



Web Site Design for Professional Photographers: Step-by-step Techniques for Designing Maintaining a Successful Web Site (Paperback)

By Paul Rose, Jean Holland-Rose

AMHERST MEDIA, United States, 2003. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book. From creating eye-catching photo displays to setting up online ordering and preview systems for clients, this guide to web site design specifically meets the needs of professional photographers. Included are an introduction to various programs designed for web site construction, including FrontPage, Dreamweaver, and Flash, and an overview of Adobe Photoshop. Step-by-step instructions help photographers with selecting suitable backgrounds, using logos, and placing of photographs for the best effect. Additionally, detailed information on developing marketing strategies, working with HTML tags, and submitting a site to various search engines is provided.



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