A Brain-Friendly Guide

Head First
Web Design

**A Learner's Companion
to Accessible, Usable,
Engaging Websites**

Learn how
drawing pictures
produces better
websites.

Master the
triadic and tetradic
color schemes.

Give your users
what they really want
from your website.

Prevent the
pernicious Foo
Bar from ripping
off your designs.

Use accessibility to
get your message
out to millions.
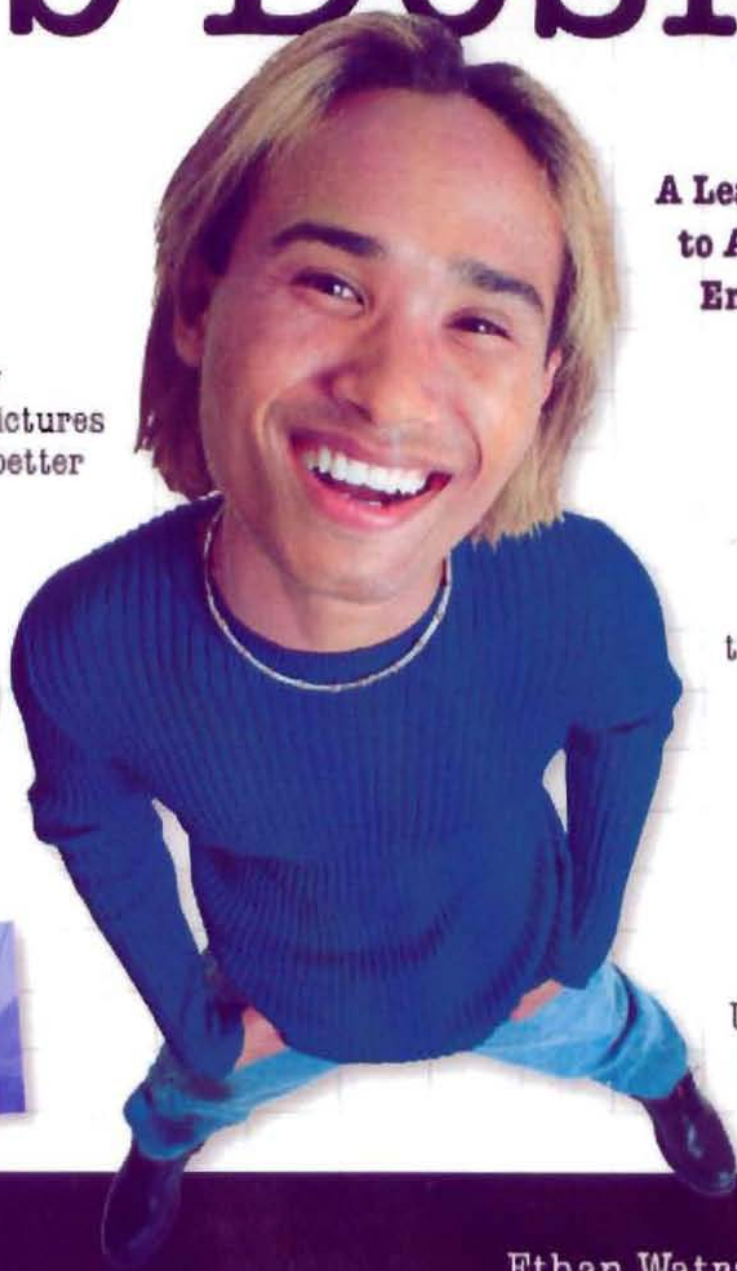
Ethan Watrall & Jeff Siarto

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Table of Contents (the real thing)

Intro

Your brain on Web Design. Here *you* are trying to *learn* something, while here your *brain* is doing you a favor by making sure the learning doesn't *stick.* Your brain's thinking, "Better leave room for more important things, like which wild animals to avoid and whether naked snowboarding is a bad idea." So how *do* you trick your brain into thinking that your life depends on knowing web design?