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THE SMASHING LIBRARY CATALOG | V07 SEPTEMBER 2013

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## CONTACT

MARKETING & LICENSING
Markus Seyfferth
markus.seyfferth@smashingmagazine.com

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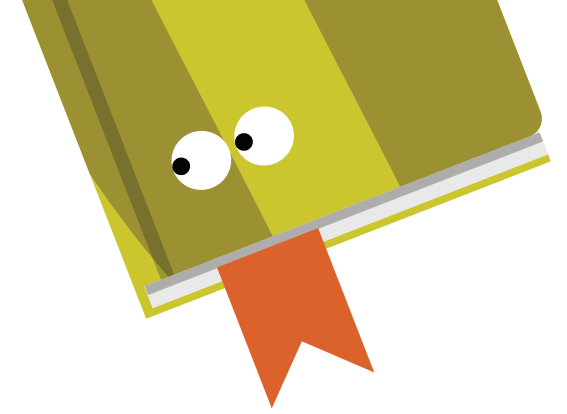
# Smashing eBooks

# THE SMASHING BOOK #4: *NEW PERSPECTIVES ON CODING*
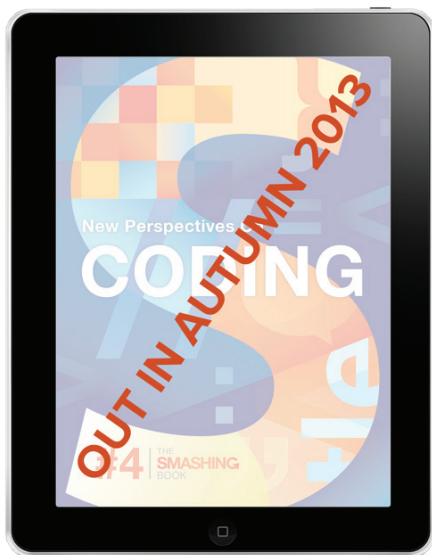
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**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*

**OUT IN AUTUMN 2013**

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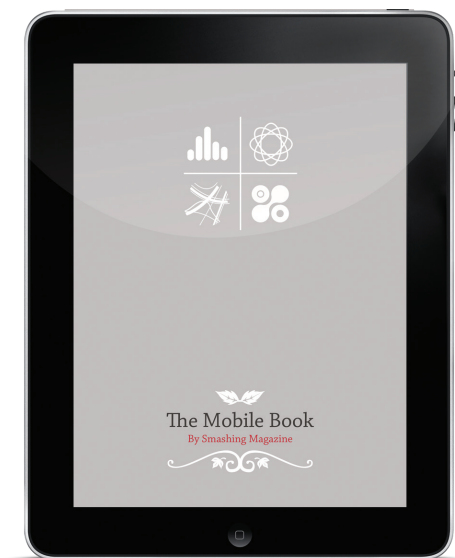
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
336

**LANGUAGE**
ENGLISH

**RELEASED**
DECEMBER 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
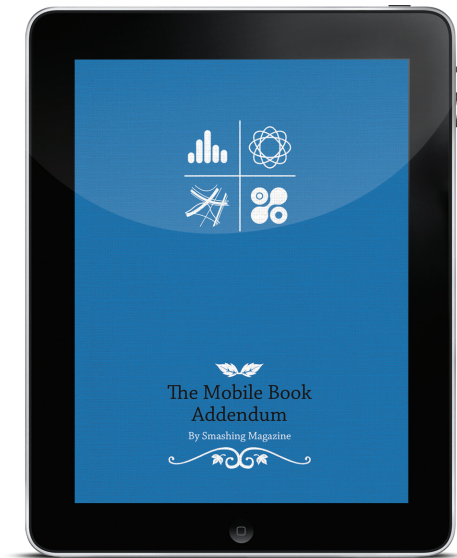978-3-943075-06-9

## TABLE OF CONTENTS

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**
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**PAGES**
205

**LANGUAGE**
ENGLISH

**RELEASED**
JANUARY 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
978-3-943075-61-8

## TABLE OF CONTENTS

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

**REDESIGN THE WEB**

**#3** | THE SMASHING BOOK

**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

Authors: Elliot Jay Stocks Paul Boag, Rachel Andrew, Aarron 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

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

## ABOUT THE EBOOK

Smashing Book 3⅓, 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

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

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
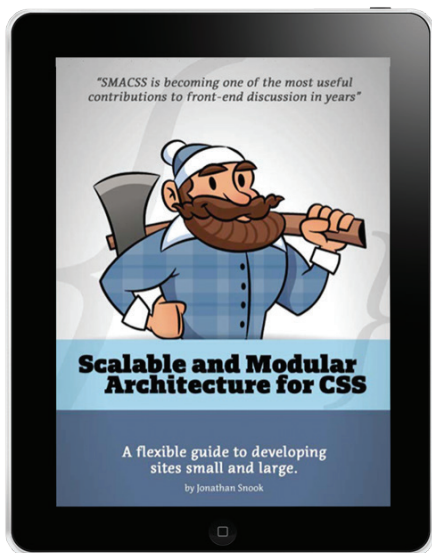


**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
112

**RELEASE DATE**
AUGUST 2012

**ISBN**
978-0-9856321-0-6

## TABLE OF CONTENTS

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

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

## TABLE OF CONTENTS

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).

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

**PAGES**
174

**LANGUAGE**
ENGLISH

**RELEASED**
NOVEMBER 2012

**ISBN**
978-1-849518-50-5

# CODING

## Java Script Essentials

**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

## 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
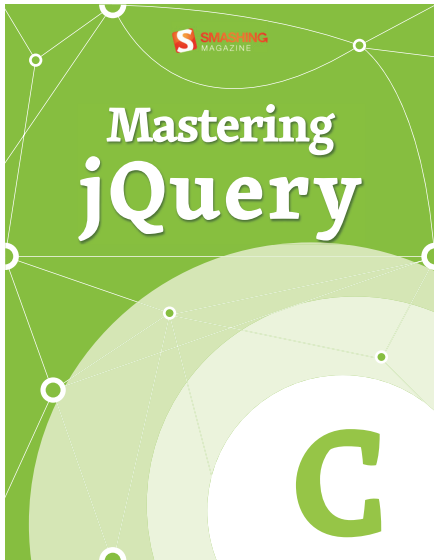
## Mastering jQuery

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

**PAGES**
122

**LANGUAGE**
ENGLISH

**RELEASED**
DECEMBER 2011

**PUBLISHER**
SMASHING MEDIA GMBH

## TABLE OF CONTENTS

## 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

## CSS Essentials
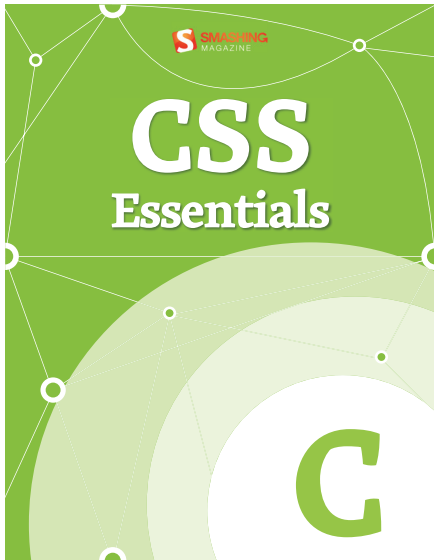
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

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281

**LANGUAGE**
ENGLISH

**RELEASED**
MAY 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
978-3-943075-37-3

## TABLE OF CONTENTS

## 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

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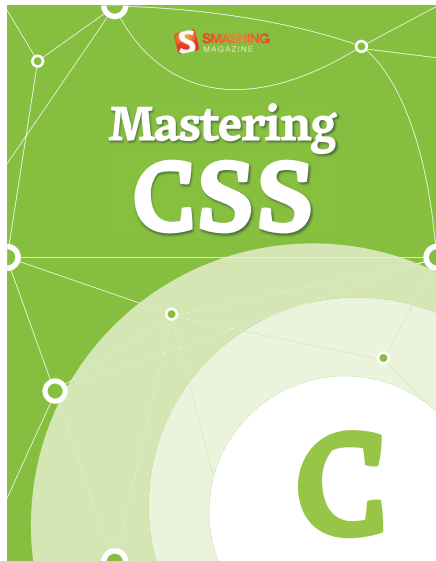
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
251

**LANGUAGE**
ENGLISH

**RELEASED**
MAY 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
978-3-943075-27-4

## TABLE OF CONTENTS

## 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

**Responsive Design**

**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

## 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
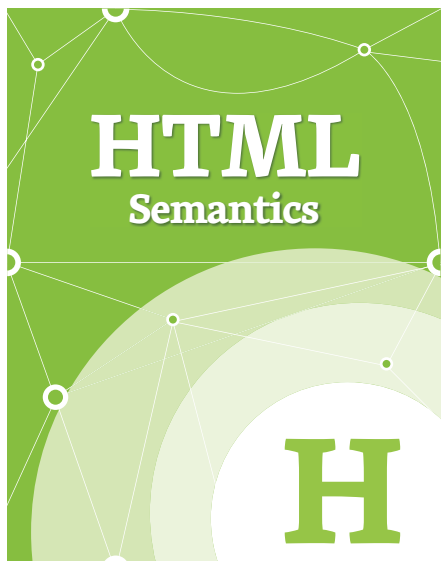
## HTML Semantics

## TABLE OF CONTENTS

## 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

## HTML Essentials

**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

## 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

**Mastering HTML5**

**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

## 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

**Practical JavaScript Techniques**

**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

## 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
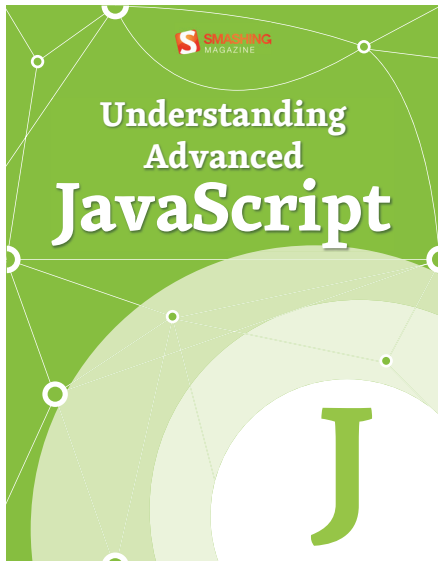


**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
93

**LANGUAGE**
ENGLISH

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JULY 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
978-3-943075-35-9

## TABLE OF CONTENTS

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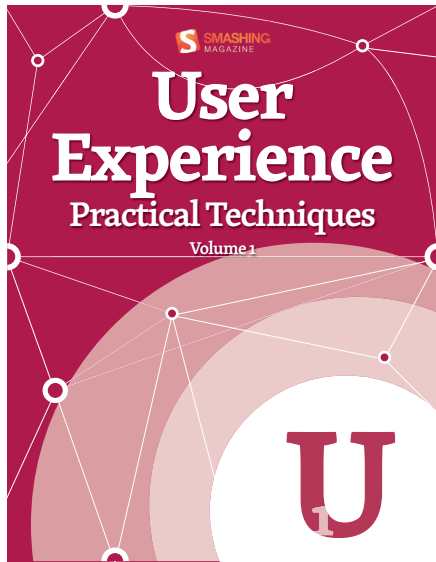
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
149

**LANGUAGE**
ENGLISH

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FEBRUARY 2012

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SMASHING MEDIa GMBH

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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

**SMASHING MAGAZINE**

# User Experience
## Practical Techniques
### Volume 2

U
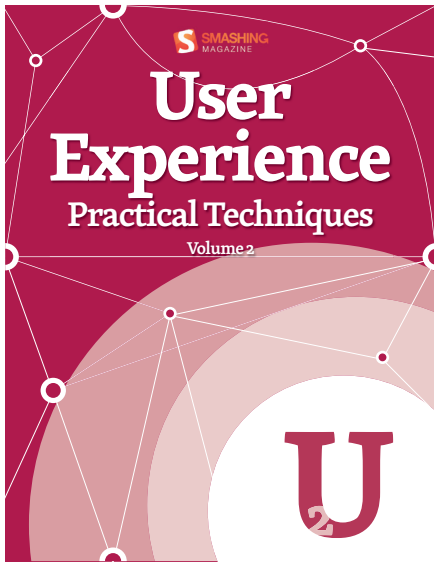
FORMATS
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145

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ENGLISH

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## TABLE OF CONTENTS

## 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

**User Experience Design**

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

**PAGES**
134

**LANGUAGE**
ENGLISH

**RELEASED**
FEBRUARY 2012

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SMASHING MEDIa GMBH

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978-3-943075-23-6

## TABLE OF CONTENTS

## 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 costumer service improvement. This Smashing eBook provides you with insights on how to improve your website based on the most important UX principles.

# UX DESIGN

**Psychology of Web Design**
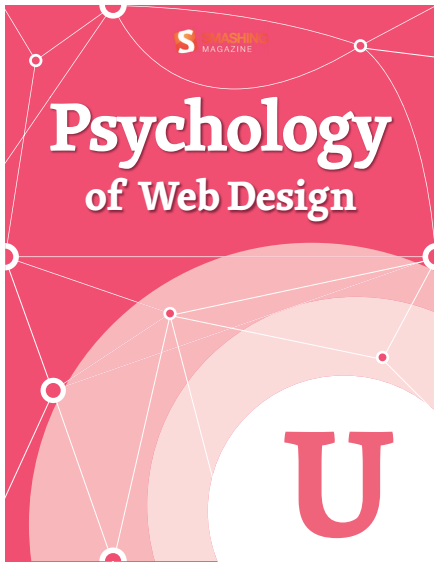
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
272

**LANGUAGE**
ENGLISH

**RELEASED**
FEBRUARY 2012

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SMASHING MEDIa GMBH

**ISBN**
978-3-943075-24-3

## TABLE OF CONTENTS

## 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

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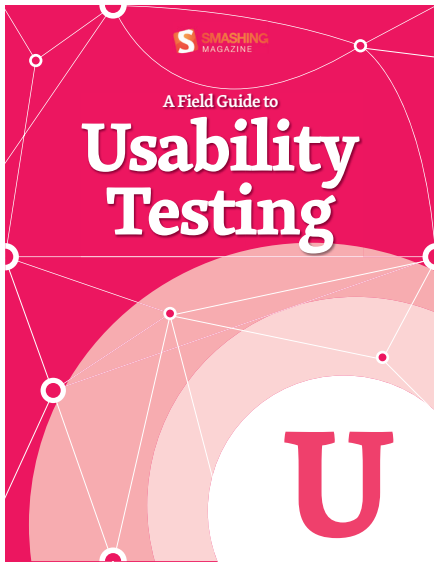
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
102

**LANGUAGE**
ENGLISH

**RELEASED**
MAY 2012

**PUBLISHER**
SMASHING MEDIa GMBH

**ISBN**
978-3-943075-31-1

## TABLE OF CONTENTS

## 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
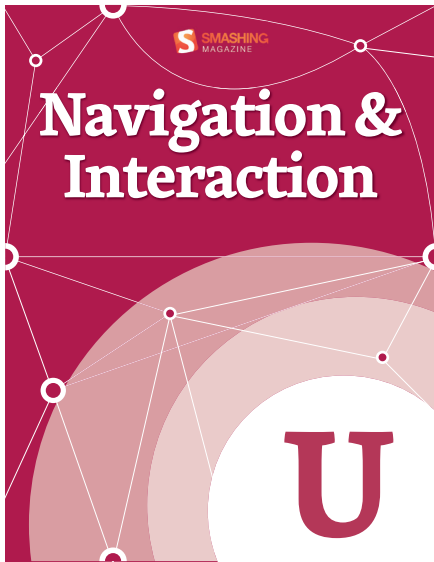
**Navigation & Interaction**
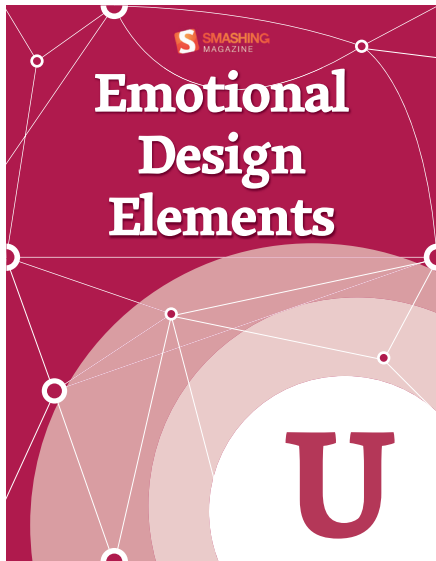
## TABLE OF CONTENTS

## 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

**Emotional Design Elements**

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

## 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

## UX Design Process

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

**PAGES**
88

**LANGUAGE**
ENGLISH

**RELEASED**
JANUARY 2013

**PUBLISHER**
SMASHING MEDIa GMBH
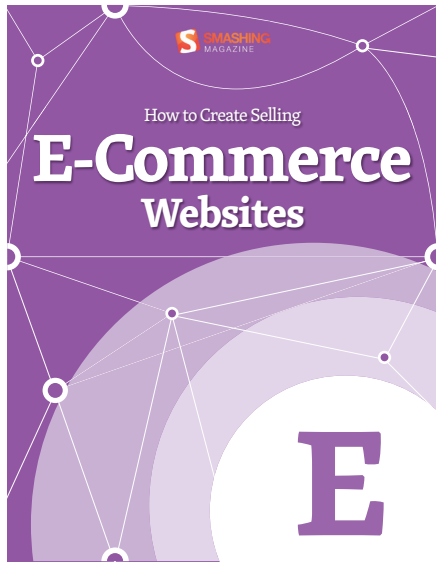
**ISBN**
978-3-943075-58-8

## TABLE OF CONTENTS

## 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

**How to Create Selling**
**E-Commerce**
**Websites**

**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

## 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

## Designing Better UX

**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
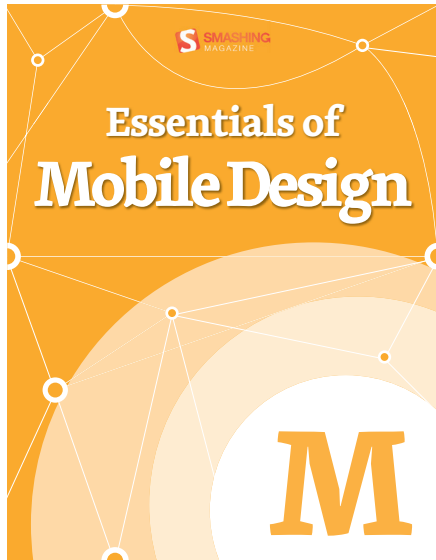
## TABLE OF CONTENTS

## 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

**Essentials of Mobile Design**

**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

## 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**
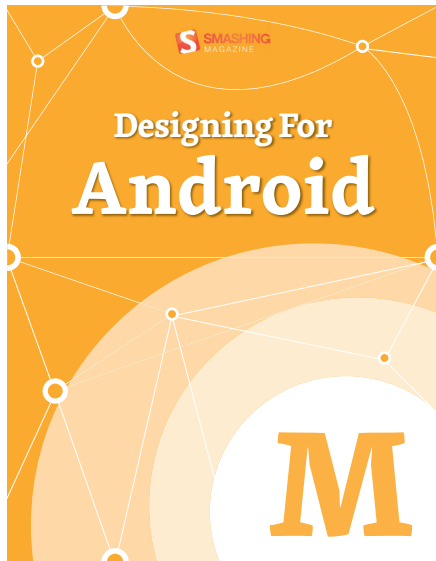978-3-943075-43-4

## TABLE OF CONTENTS

## 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

### Designing For
## Android

**M**

**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

## 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

**Designing For iPhone**

**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

## 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 do discover trends and special requirements that iPhone applications ask for, this eBook is a must.

# MOBILE

## Responsive Web Design

**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

**Designing Mobile Apps**

M

**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

## 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

## Professional Web Design
### Volume 1

**D1**

**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

## 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

## Professional Web Design Volume 2

**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

## 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

**Typography**

Getting the Hang of Web Typography
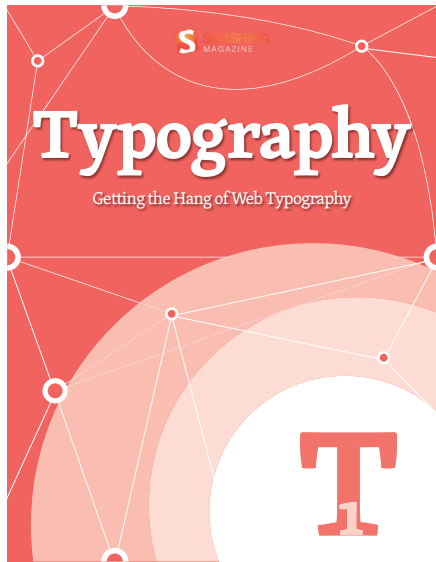
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
242

**LANGUAGE**
ENGLISH

**RELEASED**
JANUARY 2011

**PUBLISHER**
SMASHING MEDIA GMBH
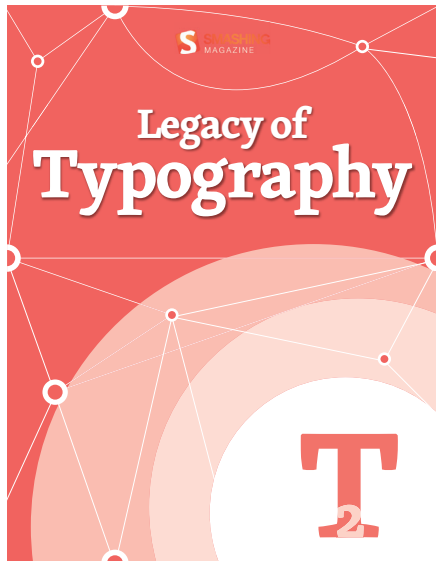
**ISBN**
978-3-943075-07-6

## TABLE OF CONTENTS

## 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.

# DESIGN

## Legacy of Typography

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

**PAGES**
131

**LANGUAGE**
ENGLISH

**RELEASED**
April 2013

**PUBLISHER**
SMASHING MEDIA GMBH

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

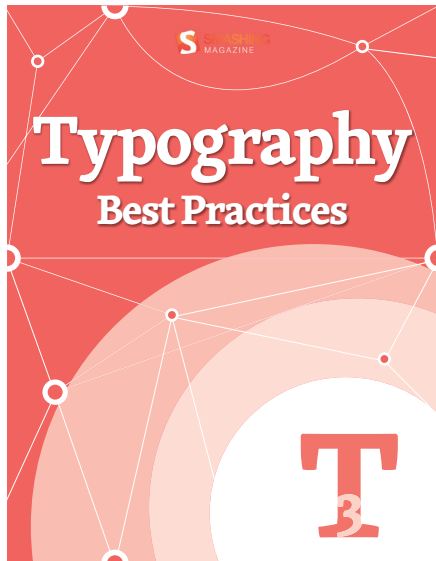## TABLE OF CONTENTS

## 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

**Typography Best Practices**

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

**PAGES**
139

**LANGUAGE**
ENGLISH

**RELEASED**
APRIL 2013

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
PDF: 978-3-943075-55-7,
ePUB: 978-3-94454002-3,
Kindle: 978-3-94454003-0.

## TABLE OF CONTENTS

## 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.

# DESIGN

## Creating Meaningful Websites

**D**

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

**PAGES**
106

**LANGUAGE**
ENGLISH

**RELEASED**
JUNE 2013

**PUBLISHER**
SMASHING MEDIA GMBH

## TABLE OF CONTENTS

## 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

## Creativity Lessons For Web Designers

D

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

**PAGES**
80

**LANGUAGE**
ENGLISH

**RELEASED**
JUNE 2013

**PUBLISHER**
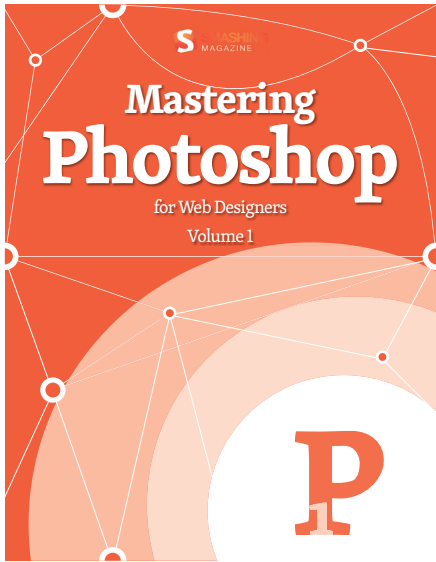SMASHING MEDIA GMBH

## TABLE OF CONTENTS

## 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

**Mastering Photoshop** for Web Designers — Volume 1
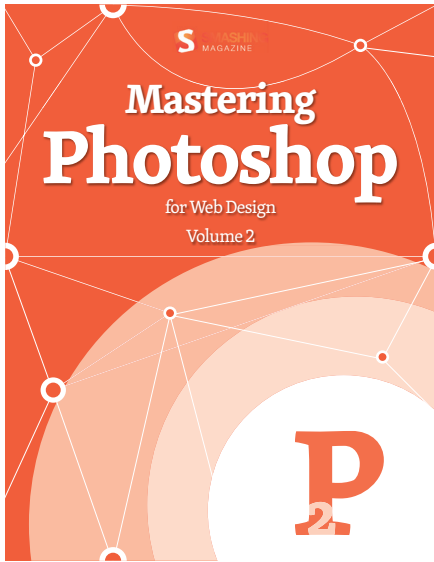
## TABLE OF CONTENTS

## 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.

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

**PAGES**
266

**LANGUAGE**
ENGLISH

**RELEASED**
NOVEMBER 2012

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
978-3-943075-00-7

# GRAPHICS

**Mastering Photoshop** for Web Design Volume 2

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

**PAGES**
216

**LANGUAGE**
ENGLISH

**RELEASED**
APRIL 2011

**PUBLISHER**
SMASHING MEDIA GMBH

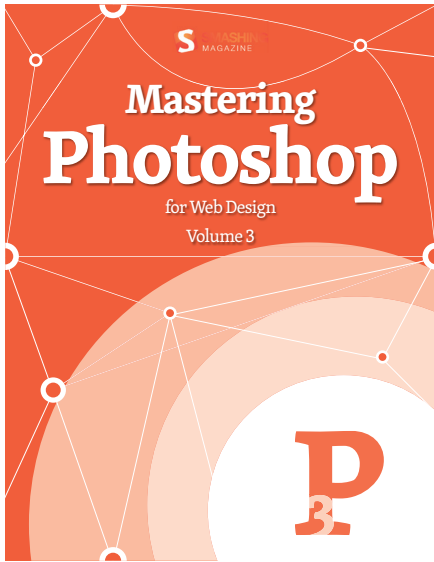**ISBN**
978-3-943075-12-0

## TABLE OF CONTENTS

## 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

**Mastering Photoshop**
for Web Design
Volume 3

**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

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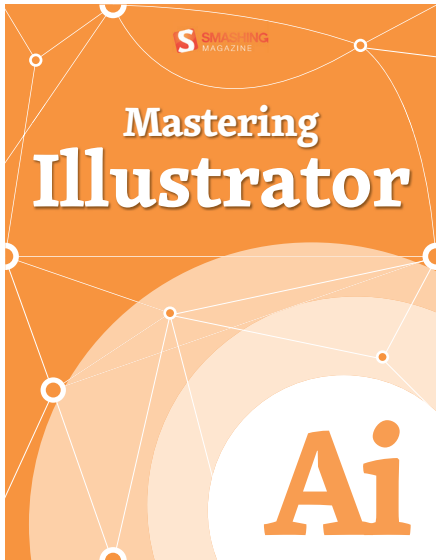
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**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

## Mastering Fireworks

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

**PAGES**
309

**LANGUAGE**
ENGLISH

**RELEASED**
NOVEMBER 2012

**PUBLISHER**
SMASHING MEDIA GMBH

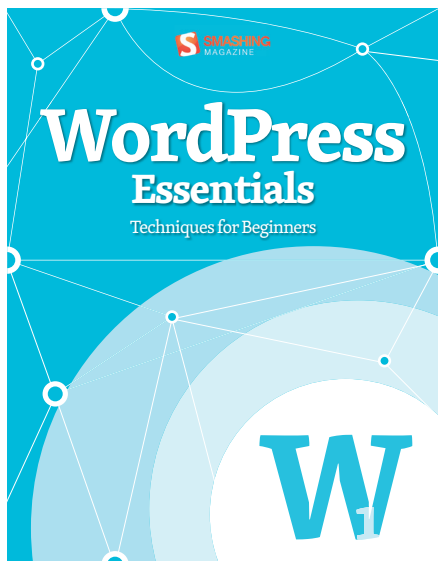**ISBN**
978-3-943075-49-6

## TABLE OF CONTENTS

## 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

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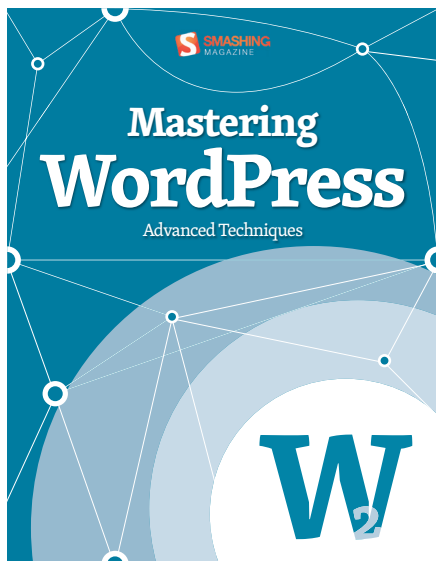
**FORMATS**
PDF, EPUB, KINDLE (DRM-FREE)

**PAGES**
166

**LANGUAGE**
ENGLISH

**RELEASED**
NOVEMBER 2011

**PUBLISHER**
SMASHING MEDIA GMBH

**ISBN**
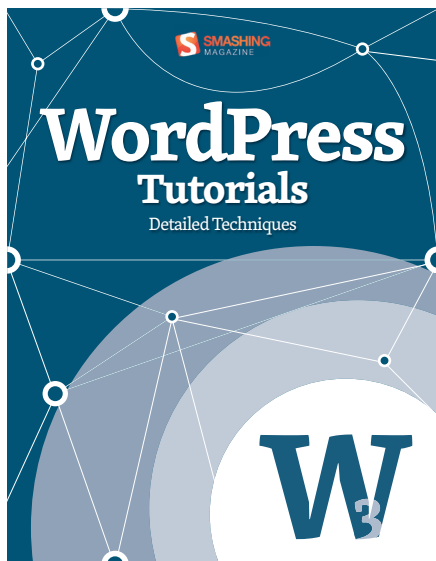978-3-943075-18-2

## TABLE OF CONTENTS

## 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**
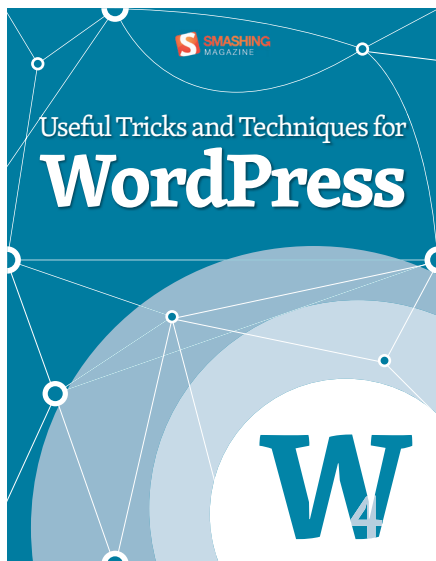978-3-943075-19-9

## TABLE OF CONTENTS

## 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

## 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)

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ENGLISH

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## TABLE OF CONTENTS

## 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

### Business Considerations in WordPress Economy

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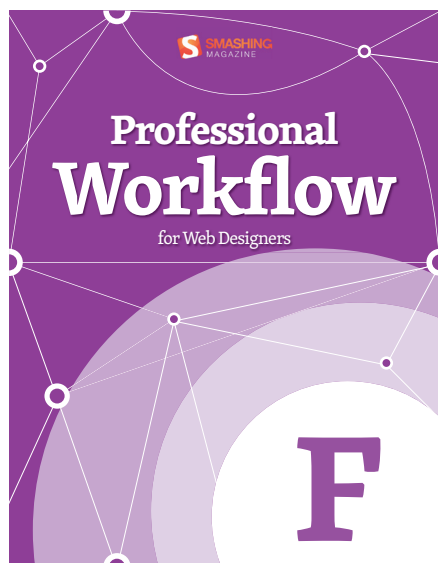## TABLE OF CONTENTS

## 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

**Professional Workflow** for Web Designers

**F**

**FORMATS**
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## TABLE OF CONTENTS

## 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

## Successful Freelancing for Web Designers

**F**
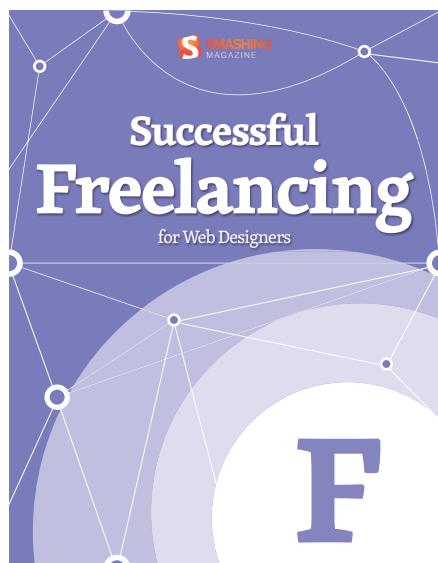
**FORMATS**
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ENGLISH

**RELEASED**
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## TABLE OF CONTENTS

## 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



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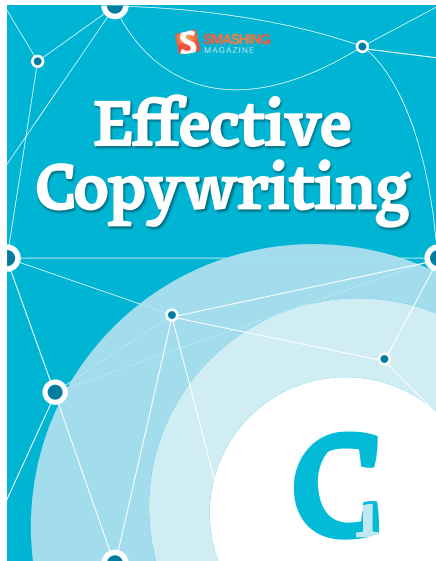(KINDLE): 978-3-94454044-3

## TABLE OF CONTENTS

## 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 edge 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

**Effective Copywriting**

**FORMATS**
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**LANGUAGE**
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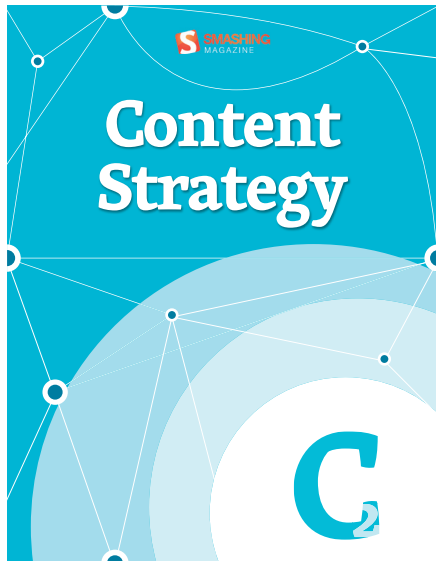
## TABLE OF CONTENTS

## 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-word 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

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## TABLE OF CONTENTS

## 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.
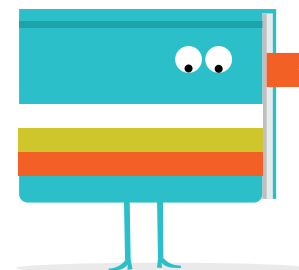
**SMASHING**
MAGAZINE

www.smashingmagazine.com

## 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.

## IMPRINT