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The Principles and Processes of Interactive Design
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have. This book shows the upgrades users can perform, the ones that are better left to the manufacturer, and more. Go beyond computing basics with the award-winning NEW PERSPECTIVES ON COMPUTER CONCEPTS. Designed to get you up-to-speed on essential computer literacy skills, this market leading text goes deeper, providing technical and practical information relevant to everyday life. NEW PERSPECTIVES ON COMPUTER CONCEPTS 2014 incorporates significant technology trends that affect computing and everyday life; such as concerns for data security, personal privacy, online safety, controversy over digital rights management, interest in open source software and portable applications, and more. In addition, coverage of Microsoft Windows 8 and Office 2013 will introduce you to the exciting new features of Microsoft's next generation of software. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Special Edition Using HTML & XHTML offers comprehensive information that will help Web professionals get the most from HTML/XHTML. The book starts by explaining how XHTML differs from HTML, and why it's necessary. However, the book quickly moves beyond a mere comparison of the differences. The reader learns which tools are best, how to code HTML & XHTML, and the basic principles of Web publishing and graphic design. Special Edition Using HTML & XHTML includes comprehensive

coverage for Web professionals, showing how to integrate graphics, stylesheets, frames and multimedia into XHTML Web pages. Mobile Marketing Finding Your Customers No Matter Where They Are Use Mobile Marketing to Supercharge Brands, Sales, and Profits! Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable—and fun! Now, one of the field's leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what's working—and what isn't. She guides you through identifying the right strategies and tactics for your products, services, brands, and customers...avoiding overly intrusive, counterproductive techniques...and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunities—driving greater brand awareness, stronger customer loyalty, more sales, and higher profits. Topics include Getting started fast with mobile marketing Understanding the international mobile marketing landscape Targeting and tracking the fast-changing mobile demographic Taking full advantage of the iPhone platform Leveraging mobile advertising, promotion, and location-based marketing Building micro-sites and mobile applications Performing search engine optimization for mobile sites and applications Building effective mobile affiliate marketing programs

Integrating online and offline mobile marketing
Avoiding mobile marketing spam, viruses, and privacy violations
Previewing the future of mobile marketing
Experience learning made easy—and quickly teach yourself how to format, publish, and share your content using Word 2013. With Step by Step, you set the pace—building and practicing the skills you need, just when you need them! Includes downloadable practice files and a companion eBook. Work with Word on your PC or touch-enabled device Master the core tools for designing and editing documents Manage page layout, style, and navigation Use tables and charts to organize information Insert pictures, graphics, and video Use collaboration and review features Joel Sklar has written the definitive text for Web site design, PRINCIPLES OF WEB DESIGN, Fifth Edition guiding your students through the entire Web site creation process, while developing and enhancing your HTML, CSS, and visual design skills along the way. Now updated to include the latest Web design technologies and trends, this Fifth Edition features all-new sections on HTML5, CSS3, CSS page layouts, and enhanced navigation as well as technical updates and new screen shots throughout. Beginning with the Web design environment and the principles of sound Web design, your students will continue to planning site layout and navigation, and progress to Web typography, colors and images, working with CSS, and more. Armed with a priceless understanding and plenty of hands-on activities,

students will gain a solid foundation of designing successful, standards-based Web sites that are portable across different operating systems, browsers, and Web devices. Companion site available at no additional cost www.joelsklar.com/pwd5. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Wrox SharePoint 2010 SharePoint911 Three-Pack combines the contents of three full e-books written by the experts from SharePoint911. That's over 1800 pages of hands-on advice from Todd Klindt, Shane Young, Laura Rogers, Randy Drisgill, Jennifer Mason, John Ross, and Larry Riemann, among others. In *Beginning SharePoint 2010: Building Business Solutions with SharePoint* (ISBN 978-0-470-61789-2) by Amanda Perran, Shane Perran, Jennifer Mason, and Laura Rogers, readers learn the core concepts, terminology, and features of SharePoint 2010. In *Professional SharePoint 2010 Branding and User Interface Design* (ISBN 978-0-470-58464-4) by Randy Drisgill, John Ross, Jacob J. Sanford, Paul Stubbs, and Larry Riemann, the reader gets a deep dive into branding a SharePoint site. In the third book of the set, the SharePoint bestseller *Professional SharePoint 2010 Administration* (ISBN 978-0-470-53333-8) by Todd Klindt, Shane Young, and Steve Caravajal, the authors provide a detailed look at the administration tools available in SharePoint 2010. Experience learning made easy—and quickly teach yourself how to create

compelling presentations with PowerPoint 2013. With Step by Step, you set the pace—building and practicing the skills you need, just when you need them! Includes downloadable practice files and a companion eBook. Work with PowerPoint on your PC or touch-enabled device Design, organize, and polish your slides Create professional-looking charts and graphics Engage your audience with animation, audio, and video Customize themes and templates Prepare for your presentation This is learning made easy. Get more done quickly with Office 2019. Jump in wherever you need answers - brisk lessons and colorful screenshots show you exactly what to do, step by step. Covers Word, Excel, PowerPoint and Outlook Format Word documents for maximum visual impact Build powerful, reliable Excel workbooks for analysis and reporting Prepare highly effective PowerPoint presentations Use Outlook to organize your email, calendar, and contacts Includes downloadable practice files Photoshop Elements is geared for business users, students, educators, and home users who want professional-looking images for their print and Web projects, but don't want or need the advanced power of Adobe Photoshop. With Photoshop Elements 7 for Windows: Visual QuickStart Guide, readers can start with a tour of the interface and image-editing basics, or they can look up specific tasks to learn just what they need to know. This task-based, visual reference guide uses step-by-step instructions and plenty of screenshots to show readers how to

capture and import photos, reduce red eye, enhance color, work with layers, and much more. New features coverage includes: applying direct effects with the Adobe Smart Brush, softening surfaces and keeping edges crisp with a new filter, and finding photos easily with keywords. Both beginning and intermediate users will find everything they need here--in straightforward language and with readily accessible examples. The smart way to learn Excel 2013—one step at a time! Experience learning made easy—and quickly teach yourself how to manage, analyze, and present data with Excel 2013. With Step by Step, you set the pace—building and practicing the skills you need, just when you need them! Includes downloadable practice files and companion eBook. Discover how to: Work with Excel 2013 in touch mode Write formulas, create macros, and organize data Present data visually and add images to worksheets Consolidate multiple sets of data into a single workbook Analyze data using the Quick Analysis Lens Collaborate with colleagues and present workbooks online The guidelines were originally designed to help NCI staff improve the presentation of cancer-related information to cancer researchers and the public, though they are applicable to anyone who designs and manages information web sites. In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered.

But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. *Prioritizing Web Usability* is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more! This book constitutes the refereed proceedings of the Third International Conference on Cognitive Systems and Signal Processing, ICCSIP2016, held in Beijing, China, in December 2016. The 59 revised full papers presented were carefully reviewed and selected from 171 submissions. The papers are organized in topical sections on Control and Decision; Image and Video; Machine Learning; Robotics; Cognitive System; Cognitive Signal Processing.

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Manage your email more efficiently than ever Organize your Inbox to stay in control of everything that matters Schedule appointments, events, and meetings Organize contact records and link to information from social media sites Track tasks for yourself and assign tasks to other people Enhance message content and manage email security

With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user interfaces, along with a set of common patterns for interaction design on all types of mobile devices.

Mobile design specialists Steven Hooper and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate Provide labels and visual cues appropriate for your app's users Use information control widgets to help users quickly access details Take advantage of gestures and other sensors Apply specialized methods to prevent errors and the loss of user-entered data Enable users to easily make selections, enter text, and manipulate controls Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction

"Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of Designing Gestural Interfaces Go beyond computing basics with the award-winning NEW PERSPECTIVES ON COMPUTER CONCEPTS. Designed to get you up-to-speed on essential computer literacy skills, this market leading text goes deeper, providing technical and practical information relevant to everyday life. NEW PERSPECTIVES ON COMPUTER CONCEPTS 2014 incorporates significant technology trends that affect

computing and everyday life; such as concerns for data security, personal privacy, online safety, controversy over digital rights management, interest in open source software and portable applications, and more. In addition, coverage of Microsoft Windows 8 and Office 2013 will introduce you to the exciting new features of Microsoft's next generation of software. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The quick way to learn today's Windows 10! This is learning made easy. Get more done quickly with the newest version of Windows 10. Jump in wherever you need answers—brisk lessons and colorful screenshots show you exactly what to do, step by step. Do what you want to do with Windows 10! Explore fun and functional improvements in the newest version

Customize your sign-in and manage connections Quickly find files on your computer or in the cloud Tailor your Windows 10 experience for easy access to the information and tools you want Work more efficiently with Quick Action and other shortcuts Get personalized assistance and manage third-party services with Cortana Interact with the web faster and more safely with Microsoft Edge Protect your computer, information, and privacy

The Principles & Processes of Interactive Design is aimed at new designers from across the design and media disciplines who want to learn the fundamentals of designing for interactive media. This book is intended

both as a primer and companion guide on how to research, plan and design for increasingly prevalent interactive projects. With clear and practical guidance on how to successfully present your ideas and concepts, Jamie Steane introduces you to user-based design, research and development, digital image and typography, interactive formats, and screen-based grids and layout. Using a raft of inspirational examples from a diverse range of leading international creatives and award-winning agencies, this is required reading for budding digital designers. In addition, industry perspectives from key design professionals provide fascinating insights into this exciting creative field, and each chapter concludes with workshop tutorials to help you put what you've learnt into practice in your own interactive designs. Featured contributors include: AKQA, BBC, Dare, Edenspiekermann, Electronic Arts, e-Types, Komodo Digital, Moving Brands, Nordkapp, Onedotzero, Onformative, Preloaded and Razorfish. Offers hints and troubleshooting guidelines to help users navigate the user interface, create a database, produce forms and queries, import data from other databases and documents, and design subreports. Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications. The most comprehensive reference on this popular database management tool, fully updated with the new features

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including John Walkenbach's Power Utility Pak Joel Sklar has written the definitive text for Web site design, **PRINCIPLES OF WEB DESIGN**, Sixth Edition guiding your students through the entire Web site creation process, while developing and enhancing your HTML, CSS, and visual design skills along the way. Now updated to include the latest Web design technologies and trends, this Sixth Edition features all-new sections on HTML5, CSS3, CSS page layouts, and enhanced navigation as well as technical updates and new screen shots throughout. Beginning with the Web design environment and the principles of sound Web design, your students will continue to planning site layout and navigation, and progress to Web typography, colors and images, working with CSS, and more. Armed with a priceless understanding and plenty of hands-on activities, students will gain a solid foundation of designing successful, standards-based Web sites that are portable across different operating systems, browsers, and Web devices. Companion site available at no additional cost www.joelsklar.com/pwd5.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. CD-ROM contains Dev-C++ version 4.9.9.2, LlamaWorks2D game engine, GNU Image Manipulation Program (GIMP), Audacity Audio Editor and Recorder, FruityLoops Studio Lite, Formati graphics converter and POV-Ray Tracer 3.6. **Beginning Responsive Web Design with HTML5 and CSS3** is your

step-by-step guide to learning how to embrace responsive design for all devices. You will learn how to develop your existing HTML, CSS, and JavaScript skills to make your sites work for the modern world. Web sites and apps are now accessed on a wide range of devices with varied sizes and dimensions, so ensuring your users have the best experience now means thinking responsive. In *Beginning Responsive Web Design with HTML5 and CSS3* you will learn about all aspects of responsive development. You'll start with media queries, and fluid CSS3 layouts. You'll see how to use responsive frameworks such as Twitter Bootstrap, and how to use tools such as Grunt, Bower, Sass, and LESS to help save you time. You'll also learn how to use JavaScript to manage responsive states, manage your user's journey across screen sizes, and optimize your responsive site. By the end of the book you will be able to build new sites responsively, and update existing sites to be responsive. Every aspect of a responsive build will be covered. This book is perfect for developers who are looking to move into the future of responsive sites. Whether you have already dipped your toes into responsive development or are just getting started, *Beginning Responsive Web Design with HTML5 and CSS3* will teach you the very best techniques to optimize your site and your user's experience. Drive value and insight by developing business critical applications with QlikView 12 About This Book Develop your own scalable and maintainable

QlikView applications Learn time-saving techniques for making your QlikView development more efficient A one-stop guide to developing BI applications with QlikView Who This Book Is For This book is for anyone interested in working with QlikView or who has attended QlikView Developer training. The book caters for all QlikView developers, beginners and experts alike, and anyone who wants to improve their QlikView skills. What You Will Learn Understand important changes made in QlikView 12 Learn the techniques and best practices to transform data in QlikView via scripts Load data from disparate sources to build an associative Data Model Build robust data models and overcome common modeling challenges Designing data visualization objects to present performance measures with charts and tables Learn to use dimensions and expressions in QlikView objects Utilize QlikView's built-in aggregation functions to achieve complex calculations Create Point In Time reporting and achieving complex calculations using Set Analysis Create a consistent and interactive user interface Ensure your QlikView applications and data are protected Optimize the QlikView Data Model Constructing a data architecture that supports scalable QlikView deployments Learn time-saving techniques for making your QlikView development more efficient In Detail QlikView is one of the most flexible and powerful Business Intelligence platforms around. If you want to build data into your organization, build it around

QlikView. Don't get caught in the gap between data and knowledge – find out how QlikView can help you unlock insights and data potential with ease. Whether you're new to QlikView or want to get up to speed with the features and functionality of QlikView, this book starts at a basic level and delves more deeply to demonstrate how to make QlikView work for you, and make it meet the needs of your organization. Using a real-world use-case to highlight the extensive impact of effective business analytics, this book might well be your silver bullet for success. A superb hands-on guide to get you started by exploring the fundamentals of QlikView before learning how to successfully implement it, technically and strategically. You'll learn valuable tips, tricks, and insightful information on loading different types of data into QlikView, and how to model it effectively. You will also learn how to write useful scripts for QlikView to handle potentially complex data transformations in a way that is simple and elegant. From ensuring consistency and clarity in your data models, to techniques for managing expressions using variables, this book makes sure that your QlikView projects are organized in a way that's most productive for you and key stakeholders. Style and approach This book will help you learn QlikView Development from a basic to a practitioner level using a step-by-step approach. It is smartly built around a practical case study – HighCloud Airlines – to help you gain an in-depth understanding of how to build applications for

Business Intelligence using QlikView. In *Cybering Democracy*, Diana Saco boldly reconceptualizes the relationship between democratic participation and spatial realities both actual and virtual. She argues that cyberspace must be viewed as a produced social space, one that fruitfully confounds the ordering conventions of our physical spaces. This book introduces standard and new HTML5 elements and attributes and CSS3 properties commonly used in Web design as well as design guidelines for their effective use. Its approach of explaining every line of code in the examples it uses to show the usage of the HTML elements and CSS properties introduced makes it an invaluable Web design resource for beginners as well as intermediates looking to fill in gaps in their knowledge. In addition, the inclusion of user-centered design process stages and how they are best managed in website development makes the book unique in its area. Also, the book's approach of including challenges after each topic to help refresh readers' knowledge, as well as make them think, ensures that there are ample activities to keep learners motivated and engaged. Key Features

Comprehensively covers standard and new HTML5 elements and attributes and CSS3 properties. Includes a lot of challenges/exercises; one after each HTML element or CSS property introduced and demonstrated with examples. Example codes can be copied and pasted as-is to implement and experiment with. For every HTML element or CSS property

introduced, guidelines are provided, where relevant, on how to best use them in a design to enhance usability and accessibility. Includes comprehensive explanation of flexible box and grid layout models and how to use them to create responsive and adaptive Web design. Covers the importance of visual aesthetics in design, including design elements and principles and examples of how they can be applied in Web design to produce good user experience. Includes comprehensive guidelines on how to design for standard and mobile screens, including discussion of touch gesture interaction design and standard gestures and the functions for which they are most commonly used. Introduces the stages of user-centered design process, including Web accessibility and user-experience testing, and managerial aspects of Web development, including intellectual property. Provides a brief introduction on how to make HTML and CSS codes more compact and more efficient and how to combine them with other languages commonly used in Web design and development, such as JavaScript, AJAX, and PHP. Fascinated by X-rays and medical imaging technology? Drawn to work that helps others? **PRINCIPLES OF RADIOGRAPHIC IMAGING: AN ART AND A SCIENCE**, 6th Edition reveals the inner workings of radiography careers, including radiologist assistants, radiologic technologists, ultrasound techs, CT and MRI techs, and other imaging roles in health care. Some books dump too much on you too fast, but

this one moves at your pace, delivering the math and physics behind radiology before advancing to complex subjects. And it's designed around actual job skills like creating the beam, running scans and tests, and analyzing images--so you can pass accreditation exams and work in emergency rooms and hospitals. Reader-friendly yet packed with information, this text offers all you need to know about digital radiography systems, digital exposure factors, instrumentation and so much more! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Turn landing pages into profits with the right tools
Successful landing pages don't happen by accident, they follow a carefully crafted formula. If you want to convert visitors to your site into sales, it's crucial to understand how to design, monitor, and maintain your landing page. This straightforward, plain-English guide shows you how to cover all the bases--from the visual layout, to using language effectively, to linking strategies, and more. The book is packed with practical tips and techniques, it also identifies common mistakes and pitfalls you should avoid. The book features a valuable \$50 coupon off the price of a site diagnosis and webinars on the author's website. Discover the power of language and how to use it as a call to action

Start predicting customer browsing behavior
Diagnose current problems with your landing page
Create a unified marketing message between the search engine

result and landing page Examine common optimization approaches Master specific tools for tracking results and follow strict maintenance procedures If you want to make your landing page more appealing, this book provides clear, hands-on explanations and information that you can put to use immediately. The perfect go-to reference to keep with your PC If you want to get the most out of your PC, you've come to the right source. This one-stop reference-tutorial is what you need to succeed with your Windows Vista or Windows XP computer, whether it's a desktop or a laptop. From setting up your PC to using it for games and multimedia to keeping it running smoothly, this comprehensive guide explains it all with clear, step-by-step instructions, tips from power users, and much more. Keep this valuable book on hand and power up with confidence! Understand your PC's components, inside and out Set up sound cards, speakers, and other audio gadgets Put a firewall in place and apply other security software Explore Microsoft(r) Windows and learn about options for other operating systems Play and create music, videos, podcasts, and more Print, scan, fax, make presentations, and download photos Protect your PC against theft, damage, and eavesdroppers Explore common troubleshooting issues and their solutions The Internet has redefined how maps are used. No longer restricted to paper, maps are now transmitted almost instantly and delivered to the user in a fraction of the time required

to distribute maps on paper. They are viewed in a more timely fashion. The Internet presents the map user with both a faster method of map distribution and different forms of mapping. This book provides an international perspective on this growing area of information dissemination. Experience learning made easy—and quickly teach yourself how to stay organized and stay connected using Outlook 2013. With Step by Step, you set the pace—building and practicing the skills you need, just when you need them! Includes downloadable practice files and a companion eBook. Set up your email and social media accounts Send, search, filter, and organize messages Manage one or more calendars, and share your schedule Help protect your inbox and outbox Create and track tasks, to-do lists, and appointments Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. A fully updated guide to making your landing pages profitable Effective Internet marketing requires that you test and optimize your landing pages to maximize exposure and conversion rate. This second edition of a bestselling guide to landing page optimization includes case studies with before-and-after results as well as new information on web site usability. It covers how to prepare all types of content for testing, how to interpret results, recognize the seven common design mistakes, and much more. Included is a gift card for Google AdWords. Features fully updated information and case

studies on landing page optimization Shows how to use Google's Website Optimizer tool, what to test and how to prepare your site for testing, the pros and cons of different test strategies, how to interpret results, and common site design mistakes Provides a step-by-step implementation plan and advice on getting support and resources Landing Page Optimization, Second Edition is a comprehensive guide to increasing conversions and improving profits.

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