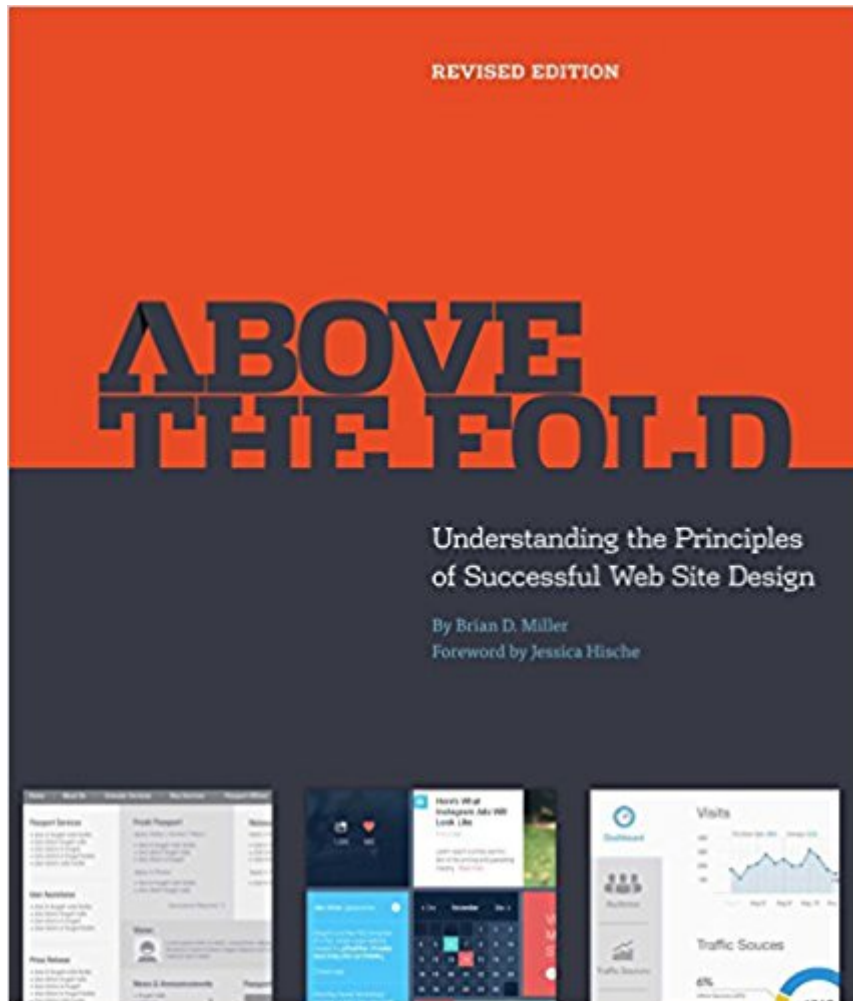The book was found

Above The Fold, Revised Edition

Synopsis

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.

Book Information

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Average Customer Review: 4.7 out of 5 stars   8 customer reviews

Best Sellers Rank: #31,148 in Books (See Top 100 in Books)   #11 inÃ Â Books > Computers & Technology > Internet & Social Media > Blogging & Blogs   #41 inÃ Â Books > Computers & Technology > Web Development & Design > Web Design   #135 inÃ Â Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

I purchased above the fold for a class I am taking. Lots of good information.

Good book.

A good book for web design which covers a lot of different areas!

Woo!

Thank you.

Very informative book. Great pictures with examples.

This book is ok but thats about it. Over half of almost every page in this book is blank. Almost every section is a rough explanaition of what he is talking about without any actual advice on how to do it.

I reallly Love this book, definitely one of the best I have ever read in web design realm

Scottish Fold Cats. Scottish Fold Cat Owners Manual. Scottish Fold Cat Care, Personality, Grooming, Health and Feeding All Included. Above the Fold, Revised Edition Scottish Folds Cats as Pets: Scottish Fold Facts & Information, where to buy, health, diet, lifespan, types, breeding, care and more! A Complete Scottish Fold Care Guide Cards That Wow with Sizzix: Techniques and Ideas for Using Die-Cutting and Embossing Machines - Creative Ways to Cut, Fold, and Embellish Your Handmade Greeting Cards (A Cut Above) Eleuthera Bahamas From Above: Drone shots above Eleuthera, Bahamas The New Earth from Above: 365 Days: Revised Edition South to the Naktong, North to the Yalu : United States Army in the Korean War (June - November 1950) 1975 Edition with Fold-Out Maps in Pocket and Attached Maps in Back (Color & B/W) Cut & Fold Techniques for Promotional Materials Easy To Fold: North Dakota, South Dakota (Rand McNally Easyfinder) Easy To Fold: Kansas, Nebraska (Easyfinder Maps) Easy To Fold: Michigan (Rand McNally Easyfinder) Easy To Fold: New Jersey Easy To Fold: Texas Easy To Fold: Tennessee (Easyfinder Maps) Easy To Fold: Northern California (Rand McNally Easyfinder) Easy To Fold: Montana, Wyoming (Rand McNally Easyfinder) Easy To Fold: Southern California (Rand McNally Easyfinder) Easy To Fold: Colorado (Easyfinder S) Rand McNally Easy to Fold! Anchorage Streets: Alaska Easy To Fold: Delaware, Maryland (Easyfinder S)