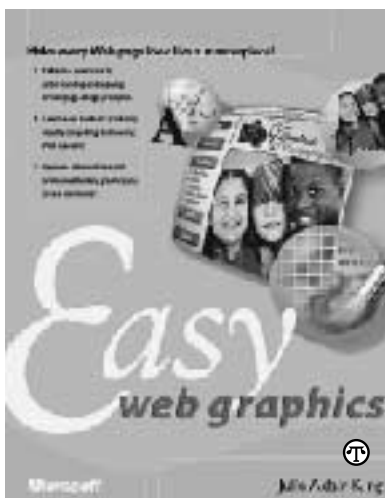


# INGENIOUS IDEAS DEPARTMENT

## New Books Make Designing Web Sites Simpler



With step-by-step instructions, a pair of new books make it easy to build a Web site.

(NAPSA)—Fledgling rock bands used to need nothing more than a trusty van to carry their gear and a box of self-produced tapes or CDs to sell at their shows. Now, any band with ambition needs a Web site.

“It’s crucial,” said Alex Olavarria, guitarist and songwriter for the band Architecture. “A Web site allows people to see the band, hear the songs and even order the music.”

As the Web increasingly becomes part of our daily lives, rock bands aren’t the only ones creating personal Web pages. Others include:

- Couples who want to share wedding plans and save the cost and time of mailing invitations;
- Parents who want to share pictures of their newborns with distant relatives; and
- Small-business owners who want to attract new clients and sell their products.

However, Web sites don’t build themselves, and help isn’t always easy to find for those with little computer experience. When Mary Millhollon and Jeff Castrina went looking for an easy-to-understand book on building Web pages, all they found were complicated texts. So, they wrote their own book.

Both professional Web designers, Millhollon and Castrina wrote *Easy Web Page Creation* for their friends and acquaintances who “find computers interesting, but don’t necessarily want to earn

full-fledged geek status anytime soon,” Millhollon explained.

Along with the companion book *Easy Web Graphics*, *Easy Web Page Creation* eschews techno-babble and complicated diagrams. It offers computer screen shots and simple descriptions to teach readers how to master Web design rules, build sites using the Web language HTML, and update and register sites with Web search engines.

Similarly, *Easy Web Graphics* offers sidebars to help novice designers keep on the right path and find relevant information elsewhere in the book. In addition, author Julie Adair King, an expert image editor, includes straightforward lessons on creating and manipulating Web text and images, using clip art and fixing photographic flaws, and eliminating graphical clutter from Web pages.

Olavarria says assistance such as this would be helpful if he were designing his band’s page today. “If I had books giving me step-by-step guidance on what to do, I would have no trouble.”

To learn more about, or to order *Easy Web Creation*, visit <http://mspress.microsoft.com/books/4800.htm>. Information about *Easy Web Graphics* is available at <http://mspress.microsoft.com/books/4805.htm>. The books are also available for purchase in bookstores and software stores throughout North America or directly from Microsoft at (800) MSPRESS (677-7377).