

# The Non- Designer's Web Book

**Third Edition**

An easy guide to creating, designing,  
and posting your own web site

Robin Williams & John Tollett



Peachpit Press  
Berkeley \* California

# **The Non-Designer's Web Book, third edition**

**Robin Williams and John Tollett**

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**Hey Mom—  
this book's for you!  
Now you have to make  
our family web site!  
yer ever-lovin' daughter,**

**Robin**



**To Robin  
Repaying your kindness  
and generosity  
will take several lifetimes  
and I look forward  
to every minute.**

**John**

■  
■  
■  
■  
■

Andy Warhol was wrong:  
In the future, everyone won't be famous for fifteen minutes.  
But everyone will have their own web site.

**Jon Winokur**

author (and great third baseman)

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# Welcome to the world of web design

If you're already a professional designer, this book will give you a comprehensive overview of web design concepts, plus the basic technical knowledge you need to apply your design talent to the creation of web pages. If you're *not* a professional designer, ditto. In other words, it's a whole new ball game whether you're a *pro-designer* or a *non-designer*. And before you get your feelings hurt, *non-designer* is a *temporary* status—it usually lasts just about long enough to read 300 pages, depending on what those 300 pages contain. Hmm. This book is 300 pages. Interesting.

Not only is *non-designer* a temporary status, it's where most designers start. At least I did. And everyone I know.

As the Internet and web technologies move forward, the subject of web design gets larger and more complex. Things change. Software improves—and becomes more complex. So the best thing to do is start simply and have fun. Creating web sites can be energizing and satisfying. After all, you're getting to create anything you want in full color and publishing it to an audience that can range in size from a handful of friends and family to millions of interested visitors. As you get used to working with web file formats and techniques (slicing graphics, building tables, and using Cascading Style Sheets, etc.) you'll gradually feel confident enough—or curious enough—to build on your current knowledge and learn how to create sites that are more versatile and interactive.

You can create web sites by writing code. If you like writing code, this is not the book for you. If you hate writing code, you're my soulmate. There's lots of great software out there that can write code in the background while you enjoy designing visually.

We refer to two types of software throughout this book: image editing software (such as Adobe Photoshop, Adobe Photoshop Elements, Macromedia Fireworks, etc.) and web authoring software (such as Macromedia Dreamweaver, Adobe GoLive, etc.). It's helpful if you have some familiarity with these types of programs, especially Photoshop or a similar program. If you're not familiar with Photoshop, the examples will show you some of the image editing basics and how to create the image files you need for a web page.

Web design is equal parts visual design and technology. We hope this book helps you to have fun with the creative potential offered by the web. And we hope it gives you a good start to the enjoyment and empowerment that comes with learning the technical aspects that make web pages work.

We'll see you on the web!

**John**

No one can say today how electronics will affect printing.  
We cannot for the present foresee a complete suppression  
of book printing with individual movable metal types as  
discovered by Gutenberg [in 1450].

---

Elizabeth Geck, 1968

