

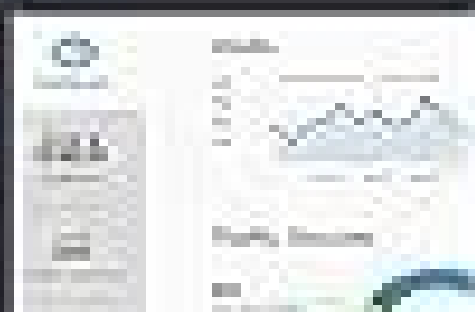
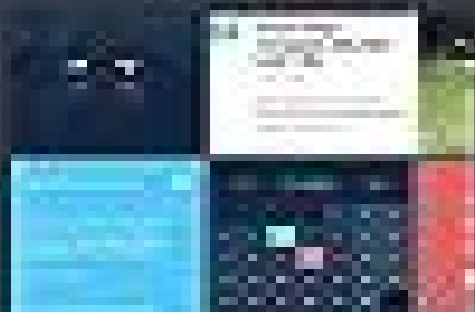
REVISED EDITION

ABOVE THE FOLD

Understanding the Principles
of Successful Web Site Design

By Robert C. Miller

Foreword by Jeffrey Pfeffer



Above The Fold Revised Edition

Joseph Whitaker



Above The Fold Revised Edition:

Above the Fold, Revised Edition Brian D Miller, 2016-07-15 Above the Fold is a book about the fundamentals of clear graphic communication within the context of Web design The book has three sections which follow the cycle of a typical Web project PLAN Section I focuses on the predesign phase of a Web project From project planning and brief writing to information architecture and responsive grid creation DESIGN The second section of Above the Fold explores the enduring principles of design and the nuances that are specific to the field of Web design OPTIMIZE Finally we close the loop and discover ways to enable your client to maximize the investment they've made in their Web site with marketing and analytics

Above the Fold Brian D Miller, 2011-02-15 This is a different kind of web design book Above the Fold is not about timely design or technology trends instead this book is about the timeless fundamentals of effective communication within the context of web design It is intended to help you the reader understand the considerations that web designers make when developing successful websites Above the Fold is divided into three sections Design Typography Planning Usability Business Value Each section represents a phase in the continuous cycle of web design It's the balance among design usability and return on investment that makes a website truly great Topics covered in Above the Fold include What makes web design unique The history of web design Anatomy of a web page White space and grid use in web design The elements of web design color texture imagery scale depth animation and variability Web typography including web safe type images of type and font replacement and embedding Web project planning Information architecture including site maps wireframes and user flow diagrams The elements of usability navigation breadcrumbs links search submission forms and error messaging Search engine optimization Online marketing including banner ads viral and social marketing on site marketing and email marketing Web statistics and analysis

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