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Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites (Web Style Guide:  
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5 Site Structure Design is not just what it looks like and feels like. Design is how it works. —Steve Jobs Much as foundational concrete and piles define the stability and longevity of buildings, so the structural underpinnings of web sites affect their success in ways that, though not visible on the surface, are ultimately far more important than color and typography.

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she works on will have headers and columns and ...

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