

"Zeldman. ZELD MAN DOT COM. Has a kind of mystical sound. But, there is nothing mystical about Jeffrey's clear, practical, cheerful, and easy-to-digest advice. As he points out, there is nothing to lose—you don't ever give up any of your experience or knowledge when you start working on websites. And it's not like you can never go back. Design, after all, is for humans, not for machines."

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The Art & Science of Web Design

TAKING YOUR TALENT TO THE WEB

"Jeffrey Zeldman is one of the great minds in today's Web scene, and he's always one of the most popular speakers at our Web Design conferences. This book puts his skill, his wit, and his wisdom in print for the first time—it's a must-read for Web designers of all experience levels."

—Jim Heid, Conference Chair,
Thunder Lizard Productions' Web Design Conferences

I wrote this book for **print designers** whose clients want websites, **art directors** who'd like to move into full-time interactive design, **homepage creators** who are ready to turn pro, and **professionals** who seek to deepen their Web skills and understanding.

Based on the **Populi Curriculum** in Web Communication Design created in cooperation with the Pratt Institute, this book gives creative professionals the tools they need to expand their careers. But that's only the beginning.

Web design is a **marketable skill**, but it is much more than that. Through this medium, you can reposition yourself from vendor to author, **creating content** and **designing** it your way. You can enrich your life; the lives of others; and make your mark on the medium—perhaps on your generation.

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