Ui Style Guide Template

The Videogame Style Guide and Reference ManualApplied Design for PrintersVoice User Interface DesignHTML5 for Web DesignersOracle Application Express: Build Powerful Data-Centric Web Apps with APEXThe Content Strategy ToolkitThe Sense of StyleLean BrandingResearch-based Web Design & Usability GuidelinesWeb Style GuideEnterprise Interoperability: Smart Services and Business Impact of Enterprise InteroperabilityDesigning Brand IdentityFranklinCovey Style Guide for Business and Technical CommunicationSpecial Edition Using Microsoft Office Word 2007Trust FunnelAtomic DesignCreating a Brand Identity: A Guide for DesignersElements of Indigenous StyleAnalog AlgorithmR MarkdownUI Design with Adobe IllustratorTools for Working with GuidelinesThe DITA Style GuideDesigning Interface AnimationCross-Platform GUI Programming with wxWidgetsC++ TemplatesDesigning InterfacesUser Interface Inspection MethodsBrand New: The Shape of Brands to ComeClosure: The Definitive GuideWeb Page Design Sketchbook: Web Wireframe Ui Templates for Web Designers and Developers (Web Ui Design)Starting a Tech BusinessWeb Form DesignBuddyPress Theme DevelopmentMercurial: The Definitive GuideDon't Make Me ThinkSprintLean UXCSS MasteryThe ACS Style Guide

The Videogame Style Guide and Reference Manual

This volume contains the papers presented at the International Workshop on Tools for Working with Guidelines, (TFWWG 2000), held in Biarritz, France, in October 2000. It is the final outcome of the International Special Interest Group on Tools for Working with Guidelines. Human-computer interaction guidelines have been recognized as a uniquely relevant source for improving the usability of user interfaces for interactive systems. The range of interactive techniques exploited by these interactive systems is rapidly expanding to include multimodal user interfaces, virtual reality systems, highly interactive web-based applications, and three-dimensional user interfaces. Therefore, the scope of guidelines' sources is rapidly expanding as well, and so are the tools that should support users who employ guidelines to ensure some form of usability. Tools For Working With Guidelines (TFWWG) covers not only software tools that designers, developers, and human factors experts can use to manage multiple types of guidelines, but also looks at techniques addressing organizational, sociological, and technological issues.

Applied Design for Printers

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In Web Form Design, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

Voice User Interface Design

R Markdown: The Definitive Guide is the first official book authored by the core R Markdown developers that provides a comprehensive and accurate reference to the R Markdown ecosystem. With R Markdown, you can easily create reproducible data analysis reports, presentations, dashboards, interactive applications, books, dissertations, websites, and journal articles, while enjoying the simplicity of Markdown and the great power of R and other languages. In this book, you will learn Basics: Syntax of Markdown and R code chunks, how to generate figures and tables, and how to use other computing languages Built-in output formats of R Markdown: PDF/HTML/Word/RTF/Markdown documents and ioslides/Slidy/Beamer/PowerPoint presentations Extensions and applications: Dashboards, Tufte handouts, xaringan/reveal.js presentations, websites, books, journal articles, and interactive tutorials Advanced topics: Parameterized reports, HTML widgets, document templates, custom output formats, and Shiny documents. Yihui Xie is a software engineer at RStudio. He has authored and co-authored several R packages, including knitr, rmarkdown, bookdown, blogdown, shiny, xaringan, and animation. He has published three other books, Dynamic Documents with R and knitr, bookdown: Authoring Books and Technical Documents with R Markdown, and blogdown: Creating Websites with R Markdown. J.J. Allaire is the founder of RStudio and the creator of the RStudio IDE. He is an author of several packages in the R Markdown ecosystem including rmarkdown, flexdashboard, learnr, and radix. Garrett Grolemund is the co-author of R for Data Science and author of Hands-On Programming with R. He wrote the lubridate R package and works for RStudio as an advocate who trains engineers to do data science with R and the Tidyverse.

HTML5 for Web Designers

Oracle Application Express: Build Powerful Data-Centric Web Apps with APEX

As more companies implement DITA to streamline the development of technical content, the demand for DITA-literate technical communicators is growing. The DITA Style Guide: Best Practices for Authors provides comprehensive, practical explanations of DITA elements and attributes. Real-world examples and clear recommendations show you how to create consistent, semantically correct DITA content.

The Content Strategy Toolkit

The true story of how Brian G. Johnson generated millions of dollars in revenue (and kept a pretty penny) by leveraging the big sites online such as YouTube, Facebook, Amazon, and his own marketing blog. Trust Funnel focuses on the most important elements found in highly successful online businesses, especially trust. Inspired by Zig Ziglar, Trust Funnel brings the human element to the forefront in an industry that often focuses on the mechanics of online sales and forgets that real people are behind every hit, sale, and opt-in.

The Sense of Style

This web design sketchbook can be used to visualize and draw your web page design ideas using the blank web wireframe UI Templates in the book. This web UI design notebook is a great for graphic designers, web designers, web developers, entrepreneurs, kids, adults and for the loved one in your life who love creating web design pages. The Book Contains: 118 blank browser wireframe UI Templates pages with space to write notes. Matte paperback cover Size at 8.5 x 11 in / 21.59 x 27.94 cm

Lean Branding

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Research-based Web Design & Usability Guidelines

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Web Style Guide

User Interface Inspection Methods succinctly covers five inspection methods: heuristic evaluation, perspective-based user interface inspection, cognitive walkthrough, pluralistic walkthrough, and formal usability inspections. Heuristic

evaluation is perhaps the best-known inspection method, requiring a group of evaluators to review a product against a set of general principles. The perspective-based user interface inspection is based on the principle that different perspectives will find different problems in a user interface. In the related persona-based inspection, colleagues assume the roles of personas and review the product based on the needs, background, tasks, and pain points of the different personas. The cognitive walkthrough focuses on ease of learning. Most of the inspection methods do not require users; the main exception is the pluralistic walkthrough, in which a user is invited to provide feedback while members of a product team listen, observe the user, and ask questions. After reading this book, you will be able to use these UI inspection methods with confidence and certainty.

Enterprise Interoperability: Smart Services and Business Impact of Enterprise Interoperability

The ability of future industry to create interactive, flexible and always-on connections between design, manufacturing and supply is an ongoing challenge, affecting competitiveness, efficiency and resourcing. The goal of enterprise interoperability (EI) research is therefore to address the effectiveness of solutions that will successfully prepare organizations for the advent and uptake of new technologies. This volume outlines results and practical concepts from recent and ongoing European research studies in EI, and examines the results of research and discussions cultivated at the I-ESA 2018 conference, "Smart services and business impact of enterprise interoperability". The conference, designed to encourage collaboration between academic inquiry and real-world industry applications, addressed a number of advanced multidisciplinary topics including Industry 4.0, Big Data, the Internet of Things, Cloud computing, ontology, artificial intelligence, virtual reality and enterprise modelling for future "smart" manufacturing. Readers will find this book to be a source of invaluable knowledge for enterprise architects in a range of industries and organizations.

Designing Brand Identity

Templates are among the most powerful features of C++, but they remain misunderstood and underutilized, even as the C++ language and development community have advanced. In C++ Templates, Second Edition, three pioneering C++ experts show why, when, and how to use modern templates to build software that's cleaner, faster, more efficient, and easier to maintain. Now extensively updated for the C++11, C++14, and C++17 standards, this new edition presents state-of-the-art techniques for a wider spectrum of applications. The authors provide authoritative explanations of all new language features that either improve templates or interact with them, including variadic templates, generic lambdas, class template argument deduction, compile-time if, forwarding references, and user-defined literals. They also deeply delve into fundamental language concepts (like value categories) and fully cover all standard type traits. The book starts with an insightful tutorial on basic concepts and relevant language features. The remainder of the book serves as a comprehensive reference, focusing first on language details and then on coding techniques, advanced applications, and sophisticated idioms. Throughout, examples clearly illustrate abstract concepts

and demonstrate best practices for exploiting all that C++ templates can do. Understand exactly how templates behave, and avoid common pitfalls Use templates to write more efficient, flexible, and maintainable software Master today's most effective idioms and techniques Reuse source code without compromising performance or safety Benefit from utilities for generic programming in the C++ Standard Library Preview the upcoming concepts feature The companion website, tmplbook.com, contains sample code and additional updates.

FranklinCovey Style Guide for Business and Technical Communication

THE ONLY WORD 2007 BOOK YOU NEED This book will help you build solid skills to create the documents you need right now, and expert-level guidance for leveraging Word's most advanced features whenever you need them. If you buy only one book on Word 2007, Special Edition Using Microsoft Office Word 2007 is the book you need. • Come up to speed quickly with the new Word 2007 Ribbon interface • Streamline document formatting with styles, templates, and themes • Collaborate with others using comments and tracked changes • Master mail merges, master documents, and other advanced features • Manage large documents with indexes, TOCs, and automatically numbered references • Use fields and forms to collect and manage information • Illustrate key concepts with SmartArt diagrams • Create and apply custom themes that control fonts, color schemes, and effects • Manage academic research citations and generate bibliographies in any popular documentation format On the Web Includes complete instructions and a command reference you can use to customize the Ribbon with RibbonX, even if you have little or no previous XML experience. You can also download additional RibbonX examples and an easy-to-use RibbonCustomizer utility from this book's companion web site, www.quepublishing.com/usingword2007.

Special Edition Using Microsoft Office Word 2007

This book is a hands-on tutorial guide to using BuddyPress.This book is great for designers and developers who are looking to learn how to develop BuddyPress themes. It's assumed that the reader has some understanding of Wordpress and is familiar with CSS and HTML.

Trust Funnel

Author's credits taken from front cover and p. ix.

Atomic Design

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and multimedia enhancements are discussed.

Creating a Brand Identity: A Guide for Designers

This book is a tool kit to create new forms. It deals with grid-based design and gives the reader techniques to develop new forms, fonts, logos, and patterns. The concept represents a design process in which individual decisions follow much larger and deeper principles than immediate and spontaneous-intuitive actions. Using a wide variety of examples, each chapter contains a detailed description of the procedure from form analysis to setting up design rules and their application. Both a workbook and a source of inspiration, this publication provides designers and architects with the tool they need to find analytical forms analog, algorithm-based, exploratory but never of arbitrary origin. The procedures described allow an almost infinite number of possibilities. The designer is thus transformed from inventor to interpreter or curator, who assesses individual forms for logos, fonts or patterns on the fly and ensures that the design process is always efficient and goal-oriented. AUTHOR: Christoph Grunberger is a German illustrator and designer. He is active in the fields of corporate, interactive and spatial design, with a strong focus on exploring the limits of interaction and desktop applications. Together with Stefan Gandl he is co-author of the book Neubau Modul and collaborated on the exhibition NeubauIsm at gallery MU (Eindhoven/NL) in 2008, which was opened by Wim Crouwel. For the video installation Wutburger, a co-operation with Andreas Lutz, he received the excellence Award in the Art section at the Japan Media Arts Festival in Toyko in 2015. His works as a freelance designer have been awarded nationally and internationally. 55 images

Elements of Indigenous Style

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

Analog Algorithm

The non-technical guide to building a booming tech-enabled business Thinking of starting a technology-enabled business? Or maybe you just want to increase your technology mojo so you can do your job better? You do not need to learn programming to participate in the development of today's hottest technologies.

But there are a few easy-to-grasp foundation concepts that will help you engage with a technical team. Starting a Tech Business explains in practical, actionable terms how to formulate and reality test new ideas package what you learn into frameworks that are highly actionable for engineers understand key foundation concepts about modern software and systems participate in an agile/lean development team as the 'voice of the customer' Even if you have a desire to learn to program (and I highly recommend doing whatever unlocks your 'inner tinkerer'), these foundation concepts will help you target what exactly you want to understand about hands-on technology development. While a decade ago the barriers to creating a technology-enabled business required a pole vault, getting started today only requires a determined step in the right direction. Starting a Tech Business supplies the tools prospective entrepreneurs and business enterprises need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Successful execution requires thoughtful, evidence-based product formulation, well-articulated design, economic use of systems, adaptive management of technical resources, and empathetic deployment to customers. Starting a Tech Business offers practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any tech-based business idea, whether you're developing software and products or beginning a technology-enabled business. You'll learn: 1. How to apply today's leading management frameworks to a tech business 2. How to package your product idea in a way that's highly actionable for your technical team 3. How to ask the right questions about technology selection and product architecture 4. Strategies to leverage what your technology ecosystem has to offer 5. How to carefully define the roles on your team, and then effectively evaluate candidates 6. The most common disconnects between engineers and business people and how to avoid them 7. How you can apply process design to your tech business without stifling creativity 8. The steps to avoid the most common pitfalls tech founders encounter Now is one of the best times to start a technology-enabled business, and anyone can do it with the right amount and kind of preparation. Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively—and to tap into the stream of wealth that a tech business can provide.

R Markdown

If you're ready to use Closure to build rich web applications with JavaScript, this hands-on guide has precisely what you need to learn this suite of tools in depth. Closure makes it easy for experienced JavaScript developers to write and maintain large and complex codebases—as Google has demonstrated by using Closure with Gmail, Google Docs, and Google Maps. Author and Closure contributor Michael Bolin has included numerous code examples and best practices, as well as valuable information not available publicly until now. You'll learn all about Closure's Library, Compiler, Templates, testing framework, and Inspector—including how to minify JavaScript code with the Compiler, and why the combination of the Compiler and the Library is what sets Closure apart from other JavaScript toolkits. Learn how the Compiler significantly reduces the amount of JavaScript users have to download when visiting your site Discover several ways to use the Compiler as part of your build process Learn about type expressions, primitives, and common utilities Understand how Closure emulates classes and class-based inheritance Use Closure Templates on the server and the client from either JavaScript or Java Test

and debug your JavaScript code, even when it's compiled

UI Design with Adobe Illustrator

"This book is the best way for beginning developers to learn wxWidgets programming in C++. It is a must-have for programmers thinking of using wxWidgets and those already using it." –Mitch Kapor, founder of Lotus Software and the Open Source Applications Foundation Build advanced cross-platform applications that support native look-and-feel on Windows, Linux, Unix, Mac OS X, and even Pocket PC Master wxWidgets from start to finish–even if you've never built GUI applications before Leverage advanced wxWidgets capabilities: networking, multithreading, streaming, and more Foreword by Mitch Kapor, founder, Lotus Development and Open Source Application Foundation wxWidgets is an easy-to-use, open source C++ API for writing GUI applications that run on Windows, Linux, Unix, Mac OS X, and even Pocket PC–supporting each platform's native look and feel with virtually no additional coding. Now, its creator and two leading developers teach you all you need to know to write robust cross-platform software with wxWidgets. This book covers everything from dialog boxes to drag-and-drop, from networking to multithreading. It includes all the tools and code you need to get great results, fast. From AMD to AOL, Lockheed Martin to Xerox, world-class developers are using wxWidgets to save money, increase efficiency, and reach new markets. With this book, you can, too. wxWidgets quickstart: event/input handling, window layouts, drawing, printing, dialogs, and more Working with window classes, from simple to advanced Memory management, debugging, error checking, internationalization, and other advanced topics Includes extensive code samples for Windows, Linux (GTK+), and Mac OS X

Tools for Working with Guidelines

Develop Robust Modern Web Applications with Oracle Application Express. Covers APEX 5.1. Easily create data-reliant web applications that are reliable, scalable, dynamic, responsive, and secure using the detailed information contained in this Oracle Press guide. Oracle Application Express (APEX): Build Powerful Data-Centric Web Apps with APEX features step-by-step application development techniques, real-world coding examples, and best practices. You will find out how to work with the App Builder and Page Designer, use APEX themes (responsive and mobile included), templates and wizards, and design and deploy custom web apps. New and updated features in APEX 5.0/5.1 are thoroughly covered and explained. • Understand APEX concepts and programming fundamentals • Plan and control the development cycle, using HLD techniques • Use APEX themes and templates, including Universal Theme • Use APEX wizards to rapidly build forms and reports on database tables • Build modern, dynamic, and interactive user interface using the Page Designer • Increase user experience using Dynamic Actions (Ajax included) • Build and utilize the new APEX 5.1 Interactive Grid • Implement App Logic with APEX computations, validations, and processes • Use (automatic) built-in and manual DML to manipulate your data • Handle security at browser, application, and database levels • Successfully deploy the developed APEX apps

The DITA Style Guide

Designing Interface Animation

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

Cross-Platform GUI Programming with wxWidgets

Elements of Indigenous Style offers Indigenous writers and editors—and everyone creating works about Indigenous Peoples—the first published guide to common questions and issues of style and process. Everyone working in words or other media needs to read this important new reference, and to keep it nearby while they're working. This guide features: - Twenty-two succinct style principles. - Advice on culturally appropriate publishing practices, including how to collaborate with Indigenous Peoples, when and how to seek the advice of Elders, and how to respect Indigenous Oral Traditions and Traditional Knowledge. - Terminology to use and to avoid. - Advice on specific editing issues, such as biased language, capitalization, and quoting from historical sources and archives. - Case studies of projects that illustrate best practices.

C++ Templates

Provides information on designing easy-to-use interfaces.

Designing Interfaces

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

User Interface Inspection Methods

Fully updated to the latest CSS modules, make the journey to CSS mastery as simple and painless as possible. This book dives into advanced aspects of CSS-based design, such as responsive design, modular CSS, and CSS typography. Through a series of easy-to-follow tutorials, you will learn practical CSS techniques you can immediately start using in your daily work. CSS Mastery: Advanced Web Standards Solutions is your indispensable guide to cutting-edge CSS development—this book demystifies the secrets of CSS. While CSS is a relatively simple technology to learn, it is a difficult one to master. When you first start developing sites using CSS, you will come across all kinds of infuriating browser bugs and inconsistencies. It sometimes feels like there are a million and one different techniques to master, spread across a bewildering array of websites. The range of possibilities seems endless and makes for a steep and daunting learning curve. While most books concentrate on basic skills, this one is different, assuming

that you already know the basics and why you should be using CSS in your work, and concentrating mainly on advanced techniques. This new edition covers all of the CSS fundamentals such as the importance of meaningful markup, how to structure and maintain your code, and how the CSS layout model really works. This new edition contains: New examples and updated browser support information Full coverage of modular CSS and responsive design Essential information on CSS typography and layout control What You'll Learn Discover the best practice concepts in CSS design Master the most important (and tricky) parts of CSS Identify and fix the most common CSS problems Deal with the most common bugs See the latest information on CSS features and support Who This Book Is For Intermediate and advanced web designers and developers. It offers a quick recap of the main points of CSS, while dispelling some common myths, but then moves forward to delve into the higher-level aspects of CSS. It contains fully up-to-date information throughout, and acts as a one-stop-shop for current CSS best practices.

Brand New: The Shape of Brands to Come

Create high fidelity prototypes for complex websites and applications with the easy-to-learn and super-efficient vector capabilities of Illustrator and make the fear of client changes a thing of the past. Whether you're a seasoned Photoshop veteran, a budding designer, or someone who simply has a good eye and artistic vision, this book will show you how to produce mockups and UI elements in a creative and productive way. Strongly of the opinion that design should not happen solely in a browser, Rick Moore demonstrates how to design mockups and UI elements with Illustrator in a way you may not have realized was possible. Learn which tools are best suited to a UI design workflow and how to customize Illustrator in a way that fits your style and flow. Rick provides expert guidance throughout the process from the initial planning stages to finalizing and sharing your work with clients and others.

Closure: The Definitive Guide

Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

Web Page Design Sketchbook: Web Wireframe Ui Templates

for Web Designers and Developers (Web Ui Design)

HTML5 is the longest HTML specification ever written. It is also the most powerful, and in some ways, the most confusing. What do accessible, content-focused standards-based web designers and front-end developers need to know? And how can we harness the power of HTML5 in today's browsers?

Starting a Tech Business

Web Form Design

This instructive book takes you step by step through ways to track, merge, and manage both open source and commercial software projects with Mercurial, using Windows, Mac OS X, Linux, Solaris, and other systems. Mercurial is the easiest system to learn when it comes to distributed revision control. And it's a very flexible tool that's ideal whether you're a lone programmer working on a small project, or part of a huge team dealing with thousands of files. Mercurial permits a countless variety of development and collaboration methods, and this book offers several concrete suggestions to get you started. This guide will help you: Learn the basics of working with a repository, changesets, and revisions Merge changes from separate repositories Set up Mercurial to work with files on a daily basis, including which ones to track Get examples and tools for setting up various workflow models Manage a project that's making progress on multiple fronts at once Find and fix mistakes by isolating problem sources Use hooks to perform actions automatically in response to repository events Customize the output of Mercurial Mercurial: The Definitive Guide maintains a strong focus on simplicity to help you learn Mercurial quickly and thoroughly.

BuddyPress Theme Development

In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what's wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you'll face. In this practical and relevant guide, you'll learn how to: Identify problems with your content and persuade your bosses it's worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create, maintain, and govern on-strategy content You'll learn to control your content—and not have it control you.

Mercurial: The Definitive Guide

"Charming and erudite . . . The wit and insight and clarity he brings . . . is what makes this book such a gem." --Time.com Why is so much writing so bad, and how

can we make it better? Is the English language being corrupted by texting and social media? Do the kids today even care about good writing--and why should we care? In this entertaining and eminently practical book, the cognitive scientist, dictionary consultant, and New York Times-bestselling author Steven Pinker rethinks the usage guide for the twenty-first century. Using examples of great and gruesome modern prose while avoiding the scolding tone and Spartan tastes of the classic manuals, he shows how the art of writing can be a form of pleasurable mastery and a fascinating intellectual topic in its own right. The Sense of Style is for writers of all kinds, and for readers who are interested in letters and literature and are curious about the ways in which the sciences of mind can illuminate how language works at its best.

Don't Make Me Think

Journalists, stop playing guessing games! Inside the answers to your most pressing questions await: Videogame, one word or two? Xbox, XBox or X-box? What defines a good game review? Fitting neatly between The AP Stylebook and Wired Style, The Videogame Style Guide and Reference Manual is the ultimate resource for game journalists and the first volume to definitively catalogue the breathtaking multibillion-dollar game industry from A to Z. Includes official International Game Journalists Association rules for grammar, spelling, usage, capitalization and abbreviations, plus proven tips and guidelines for producing polished, professional prose about the world's most exciting entertainment biz. Exploring the field from yesterday's humble origins to tomorrow's hottest trends, The Videogame Style Guide and Reference Manual contains all the tools you need to realize a distinguished career in game journalism.

Sprint

This book is a comprehensive and authoritative guide to voice user interface (VUI) design. The VUI is perhaps the most critical factor in the success of any automated speech recognition (ASR) system, determining whether the user experience will be satisfying or frustrating, or even whether the customer will remain one. This book describes a practical methodology for creating an effective VUI design. The methodology is scientifically based on principles in linguistics, psychology, and language technology, and is illustrated here by examples drawn from the authors' work at Nuance Communications, the market leader in ASR development and deployment. The book begins with an overview of VUI design issues and a description of the technology. The authors then introduce the major phases of their methodology. They first show how to specify requirements and make high-level design decisions during the definition phase. They next cover, in great detail, the design phase, with clear explanations and demonstrations of each design principle and its real-world applications. Finally, they examine problems unique to VUI design in system development, testing, and tuning. Key principles are illustrated with a running sample application. A companion Web site provides audio clips for each example: www.VUIDesign.org The cover photograph depicts the first ASR system, Radio Rex: a toy dog who sits in his house until the sound of his name calls him out. Produced in 1911, Rex was among the few commercial successes in earlier days of speech recognition. Voice User Interface Design reveals the design principles and practices that produce commercial success in an era when effective

ASRs are not toys but competitive necessities.

Lean UX

The world's leading practitioner of branding predicts the future of companies' identities in an ever -changing marketing landscape What is the future for brands and branding? Does globalization mean that variety and individuality will be crushed out of existence by massive multinationals? Will everywhere and everything become similar, like the world of airports today? Or will there still be room for brands that thrive on being different? What about the impact of digital technology and increasing customer feedback through the internet and social media? What, in fact, do customers want? Today's businesses, in addition to thinking about price and authenticity, have to deal with corporate social responsibility. How does this affect the products and services we consume? How does it influence the way we feel about organizations? Are corporations here to maximize profits and grow, or to help society, or both? With the rapid rise of new markets in India, China, Brazil, and elsewhere, will new global brands emerge based around local cultural strengths and heritage? If so, what will this mean for the traditional dominance of brands based on Western cultural norms? Wally Olins's fascinating book looks at every aspect of the world of branding. With his customary flair and no-nonsense prose, he analyzes the problems facing today's organizations, criticizes corporate missteps, praises those companies who seem to be building and sustaining brands efficiently in our brave new world, and predicts the future of branding. No one interested in marketing, business, or contemporary culture will want to be without this book.

CSS Mastery

Creating a Brand Identity goes behind the scenes to explore the creative processes involved in designing a successful brand identity, one of the most fascinating and complex challenges in graphic design. This bestselling book is ideal for students, professionals and agencies working in the fields of: • Graphic Design • Branding • Brand Management • Advertising • Marketing • Communications Authored by design and branding expert, Catharine Slade-Brooking, Creating a Brand Identity includes exercises and examples that highlight the key activities undertaken by graphic designers to create successful brand identities, including: • Defining the audience • Analysing competitors • Creating mood boards • Naming brands • Logo design • Client presentations • Rebranding • Launching a new brand identity Case studies throughout the book are illustrated with brand identities from a diverse range of industries including digital media, fashion, advertising, product design, packaging, retail and more. The book uses images of professional design concepts, brand case studies and diagrams throughout to illustrate the text. Flow-charts are also used extensively to highlight the step-by-step methodology applied by industry professionals to create a brand. The content of the book has been derived from Catharine Slade-Brooking own experience of entering the world of branding as a graduate and having to learn the hard way, 'on the job'. This, in turn, enabled the author to develop teaching materials for undergraduate and postgraduate students on the BA Graphic Communication course at the University of the Creative Arts, where Slade-Brooking is a lecturer. The book has been recommended across a wide range of university courses, from graphic design

school to animation, digital media, textiles and interior design. It includes a full glossary of brand terminology and a list of recommended further reading.

The ACS Style Guide

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION

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