

Web Design and Development: Concepts, Methodologies, Tools, and Applications (3 Vols.)

Information Resources Management Association (USA)

Description:

To ensure the efficacy of online documentation, web designers pay careful consideration to a number of factors when developing their products, including audience, visual appeal, and content. Utilizing the latest tools and techniques is imperative to developing quality and competitive web content.

Web Design and Development: Concepts, Methodologies, Tools, and Applications explores the use of innovative and comprehensive technologies, strategies, and other tools in the creation of quality web pages. This publication focus on web design in fields such as education, business, government, and more.

This three-volume reference work features chapters on topics ranging from web interface design and content management tools to information architecture, transmedia, and civic engagement, among others.

Readers:

This multi-volume book is an important reference for teachers, administrators, leaders, web design professionals, and students of the information age.

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Topics Covered:

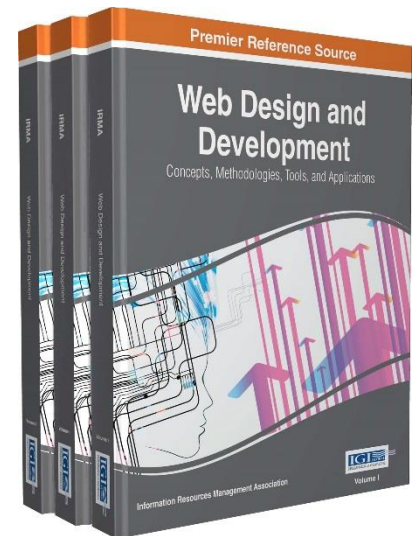
- E-Commerce
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