

<<Web设计与编程导论>>

图书基本信息

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前言

The Web is a new communication medium that is growing rapidly. The Web will soon affect, directly or indirectly, most people's daily lives. It is already beginning to revolutionize how business, commerce, government, and education are conducted. Perhaps most important, the Web is bridging the gaps between peoples and cultures, and increasing mutual understanding and goodwill. This can only support global peace and prosperity for the human race. The need for well-trained Web developers, already great, is on the rise. To meet demand, colleges, universities, and companies are creating curricula and training courses in this new and rapidly advancing arena. Research, development, and education in Web- and Internet-related areas will continue to increase and expand. The market offers many books about using the Web, but few are textbooks. This college text focuses on the art and science of Web site development. It is one of the very first texts to combine computer programming with artistic design in an integrated approach. The Web may be many things, but the two most basic elements of site development remain programming technologies and visual communication design. We present theory and practice of both so that students will gain a fundamental understanding and the applicable skills at the same time. We have worked together since the mid-1990s to develop a Web Design and Programming (WDP) curriculum at the undergraduate level at Kent State University.

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内容概要

本书从程序设计技术和视觉传达设计的角度向读者讲述了Web开发的知识。

主要技术涉及XHTML、CSS、JavaScript、DOM、DHTML、HTTP、Perl、CGI，展示其在Web开发实践活动中起到的促进作用。

本书主要特征包括：介绍Web设计原理与方法，为设计功能性强、逻辑合理、易用、高效和吸引受众的网站提供各方面知识，如信息体系结构、视觉传达设计、色彩与图形、视觉层次、对称与平衡、统一与变化，还有设计工具，如编码、图像处理、模板生成、网站集成、测试与调试；讲解Web设计集成化方法；提供程序设计实例和练习。

本书辅以网站www.sofpower.com/wdp，提供在线图表、可运行实例、实验包和团队项目指导等丰富的教学辅助资源。

本书适用于高等院校工科各专业本科Web开发类课程，对相关Web设计与编程人员也有很好的参考价值。

作者简介

Sanda Katila is currently teaching as a full-time Assistant Professor at Kent State University, School of Art Visual Communication Design. She has taught all levels of design in the program, including Introduction to Graphic Design, Introduction to Typography, and senior level courses such as Photo Illustration, Basic Computer, and Issues for Graphic Design Businesses.

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章节摘录

插图：The Web is an Internet-based distributed information system. Anyone with a computer connected to the Internet can easily retrieve information by giving a Web address or by clicking a mouse button. The Web is a great way to disseminate information and make it available 24/7. Information can also be collected from Web users and customers through online forms. Maintainers and administrators can control and update Web content from anywhere on the Web. All of these features make the Web a powerful tool for mass communication, e-business, and e-commerce. Compared with TV, radio, newspapers, and magazines, putting the word out on the Web is relatively simple and inexpensive. But a Web site is much more than a one-way communication medium. It can be a virtual office or store that is always open and supported by workers from anywhere.

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