



## Designing Web and Mobile Graphics: Fundamental Concepts for Web and Interactive Projects

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By Christopher Schmitt

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Designing Web and Mobile Graphics: Fundamental Concepts for Web and Interactive Projects, Christopher Schmitt, Graphics are key to the user experience of online content, especially now that users are accessing that content on a multitude of devices: smartphones, tablets, laptops, and desktops. This book provides foundational methodology for optimal use of graphics that begins with HTML and CSS, and delves into the worlds of typography, color, transparency, accessibility, imagery, and layout for optimal delivery on all the different devices people use today. It serves beginners and intermediate web builders alike with a complete foundation needed to create successful illustrative and navigational imagery for web and mobile. Coverage includes: \* lessons on typography, icons, color, and images\* the latest information on HTML5, CSS3, and other modern technologies\* in-depth exploration of image formats: GIF, PNG, JPEG, and SVG\* ways to employ adaptive strategies for responsive web design.



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