Basics of Web Design

HTML5 & CSS

Fifth Edition
Basics of Web Design: HTML5 & CSS is intended for use in a beginning web design or web development course. Topics are introduced in two-page sections that focus on key points and often include a hands-on practice exercise. The text covers the basics that web designers need to develop their skills:

- Introductory Internet and World Wide Web concepts
- Creating web pages with HTML5
- Configuring text, color, and page layout with Cascading Style Sheets
- Configuring images and multimedia on web pages
- Exploring CSS Flexbox and CSS Grid layout systems
- Web design best practices
- Creating web pages that display well on both desktop and mobile devices
- Accessibility, usability, and search engine optimization considerations
- Obtaining a domain name and a web host
- Publishing to the Web

Student files are available for download from the companion website for this book at www.pearson.com/felke-morris. These files include solutions to the Hands-On Practice exercises, starter files for the Hands-On Practice exercises, and the starter files for the Case Study. See the access information on the inside front cover of this book for further instructions.

Building on this textbook’s successful third edition, the fifth edition features:

- Additional Hands-On Practice exercises
- Updated code samples, case studies, and web resources
- Updates for HTML5.2 elements and attributes
- Expanded treatment of page layout design and responsive web design techniques
- Chapter 8 has been renamed “Responsive Layout Basics” and has an expanded focus on new layout systems including CSS Flexible Layout Module (Flexbox) and CSS Grid Layout
- Expanded coverage of responsive image techniques including the HTML5 picture element
- Updated reference sections for HTML5 and CSS

Features of the Text

Design for Today and Tomorrow. The textbook prepares students to design web pages that work today in addition to being ready to take advantage of new HTML5 and CSS coding techniques of the future.

Well-Rounded Selection of Topics. This text includes both “hard” skills such as HTML5 and Cascading Style Sheets (Chapters 1–2 and 4–11) and “soft” skills such as web design...
(Chapter 3) and publishing to the Web (Chapter 12). This well-rounded foundation will help students as they pursue careers as web professionals. Students and instructors will find classes more interesting because they can discuss, integrate, and apply both hard and soft skills as students create web pages and websites. The topics in each chapter are introduced on concise two-page sections that are intended to provide quick overviews and timely practice with the topic.

**Two-Page Topic Sections.** Most topics are introduced in a concise, two-page section. Many sections also include immediate hands-on practice of the new skill or concept. This approach is intended to appeal to your busy students—especially the millennial multitaskers—who need to drill down to the important concepts right away.

**Hands-On Practice.** Web design is a skill, and skills are best learned by hands-on practice. This text emphasizes hands-on practice through practice exercises within the chapters, end-of-chapter exercises, and the development of a website through ongoing real-world case studies. The variety of exercises provides instructors with a choice of assignments for a particular course or semester.

**Website Case Study.** There are case studies that continue throughout most of the text (beginning at Chapter 2). The case studies serve to reinforce skills discussed in each chapter. Sample solutions to the case study exercises are available on the Instructor Resource Center at http://www.pearson.com.

**Focus on Web Design.** Every chapter offers an additional activity that explores web design topics related to the chapter. These activities can be used to reinforce, extend, and enhance the course topics.

**FAQs.** In her web design courses, the author is frequently asked similar questions by students. They are included in the book and are marked with the identifying FAQ icon.

**Focus on Accessibility.** Developing accessible websites is more important than ever, and this text is infused with accessibility techniques throughout. The special icon shown here makes accessibility information easy to find.

**Focus on Ethics.** Ethical issues related to web development are highlighted throughout the text with the special ethics icon shown here.

**Quick Tips.** Quick tips, which provide useful background information, or help with productivity, are indicated with this Quick Tip icon.

**Explore Further.** The special icon identifies enrichment topics along with web resources useful for delving deeper into a concept introduced in book.

**Reference Materials.** The appendices offer reference material, including an HTML5 reference, a Cascading Style Sheets reference, a WCAG 2.1 Quick Reference, and an overview of ARIA Landmark Roles.

**VideoNotes.** VideoNotes are Pearson’s new visual tool designed for teaching students key programming concepts and techniques. These short step-by-step videos demonstrate how to solve problems from design through coding. VideoNotes allow for self-paced instruction with easy navigation including the ability to select, play, rewind, fast-forward,
and stop within each VideoNote exercise. Margin icons in your textbook let you know when a VideoNote video is available for a particular concept or hands-on practice.

**Supplemental Materials**

**Student Resources.** Student files for the case studies and the web page hands-on practice exercises, and access to the book’s VideoNotes are available to all readers of this book at its companion website www.pearson.com/felke-morris. A complimentary access code for the companion website is available with a new copy of this book. Subscriptions may also be purchased online.

**Instructor Resources.** The following supplements are available to qualified instructors only. Visit the Pearson Instructor Resource Center (http://www.pearson.com) for information on how to access them:

- Solutions to the end-of-chapter exercises
- Solutions for the case study assignments
- Test questions
- PowerPoint® presentations
- Sample syllabi

**Author’s Website.** In addition to the publisher’s companion website for this book, the author maintains a website at https://www.webdevbasics.net. This website contains additional resources, including a color chart, learning/review games, and a page for each chapter with examples, links, and updates. This website is not supported by the publisher.

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**About the Author**

Dr. Terry Ann Felke-Morris is a Professor Emerita at Harper College in Palatine, Illinois. She holds a Doctor of Education degree, a Master of Science degree in information systems, and numerous certifications, including Adobe Certified Dreamweaver 8 Developer, WOW Certified Associate Webmaster, Microsoft Certified Professional, Master CIW Designer, and CIW Certified Instructor.
Dr. Felke-Morris received the Blackboard Greenhouse Exemplary Online Course Award in 2006 for use of Internet technology in the academic environment. She is the recipient of two international awards: the Instructional Technology Council’s Outstanding e-Learning Faculty Award for Excellence and the MERLOT Award for Exemplary Online Learning Resources—MERLOT Business Classics.

With more than 25 years of information technology experience in business and industry, Dr. Felke-Morris published her first website in 1996 and has been working with the Web ever since. A long-time promoter of web standards, she was a member of the Web Standards Project Education Task Force. Dr. Felke-Morris is the author of the popular textbook *Web Development and Design Foundations with HTML5*, currently in its ninth edition. She was instrumental in developing the Web Development degree and certificate programs at Harper College. For more information about Dr. Terry Ann Felke-Morris, visit https://terrymorris.net.
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