

Web Style Guide 3rd Edition

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Web reading is also not a stationary activity. Users roam from page to page, collecting salient bits of information from a variety of sources. They scan the contents of a page, get the information, and move on. Web reading may also be disorienting because web pages, unlike book or magazine pages, can be accessed directly without preamble.

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A powerful aspect of computing technology is the ability to combine text, graphics, sounds, and moving images in meaningful ways. The promise of multimedia has been slow to reach the web, primarily because of bandwidth limitations. But in today's web environment, multi-media is firmly established as a viable means for delivering content.

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