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**V07** SEPTEMBER  
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Smashing Magazine supports education in technology, math and science around the world. We aim to empower learners of all ages to become informed, confident professionals. That's why we produce high quality publications available in hard copy and eBooks format. Our titles present a unique perspective on the web design and development industries, and are designed with students in mind.

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## CONTACT

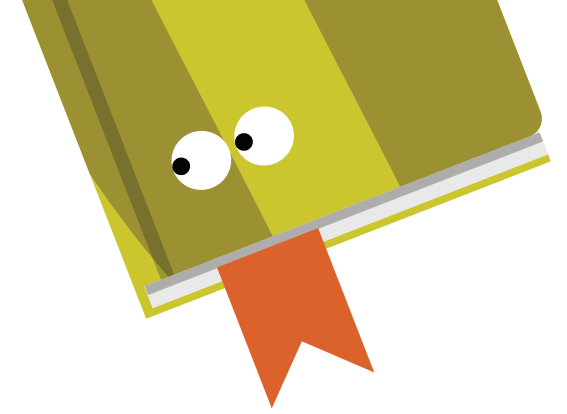
### MARKETING & LICENSING

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For more information go to:

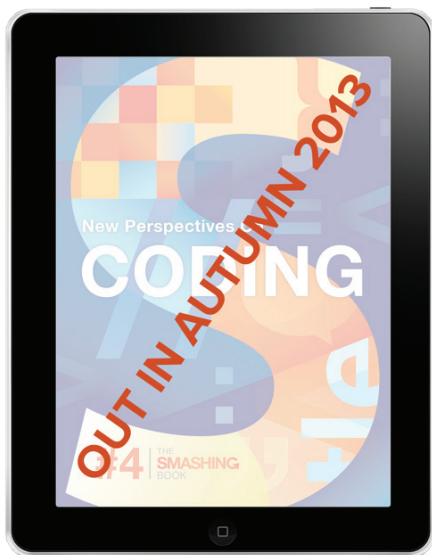
<http://smashinglibrary.com>



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# THE SMASHING BOOK #4: NEW PERSPECTIVES ON CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

APPROX. 300

## LANGUAGE

ENGLISH

## RELEASE DATE

AVAILABLE SEPT/OCT 2013

## PUBLISHER

SMASHING MEDIA GMBH

## TABLE OF CONTENTS

1. Efficient Developer's Workflow: From Start To Finish
2. The Roadmap To Maintainable, Clean And Effective Code
3. Robust, Responsible, Responsive Web Design
4. The Vanilla Web Diet
5. It's All About Performance
6. How To Break The Web And Fix It (Obscure Back-End Techniques, Terminal Secrets)
7. Real-Life Responsive Web Design
8. CSS Architecture And Front-End Development For Today's Web

*Please note that titles may change.*

Authors: Addy Osmani, Nicholas C. Zakas, Mat Marquis, Christian Heilmann, Tim Kadlec, Paul Tero, Andy Humes, Harry Roberts.

## ABOUT THE EBOOK

The concept of the Smashing Book #4 is focused around practical techniques, strategies and approaches that haven't been thoroughly discussed and adopted by the community just yet.

We'd like to challenge the reader to look beyond what's usually done, which is why the titles of the Smashing Book #4 are named "New Perspectives" based on coding and Web design.

In this eBook, we aim to uncover smart front-end strategies, CSS architecture, solving real-life responsive challenges, obscure back-end techniques and what it takes to improve website performance for fast and robust apps.

*To be released in Autumn 2013 — stay tuned!*



# THE SMASHING BOOK #4: NEW PERSPECTIVES ON DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

APPROX. 300

## LANGUAGE

ENGLISH

## RELEASE DATE

AVAILABLE SEPT/OCT 2013

## PUBLISHER

SMASHING MEDIA GMBH

## TABLE OF CONTENTS

1. On Creativity, Inspiration And Getting Started
2. Providing Good Technical And Customer Support
3. The Psychology Of Human Behavior On The Web
4. How To Create Products That People Will Love
5. The New, Adaptive UX Interfaces
6. Connecting The Dots: UX, Interface Design And Product Design
7. Common RWD Problems And How To Solve Them
8. The Next Steps For Web Typography
9. Content Strategy

*Please note that titles may change.*

Authors: Christopher Murphy/Persson, Rachel Andrew, Nishant Kothary, Chris Shilflett, Aaron Gustafson, Joshua Porter, Dan Mall, Marko Dugonjić, Corey Vilhauer, Vitaly Friedman.

## ABOUT THE EBOOK

In this eBook “New Perspectives On Design” we’ll feature new insights into design processes, design thinking, sketching interfaces, content strategy and typography, but also how “traditional” areas such as technical support and customer support evolve.

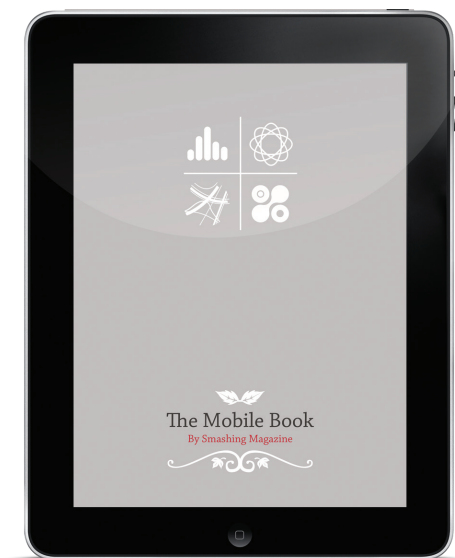
“New Perspectives On Design” will be a very forward-thinking, eye-opening eBook with innovative concepts and ideas being presented, discussed and developed further.

We also aim to push existing boundaries and provide readers with fresh insights and a visionary perspective about the design processes of Web designers worldwide.

*To be released in Autumn 2013 — stay tuned!*



# THE MOBILE BOOK



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

336

## LANGUAGE

ENGLISH

## RELEASED

DECEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-06-9

## TABLE OF CONTENTS

1. Foreword
2. What's Going On In Mobile?
3. The Future Of Mobile
4. Responsive Design Strategy
5. Responsive Design Patterns
6. Optimizing For Mobile
7. Hands-On Design For Mobile (UX Perspective)
8. Designing For Touch

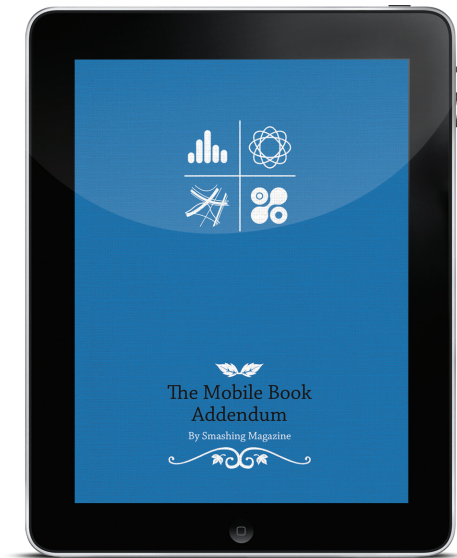
Authors: Jeremy Keith, Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Dennis Kardys, Josh Clark.

## ABOUT THE EBOOK

The future is mobile. As more and more people are turning to mobile devices, designers and developers are facing new challenges and opportunities. Web design has to adapt. But before it can do so, we have to do our homework. We must understand the new medium and discover the right techniques and tools to design for it.

The Mobile Book serves exactly this purpose. You'll dive deep into the peculiarities of the mobile industry, explore responsive design strategy, design patterns and optimization techniques, learn about wireframing and prototyping for mobile as well as the guidelines for designing with gestures and touch.

# THE MOBILE BOOK ADDENDUM



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

205

## LANGUAGE

ENGLISH

## RELEASED

JANUARY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-61-8

## TABLE OF CONTENTS

1. Mobile Design Patterns
2. Getting Started With Design and Development For iOS
3. Designing Windows Phone Apps

Authors: Greg Nudelman and Rian van der Merwe,  
Nathan Barry, Arturo Toledo.

## ABOUT THE EBOOK

The Mobile Book Addendum includes three extra chapters of the Mobile Book that provide insights into design and development for iOS, Android, Windows Phone, as well as introduce techniques for advanced HTML5 Web applications and explore UX patterns on these platforms.

When it comes to desktop browsers, we are used to obvious big players and traditional platforms — Mac, Windows, Linux. The mobile world is entirely different, and the platforms are very different, too. We have to learn and understand new design languages, patterns, techniques and tools.





# THE SMASHING BOOK #3



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

340

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-29-8

## TABLE OF CONTENTS

1. The New Era in Web Design
2. The Business Side of Redesign
3. Selecting a Platform In Redesign
4. Redesigning for Personality
5. Jumping Into HTML5
6. Restyle, Recode, Reimagine With CSS3
7. JavaScript Rediscovered
8. Designing for The Future, Using Photoshop
9. Mobile Considerations in UX Design: Web or Native?
10. Responsive Workflow: A Future-Friendly Approach
11. Becoming Fabulously Flexible: Designing Atoms and Elements

Authors: Elliot Jay Stocks Paul Boag, Rachel Andrew, Aaron Walter, Ben Schwarz Lea Verou, David Storey, Christian Heilmann, Dmitry Fadeyev, Marc Edwards, Aral Balkan, Stephen Hay, Andy Clarke.

## ABOUT THE EBOOK

The Web has changed a *lot*. Our tools now are advanced, and browsers are highly capable. We are facing new challenges and embracing new technologies. These changes require us to reconsider how we approach Web design. In fact, it's time to rethink, to recode, to redesign.

The Smashing Book #3 covers innovative coding, designing and UX techniques and discusses the peculiarities of mobile context and emotional design. It also presents practical HTML5, CSS3 and JavaScript techniques, as well as bulletproof workflow for responsive Web design. The book challenges you to think differently about your work, your code and your designs.



# THE SMASHING BOOK #3 1/3



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

160

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-29-8

## TABLE OF CONTENTS

1. The Missing Element of Redesign: Story
2. Rethinking Navigation: Techniques and Design Patterns
3. Rework Your Content So It Works for You
4. Responsive Smashing Redesign: A Case-Study

Authors: Denise Jacobs, Christian Holst, Jamie Appleseed, Colleen Jones, Vitaly Friedman, Elliot Jay Stocks.

## ABOUT THE EBOOK

Smashing Book 3 $\frac{1}{3}$ , otherwise known as “The Extension”, presents practical applications of storytelling to Web design, reviews emerging navigation design patterns and helps you understand how to meaningfully employ content strategy in your websites.

A case study of Smashing Magazine’s responsive redesign illustrates how this approach could look like in practice. Also, a detailed look at the business and technical side of redesign is followed by a comprehensive overview of advanced HTML5, CSS3 and JavaScript techniques that you can use today.



# THE SMASHING BOOK #2



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

360

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-22-9

## TABLE OF CONTENTS

1. The Principles of Good Graphic Design
2. Visible vs. Invisible Design
3. Designing Mobile User Experiences
4. Sketching, Wireframing and Prototyping
5. Red Flags (Warning Signs) in Web Development
6. The Future of Web Typography
7. Applying Game Design Principles to User Experience Design
8. When They Click: Psychology of Web Design and User Behavior
9. Design Patterns in E-Commerce Websites (Study)
10. How to Make a Book (Like This One)

Authors: Matt Ward, Alexander Charchar, Francisco Inchauste, Mike Rundle, Janko Jovanovic, Christian Heilmann, Vivien Anayian, Christoph Kolb, Susan Weinschenk, Steven Bradley.

## ABOUT THE EBOOK

This book shares valuable practical insight into design, usability and coding. It provides professional advice for designing mobile applications and building successful e-commerce websites, and it explains common coding mistakes and how to avoid them.

You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.



# THE LOST FILES



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

313

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-06-9

## TABLE OF CONTENTS

1. The Ultimate Web Design Questionnaire and Checklist
2. Plagues in Web Design and How to Deal With Them
3. Interviews: Expert Tips From Renowned Designers
4. Web Design Community: Where Are We Going?

Authors: Kat Neville, Speider Schneider, Steven Snell, Paul Scrivens.

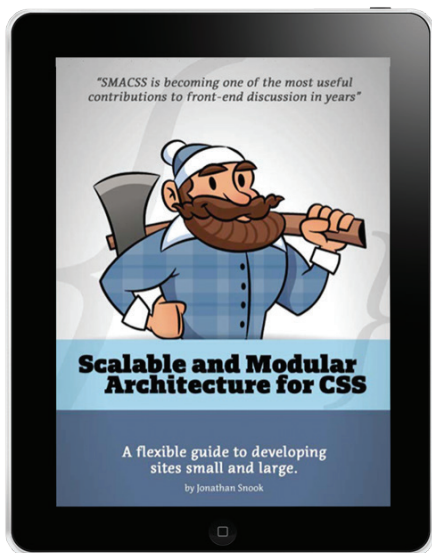
## ABOUT THE EBOOK

This eBook looks at a number of central elements and methodologies that drive the act of designing itself. Initially, the Smashing Book #2 was supposed to contain more chapters, but not all of the content could be included due to the book's limited size.

This ebook also shares valuable practical insight into design, usability and coding. It provides professional advice for designing mobile applications and building successful e-commerce websites, and it explains common coding mistakes and how to avoid them.



# SCALABLE AND MODULAR ARCHITECTURE FOR CSS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

112

## RELEASE DATE

AUGUST 2012

## ISBN

978-0-9856321-0-6

## TABLE OF CONTENTS

1. Categorizing CSS Rules
2. Base Rules
3. Layout Rules
4. Module Rules
5. State Rules
6. Theme Rules
7. Changing State
8. Depth Of Applicability
9. Selector Performance
10. HTML5 And SMACSS
11. Prototyping
12. Preprocessors
13. Drop The Base
14. The Icon Module
15. Complicated Inheritance
16. Applying The Principles
17. Avoiding Content-Specific Context
18. Formatting Code
19. Resources

Author: Jonathan Snook

## ABOUT THE EBOOK

Get to know “Scalable and Modular Architecture for CSS”: This eBook written by Jonathan Snook is more a style guide than a rigid framework. There is no library within here for you to download or install.

SMACSS (pronounced “smacks”) is a way to examine your design process and an attempt to document a consistent approach to site development when using CSS.

This exclusive eBook comes for Smashing Library subscribers for free!



# CLIENT CENTRIC WEB DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

147

## LANGUAGE

ENGLISH

## RELEASED

APRIL 2012

## ISBN

978-3-943075-06-9

## TABLE OF CONTENTS

1. Client Centric Web Design
2. A Partnership Of Experts
3. Principles Of Collaboration
4. A Business Embedded Approach
5. Dealing With Design
6. Ensuring Great Feedback

Author: Paul Boag

## ABOUT THE EBOOK

“Client Centric Web Design” walks you through an ideal and ‘client centric’ web design process in a clear and concise way.

As an experienced web design professional Paul Boag shares invaluable insights into how to negotiate and work with clients for the best outcome possible for the client and the designer / developer.

This book is a must read for anyone involved in a web design project, be it a project manager or a developer, a designer or a content strategist, or even a client for that matter!



# HTML5 Boilerplate Web Development



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

174

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2012

## ISBN

978-1-849518-50-5

## TABLE OF CONTENTS

1. Before We Begin
2. Starting Your Project
3. Creating Your Site
4. Adding Interactivity and Completing
5. Customizing the Server,
6. Making Your Site Better
7. Automate Deployment With the Build Script
8. You Are an Expert, Now What?

Authors: Divya Manian

## ABOUT THE EBOOK

“HTML5 Boilerplate Web Development” is a practical guide rich with information on getting the best out of the boilerplate.

Readers follow through a project of building a music festival site; the tutorials and lessons learned are easily applicable to any website project. This book is for all developers who are familiar with creating web projects using HTML, CSS, and JavaScript. However, no deep knowledge is necessary.

Some knowledge of what a web server is and how it can be configured is good to have. You should also not be afraid to use the command line (fear not! There are links within that should make you less afraid).





# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

142

## LANGUAGE

ENGLISH

## RELEASED

DECEMBER 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-21-2

## TABLE OF CONTENTS

1. Seven JavaScript Things I Wish I Knew Much Earlier In My Career
2. Lessons From A Review of JavaScript Code
3. Find The Right JavaScript Solution With A 7-Step Test
4. Ten Oddities and Secrets About JavaScript
5. What You Need To Know About JavaScript Scope
6. The Seven Deadly Sins of JavaScript Implementation
7. A Quick Look Into The Math of Animations With JavaScript
8. Searchable Dynamic Content With AJAX Crawling

## ABOUT THE EBOOK

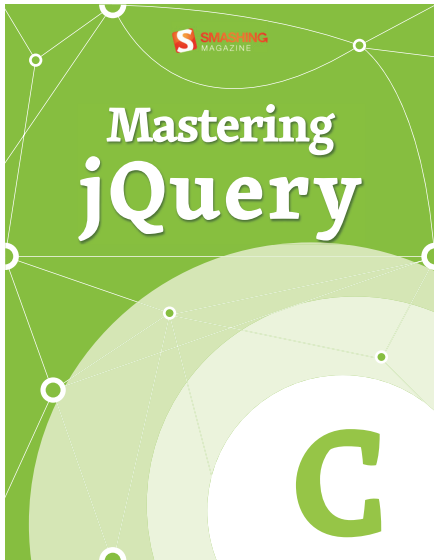
The number of online solutions provided for JavaScript is growing every day. However, the workflow of Web developers and designers frequently culminates to confusion and disorientation due the information overflow. In order to organize this information and provide you with helpful guidelines to successfully optimize your next Web project, we offer you this Smashing eBook JavaScript Essentials.

Filled with up-to-date lessons on coding reviews, JavaScript scopes and implementations, AJAX and various tips on JavaScript solutions, this eBook is essential for improving your JavaScript knowledge.





# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

122

## LANGUAGE

ENGLISH

## RELEASED

DECEMBER 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-20-5

## TABLE OF CONTENTS

1. Commonly Confused Bits of jQuery
2. Image Manipulation With jQuery and PHP GD
3. Make Your Own Bookmarklets With jQuery
4. jQuery Plugin Checklist: Should You Use That jQuery Plug-In?
5. Essential jQuery Plugin Patterns

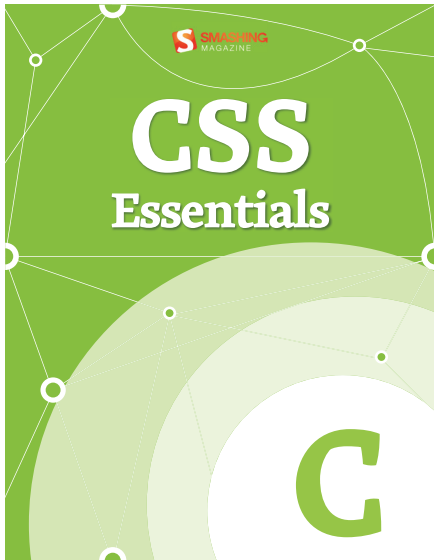
## ABOUT THE EBOOK

jQuery is well-known for being a concise JavaScript library that helps simplify HTML document traversing, event handling, creating animations and Ajax interactions for rapid Web development.

Choosing the right plug-ins, creating bookmarklets, setting patterns or manipulating images can be challenging even for experienced programmers. In order to help you avoid struggling with such decision issues, these articles with the most exclusive, top-notch advice on jQuery have been selected just for you.



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

281

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-37-3

## TABLE OF CONTENTS

1. Backgrounds In CSS: Everything You Need To Know
2. The Mystery of The CSS Float Property
3. The Z-Index CSS Property: A Comprehensive Look
4. CSS Sprites: Useful Techniques, Or Potential Nuisance?
5. CSS Layouts: Essential Characteristics
6. CSS Layouts, Essential Techniques
7. Writing CSS For Others
8. Decoupling HTML From CSS
9. CSS Specificity and Inheritance
10. Equal Height Column Layouts With Borders and Negative Margins In CSS
11. !important CSS Declarations: How and When To Use Them
12. CSS Sprites Revisited
13. Learning To Use The :before And :after Pseudo-Elements In CSS
14. Taming Advanced CSS Selectors
15. Six CSS Layout Features To Look Forward To

## ABOUT THE EBOOK

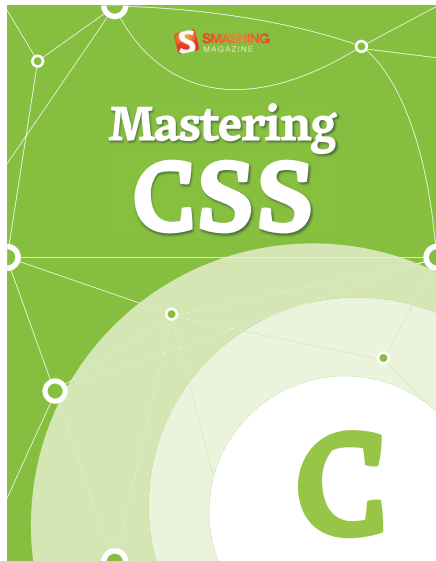
When developers push aside CSS to concentrate on JavaScript performance, they might be overlooking some great applications of CSS.

This eBook, explores some practical implementations of CSS, including usage of pseudo-elements in CSS, decoupling HTML from CSS, modern CSS layouts with equal height columns, taming advanced CSS selectors, and many others.

These techniques and articles will help improve both the performance and maintainability of your websites across browsers.



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

251

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-27-4

## TABLE OF CONTENTS

1. CSS3 vs. CSS: A Speed Benchmark
2. Why We Should Start Using CSS3 and HTML5 Today
3. Connecting The Dots With CSS3
4. An Introduction To CSS3 Keyframe Animations
5. The New Hotness: Using CSS3 Visual Effects
6. Adventures In The Third Dimension: CSS 3D Transforms
7. How To Use CSS3 Pseudo-Classes
8. CSS3 Flexible Box Layout Explained
9. The Guide To CSS Animation: Principles and Examples
10. Beercamp: An Experiment With CSS 3D
11. Using CSS3: Older Browsers and Common Considerations

## ABOUT THE EBOOK

New possible uses of CSS appear every day, and you shouldn't miss any of them. This eBook features recent CSS3 techniques, a detailed overview of advanced CSS3 pseudo-classes, CSS3 Flexbox, CSS animations and 3D transforms and modern techniques for constructing page layouts, among others.

Can you really replace Photoshop with visual CSS3 techniques? Does CSS3 actually improve the speed of development and maintenance? What about common considerations for older browsers? You can be sure to gain insights from case-studies presented in this eBook!



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

160

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-33-5

## TABLE OF CONTENTS

1. Responsive Web Design: What It Is and How To Use It
2. Progressive and Responsive Navigation
3. Techniques For Gracefully Degrading Media Queries
4. Is There Ever A Justification For Responsive Text?
5. How To Use CSS3 Media Queries To Create A Mobile Version of Your Website
6. Device-Agnostic Approach To Responsive Web Design
7. Content Prototyping In Responsive Web Design

## ABOUT THE EBOOK

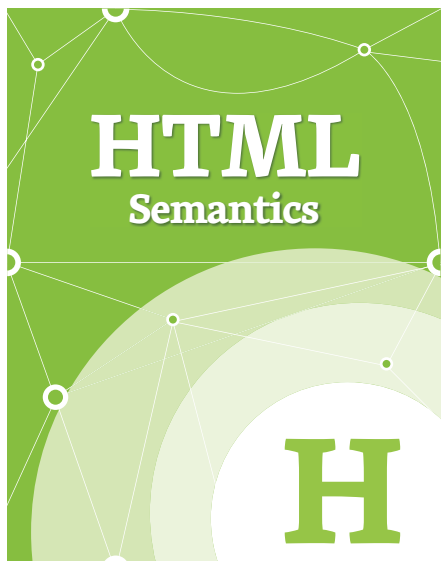
Responsive design is not only a new technique — it's an entirely new mindset.

This eBook provides an overview on responsive Web design, showing many situations and techniques in which this approach can be applied to.

Smartphones, tablets, laptops and desktop computers may share the same design, which is adapted according to screen size, platform and orientation of each device.



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

71

## LANGUAGE

ENGLISH

## RELEASED

AUGUST 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-36-6

## TABLE OF CONTENTS

1. HTML5 Semantics
2. When One Word Is More Meaningful Than A Thousand
3. HTML5 and The Document Outlining Algorithm
4. Our Pointless Pursuit of Semantic Value
5. Pursuing Semantic Value
6. The Semantic Grid System: Page Layout For Tomorrow

## ABOUT THE EBOOK

This eBook addresses the importance of semantics in our code. It touches on outlining algorithms, HTML5 semantics, the pursuit of semantic value and the HTML semantic grid system.

You won't get far without the foundational understanding of HTML semantics – but it is even more important to follow up on the recent developments and discussions.



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

106

## LANGUAGE

ENGLISH

## RELEASED

JULY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-34-2

## TABLE OF CONTENTS

1. The Neglected Necessities of Design
2. Falling For HTML5: Finding Love In The Little Things
3. Dear Clients, The Web Has Changed. It's Time To Use CSS3 and HTML5 Now
4. Coding An HTML5 Layout From Scratch
5. Why We Should Start Using CSS3 and HTML5 Today
6. Decoupling HTML From CSS

## ABOUT THE EBOOK

No matter what direction you take when you begin a Web-based project, one thing is for sure: it has to begin with solid HTML. You are one step ahead if you apply the most up-to-date, bulletproof HTML techniques.

This eBook “HTML Essentials” will give you an overview on HTML(5), teach you how to decouple HTML from CSS, and discuss the reasons why you and your clients should embrace HTML5. You will be ready to code HTML layouts from scratch after grasping the basics of this eBook.



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

93

## LANGUAGE

ENGLISH

## RELEASED

JULY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-35-9

## TABLE OF CONTENTS

1. Learning To Love HTML5
2. HTML5: The Facts and The Myths
3. Local Storage and How To Use It On Websites
4. Optimize Images With HTML5 Canvas
5. Syncing Content With HTML5 Video
6. Behind The Scenes of Nike Better World

## ABOUT THE EBOOK

The Web changes everyday and, as a Web developer, you are probably eager to keep up with the various techniques that help optimizing your workflow. Learn to love HTML5 while keeping up with a variety of new techniques and possibilities from the latest HTML overhaul.

Get updated with some facts and myths about HTML5, and be prepared to optimize your workflow to meet the demands of modern Web design. Local Storage, canvas and video offer new options to make your projects easier to maintain and to code – use them!



# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

93

## LANGUAGE

ENGLISH

## RELEASED

JULY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-35-9

## TABLE OF CONTENTS

1. Develop A One-Of-A-Kind CSS/JS-Based Game Portfolio
2. Five Useful Interactive CSS/jQuery Techniques Deconstructed
3. Create An Animated Bar Graph With HTML, CSS And jQuery
4. A Beginner's Guide To jQuery-Based JSON API Clients
5. How To Build A Real-Time Commenting System
6. The Developer's Guide To Conflict-Free JavaScript And CSS In WordPress
7. Optimizing Long Lists Of Yes/No Values With JavaScript
8. Building A Relationship Between CSS & JavaScript

## ABOUT THE EBOOK

Present across millions of websites and growing in popularity, JavaScript is an essential and practical for all programmers, designers and coding aficionados. “Practical JavaScript Techniques” offers expert instruction, tips and methodologies relevant for all levels of knowledge.

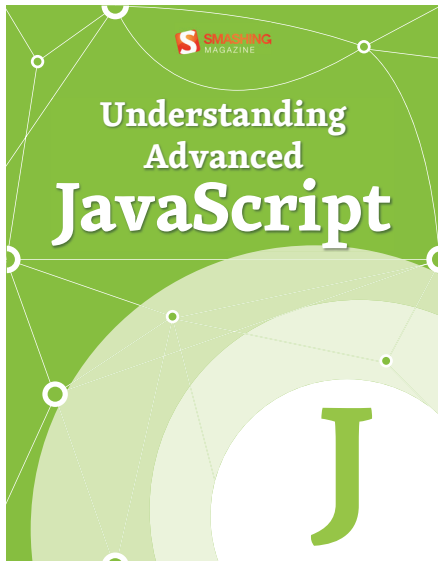
Learn interactive CSS and jQuery techniques, how to take advantage of JavaScript's versatile capabilities and even how to build JavaScript-based gaming experiences.

Whether you're perfecting Web design or building jQuery plugins, this vital resource is a must-have.





# CODING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

93

## LANGUAGE

ENGLISH

## RELEASED

JULY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-35-9

## TABLE OF CONTENTS

1. Analysing Network Characteristics Using JavaScript And The DOM, Part 1
2. Introduction To JavaScript Unit Testing
3. Journey Through The JavaScript MVC Jungle
4. JavaScript Events And Responding To The User
5. JavaScript Profiling With The Chrome Developer Tools
6. Writing Fast, Memory-Efficient JavaScript
7. Designing Better JavaScript APIs

## ABOUT THE EBOOK

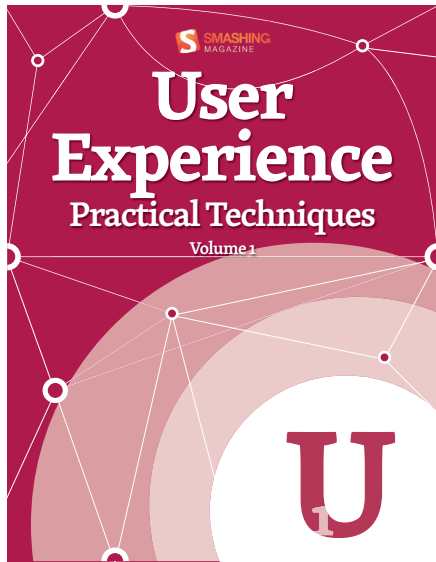
This book is an exploration of popular advanced JavaScript concepts for those who already have a grasp on the basics. “Understanding Advanced JavaScript” is a comprehensive manual and how-to guide about all things JavaScript.

Learn to design better APIs, use the latest tools and navigate the JavaScript MVC Jungle effortlessly. In this eBook, you will receive expert tips and techniques on avoiding coding tripwires and improving your programming methodologies.

Need to know how your JavaScript performs? Find out about unit testing and user- and network-related analyses. Master JavaScript with industry leaders who explain how to make fine-tuning, streamlining and testing your JavaScript code easy.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

149

## LANGUAGE

ENGLISH

## RELEASED

FEBRUARY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-25-0

## TABLE OF CONTENTS

1. 9 Common Usability Mistakes in Web Design
2. 10 Principles Of Effective Web Design
3. Five More Principles Of Effective Web Design
4. 10 Useful Techniques to Improve Your User interface Designs
5. 12 Useful Techniques for Good User interface Design
6. An Extensive Guide to Web form Usability
7. 10 Usability Nightmares You Should Be Aware Of

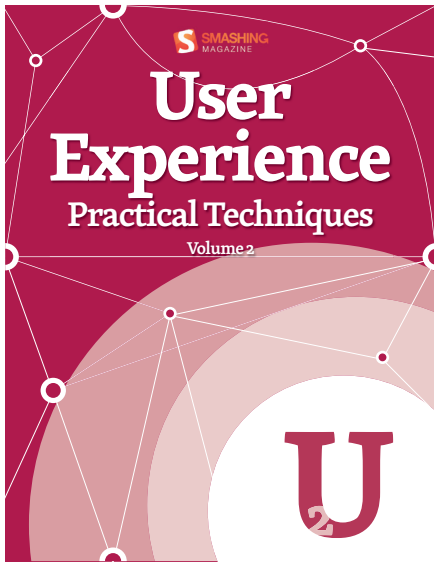
## ABOUT THE EBOOK

Are you familiar with the term User Experience (UX) and the principles that determine a user-friendly website? If yes, then all you need to do is to learn some more useful techniques that will make your user interface designs even better!

This eBook features seven selected articles on usability principles which will help you design user-centered websites by showing you helpful examples of the best practices and which common mistakes to avoid in your next project.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

145

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-32-8

## TABLE OF CONTENTS

1. Improve The User Experience By Tracking Errors
2. Designing Drop-Down Menus: Examples and Best Practices
3. New Approaches to Designing Log-in forms
4. 9 Common Usability Mistakes in Web Design
5. Horizontal Navigation Menus: Trends, Patterns and Best Practices
6. innovative Techniques to Simplify Sign-Ups and Log-ins

## ABOUT THE EBOOK

By now, all good designers understand the importance of usability for their work. Usable websites offer great user experience, and great experiences lead to happy customers.

This eBook features six selected articles on UI design and innovative UX techniques that will help improve your website's user experience and satisfy your visitors.

Learn about designing drop-down menus, log-in and sign-up forms, navigation menus, tracking errors as well as common usability mistakes in Web design. Make your visitors happy with smart design decisions!



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

134

## LANGUAGE

ENGLISH

## RELEASED

FEBRUARY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-23-6

## TABLE OF CONTENTS

1. Why User Experience Cannot Be Designed
2. Design Is About Solving Problems
3. A Design Is Only As Deep As It Is Usable
4. Designing The Well-Tempered Web
5. Better User Experience With Storytelling - Part 1
6. Better User Experience With Storytelling - Part 2
7. Relationship Engineering - Part 1
8. Relationship Engineering - Part 2
9. Taking a Customer From Like to Love: The UX Of Long-Term Relationships
10. Idiots, Drama Queens and Scammers: Improving Customer Service with UX

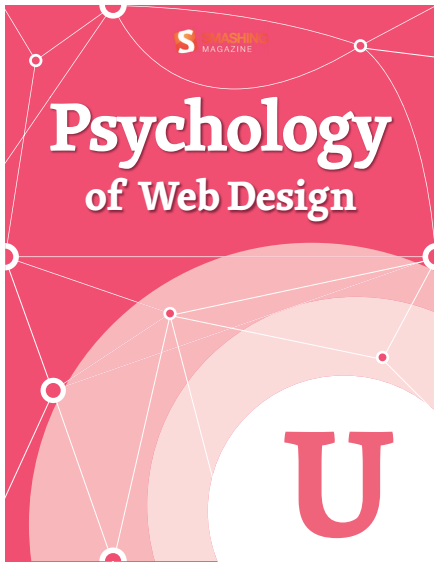
## ABOUT THE EBOOK

User Experience (UX) can be strongly influenced by behavioral factors such as emotions, beliefs, preferences and even cultural backgrounds.

Being aware of this, Web designers keep developing strategies to improve the overall UX with the help of storytelling, tools for problem solving, relationship engineering and customer service improvement. This Smashing eBook provides you with insights on how to improve your website based on the most important UX principles.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

272

## LANGUAGE

ENGLISH

## RELEASED

FEBRUARY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-24-3

## TABLE OF CONTENTS

1. Persuasion Triggers in Web Design
2. Designing for a Hierarchy Of Needs
3. Designing for The Mind
4. 10 Useful Usability Findings and Guidelines
5. 30 Usability Issues to Be Aware Of
6. Designing for Start-Ups: How to Deliver The Message Across
7. Color Theory for Designers - Part 1
8. Color Theory for Designers - Part 2
9. Color Theory for Designers - Part 3

## ABOUT THE EBOOK

Among the most important ingredients for successful Web designs are creativity, planning, coding and design skills. However, many people forget that various psychological factors also play an important role when making design decisions.

This eBook gives you insights on how the human brain deals with different elements, colors, contrast, symmetry and balance. Combining the usability guidelines from Maslow's pyramid will surely help you design closer to your audience's desires.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

97

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-28-1

## TABLE OF CONTENTS

1. Evolve Your User interface to Educate Your Users
2. Optimizing Emotional Engagement in Web Design Through Metrics
3. Enhancing User interaction With First Person User interfaces
4. a Guide to Heuristic Website Reviews
5. Stop Designing Pages and Start Designing Flows
6. The Data-Pixel Approach to Improving User Experience

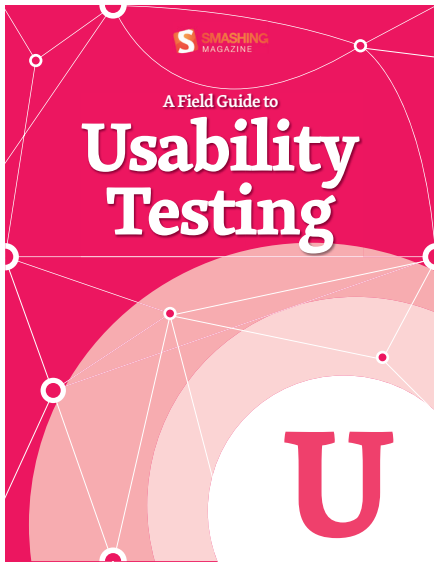
## ABOUT THE EBOOK

The user-centered design process is based on various steps, each with its respective approaches. Learn about designing flows, optimizing emotional engagement and performing heuristic website reviews.

This eBook provides you with several practical techniques that will help make your Web applications appeal to the masses, transforming them into lightweight yet efficient user experiences.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

102

## LANGUAGE

ENGLISH

## RELEASED

MAY 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-31-1

## TABLE OF CONTENTS

1. The Ultimate Guide to A/B Testing
2. Multivariate Testing in Action
3. Five Simple Steps to increase Conversion Rates
4. 15 Essential Checks Before Launching Your Website
5. Test Usability By Embracing Other Viewpoints
6. Multivariate Testing 101
7. A Scientific Method of Optimizing Design
8. Comprehensive Review of Usability and User Experience Testing Tools

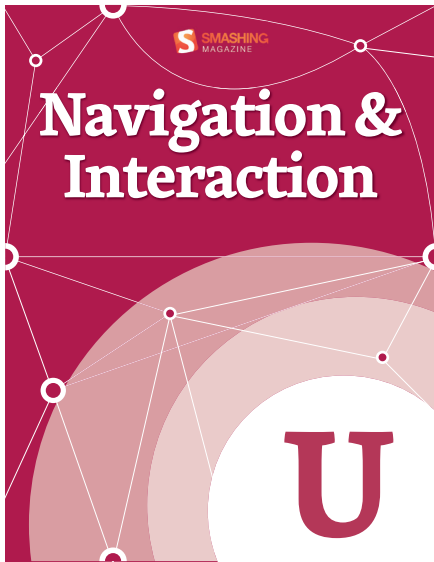
## ABOUT THE EBOOK

Testing usability is vital to creating a successful website — even more so if it's an e-commerce website, a complex app or any other complicated project.

Unlike interviews and focus groups, a well-designed user test measures actual performance. This eBook provides a guide to A/B testing, multivariate testing, tips for increasing conversion rates and a review of testing methods and tools.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

131

## LANGUAGE

ENGLISH

## RELEASED

JANUARY 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-56-4

## TABLE OF CONTENTS

1. The Elements Of Navigation
2. Sticky Menus Are Quicker to Navigate
3. Design Patterns: When Breaking The Rules Is OK
4. Exploration Of Single-Page Websites
5. You Already Know How to Use It
6. Redefining Hick's Law
7. What Web Designers Can Learn From Video Games
8. a New Mobile UX Design Material
9. Mission Transition
10. Designing With Audio: What Is Sound Good for?

## ABOUT THE EBOOK

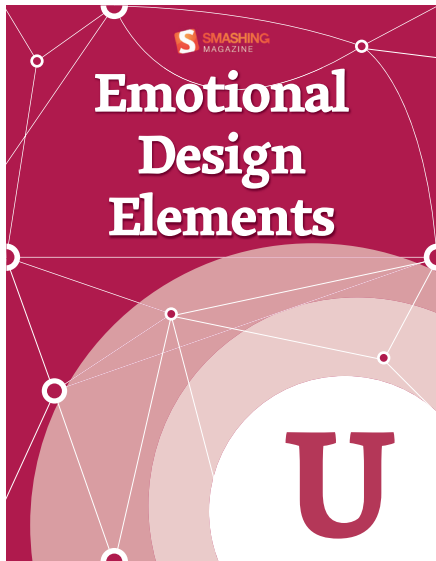
The foundations of good UX design lie in transparent navigation and interaction patterns and systems. a solid understanding of the rules is as important as knowing when to break them.

How should you set up menus for optimal usability? Does mobile UX design follow different rules? How can you use sound to make your website not just more appealing but also easier to navigate? These and other questions should be factored into any decisions about modern website design, because they will influence the amount and quality of repeat traffic.





# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

122

## LANGUAGE

ENGLISH

## RELEASED

JANUARY 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-57-1

## TABLE OF CONTENTS

1. Inclusive Design
2. The Personality Layer
3. Give Your Website Soul With Emotionally intelligent interactions
4. Not Just Pretty: Building Emotion into Your Websites
5. Playful UX Design: Building a Better Game
6. Gamification and UX: Where Users Win Or Lose
7. Adding a Personal Touch to Your Web Design

## ABOUT THE EBOOK

Whether you're creating a game or a website, a lasting bond with users is more often than not the result of emotional attachment. Knowing the ins and outs of emotional design will enable you to imbue your creation with personality and to shape the user's perception.

Find out how to integrate emotional appeal into your website, and how to turn your game into more than a cold, flawless, technical challenge. A personal touch can make all the difference, if you know how to design it.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

88

## LANGUAGE

ENGLISH

## RELEASED

JANUARY 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-58-8

## TABLE OF CONTENTS

1. Interaction Design In The Cloud
2. Lean Startup Is Great UX Packaging
3. Fitting Big-Picture UX Into Agile Development
4. You Already Know How To Use It
5. Fixing a Broken User Experience
6. Beyond Wireframing: The Real-Life UX Design Process
7. Stop Redesigning And Start Tuning Your Site instead
8. Designer Myopia: How To Stop Designing For Ourselves
9. The UX Research Plan That Stakeholders Love

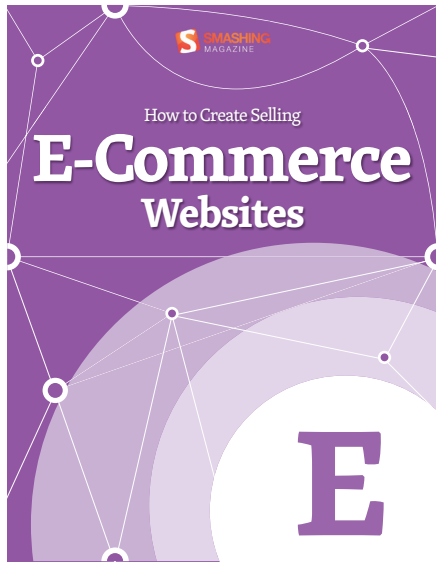
## ABOUT THE EBOOK

User Experience (UX) design isn't a new field. But sometimes new approaches lead to new perspectives. In this eBook, you'll learn how lean UX has made the whole discipline more approachable and attractive to startups, and you'll see that UX issues aren't just a quick fix, but should also address big-picture issues.

Sometimes, the solution to a problem is to fix a broken UX; other times, you will need to constantly fine-tune in order to keep up with changing demands. You'll also look at wireframing alternatives, research planning and design bias.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

266

## LANGUAGE

ENGLISH

## RELEASED

DECEMBER 2010

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-04-5

## TABLE OF CONTENTS

1. Getting Started With E-Commerce
2. 5 Universal Principles for Successful E-Commerce-Sites
3. 12 Tips for Designing an Excellent Checkout Process
4. How to Engage Customers in Your E-Commerce Website
5. Principles of Effective Search in E-Commerce Design
6. 15 Common Mistakes in E-Commerce Design
7. E-Commerce: Fundamentals of a Successful Re-Design
8. Improve Your E-Commerce Design With Brilliant Product Photos
9. How to Use Photos to Sell More Online
10. Design to Sell: 8 Useful Tips to Help Your Website Convert
11. 7 More Useful Tips to Help Your Site Convert
12. Optimizing Conversion Rates: Less Effort, More Customers
13. Optimizing Conversion Rates: It's All About Usability
14. Use Conversions to Generate More Conversions
15. The Ultimate Guide to A/B Testing
16. Multivariate Testing: 5 Simple Steps to increase Conversion Rates

## ABOUT THE EBOOK

Designing and developing e-commerce websites is a puzzle with thousands of pieces. Not only are the layout and structure of your Web store important, but you also have to keep the user experience and conversion rates in mind. These are what, in the end, really convince your client's customers to click that shiny "Buy now" button.

Find out how to resolve small usability issues to immense effect. Are you familiar with A/B and multivariate testing? Use them to figure out how customers respond to minimal changes in design, content structure and check-out convenience. Customers decide whether to stay on a page in just a few (milli)seconds, so you better make them count!



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

62

## LANGUAGE

ENGLISH

## RELEASED

AUGUST 2013

## PUBLISHER

SMASHING MAGAZINE GMBH

## ISBN

ISBN (PDF): 978-3-94454048-1

ISBN (EPUB): 978-3-94454049-8

ISBN (KINDLE): 978-3-94454050-4

## TABLE OF CONTENTS

1. Thirteen Tenets Of User Experience Design
2. Improving Your Website Usability Test
3. Designing For The Multifaceted User
4. 50 Design Problems In 50 Days: Real Empathy For Innovation
5. Beyond The Button: Embracing The Gesture-Driven Interface
6. What Leap Motion And Google Glass Mean For Future User Experience

## ABOUT THE EBOOK

In “Rethinking UX”, various UX professionals share their lessons learned and provide practical advice from their very own personal experience. The eBook is packed with interesting thoughts and concepts that let us reflect on our own practices. Every designer has their own user research techniques and strategies, but leaving the office and talking to people on the streets can foster innovation even more as any thought-out strategy ever could.

Is empathy possibly the best guarantor for great UX? Overcoming traditional patterns and designing with a new type of user in mind is among the many topics of this eBook.

Of course, you can also get your hands on some future scenarios. The Smashing authors dare to sneak a peak at some new challenges that we could face with the rise of innovative technologies such as Google Glass and Leap Motion, and explore how we can embrace entirely gesture-driven interfaces today. This eBook is a springboard for developing a new perspective and for creating future-proof user experiences.



# UX DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

94

## LANGUAGE

ENGLISH

## RELEASED

AUGUST 2013

## PUBLISHER

SMASHING MAGAZINE GMBH

## ISBN

ISBN (PDF): 978-3-94454051-1

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ISBN (KINDLE): 978-3-94454053-5

## TABLE OF CONTENTS

1. When You Shouldn't Use Fitt's Law To Measure User Experience
2. Five Ways To Prevent Bad Microcopy
3. Infinite Scrolling:  
Let's Get To The Bottom Of This
4. Designing Great Feedback Loops
5. Sketching For Better Mobile Experiences
6. Converting Our Stories Into Multi-Screen Experiences
7. Creating An Adaptive System To Enhance UX

## ABOUT THE EBOOK

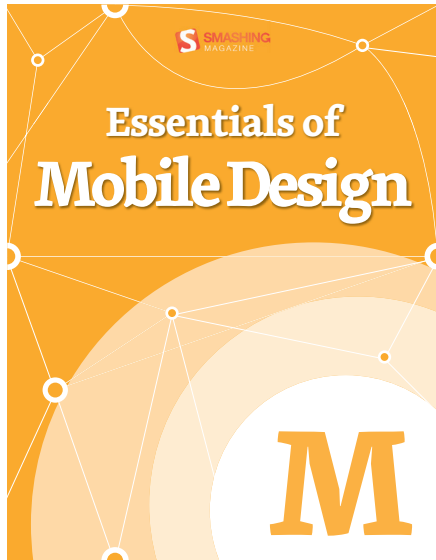
Even the most thought-out and best-planned user experience can get lost when attention to certain details falls short. To raise awareness for those little things that add up to an ideal user experience, we have put together “Designing Better UX”.

The practical approaches for designing better UX cover mobile apps, adaptive systems, and multi-screen experiences. The eBook is packed with in-depth tips and tricks shared by experts from the industry. They consider the importance of straightforward yet personal microcopy, explore the strengths and weaknesses of infinite scrolling, and take a look at how well-crafted feedback loops can influence a user's behavior.

Once we decide to create a well-balanced experience, all of the covered aspects in this eBook have to be thoroughly considered, i.e. when is the user experience fostered and when is it curbed? If you've been looking for a valuable resource for your daily UX routine, you can now stop searching.



# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

235

## LANGUAGE

ENGLISH

## RELEASED

SEPTEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-42-7

## TABLE OF CONTENTS

1. Not Your Parent's Mobile Phone: UX Design Guidelines For Smartphones
2. Why We Shouldn't Make Separate Mobile Websites
3. How To Build A Mobile Website
4. Making It A Mobile Web App
5. A Study Of Trends In Mobile Design
6. How To Market Your Mobile Application
7. A Foot On The Bottom Rung: First Forays Into Responsive Web Development
8. From Monitor To Mobile: Optimizing Email Newsletters With CSS
9. How To Use CSS3 Media Queries To Create a Mobile Version of Your Website
10. Creating Mobile-Optimized Websites Using WordPress

## ABOUT THE EBOOK

Designing for Mobile can be very complex. It requires many skills such as programming, usability, typography, creating applications – all of this without forgetting the necessary ingredient of visual appeal. This eBook will give you an overview of the basic features you need to know for designing beautiful and useful Mobile interfaces and apps.



# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

124

## LANGUAGE

ENGLISH

## RELEASED

SEPTEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-43-4

## TABLE OF CONTENTS

1. The Elements Of The Mobile User Experience
2. Picking A Mobile Support Strategy For Your Website
3. Essential Design Patterns For Mobile Banking
4. Seven Guidelines For Designing High-Performance Mobile User Experiences
5. Useful Design Tips For Your iPad App
6. A User-Centered Approach To Web Design For Mobile Devices
7. Mobile Auto-Suggest on Steroids: Tap-Ahead Design Pattern

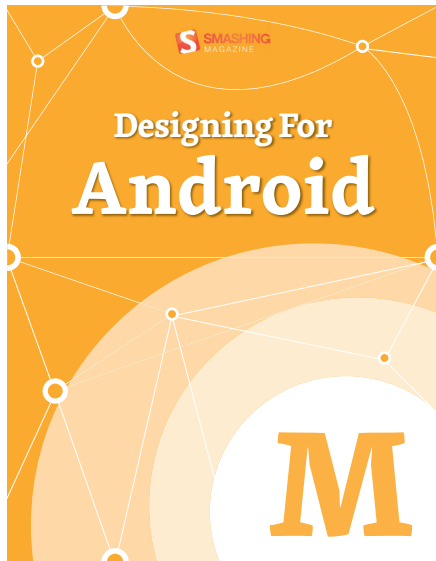
## ABOUT THE EBOOK

Since the appearance of the smartphone and tablet computers, we are experiencing a boom in Mobile Design. And, as it happens with the development of new gadgets and technologies, some trends and patterns are already established.

With this eBook you will learn the most important guidelines and strategies for Mobile Design, including solutions for forms, tap-ahead patterns and UX approaches.



# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

228

## LANGUAGE

ENGLISH

## RELEASED

SEPTEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-44-1

## TABLE OF CONTENTS

1. Getting To Know The Android Platform: Building, Testing And Distributing Apps
2. Designing For Android
3. Designing For Android: Tips And Techniques
4. Designing For Android Tablets
5. Getting The Best Out Of Eclipse For Android Development
6. Get Started Developing For Android With Eclipse
7. Get Started Developing For Android With Eclipse, Reloaded

## ABOUT THE EBOOK

If you intend to design for Mobile, you might have to pay attention to the democratic scenario that gives shape to this niche. Many developers are aware of this: by using the Android operating system to create apps, they acquire a huge market share.

This eBook will guide you through the Android universe and help you to create interface designs for Android mobile gadgets.





# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

234

## LANGUAGE

ENGLISH

## RELEASED

SEPTEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-45-8

## TABLE OF CONTENTS

1. How to Create Your First iPhone Application
2. Web Development For The iPhone And iPad: Getting Started
3. iPhone App Design Trends
4. iPhone App Designs Reviewed: Critique Board and Lessons Learned
5. iPhone Apps Design Mistakes: Over-Blown Visuals
6. iPhone Apps Design Mistakes: Disregard Of Context
7. Setting Up Photoshop For Web, App and iPhone Development
8. Designing For iPhone 4 Retina Display: Techniques And Workflow
9. Showcase of Designs Optimized for iPhone

## ABOUT THE EBOOK

With almost half of the smartphone market share, the iPhone is a concrete confirmation that it's worth it to be a vanguardist in technology. Designers that have familiarity with the Apple iOS are one step ahead in designing mobile interfaces.

If you want to discover trends and special requirements that iPhone applications ask for, this eBook is a must.



# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

116

## LANGUAGE

ENGLISH

## RELEASED

MAY 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-94454019-1

## TABLE OF CONTENTS

1. How Much Has The Web Really Changed?
2. Looking Beyond Common Media Query Breakpoints
3. Logical Breakpoints For Your Responsive Design
4. Preparing Websites For The Unexpected
5. How To Maintain Hierarchy Through Content Choreography
6. Towards A Retina Web
7. Building A Better Responsive Website
8. How To Make Your Websites Faster On Mobile Devices

## ABOUT THE EBOOK

With the advent of responsive techniques, design patterns and off-the-shelf components, responsive Web design has become more than a technique — but rather a new mindset that requires us all to rethink and extend our practices. Responsive Web design handles performance, server-side components, content strategy and conditional loading as well.

With this eBook, you will learn how to go from non-responsive layouts to optimized responsive mobile experiences. We're happy to present techniques to help you overcome outdated practices and set new defaults in your workflow — a new responsive design workflow.



# MOBILE



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

170

## LANGUAGE

ENGLISH

## RELEASED

May 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-94454022-1

## TABLE OF CONTENTS

1. A Guide To iOS App Development For Web Designers
2. Get Started Writing iOS Apps With RubyMotion
3. Mobile Prototyping With Axure RP
4. Creating Realistic iPhone Games With Cocos2D
5. Mobile Design Practices For Android: Tips And Techniques
6. C-Swipe: An Ergonomic Solution To Navigation Fragmentation On Android
7. Windows Phone Design For Developers
8. A Field Guide To Mobile App Testing
9. How To Succeed With Your Mobile App

## ABOUT THE EBOOK

This eBook provides you with some useful tips and tricks, regardless of whether you're taking your first steps in app design or looking to adopt some best practices from industry pros.

To help you broadly position your future app, our authors cover the three biggest platforms: iOS, Android and Windows Mobile.

Some step-by-step coding tutorials will take you by the hand, as will exciting new techniques that go beyond the usual. In addition, the eBook features handy cross-platform topics such as prototyping, as well as a field guide to app testing, and advice on marketing your app.



# DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

302

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2010

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-02-1

## TABLE OF CONTENTS

1. 10 Harsh Truths About Corporate Websites
2. Portfolio Design Study: Design Patterns And Current Practices
3. Creating A Successful Online Portfolio
4. Better User Experience With Storytelling
5. Designing User Interfaces For Business Web Applications
6. Progressive Enhancement And Standards Do Not Limit Web Design
7. Color Theory For Designers, Part 1: The Meaning Of Color
8. Is John The Client Dense Or Are You Failing Him?
9. How To Identify And Deal With Different Types Of Clients
10. How To Respond Effectively To Design Criticism
11. Web Designer's Guide To Professional Networking
12. Group Interview: Expert Advice For Students and Young Web Designers

## ABOUT THE EBOOK

Web design, with its wide range of disciplines and fields, is not an easy nut to crack.

However, it is possible to put together a book with some of the crucial principles and fundamentals that you will need for every project you take on.

Learn about the harsh truths of corporate Web design and the troubles you are bound to run into.



# DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

279

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-09-0

## TABLE OF CONTENTS

1. The Current State of Web Design
2. Web Design Trends
3. Responsive Web Design: What It Is and How to Use It
4. A Showcase of Responsive Web Design
5. Persuasion Triggers in Web Design
6. Why We Should Start Using CSS3 and HTML5 Today
7. HTML5: The Facts And The Myths
8. The User Is The Anonymous Web Designer
9. The Design Matrix: A Powerful Tool for Guiding Client Input
10. A Design Is Only As Deep As It Is Usable
11. Web Designers, Don't Do It Alone
12. Why Design-By-Committee Should Die
13. Design Better and Faster with Rapid Prototyping
14. When a Thousand Words Is Worth a Picture

## ABOUT THE EBOOK

The pace at which the Web rolls today has picked up, and we feel obliged to give you a status report and outlook.

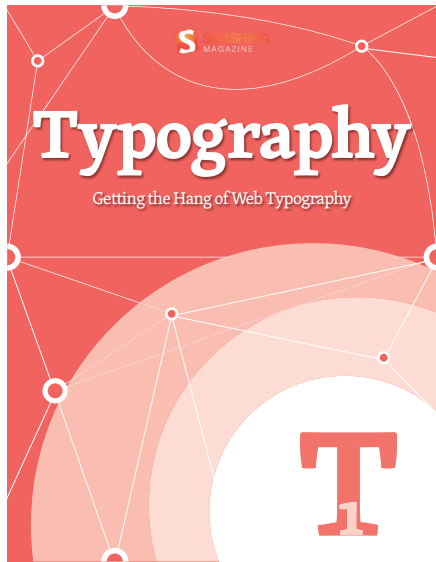
Learn the most recent changes in Web development, as well as design trends that are likely to catch on and could have a substantial effect on our workflow.

Be prepared for the onset of innovative approaches such as responsive Web design, and learn how to apply psychology-based persuasion triggers in your designs.

Clear up some myths about HTML5 and CSS3, and make use of the “design matrix” methodology.



# DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

242

## LANGUAGE

ENGLISH

## RELEASED

JANUARY 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-07-6

## TABLE OF CONTENTS

1. Analysing Network Characteristics Using JavaScript And The DOM, Part 1
2. Introduction To JavaScript Unit Testing
3. Journey Through The JavaScript MVC Jungle
4. JavaScript Events And Responding To The User
5. JavaScript Profiling With The Chrome Developer Tools
6. Writing Fast, Memory-Efficient JavaScript
7. Designing Better JavaScript APIs

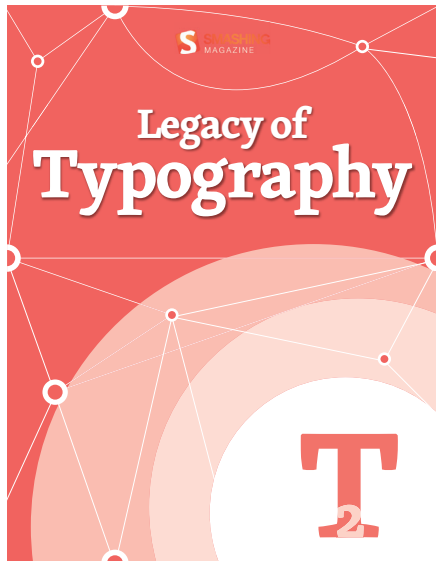
## ABOUT THE EBOOK

In Web design especially illegible text, incorrect use of punctuation marks and inappropriate font combinations or use of line widths are frequent.

Getting the Hang of Web Typography is dedicated to web workers that are dealing with typography in their daily lives, but have no special training for this independent craft.

This eBook Gives you the necessary background on macro- and microtypography, it helps you to choose suitable fonts and use modern techniques such as Web font embedding.





**FORMATS**  
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**  
131

**LANGUAGE**  
ENGLISH

**RELEASED**  
April 2013

**PUBLISHER**  
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**ISBN**  
PDF: 978-3-943075-54-0,  
ePUB: 978-3-94454000-9,  
Kindle: 978-3-94454001-6.

## TABLE OF CONTENTS

1. Japanese, A Beautifully Complex Writing System
2. Respect Thy Typography
3. Typography Carved In Stone
4. Industrial-Strength Types
5. Legitima Typeface: An Experience Of Fossils And Revivals
6. When Typography Speaks Louder Than Words
7. Weird And Wonderful, Yet Still Illegible
8. Font Wars: A Story On Rivalry Between Type Foundries
9. Hands-On Experience: The Rehabilitation Of The Script

## ABOUT THE EBOOK

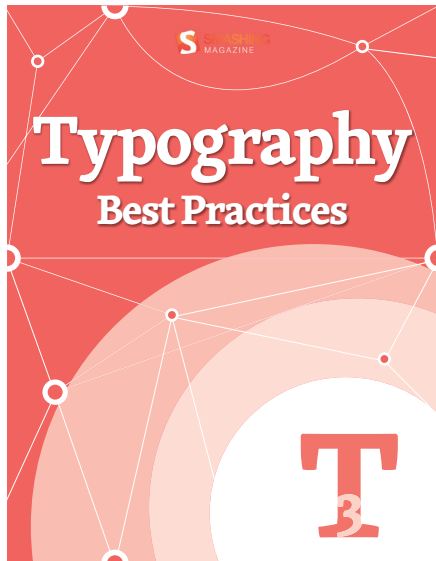
Typography is everywhere. If you walk out the door, you will be hard pressed to find any element of our daily lives that doesn't involve or rely on typography. The prevalence of typography is not limited only to the analog world.

This eBook introduces historical and cultural aspects of type and how they relate to the Web industry.

Find out about changing fads in type, about the complexities of Japanese characters and about typographic applications for different situations. You are sure to learn something that you didn't know before from our great authors.



# DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

139

## LANGUAGE

ENGLISH

## RELEASED

APRIL 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

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ePUB: 978-3-94454002-3,  
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## TABLE OF CONTENTS

1. The Perfect Paragraph
2. Mind Your En And Em Dashes: Typographic Etiquette
3. Why Subtle Typographic Choices Make All The Difference
4. A Closer Look At Font Rendering
5. The Creative Way To Maximize Design Ideas With Type
6. Applying Macrotypography For A More Readable Web Page
7. Avoiding Faux Weights And Styles With Google Web Fonts

## ABOUT THE EBOOK

Web design is not just about a flamboyant or simply beautiful website appearance.

This book is about small — but crucial — details, in a specialty that is all about details.

Whether you're interested in determining the right paragraph layout or typographic details, observing the correct typographic etiquette or making the other small decisions that will dramatically influence how your website is perceived, many answers will present themselves in this collection of articles.







**FORMATS**  
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**  
106

**LANGUAGE**  
ENGLISH

**RELEASED**  
JUNE 2013

**PUBLISHER**  
SMASHING MEDIA GMBH

**ISBN**  
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ISBN (EPUB): 978-3-94454037-5  
ISBN (KINDLE): 978-3-94454038-2

## TABLE OF CONTENTS

1. A Comprehensive Website Planning Guide
2. A Fun Approach To Creating More Successful Websites
3. Defending The Generalists In The Web Design Industry
4. Breaking Down Silos, Part 1: The Consequences Of Working In Isolation
5. MUD: Minimum Usable Design
6. A Craft Of Consequences: Reader, Writer And Emotional Design
7. Easier Is Better Than Better
8. Designing Engaging And Enjoyable Long-Form Reading Experiences
9. Symptoms Of An Epidemic: Web Design Trends

## ABOUT THE EBOOK

What is it that makes a website stand out from the crowd? What makes it memorable and meaningful? This eBook wants to approach these questions. It's in no means a step-by-step guide to follow, but rather a collection of thoughts to give you some general impulses and perspectives on creating meaningful websites.

Starting with a comprehensive website planning guide to the question, "Which role does emotion play within the emotionless Web system?", our Smashing authors explored a variety of different aspects that all contribute to aesthetically beautiful and thoroughly thought-out user experience.



# DESIGN



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

80

## LANGUAGE

ENGLISH

## RELEASED

JUNE 2013

## PUBLISHER

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## ISBN

SBN (PDF): 978-3-94454039-9

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## TABLE OF CONTENTS

1. The Process Of Creativity
2. Work, Life And Side Projects
3. “I Draw Pictures All Day”
4. Ignorance Is Bliss For A Creative Mind
5. The Big Think: Breaking The Deliverables Habit
6. Changing Perspective: A New Look At Old Problems
7. Collaging: Getting Answers To The Questions You Don’t Know To Ask
8. Creating A Lasting Impression

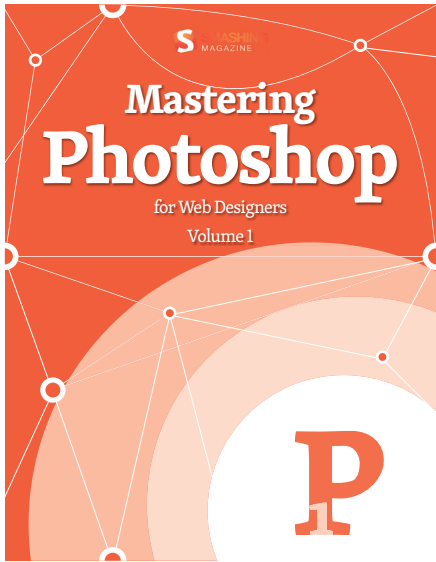
## ABOUT THE EBOOK

This eBook is a collection of creativity lessons that may help you overcome a creative trough. Our Smashing authors provide some general insights into the process of creativity, discuss some interesting aspects, such as why it is important to also have a life outside the Web, and also present useful hands-on tips on how to develop fresh approaches to given problems.

In addition, “Creativity Lessons For Web Designers” also shares some inspiring design projects and what made them unforgettable. As you will see, creativity has nothing to do with magic, but is often just a matter of perspective.



# GRAPHICS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

266

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-00-7

## TABLE OF CONTENTS

1. Color Management
2. Paths
3. Layer Styles
4. Brushes
5. Typography
6. Photography
7. Exporting

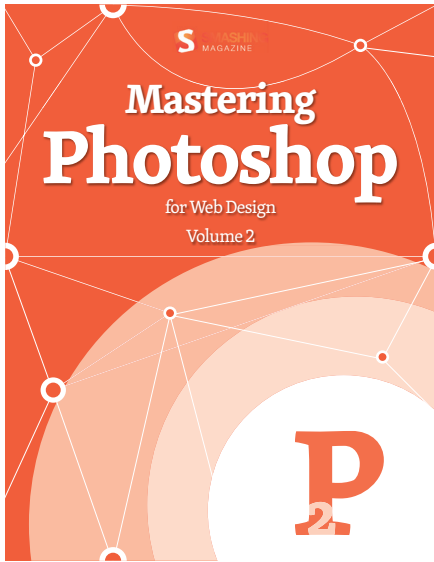
## ABOUT THE EBOOK

Have you reached a dead end and feel like a massive barrier stands between your creativity and the screen? Thomas Giannattasio has been there and knows how to help. He has put together an intuitive guide to color management, as well as detailed instructions on how to get the most out of paths and brushes in this eBook.

Handle layer styles like a pro, take your typography to the next level, and make your photographs look like a professional's with native CS5 techniques.



# GRAPHICS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

216

## LANGUAGE

ENGLISH

## RELEASED

APRIL 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-12-0

## TABLE OF CONTENTS

1. Mastering Photoshop: Noise, Textures, Gradients and Rounded Rectangles
2. Photo Retouching Tips And Tricks (Part 1)
3. Photo Retouching Tips and Tricks (Part 2)
4. Ultimate Guide to Cloning in Photoshop
5. Designing for iPhone 4 Retina Display: Techniques and Workflow
6. Mastering Photoshop: Pixel Perfection when Rotating, Pasting and Nudging
7. Setting up Photoshop for Web and iPhone Development
8. Compositing in Adobe Photoshop: Time- Saving Tips
9. Mastering Photoshop: Unknown Tricks and Time-Savers
10. Preparing Photoshop Files for Web Developers
11. In Defense of Photoshop

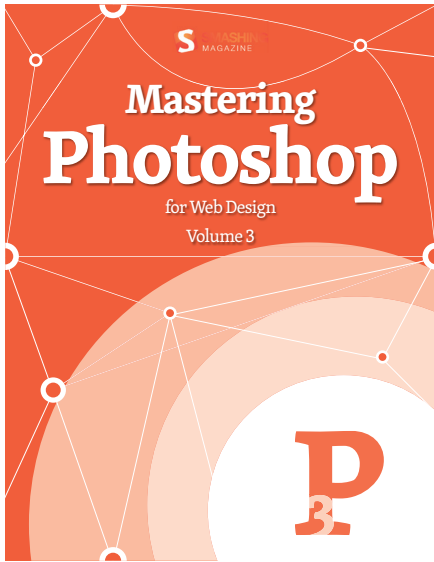
## ABOUT THE EBOOK

Productivity is a crucial asset of professional designers. Photoshop is an extremely powerful application for photo processing and image manipulation, and we can make it even more powerful by using advanced techniques and design approaches that professionals and experts in the field are using regularly.

The better our professional skills are, the more time we can spend to focus on the actual design process rather than the tool we are using to implement it on screen.



# GRAPHICS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

220

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-47-2

## TABLE OF CONTENTS

1. Brushing Up On Photoshop's Brush Tool
2. Unveiling Photoshop Masks
3. Mastering Photoshop With Paths
4. The Ails Of Typographic Anti-Aliasing
5. Mastering Photoshop Techniques: Layer Styles
6. Establishing Your Grid In Photoshop
7. Pixel Perfection When Rotating, Pasting And Nudging In Photoshop
8. Top Non-Destructive Photoshop Techniques
9. Exporting From Photoshop
10. The Lost Art Of Design Etiquette

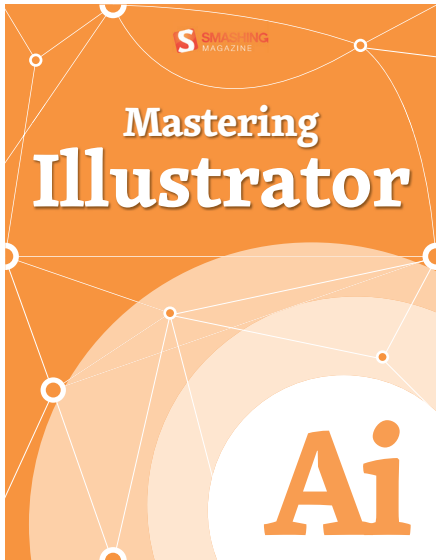
## ABOUT THE EBOOK

Like most elements (such as typography, color, layout and content), photography is a crucial component on interfaces and for websites. This is one of the reasons why new tools are created by heavy users of Photoshop.

This eBook offers hints for recent techniques, such as using brush tools, anti-aliasing typography, layer and grid settings, unveiling masks and perfecting pixels.



# GRAPHICS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

282

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-48-9

## TABLE OF CONTENTS

1. Productive Web Design With... Adobe Illustrator?
2. Creating Graphs With Adobe Illustrator
3. Illustrator's Live Trace: Sketch to Vector
4. Mixing Up Illustration: Combining Analog And Digital Techniques
5. Examples And Tips For Using Illustrator's Warp Tools
6. Preparing Artwork for Screen Printing in Adobe Illustrator
7. Create a Cute Little Tiger in Illustrator
8. Useful Typography Tips For Adobe Illustrator

## ABOUT THE EBOOK

One of the most beloved vector graphic softwares among Web Designers is Adobe Illustrator. But getting to know all of its tools and features can be time-consuming.

With this eBook you'll learn how to create graphics, transform a sketch into a vector, combine analog and digital techniques, prepare artwork for screen printing and also learn useful typography tips — all focusing on Adobe Illustrator.



# GRAPHICS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

309

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2012

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-49-6

## TABLE OF CONTENTS

1. The Power of Adobe Fireworks: What Can You Achieve With It?
2. Developing A Design Workflow In Adobe Fireworks
3. Refining Your Design In Adobe Fireworks
4. Interactive Prototypes And Time-Savers With Adobe Fireworks
5. Create Interactive Prototypes With Adobe Fireworks
6. Simulating The Letterpress: From Live Filters In Fireworks To CSS Code
7. Extracting Logos Using Levels In Adobe Fireworks
8. Creating a Pattern Library with Evernote and Fireworks
9. Create Demo: An Easy Way to Present Adobe Fireworks Design Prototypes

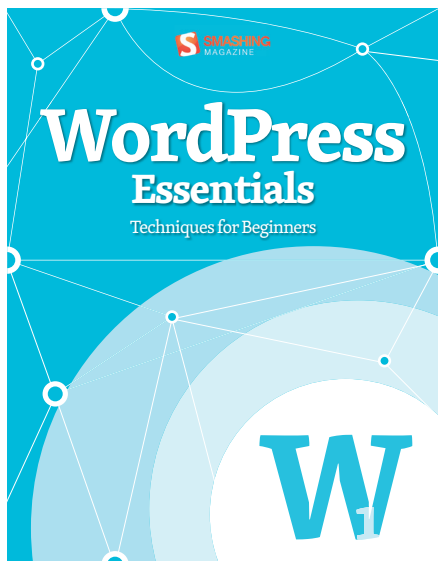
## ABOUT THE EBOOK

With an interface similar to other creative softwares from Adobe, Fireworks allows Web Designers to create interfaces and prototypes for their websites. It's especially helpful to see whether your application works properly before moving onto the development stage.

This eBook will show you what can be achieved with Adobe Fireworks; such as creating interactive prototypes, time savers, parent libraries and extracting logos. You might even rethink your workflow after having finished this reading.



# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

157

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-16-8

## TABLE OF CONTENTS

1. Building WordPress Themes You Can Sell
2. Developing WordPress Locally With MAMP
3. The Developer's Guide To Conflict-Free JavaScript And CSS In WordPress
4. Interacting With The WordPress Database
5. How To Create A WordPress Plugin
6. How To Integrate Facebook With WordPress
7. How To Use AJAX In WordPress
8. Better Image Management With WordPress
9. Using HTML5 To Transform WordPress' TwentyTen Theme

## ABOUT THE EBOOK

WordPress is without a doubt the most popular Web software among online publishers.

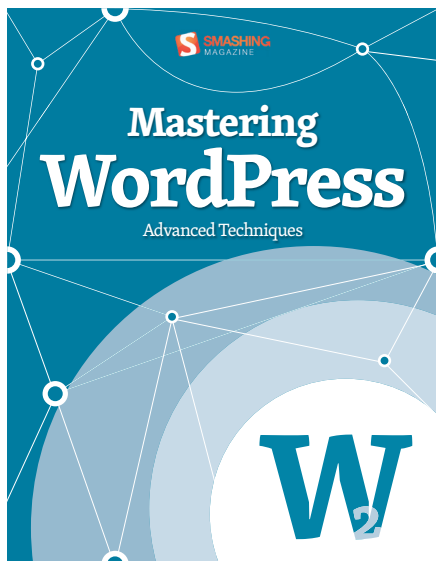
But did you know that there are thousands of plugins and techniques available which you can use to extend WordPress well beyond its potential and transform your site into almost anything you can imagine?

If you want to find out how to extend the limitations of WordPress, this eBook Will help you improve your capabilities, so you can take full advantage of its flexibility.





# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

166

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-18-2

## TABLE OF CONTENTS

1. The Definitive Guide To WordPress Hooks
2. How to Create Custom Taxonomies In WordPress
3. Power Tips For WordPress Template Developers
4. Advanced Power Tips For WordPress Template Developers
5. Advanced Power Tips for WordPress Template Developers: Reloaded
6. Lessons Learned From Maintaining a WordPress Plugin
7. Ten Things Every WordPress Plugin Developer Should Know
8. Create Perfect Emails For Your WordPress Website
9. Writing WordPress Guides for the Advanced Beginner
10. Advanced Layout Templates In WordPress' Content Editor

## ABOUT THE EBOOK

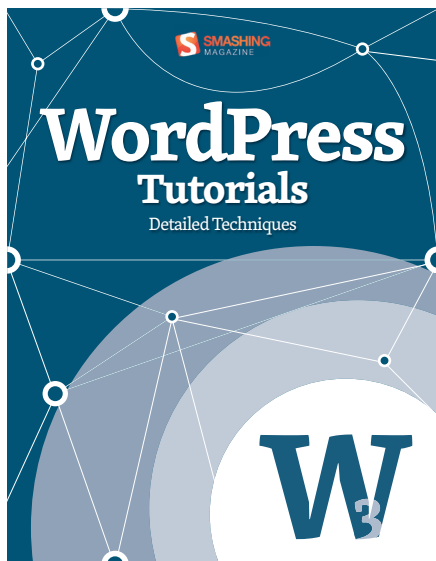
WordPress offers a world of possibilities if you are curious enough to explore them. The most popular blog-publishing platform is not limited by its default configurations.

You can improve your website with the innumerable plugins, hooks and custom fields — new versions are being created almost every day by the global developer community!

This eBook is exactly about the above mentioned. We've selected only the best articles on how to use extensions for WordPress with an amazing collection of copy-paste coding snippets.



# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

183

## LANGUAGE

ENGLISH

## RELEASED

NOVEMBER 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-19-9

## TABLE OF CONTENTS

1. How To Create Tabs On WordPress Settings Pages
2. Create Native Admin Tables In WordPress The Right Way
3. How To Build A Media Site On WordPress (Part 1)
4. How To Build A Media Site On WordPress (Part 2)
5. How To Create Custom Post Meta Boxes In WordPress
6. Getting Started With bbPress
7. WordPress Multisite: Practical Functions And Methods
8. Writing the Perfect WordPress Readme.txt
9. Integrating Amazon S3 with WordPress

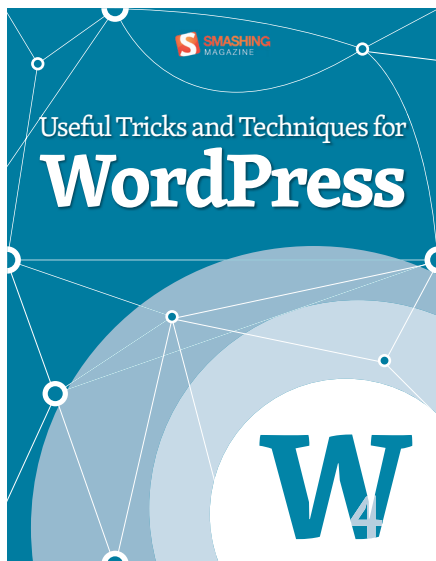
## ABOUT THE EBOOK

After having read fundamental concepts in our Smashing eBook “WordPress Essentials” and having expanded your knowledge by applying the many options gathered in our Smashing eBook “Mastering WordPress”, it’s time for you to go even further with WordPress development.

This eBook is filled with detailed techniques which will show you the step-by-step of various enhancement processes on WordPress publishing.



# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

95

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-51-9

## TABLE OF CONTENTS

1. Easily Customize WordPress' Default Functionality
2. How To Customize The WordPress Admin Easily
3. How To Create Custom Taxonomies In WordPress
4. Inside The WordPress Toolbar
5. Limiting The Visibility Of Posts In WordPress Via Usernames
6. Random Redirection In WordPress
7. Writing Unit Tests For WordPress Plugins

## ABOUT THE EBOOK

As one of the leading forms of content management on the Web, WordPress offers users and developers a lot of options, yet its versatility is often underestimated. These authors will help you understand more of what WordPress is capable of.

You'll learn simple tricks for customizing the CMS's default functionality, user access and back-end; as well as more involved techniques for manipulating taxonomies, toolbars and redirection paths.

Those of you who really want to tackle WordPress functionality will learn how to test those plugins you've painstakingly created.



# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

75

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

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## TABLE OF CONTENTS

1. Create A Responsive, Mobile-First WordPress Theme
2. Do-It-Yourself Caching Methods With WordPress
3. Front-End Author Listing And User Search For WordPress
4. How To Integrate Facebook, Twitter And Google+ In WordPress
5. Manage Events Like A Pro With WordPress
6. Adopting A Responsive WordPress Theme Is More Than Install-And-Go
7. Responsive Images With WordPress' Featured Images

## ABOUT THE EBOOK

One of the great aspects of WordPress is its incredible adaptability. Using WordPress to the fullest means finding out about all the special features you can implement on your website.

Find out more about WordPress's responsive possibilities, such as how to build a responsive theme from the ground up, implementing your theme and customizing images for a responsive site.

Also learn how to speed up your site, integrate social-networking capabilities and manage events and author listings.



# WORDPRESS



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

109

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-53-3

## TABLE OF CONTENTS

1. Smashing Special: What's Going On In The WordPress Economy? (Part 1)
2. Smashing Special: What's Going On In The WordPress Economy? (Part 2)
3. How To Become A Top WordPress Developer
4. How Commercial Plugin Developers Are Using The WordPress Repository
5. Writing Effective Documentation For WordPress End Users
6. Secrets Of High-Traffic WordPress Blogs

## ABOUT THE EBOOK

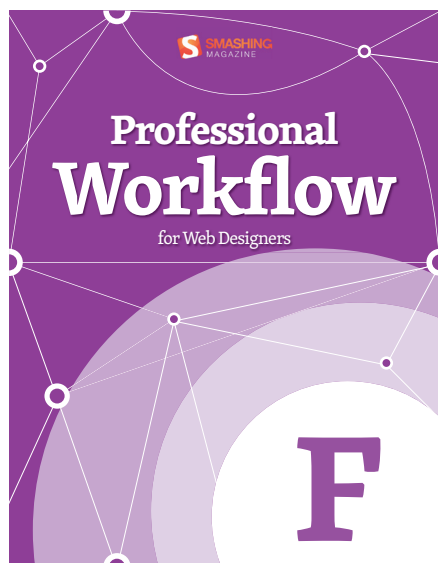
WordPress is an economy in its own right. To really understand this, one has to know its history. In this eBook, you can find out about the economy that developed around this revolutionary CMS.

The authors will introduce you to WordPress development, show you how to profit from WordPress development and explain how to effectively introduce the end user to WordPress.

The goal of this eBook is to help you take advantage of the WordPress economy and make money as a WordPress developer.



# FREELANCING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

92

## LANGUAGE

ENGLISH

## RELEASED

MAY 2011

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-15-1

## TABLE OF CONTENTS

1. The Legal Side Of Web Design
2. Lessons from Corporate Web Design
3. Web Design Risk Management and Liability
4. The Finances of Freelancing
5. APPENDIX: Sample Legal Documents

## ABOUT THE EBOOK

Being a great Web designer or developer is one thing; running a successful freelance business is another.

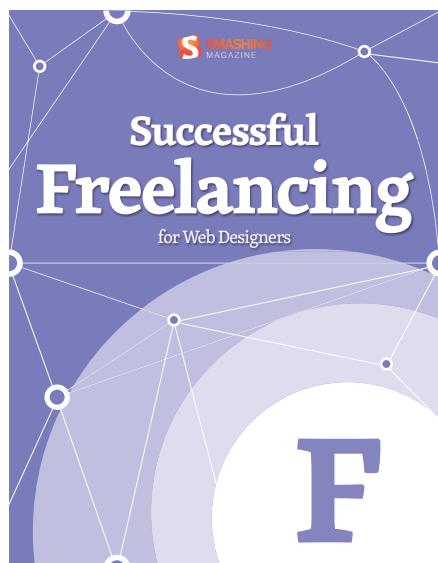
As a freelance Web designer, you'll often have to do it all yourself, and sometimes all alone.

This eBook provides financial and legal advice that will surely help you to improve your business workflow, and help you carry out sound decisions when engaging in business with clients.

Additionally, we've carefully prepared samples of legal documents, along with explanations of their purpose and best use.



# FREELANCING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

230

## LANGUAGE

ENGLISH

## RELEASED

JUNE 2010

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

978-3-943075-05-2

## TABLE OF CONTENTS

1. Basic Skills of Freelance Web Designers
2. Communication with Clients & Partners
3. Marketing – Convincing Strategies For Freelancers
4. Contracts & Pricing

## ABOUT THE EBOOK

If you are thinking of freelancing or are close to surrendering to your workload, then this eBook will be a treasure chest for you. Realizing that you have made the same mistakes as many before you can be a relief.

Read up on how to pitch like a pro and handle your finances properly. Get precious tips on a key issue in freelancing: communication with clients and partners.

Compelling marketing strategies will brighten your future, win contracts and make your business profitable.



# FREELANCING



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

90

## LANGUAGE

ENGLISH

## RELEASED

SEPTEMBER 2013

## PUBLISHER

SMASHING MAGAZINE GMBH

## ISBN

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(KINDLE): 978-3-94454044-3

## TABLE OF CONTENTS

1. Stop Shouting. Start Teaching
2. If You Love Your Brand, Set It Free
3. What Successful Products Teach Us About Web Design
4. Social Media Is A Part Of The User Experience
5. How To Use Email To Alienate Your Users
6. How Metrics Can Make You A Better Designer
7. Keep Your Analytics Data Safe And Clean
8. It Works For “You”: A User-Centric Guideline To Product Pages
9. How To Launch Anything

## ABOUT THE EBOOK

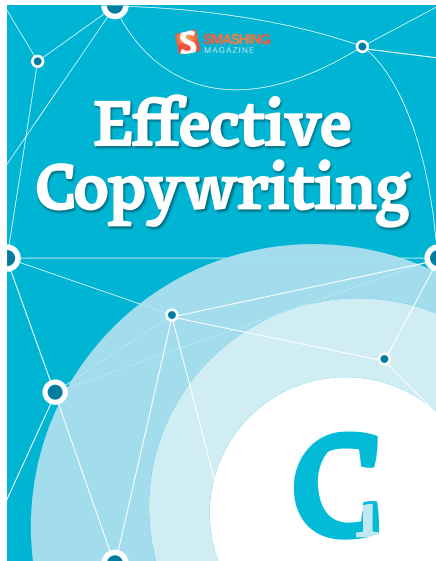
Marketing is an essential part of Web design and knowing its 101 helps designers see their design decisions in a broader context. As jumping in at the deep end and simply starting off marketing can be quite delicate, “Marketing Secrets For Web Designers” is a companion tailored to the specific needs of Web professionals. Weighing the benefits and perils of common marketing practices, it takes designers by the hand as they develop an understanding of what friendly and appealing marketing is all about.

Along the way the Smashing Magazine authors cover topics such as shaping an innovative brand identity, implementing social media wisely and creating meaningful email marketing campaigns. Furthermore, the eBook features valuable tips for product launches and e-commerce. Of course, analytics and metrics also get their well-deserved attention. As you will discover, marketing is a lot more than plain conversion rates, numbers of sales and generating followers; it is part of the user experience.





# CONTENT STRATEGY



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

103

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

PDF: 978-3-94454013-9,  
ePUB: 978-3-94454014-6,  
Kindle: 978-3-94454015-3.

## TABLE OF CONTENTS

1. Quick Course On Effective Website Copywriting
2. Five Copywriting Errors That Can Ruin A Company's Website
3. Introducing The 6 + 1 Model For Effective Copywriting
4. Design With Dissonance
5. How Content Creators Benefit From The New SEO
6. How To Improve Your Branding With Your Content
7. The Art Of Content Marketing
8. Content Meaning
9. 10 Ways To Put Your Content In Front Of More People

## ABOUT THE EBOOK

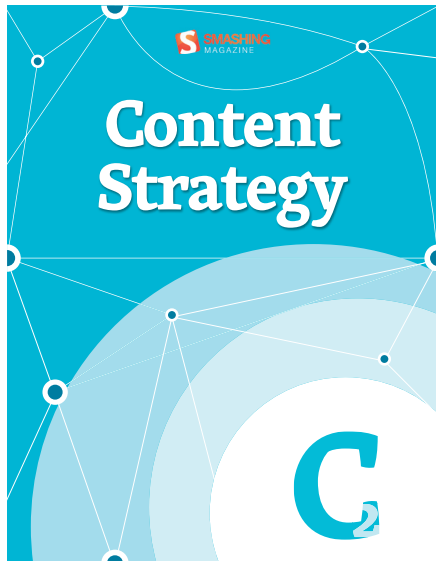
Writing for the Web has many facets and uses. As one of the most sought-after and needed skills, it has often become an exercise of bringing together a brand with a voice.

This eBook takes a look at many different aspects of copywriting in the online sector. From avoiding pitfalls to optimizing content and turning words into marketing tools, this book highlights the real-world experiences of Smashing's authors.

Perfect for those looking to get into the world of content development for online platforms, this eBook expertly pinpoints the key things one must know before beginning a journey into copywriting.



# CONTENT STRATEGY



## FORMATS

PDF, EPUB, KINDLE (DRM-FREE)

## PAGES

128

## LANGUAGE

ENGLISH

## RELEASED

MARCH 2013

## PUBLISHER

SMASHING MEDIA GMBH

## ISBN

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Kindle: 978-3-94454012-2.

## TABLE OF CONTENTS

1. The Immersive Web And Design Writing
2. Content: A Blessing, A Bubble, A Burden
3. Make Your Content Make a Difference
4. Content Strategy Within The Design Process
5. Content Strategy: Optimizing Your Efforts For Success
6. Finding Your Tone Of Voice
7. Fluidity Of Content And Design: Learning From Where The Wild Things Are
8. The Role Of Design In The Kingdom Of Content
9. How Disregarding Design Limits The Power Of Content

## ABOUT THE EBOOK

If content is king, then the art of messaging is what will drive your product forward. This comprehensive eBook delves into the world of content, providing beginners as well as communications professionals with a fundamental understanding of how content strategy works both independently and in conjuncture with other elements.

Learn how to plan and execute ideas, work within specific design parameters and coordinate branding and copywriting with your own efforts.

Content strategy is a powerful tool that can range from being a framework governing all aspects of communications to a method of contacting a specific group of individuals. The expert authors of this eBook bring this topic to life with realword examples and detailed explanations.





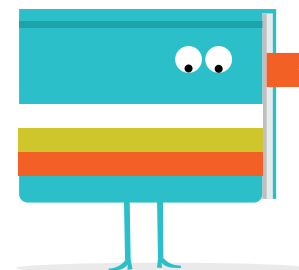
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## ABOUT SMASHING MAGAZINE

Smashing Magazine is an online magazine dedicated to Web designers and developers worldwide. Its rigorous quality control and thorough editorial work has gathered a devoted community exceeding half a million subscribers, followers and fans. Each and every published article is carefully prepared, edited, reviewed and curated according to the high quality standards set in Smashing Magazine's own publishing policy.

Smashing Magazine publishes articles on a daily basis with topics ranging from business, visual design, typography, front-end as well as back-end development, all the way to usability and user experience design.

The magazine is — and always has been — a professional and independent online publication neither controlled nor influenced by any third parties, delivering content in the best interest of its readers. These guidelines are continually revised and updated to assure that the quality of the published content is never compromised.



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