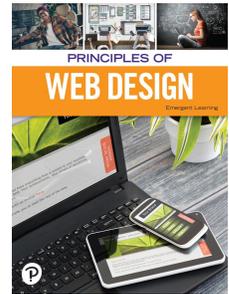


Reviewers Guide



Bid ID#: 19816

Course Title:

Principles of Web Design

ISBN: 9780138171827

Main Program components: Student Edition Hardcover with six (6) MyLab digitally delivered access codes

Program Description

To succeed in the growing, ever-changing world of web design and development requires an array of foundational knowledge beyond software application skills. *Principles of Web Design* focuses on foundation-level concepts of how the Internet, websites, and e-commerce have evolved as well as the job-ready, professional skills students need to be truly competent professionals. Students gain insight into basic design workflows, elements, and animations as well as methods for publishing their work on the Web. The Career Preparation unit provides practical guidance on education requirements, financial planning, as well as the social and ethical responsibilities in various web design professions.

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