



Designing with Web Standards (3rd Edition)

By Jeffrey Zeldman, Ethan Marcotte

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Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design.

Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain.

- Substantially revised—packed with new ideas
- How will HTML5, CSS3, and web fonts change your work?
- Learn new strategies for selling standards
- Change what “IE6 support” means

“Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of *Don’t Make Me Think* and *Rocket Surgery Made Easy*

“A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, *Bulletproof Web Design* and *Handcrafted CSS*

“Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about **WHAT** web standards are, **HOW** standards-based coding works, and **WHY** we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works*

“Some books are meant to be read. *Designing with Web Standards* is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA

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Editorial Review

From the Back Cover

About the Author

Dubbed King of Web Standards by Business Week, **Jeffrey Zeldman** (zeldman.com) was one of the web's first designers and bloggers. He publishes A List Apart "for people who make websites;" runs Happy Cog™, a leading web design studio; and co-founded An Event Apart, The Deck, and The Web Standards Project.

Versatile user experience designer/developer **Ethan Marcotte** served as a steering committee member of The Web Standards Project, and has worked with clients including New York Magazine, Harvard University, and the World Wide Web Consortium (W3C). Books to which he has contributed include Handcrafted CSS, Web Standards Creativity, and Professional CSS. Ethan writes and does technical editing at A List Apart, and is a popular educator and conference speaker. He would like to be an unstoppable robot ninja when he grows up (unstoppablerobotninja.com).

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David Long:

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