroduces the telephone—including coordinating land and mobile. Grounded in the best research, the book offers practical how-to guidelines and detailed examples for practitioners and students alike.

"Presents the fundamentals of hardware technologies, assembly language, computer arithmetic, pipelining, memory hierarchies and I/O"--

A real-world introduction to advertising design and art direction, updated and revised for today's industry The newly revised Fourth Edition of Advertising by Design: Generating and Designing Creative Ideas Across Media delivers an invigorating and cutting-edge take on concept generation, art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions,

and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process. With a fresh focus on building a coherent brand campaign through storytelling across all media channels, Advertising by Design shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from guest essays and interviews with world-leading creatives in the advertising industry. The book is filled with practical case studies that show real-world applications. You'll also benefit from coverage of A quick start guide to advertising A thorough introduction to what advertising is, including its purpose, categories, forms, media channels, social media listening, and its creators Creative thinking strategies and how to generate ideas based on creative briefs Utilizing brand archetypes and creating unique branded content Composition by design, including the parts of an ad, the relationship between images and copy, basic design principles, and points of view How to build a brand narrative in the digital age Copywriting how-to's for art directors and designers Experiential advertising An examination of digital design, including subsections on the basics of mobile and desktop website design, motion, digital branding, and social media design Perfect for students and instructors of advertising design, art direction, graphic design, communication design, and copywriting, Advertising by Design also will earn a place in the libraries of business owners, executives, managers, and employees whose work requires them to understand and execute on branding initiatives, advertising campaigns, and other customer-facing content.

The bestselling guide to qualitative research, updated and expanded Qualitative Research is the essential guide to understanding, designing, conducting, and presenting a qualitative research study. This fourth edition features new material covering mixed methods, action research, arts-based research, online data sources, and the latest in data analysis, including data analysis software packages as well as narrative and poetic analysis strategies. A new section offers multiple ways of presenting qualitative research findings. The reader-friendly, jargon-free style makes this book accessible to both novice and experienced researchers, emphasizing the role of a theoretical framework in designing a study while providing practical guidance. Qualitative research reaches beyond the what, where, and when of quantitative analysis to investigate the why and how behind human behavior and the reasons that govern such behavior, but this presents a number of significant challenges. This guide is an invaluable reference for students and practitioners alike, providing the deep understanding that this sometimes difficult area of research requires to produce accurate results. The book contains a step-by-step guide to analyzing qualitative data and an addendum for graduate students with a template for a thesis, dissertation, or grant application. Build a strong foundation in qualitative research theory and application Design and implement effective qualitative research studies Communicate findings more successfully with clear presentation Explore data sources, data analysis tools, and the different types of research

Defines page layout and design principles and explains how to use space, color, and type to create dynamic-looking documents and Web pages

Delivers the inside story on 6,000 years of personal and public space. John Pile acknowledges that interior design is a field with unclear boundaries, in which construction, architecture, the arts and crafts, technology and product design all overlap.

A 25-year tradition of excellence is extended in the Fourth Edition of this highly regarded text. In clear, authoritative language, the authors discuss the philosophy and procedures for the design of air pollution control systems. Their objective is twofold: to present detailed information on air pollution and its control, and to provide formal design training for engineering students. New to this edition is a comprehensive chapter on carbon dioxide control, perhaps the most critical emerging issue in the field. Emphasis is on methods to reduce carbon dioxide emissions and the technologies for carbon capture and sequestration. An expanded discussion of control technologies for coal-fired power plants includes details on the capture of NOx and mercury emissions. All chapters have been revised to reflect the most recent information on U.S. air quality trends and standards. Moreover, where available, equations for equipment cost estimation have been updated to the present time. Abundant illustrations clarify the concepts presented, while numerous examples and end-of-chapter problems reinforce the design principles and provide opportunities for students to enhance their problem-solving skills.

Offering simple methods of measuring AC and DC power lines, this highly popular, revised and expanded reference describes the selection of cores, capacitors, mechanical shapes, and styles for the timeliest design, construction, and testing of filters. It presents analyses of matrices of various filter types based on close approximations, observation, and trial and error. Supplying simple parameters and techniques for creating manufacturable, repeatable products, the second edition provides insights into the cause and elimination of common mode noise in lines and equipment, explores new data on spike, pulse, trapezoid, and quasisquare waves, and reviews the latest high-current filters.

Deck Designs, 3rd Edition provides basic design instruction on builidng a deck. The second part of the book takes an in-depth look at the work of four of the country's most successful deck builders. About 30 original deck designs are covered.

Written for introductory courses in engineering design, this text illustrates conceptual design methods and project management tools through descriptions, examples, and case studies.

Opto-Mechanical Systems Design, Fourth Edition is different in many ways from its three earlier editions: coauthor Daniel Vukobratovich has brought his broad expertise in materials, opto-mechanical design, analysis of optical instruments, large mirrors, and structures to bear throughout the book; Jan Nijenhuis has contributed a comprehensive new chapter on kinematics and applications of flexures; and several other experts in special aspects of opto-mechanics have contributed portions of other chapters. An expanded feature—a total of 110 worked-out design examples—has been added to several chapters to show how the theory, equations, and analytical methods can be applied by the reader. Finally, the extended text, new illustrations, new tables of data, and new references have warranted publication of this work in the form of two separate but closely entwined volumes. This second volume, Design and Analysis of Large Mirrors and Structures, concentrates on the design and mounting of significantly larger optics and their structures, including a new and important topic: detailed consideration of factors affecting large mirror performance. The book details how to design and fabricate very large single-substrate, segmented, and lightweight mirrors; describes mountings for large mirrors with their optical axes in vertical, horizontal, and variable orientations; indicates how metal and composite mirrors differ from ones made of glass; explains key design aspects of optical instrument structural design; and takes a look at an emerging technology—the evolution and applications of silicon and silicon carbide in mirrors and other types of components for optical applications.

The 4th edition of Systems Analysis and Design continues to offer a hands-on approach to SA&D while focusing on the core set of skills that all analysts must possess. Building on their experience as professional systems analysts and award-winning teachers, authors Dennis, Wixom, and Roth capture the experience of developing and analyzing systems in a way that students can understand and apply. With Systems Analysis and Design, 4th edition, students will leave the course with experience that is a rich foundation

for further work as a systems analyst.

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In The Non-Designer's Design Book, 4th Edition, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.!). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap–which is just what audiences have come to expect from this bestselling author.

Based on the most recent standards from ASHRAE, the sixth edition provides complete and up-to-date coverage of all aspects of heating, ventilation, and air conditioning. The latest load calculation procedures, indoor air quality procedures, and issues related to ozone depletion are covered. New to this edition is the inclusion of additional realistic, interactive and in-depth examples available on the book website (www.wiley.com/college/mcquiston) that enable students to simulate various scenarios to apply concepts from the text. Also integrated throughout the text are numerous worked examples that clearly show students how to apply the concepts in realistic scenarios. The sixth edition has also been revised to be more accessible to students for easier comprehension. Suitable for one or two semester, Junior/Senior/Graduate course in HVAC taught in Mechanical Engineering, Architectural Engineering, and Mechanical Engineering Technology departments.

There is no shortage of lens optimization software on the market to deal with today's complex optical systems for all sorts of custom and standardized applications. But all of these software packages share one critical flaw: you still have to design a starting solution. Continuing the bestselling tradition of the author's previous books, Lens Design, Fourth Edition is still the most complete and reliable guide for detailed design information and procedures for a wide range of optical systems. Milton Laikin draws on his varied and extensive experience, ranging from innovative cinematographic and special-effects optical systems to infrared and underwater lens systems, to cover a vast range of special-purpose optical systems and their detailed design and analysis. This edition has been updated to replace obsolete glass types and now includes several new designs and sections on stabilized systems, the human eye, spectrographic systems, and diffractive systems. A new CD-ROM accompanies this edition, offering extensive lens prescription data and executable ZEMAX files corresponding to figures in the text. Filled with sage advice and completely illustrated, Lens Design, Fourth Edition supplies hands-on guidance for the initial design and final optimization for a plethora of commercial, consumer, and specialized optical systems.

Achieve Technological Advancements in Applied Science and Engineering Using Efficient Experiments That Consume the Least Amount of Resources Written by longtime experimental design guru Thomas B. Barker and experimental development/Six Sigma expert Andrew Milivojevich, Quality by Experimental Design, Fourth Edition shows how to design and analyze experiments statistically, drive process and product innovation, and improve productivity. The book presents an approach to experimentation that assesses many factors, builds predictive models, and verifies the models. New to the Fourth Edition Updated computer programs used to perform simulations, including the latest version of Minitab® Four new chapters on mixture experiments: Introduction to Mixture Experiments, The Simplex Lattice Design, The Simplex Centroid Design, and Constrained Mixtures Additional exercises and Minitab updates A Proven, Practical Guide for Newcomers and Seasoned Practitioners in Engineering, Applied Science, Quality, and Six Sigma This bestselling, applied text continues to cover a broad range of experimental designs for practical use in applied research, quality and process engineering, and product development. With its easy-to-read, conversational style, the book is suitable for any course in applied statistical experimental design or in a Six Sigma program.

An Industry Classic, Revised for the Modern Age This classic guide to winning readers for designers, art directors, and editors, has been completely updated to be applicable to both online and print publication design. Because it has truths about effective visual communication that transcend ever-changing technology, this book has been in continuous publication since 1974. Revised with the careful attention of widely respected author and professor of graphic design Alex W. White, Editing by Design, Fourth Edition, describes how both word people and design people have the same task: to reveal the true core of each message as plainly and compellingly as possible. It is a book vital to creators of today's online and print media. Readers will find ways to marry content and form, helping story and design to reinforce each other, and create pages that are irresistible. Brimming with three hundred illustrations, chapters cover a wealth of design and editing matters, including: How to think about "editing" and "design" as a word person and a design person Teamwork and collaboration for story clarity Originality and inducement for the reader Columns and grids for organization and consistency Covers and content listings as tools for deeper reader involvement How to use type hierarchy to catch and lure readers Representational and non-representational imagery Using color as a branding device Readers will learn how editor-designer collaboration can achieve maximum creative impact through the effective use of words, images, and space. Full of practical examples, this book is equally for designers looking for a deeper understanding of how to design better and for writers and editors wanting to communicate more vividly with the utmost impact, as well as for editorial directors and publishers seeking a competitive advantage.

For courses in hydrology. An introduction to hydrology through analysis and design McCuen's Hydrologic Analysis and Design, Fourth Edition is intended for a first course in hydrology. The text introduces students to the physical processes of the hydrologic cycle, the computational fundamentals of hydrologic analysis, and the elements of design hydrology. Although sections of the book introduce engineering design methods for engineering students, the concepts and methods pertain to students in a range of similar disciplines including geology, geography, forestry, and planning. The Fourth Edition streamlines the organization of the chapters to strengthen the focus and scope of each section. McCuen remains vigilant of the various ways hydrology is taught, making flexibility a touchstone of the book's structure. The marked flexibility in all 13 chapters provides knowledge about new design procedures, methods, and philosophies.

Pipe designers and drafters provide thousands of piping drawings used in the layout of industrial and other facilities. The layouts must comply with safety codes, government standards, client specifications, budget, and start-up date. Pipe Drafting and Design, Second Edition provides step-by-step instructions to walk pipe designers and drafters and students in Engineering Design Graphics and Engineering Technology through the creation of piping arrangement and isometric drawings using symbols for fittings, flanges, valves, and mechanical equipment. The book is appropriate primarily for pipe design in the petrochemical industry. More than 350 illustrations and photographs provide examples and visual instructions. A unique feature is the systematic arrangement of drawings that begins with the layout of the structural foundations of a facility and continues through to the development of a 3-D model. Advanced chapters discuss the customization of AutoCAD, AutoLISP and details on the use of third-party software to create 3-D models from which elevation, section and isometric drawings are extracted including bills of material. Covers drafting and design fundamentals to detailed advice on the development of piping drawings using manual and AutoCAD techniques 3-D model images provide an uncommon opportunity to visualize an entire piping facility Each chapter includes exercises and questions designed for review and practice

This informative, full-color text takes students step-by-step through the decision-making involved in the pre-production processes of apparel product development---planning, forecasting, fabricating, line development, technical design, pricing, sourcing, and distribution. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. The 4th Edition has been edited around a new metastructure to maximize student learning. It continues to build on the themes of sustainability, business ethics, and the impact of fast fashion and social media while seeking to address opportunities for both large and small companies, and entrepreneurs. The text advances its discussion of how new technologies continue to shorten the product development calendar. Chapters have been updated to include current examples, updated charts and graphs, and more case studies. There are updated references to contemporary developments with examples relevant to today's student. New to this Edition · Includes international examples and case studies that address the effects of globalization · Advances the discussion of the pros and cons of fast fashion vs. slow fashion · Revised, easier-to-read charts and graphs and 30% new color photographs · Thoroughly revised Chapters 12 (Sourcing) and 13 (Costing and Pricing) updated with most recent info on trade laws, changes in sourcing criteria and wages in international sourcing countries Beyond Design STUDIO · Study smarter with self-quizzes featuring scored results and personalized study tips · Review concepts with flashcards of essential vocabulary · Watch videos that bring chapter concepts to life PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501315480. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

Architecture: Drafting and Design is a comprehensive, up-to-date program designed to help students learn and communicate basic principles of architectural design and construction systems. With the broad scope of the content and the multitude of resource materials, courses can easily be designed to fit both beginning and more advanced architectural drafting students.

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