designing with
web standards second edition

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has updated his classic, industry-shaking guidebook. This new edition—now in full color—covers improvements in best practices and advances in the world of browsers since the first edition introduced the world to standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, it remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain.

Learn from Jeffrey's insights as he demonstrates how web standards are driving search engine friendliness ("findability") and the Web 2.0 applications that have reinvigorated the medium and the online marketplace. Discover new techniques to make CSS layouts work better across multiple browsers and ways to make web content more accessible.

Jeffrey Zeldman is among the Web's best-known designers and writers. His pioneering personal site (zeldman.com) has since 1995 advised and entertained millions of web designers, developers, and content specialists. In 1998 he co-founded The Web Standards Project, a grassroots coalition that persuaded Microsoft and Netscape to support the same technologies in their browsers and make the world safe for CSS. He is the publisher and creative director of *A List Apart* (alistapart.com), the thought-provoking and authoritative online magazine for web creators, and co-founder, with Eric Meyer, of *An Event Apart* (aneventapart.com), a conference on standards-based design. Jeffrey is also the author of Taking Your Talent to the Web.

New Riders

AIGA

1249 Eighth Street
Berkeley, CA 94710
800-283-9444 • 510-524-2178
510-524-2221 fax
www.newriders.com

BOOK LEVEL:
Beginner to advanced

COMPUTER BOOK SHELF CATEGORY:
Web Development and Design

"Jeffrey and his web standards co-conspirators have made it possible for those old enemies—beauty, usability, and accessibility—to play nice together in any website."

— Louis Rosenfeld, publisher, Rosenfeld Media

"Occasionally (very occasionally), you come across an author who makes you think, "This guy is smart! And he makes me feel smarter, because now I finally understand this concept.'"

— Steve Krug, author of *Don't Make Me Think*

"Zeldman explains complex technologies in a way that designers can not only understand, but actually get excited about. If you are serious about web design, you need this book."

— Hillman Curtis, author, *MTIV: Process, Inspiration and Practice for the New Media Designer* and *Hillman Curtis on Creating Short Films for the Web*

"Jeffrey Zeldman sits somewhere between 'guru' and 'god' in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care."

— Kelly Goto, author, *Web Redesign: Workflow that Works*

"The first edition of Designing with Web Standards helped kick-start the standards revolution. This completely revised second edition is sure to help a whole new generation of developers discover the benefits of web standards."

— Andy Budd, author, *CSS Mastery: Advanced Web Standards Solutions*

designing with web standards second edition zeldman

AIGA

designing with
web standards second edition

jeffrey zeldman

New Riders

New Riders

VOICES THAT MATTER™