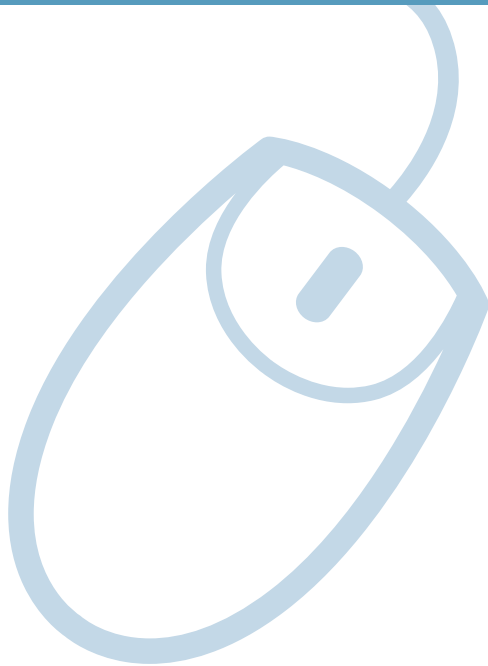




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# Principles of Web Design, Third Edition

by Joel Sklar

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## Principles of Web Design, Third Edition

by Joel Sklar

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BRIEF

# Contents

<b>PREFACE</b>	<b>xiv</b>
<b>CHAPTER ONE</b> Understanding the Web Design Environment	<b>1</b>
<b>CHAPTER TWO</b> Web Site Design Principles	<b>29</b>
<b>CHAPTER THREE</b> Planning the Site	<b>69</b>
<b>CHAPTER FOUR</b> Planning Site Navigation	<b>93</b>
<b>CHAPTER FIVE</b> Creating Page Templates	<b>125</b>
<b>CHAPTER SIX</b> Introducing Cascading Style Sheets	<b>169</b>
<b>CHAPTER SEVEN</b> Web Typography	<b>191</b>
<b>CHAPTER EIGHT</b> Graphics and Color	<b>233</b>
<b>CHAPTER NINE</b> Using the Box Properties	<b>287</b>
<b>CHAPTER TEN</b> Working with Forms	<b>325</b>
<b>CHAPTER ELEVEN</b> Publishing and Maintaining Your Web Site	<b>359</b>
<b>APPENDIX A</b> XHTML Reference	<b>373</b>
<b>APPENDIX B</b> CSS Reference	<b>391</b>
<b>GLOSSARY</b>	<b>407</b>
<b>INDEX</b>	<b>411</b>

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TABLE OF

# Contents

---

**PREFACE**

**xiv**

**CHAPTER ONE**

<b>Understanding the Web Design Environment</b>	<b>1</b>
The Current State of HTML	2
HTML: Then and Now	2
HTML and the World Wide Web Consortium	2
The Limitations of HTML	3
The Need for Style Sheets	3
Organizing Information with Hypertext	5
Moving from HTML to XHTML	5
A Brief Introduction to XML	6
Benefits of Moving to XHTML	7
XHTML Syntax Rules	8
Style Sheets Are Required	10
Migrating from HTML to XHTML	11
Choosing an HTML Editor	12
Variables in the Web Design Environment	13
Browser Compatibility Issues	13
Creating Cross-browser Compatible Pages	15
Solving the Browser Dilemma	16
Considering Connection Speed Differences	17
Working with the Cache to Improve Download Time	18
Coding for Multiple Screen Resolutions	18
Fixed Design	18
Flexible Design	20
Centered Design	22
Operating System Issues	24
Chapter Summary	24
Review Questions	25
Hands-on Projects	26
Case Project	28

---

**CHAPTER TWO****Web Site Design Principles****29**

Design for the Computer Medium	30
Craft the Look and Feel	30
Make Your Design Portable	30
Design for Low Bandwidth	31
Plan for Easy Access to Your Information	32
Plan for Clear Presentation of Your Information	33
Create a Unified Site Design	34
Plan Smooth Transitions	36
Use a Grid to Provide Visual Structure	38
Use Active White Space	39
Design for the User	41
Design for Interaction	43
Design for Location	47
Guide the User's Eye	48
Keep a Flat Hierarchy	52
Use the Power of Hypertext Linking	53
How Much Content Is Enough?	57
Design for Accessibility	57
Design for the Screen	60
Reformat Content for Online Presentation	61
Chapter Summary	64
Review Questions	65
Hands-on Projects	66
Case Project	67

**CHAPTER THREE****Planning the Site****69**

Create a Site Specification	70
Identify the Content Goal	70
Analyze Your Audience	72
Identify Technology Issues and Constraints	74
Identify Software Tools	75
Build a Web Site Development Team	75
Create Conventions for Filenames and URLs	76
Naming Files	77
Case Sensitivity	77
Character Exceptions	77
File Extensions	78
Solving the Filename Dilemma	78
The Default Main Page Name	78
Using URLs	79
Partial URLs	79
Set a Directory Structure	79
Relative versus Absolute Paths	81
Building a Relative File Structure	81

---

Create a Site Storyboard	83
Organize the Information Structure	84
Linear Structure	84
Tutorial Structure	85
Web Structure	86
Hierarchical Structure	87
Cluster Structure	88
Catalog Structure	89
Chapter Summary	90
Review Questions	90
Hands-on Projects	91
Case Projects	92
<b>CHAPTER FOUR</b>	
<b>Planning Site Navigation</b>	<b>93</b>
Creating Usable Navigation	94
Locating the User	95
Limiting Information Overload	96
Building Text-based Navigation	97
Linking with a Text Navigation Bar	98
Linking to Individual Files	101
Adding Internal Linking	102
Adding an Internal Navigation Bar	104
Linking to External Document Fragments	107
Adding Page Turners	110
Adding Contextual Linking	112
Using Graphics for Navigation and Linking	114
Using Text Images for Navigation	114
Using Icons for Navigation	115
Using the alt Attribute	118
Chapter Summary	121
Review Questions	121
Hands-on Projects	122
Case Projects	123
<b>CHAPTER FIVE</b>	
<b>Creating Page Templates</b>	<b>125</b>
Understanding Table Basics	126
Using Table Elements	126
Spanning Columns	130
Spanning Rows	131
Formatting Tables	132
Choosing Relative or Fixed Table Widths	132
Determining the Correct Fixed Width for a Table	135
Removing Default Table Spacing	136

---

Table Pointers for Well-designed Tables	138
Writing Table Code That Is Easy to Read	138
Removing Extra Spaces	138
Centering Tables	139
Stacking Tables	140
Nesting Tables	140
Creating a Page Template	143
Building the Basic Table Structure	143
Setting a Fixed Width	145
Creating the Page Banner Cell	146
Creating the Feature Article Cell	146
Creating the Link Column Cells	148
Setting the Column Widths	150
Evaluating Examples of Page Templates	159
Two-column Template	159
Two-column with Banner Template	160
Three-column Template	160
Three-column with Banner Template	162
Three-column Sectioned Template	163
Three-column Main Sectioned Template	163
Chapter Summary	164
Review Questions	165
Hands-on Projects	166
Case Project	167

## CHAPTER SIX

### Introducing Cascading Style Sheets

**169**

Understanding CSS Style Rules	170
Combining CSS Style Rules with XHTML	171
Adding Comments	172
Building a Basic Style Sheet	173
Understanding the Cascade	175
Determining Rule Weight with the !important Keyword	176
Determining Rule Weight by Origin	176
Determining Rule Weight by Specificity	177
Determining Rule Weight by Order	177
Understanding Inheritance	177
Understanding Basic Selection Techniques	179
Using Type Selectors	179
Grouping Selectors	179
Combining Declarations	180
Using Descendant Selectors	180
Using the Basic Selection Techniques	180
Understanding Advanced Selection Techniques	184
Using the class Attribute Selector	184
Using the <div> and <span> Elements	186

---

Chapter Summary	187
Review Questions	188
Hands-on Projects	188
Case Project	190
<b>CHAPTER SEVEN</b>	
<b>Web Typography</b>	<b>191</b>
Understanding Type Design Principles	192
Choose Fewer Fonts and Sizes	192
Use Available Fonts	193
Design for Legibility	194
Avoid Using Text as Graphics	195
Understanding CSS Measurement Units	196
Absolute Units	197
Relative Units	197
The em Unit	197
The ex Unit	198
The px Unit	198
Percentages	198
Using the CSS Font Properties	200
Specifying Font Family	200
Specifying Font Size	202
Specifying Font Style	203
Specifying Font Variant	204
Specifying Font Weight	205
Using the Font Shortcut Property	205
Using the CSS Text Spacing Properties	206
Specifying Text Indents	207
Specifying Text Alignment	208
Specifying Text Decoration	210
Specifying Line Height	211
Specifying Vertical Alignment	212
Specifying Letter Spacing	214
Specifying Word Spacing	215
Creating a Font and Text Properties Style Sheet	216
Naming the Style Classes	219
Adding the <style> Section	219
Styling the Banner Class	220
Styling the Tagline Class	221
Styling the Headline	222
Styling the Subhead	224
Styling the Body Copy	226
Adding a small caps Span	227
Chapter Summary	229
Review Questions	230
Hands-on Projects	231
Case Project	232

---

**CHAPTER EIGHT****Graphics and Color****233**

Understanding Graphics File Formats	234
GIF	234
JPG	236
PNG	237
SVG	237
Using Interlacing and Progressive Display	238
Where You Can Find Images	239
Choosing the Right Format	240
Choosing a Graphics Tool	240
Using the <img> Element	241
Replacing img Attributes with Style Sheet Properties	242
Specifying alt and title Attribute Text	242
Specifying Image Width and Height	244
Sizing Graphics for the Page	247
Controlling Image Properties with CSS	248
Removing the Hypertext Border	248
Aligning Text and Images	249
Floating Images	250
Adding White Space Around Images	250
Understanding Computer Color Basics	252
Color Depth	252
Dithering	252
Using the Web Palette	253
Using Color Wisely	253
Specifying CSS Color Values	254
Using Color Names	254
Using RGB Color Values	254
Using Hexadecimal Color Values	255
Understanding Element Layers	255
Controlling Color Properties with CSS	256
Specifying Color Values	257
Setting Default Text Color	258
Changing Link Colors	258
Specifying Background Color	258
Setting the Page Background Color	260
Creating a Text Reverse	261
Using Background Color in Tables	261
Working with Images and Color	262
Controlling Background Images with CSS	267
Specifying a Background Image	267
Creating a Page Background	269
Creating an Element Background	269
Specifying Background Repeat	270
Creating a Vertical Repeat	270
Creating a Horizontal Repeat	271
Creating a Nonrepeating Background Image	271
Specifying Background Position	273
Creating a Centered Background Image	274
Positioning Vertical and Horizontal Background Images	275

---

Applying the Background Properties	277
Chapter Summary	282
Review Questions	283
Hands-on Projects	284
Case Project	285
<b>CHAPTER NINE</b>	
<b>Using the Box Properties</b>	<b>287</b>
The CSS Visual Formatting Model	288
Specifying Element Display Type	289
Using the CSS Box Model	290
Measurement Values	293
Using the Margin Properties	293
Specifying Margins	293
Specifying the Individual Margin Properties	295
Negative Margins	295
Collapsing Margins	297
Using the Padding Properties	298
Specifying Padding	298
Specifying the Individual Padding Properties	300
Using the Border Properties	301
Specifying Border Style	302
Specifying Border Width	304
Specifying Border Color	307
Using the Border Shorthand Properties	308
Specifying Borders	309
Specifying Individual Borders	309
Using the Special Box Properties	310
Width	311
Height	311
Float	312
Clear	314
Applying the Box Properties	317
Chapter Summary	320
Review Questions	320
Hands-on Projects	321
Case Project	324
<b>CHAPTER TEN</b>	
<b>Working with Forms</b>	<b>325</b>
Understanding How Forms Work	326
Using the <form> Element	327
Creating Input Objects	328
Using the <select> Element	337
Using the <textarea> Element	339
Creating Input Groupings	340
Building Forms within Tables	341

---

Building and Testing a Sample Form	344
Adding Check Boxes	345
Adding a List Box and Radio Buttons	346
Adding Submit and Reset Buttons	348
Testing the Form	351
Chapter Summary	353
Review Questions	354
Hands-on Projects	354
Case Project	358
<b>CHAPTER ELEVEN</b>	
<b>Publishing and Maintaining Your Web Site</b>	<b>359</b>
Publishing Your Web Site	360
Choosing a Web Hosting Service Provider	360
Registering a Domain Name	362
ISP Comparison Checklist	363
Using the File Transfer Protocol to Upload Files	363
Testing Your Web Site	365
Testing Considerations	365
User Testing	366
Refining and Updating Your Content	367
Attracting Notice to Your Web Site	367
Working with Search Engines	368
Use Meaningful Titles	368
Using <meta> Elements	368
Be Careful with Frames	369
Use alt Text with Images	370
Submit URLs to Search Engines	370
Chapter Summary	370
Review Questions	371
Hands-on Projects	371
Case Project	372
<b>APPENDIX A</b>	
<b>XHTML Reference</b>	<b>373</b>
Core Attributes	374
Alphabetical XHTML Reference	374
Categorical XHTML Reference	380
Global Structure Elements	380
Text Elements	381
List Elements	382
Table Elements	382
Link Elements	384
Inclusion Element	384
Style Sheet Element	384
Formatting Elements	385
Frame Elements	385
Numeric and Character Entities	386

---

<b>APPENDIX B</b>	
<b>CSS Reference</b>	<b>391</b>
CSS Notation Reference	392
Alphabetical CSS Property Reference	392
CSS Properties by Category	396
CSS Measurement Units	401
ISO 369 Two-Letter Language Codes	402
<b>GLOSSARY</b>	<b>407</b>
<b>INDEX</b>	<b>411</b>



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# Preface

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**P***inciples of Web Design, Third Edition*, will help you plan and develop well-designed Web sites that combine effective navigation with the judicious use of graphics, text, and color. You will learn how to create Web sites that let users easily and quickly access your information, regardless of browser type, connection speed, or computing platform. Whether you are building a site from scratch or redesigning an existing site, the principles presented in this text will help you deliver your Web content in a more interesting, accessible, and visually exciting way.

This edition of the book includes four new chapters on Cascading Style Sheets (CSS). This powerful style language, a companion to XHTML, lets you design appealing, innovative Web pages. You can use CSS to bring desktop publishing capabilities to the Web, allowing you to build more creative Web page designs. Using style sheets, you can control the display properties of markup elements in a single Web page or across an entire Web site. Powerful selection techniques let you apply style rules in a variety of ways to the elements of a Web page. Enhanced support for CSS in the most recent generation of browsers means you can start working with this easy-to-use style language today.

## THE INTENDED AUDIENCE

*Principles of Web Design, Third Edition* is intended for anyone who has a working knowledge of HTML and wants to apply those skills to the task of designing attractive, informative Web pages. To work effectively with the content of this book, you need to understand the basics of HTML at the code level. You may have taken an introductory class in HTML, or taught yourself HTML with the help of a book or the Web. You should be able to build a simple Web page that includes text, hyperlinks, and graphics. Additionally, you should be comfortable working with computers and know your way around your operating system, whether Windows, Macintosh, or UNIX.

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## THE APPROACH

As you progress through the book, you will practice the design techniques by studying the supplied coding samples, looking at the example pages and Web sites, and applying the principles to your own work. Each chapter will conclude with a summary, project ideas, and a review section that highlights and reinforces the major concepts of each chapter. To complete the case project you should complete each chapter in sequence.

## OVERVIEW OF THIS BOOK

The examples and exercises in this book will help you achieve the following objectives:

- Apply your HTML skills to building well-designed Web pages
- Effectively use graphics, typography, color, and navigation in your work
- Understand the effects of browser and computing platform on your design choices
- Learn to build portable, accessible Web sites that clearly present information
- Gain a critical eye for evaluating Web site design

In **Chapter 1** you will explore the variables in Web design and learn how Web browser, connection speed, and other factors affect your work. You will also explore the current state of XHTML and preview the new markup languages that will change the future of the Web. **Chapter 2** covers the basic design principles that you will apply as you work through the book. You will look at a variety of Web sites and learn to focus on both the user's needs and information requirements of your site. In **Chapter 3** you will learn about the process of planning your Web site before you start coding. You will also learn about important file naming and directory conventions, as well as create a flowchart that depicts the information structure of your site. **Chapter 4** discusses basic navigation principles and how to build navigation schemes that meet your users' needs with the creative use of hypertext linking. **Chapter 5** explains how you can use the XHTML table elements to create page templates and take a page concept from design to XHTML code.

**Chapter 6** introduces CSS, including its basic syntax and how to control style information in a single file or across an entire Web site. **Chapter 7** demonstrates the principles of using creative typographic design in the Web environment, and focuses on using Cascading Style Sheets to manipulate a wide variety of type properties. **Chapter 8** explains the effective use of images and color on your Web site, including image file formats, correct use of the `<img>` element, and computer color basics. **Chapter 9** covers the CSS box model, which controls the margin, padding, and border characteristics of block-level elements. You will also learn about the special box properties that allow you to create floating text boxes and images. In **Chapter 10**, you will learn how to work with XHTML form elements to build interactive Web pages that collect information from a user

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and process it on the Web server. Finally, in **Chapter 11** you will learn how to publish your site to the Web and plan for ongoing site maintenance and updates.

Note that the chapter covering frames in *Principles of Web Design, Second Edition* (Chapter 8) has been eliminated from the text. However, it can be found online in PDF format. You can access this chapter on the Thomson Course Technology Web site by going to **www.course.com**, and then searching for this book by author, title, or ISBN. The chapter is password protected.

## FEATURES

*Principles of Web Design, Third Edition* features the following elements.

- **Chapter Objectives** — Each chapter in this book begins with a list of the important concepts to be mastered within the chapter. This list provides you with a quick reference to the contents of the chapter as well as a useful study aid.
- **Illustrations, Tables, and Screenshots** — Illustrations help you visualize common components and relationships. Tables list conceptual items and examples in a visual and readable format. Updated screen shots reflect the latest technology being used in Web design.



- **Tips** — Chapters contain Tips designed to provide you with practical advice and proven strategies related to the concept being discussed.
- New!** ■ **Moving from HTML to XHTML** — A new section discussing the transition from HTML to XHTML has been added to Chapter 1.
- New!** ■ **Designing for accessibility** — A new section covering how to design your Web site for accessibility has been added to Chapter 2
- New!** ■ **Four new chapters covering Cascading Style Sheets** — CSS is one of the most powerful tools you can use to design Web sites. The coverage of CSS found in this book is outlined in more detail above.
- **Chapter Summaries** — Each chapter's text is followed by a summary of chapter concepts. These summaries provide a helpful way to recap and revisit the ideas covered in each chapter.
  - **Review Questions** — End-of-chapter assessment begins with a set of approximately 15 to 20 review questions that reinforce the main ideas introduced in each chapter. These questions ensure that you have mastered the concepts and have understood the information. The questions have been updated for the Third Edition.
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**Hands-on Projects** — Although it is important to understand the concepts behind Web design topics, no amount of theory can improve on real-world experience. To this end, along with conceptual explanations, each chapter provides Hands-on Projects related to each major topic aimed at providing you with practical experience. Some of these include researching information from people, printed resources, and the Internet, as well as installing and using some of the technologies discussed. Because the Hands-on Projects ask you to go beyond the boundaries of the text itself, they provide you with practice implementing Web design skills in real-world situations. These have been updated for the Third Edition.



**Case Projects** — The case projects at the end of each chapter are designed to help you apply what you have learned to business situations much like those you can expect to encounter as a Web designer. They give you the opportunity to independently synthesize and evaluate information, examine potential solutions, and make recommendations, much as you would in an actual design situation. These have also been updated for the Third Edition.

## Online Companion

The online companion for *Principles of Web Design* has been an important component to this book since the First Edition. For the Third Edition, it offers greater enhancement to textbook learning by providing updated information and Web links for further research. Please visit this FREE Web site by going to [www.course.com](http://www.course.com), and then searching for this book by author, title, or ISBN.

## TEACHING TOOLS

The following supplemental materials are available when this book is used in a classroom setting. All of the Teaching Tools available with this book are provided to the instructor on a single CD-ROM.

**Electronic Instructor's Manual** — The Instructor's Manual that accompanies this textbook includes additional instructional material to assist in class preparation, including items such as Sample Syllabi, Chapter Outlines, Technical Notes, Lecture Notes, Quick Quizzes, Teaching Tips, Discussion Topics, and Key Terms.

**ExamView®** — This textbook is accompanied by ExamView, a powerful testing software package that allows instructors to create and administer printed, computer (LAN-based), and Internet exams. ExamView includes hundreds of questions that correspond to the topics covered in this text, enabling students to generate detailed study guides that include page references for further review. The computer-based and Internet testing components

allow students to take exams at their computers, and also save the instructor time by grading each exam automatically.

**PowerPoint Presentations** — This book comes with Microsoft PowerPoint slides for each chapter. These are included as a teaching aid for classroom presentation, to make available to students on the network for chapter review, or to be printed for classroom distribution. Instructors can add their own slides for additional topics they introduce to the class.

**Data Files** — Files that contain all of the data necessary for the Hands-on Projects and Case Projects are provided through the Thomson Course Technology Web site at *www.course.com*, and are also available on the Teaching Tools CD-ROM.

**Solution Files** — Solutions to end-of-chapter Review Questions, Hands-on Projects, and Case Projects are provided on the Teaching Tools CD-ROM and may also be found on the Thomson Course Technology Web site at *www.course.com*. The solutions are password protected.

**Distance Learning** — Thomson Course Technology is proud to present online test banks in WebCT and Blackboard, as well as MyCourse 2.0, Thomson Course Technology's own course enhancement tool, to provide the most complete and dynamic learning experience possible. Instructors are encouraged to make the most of your course, both online and offline. For more information on how to access your online test bank, contact your local Thomson Course Technology sales representative.

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# Read This Before You Begin

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The following information will help you prepare to use this textbook.

## TO THE USER OF THE DATA FILES

To complete the steps and projects in this book, you will need data files that have been created specifically for this book. Your instructor may provide the data files to you. You also can obtain the files electronically from the Thomson Course Technology Web site by going to [www.course.com](http://www.course.com) and then searching for this book title. Note that you can use a computer in your school lab or your own computer to complete the steps and Hands-on Projects in this book.

## USING YOUR OWN COMPUTER

You can use a computer in your school lab or your own computer to complete the chapters, Hands-on Projects, and Case Projects in this book. To use your own computer, you will need the following:

- **A Web browser**, such as Microsoft Internet Explorer 5.0 or later, Netscape Navigator version 6.0 or later, or Opera version 5.0 or later.
- **A code-based HTML editor**, such as Macromedia Homesite, or a text editor such as Notepad on the PC or SimpleText on the Macintosh.

## TO THE INSTRUCTOR

To complete all the exercises and chapters in this book, your users must work with a set of user files, called a Data Disk, and download software from Web sites. The data files are included on the Teaching Tools CD-ROM. They may also be obtained electronically through the Thomson Course Technology Web site at [www.course.com](http://www.course.com). Follow the instructions in the Help file to copy the user files to your server or standalone computer. You can view the Help file using a text editor, such as WordPad or Notepad.

After the files are copied, you can make Data Disks for the users yourself, or tell them where to find the files so they can make their own Data Disks. Make sure the files are set up correctly by having students follow the instructions in the “To the User of the Data Files” section.

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## Thomson Course Technology Data Files

You are granted a license to copy the data files to any computer or computer network used by individuals who have purchased this book.

## Visit Our World Wide Web Site

Additional materials designed especially for this book might be available for your course. Periodically search *www.course.com* for more information and materials to accompany this text.

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Thank you, 2004 World Champion Boston Red Sox. I always believed, and now I can't believe it!

---