

CONTENTS AT A GLANCE

Introduction xv

PART I WHAT IS INTEGRATION?

1	Challenges to Web Builders	3
2	The Basis of Integrated Thinking on the Web	21
3	Profiles of Integration	35

PART II INTEGRATION PRIMER FOR THE PROGRAMMATICALLY INCLINED

4	Exploring Color	51
5	Making Space	67
6	Embracing Shape	85
7	Using Typography	99

PART III INTEGRATION PRIMER FOR THE ARTISTICALLY INCLINED

8	The Foundation of Design: Structured Markup	123
9	The Technology of Design: Cascading Style Sheets	141
10	Browser-Based Dynamic Technologies	159
11	Emerging Integration Media: Flash, SVG, SMIL	175
	Index	193

TABLE OF CONTENTS

PART I

WHAT IS INTEGRATION?

Introduction	xv
How This Book Is Structured	xvi
Who Should Read This Book	xvi
1 Challenges to Web Builders	3
Integration: Part One	5
Fragmentation	8
Specialization	10
Integration: Part Two	11
The Past as Context	12
Teams and Individuals	13
The Need for Hybrid Personalities	16
Encouraging Multiple Interests	17
Integrated Design	19
2 The Basis of Integrated Thinking on the Web	21
Information Processing and Human Learning	22
How to Achieve Innovation	24
Human Memory as a Metaphor for the Web	26
Where Integration Begins	30
Using Personal Growth to Effect Change on the Web	30
Articulating the Conceptual	31
Integrated Design	33

3 Profiles of Integration 35

I Used to Feel Torn	36
Mother of Two, Mother of Thousands	38
Tiny Details, Raw Mechanics	40
I Write Code	42
Programming Is Creative	44
The Independent Web: Nick Finck	46

4 Exploring Color 51

The Nature of Color	52
The Perception and Processing of Color	57
Subtractive Synthesis	60
Additive Synthesis	62
Color Quandaries	63
Integrated Design	66

5 Making Space 67

Space Invaders	69
Resolving the Resolution Dilemma	71
Getting Rid of the Clutter	76
Negative Space	79
Contained Space	81
Integrated Design	84

**PART II
INTEGRATION
PRIMER FOR THE
PROGRAMMATICALLY
INCLINED**

6	Embracing Shape	85
	The Circle	88
	The Rectangle	91
	The Triangle	93
	Integrated Design: Combined and Partial Shapes	96
7	Using Typography	99
	A Brief History of Digital Type	100
	Primary Principles in Typography	102
	Families and Faces	102
	Type Anatomy	105
	Leading	107
	Kerning and Letterspacing	108
	Type Form	110
	Size, Proportion, and Direction	110
	Special Issues in Typography	111
	Anti-Aliasing and Font Smoothing	112
	Combining Type and Typographic Features	113
	Readability and Legibility	115
	Emphasis and Justification	115
	Type and the Web	117
	Integrated Design	118

8 The Foundation of Design: Structured Markup 123

Back to the Future	124
The Art of Structure	126
Practical Reality: Structuring a Document	129
Crowning the Figure: DOCTYPE	131
Setting Down Roots: The html Element	132
Control Center: The Document Head	133
Beauty and Grace: The Document Body	134
Structured Content	135
Headers	135
Paragraphs and Breaks	137
Lists	139
Integrated Design	140

9 The Technology of Design: Cascading Style Sheets 141

CSS: Past and Present	142
Styling a Structured Document	145
Styling the Body	149
Styling the Headers	150
Styling Body Text	152
Styling the Lists	153
Styling the Links	154
Integrated Design	158

PART III

INTEGRATION PRIMER FOR THE ARTISTICALLY INCLINED

10	Browser-Based Dynamic Technologies	159
	What Is Scripting?	160
	Demystifying JavaScript	161
	What Is Dynamic?	162
	Dynamic Gallery	165
	Menu Systems	165
	Games	169
	Animations	171
	Integrated Design	173
11	Emerging Integration Media: Flash, SVG, SMIL	175
	Flash in the Can	176
	What Designers Want	176
	Flash and Markup	178
	So What About CSS?	179
	Scripting	180
	Flash and Emerging Design Technologies	180
	SVG	185
	SVG Concepts	186
	Smile, You're Integrated <i>and</i> Synchronized	189
	Integrated Design	192
	Index	193