The book was found

Above The Fold: Understanding The Principles Of Successful Web Site Design





Synopsis

Above the Fold is a book about the fundamentals of effective graphic communication set in the context of Web design. Unlike other books that focus on the intersection of design and technology, Above the Fold explores the relationship between the stakeholders of a Web project-- the designer, the user and the client -- and how this continuous cycle affects the decisions made by successful Web designers. Above the Fold is not technical manual or a how-to book, nor is it about timely trends; it's about the timeless fundamentals of layout, usability and measurement that lead to a successful digital product.Â

Book Information

Paperback: 272 pages Publisher: HOW Books (March 11, 2011) Language: English ISBN-10: 144030842X ISBN-13: 978-1440308420 Product Dimensions: 7.5 x 0.8 x 8.8 inches Shipping Weight: 1.7 pounds Average Customer Review: 4.5 out of 5 stars Â See all reviews (44 customer reviews) Best Sellers Rank: #344,586 in Books (See Top 100 in Books) #112 in Books > Computers & Technology > Internet & Social Media > Blogging & Blogs #167 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #573 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Brian clearly put a lot of thought and careful consideration into the structure, content and flow of the book. It's well done. I've been building websites for 4 or 5 years now and this is the first book I've found that does a good job of walking the reader through the entire thought process of planning and creating a structured strategy for designing websites. If you're sold on the idea that smart thinking and great design thrive on a methodical approach, this book will delight you. That said, it's not a how-to book on building code or using tools like Photoshop, so if you're just getting into web design and you're itching to learn specific skills for building stuff, you'll probably want to hold off on buying this for now and come back to it later when you're ready to start doing professional projects. Just do so knowing that, when you do eventually come back and read it, you'll probably kick yourself for not having read this one upfront ;-).For those of you interested in buying the book, here's a quick list of

pros and cons:PROS (many):- There's zero fluff-factor. Brian did a solid job of explaining things simply and succinctly and moving on. Every page gets straight to the point. You'll get through it quickly without feeling like you wasted any time.- It's easy on the eyes. There are plenty of visuals to support the content. If you surf though CSS galleries a lot looking for inspiration for your projects, you'll also get a lot of value just from flipping through the pages.- It's an ideal start for aspiring design professionals because it provides a comprehensive, horizontal look at the design process end to end.

Download to continue reading...

Above the Fold: Understanding the Principles of Successful Web Site Design Above the Fold, Revised Edition Scottish Fold Cat Book: Tips on the Care, Nutrition, Training, Grooming and Personality of the Scottish Fold Breed Europe before Rome: A Site-by-Site Tour of the Stone, Bronze, and Iron Ages Algorithms: C++: Data Structures, Automation & Problem Solving, w/ Programming & Design (app design, app development, web development, web design, jquery, ... software engineering, r programming) Web Style Guide: Basic Design Principles for Creating Web Sites Understanding Bergson, Understanding Modernism (Understanding Philosophy, Understanding Modernism) Python: Learn Web Scraping with Python In A DAY! - The Ultimate Crash Course to Learning the Basics of Web Scraping with Python In No Time (Web Scraping ... Python Books, Python for Beginners) The Home-Based Bookstore: Start Your Own Business Selling Used Books on , eBay or Your Own Web Site Building a Web Site with Ajax: Visual QuickProject Guide VoiceXML: 10 Projects to Voice Enable Your Web Site (Gearhead Press) Harnessing AutoCAD: 2013 and Beyond (with CAD Connect Web Site Printed Access Card) (Autodesk 2013 Now Available!) Using Computers in the Law Office (with Premium Web Site Printed Access Card) (West Legal Studies) Essentials of Nursing Leadership & Management (with Premium Web Site Printed Access Card) The New World Champion Paper Airplane Book: Featuring the World Record-Breaking Design, with Tear-Out Planes to Fold and Fly Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics Universal Design for Web Applications: Web Applications That Reach Everyone How to be a Successful Expert Witness (Creating a Successful LNC Practice) (Volume 4) The Successful Single Mom Series: Books 1-6: (The Successful Single Mom Series Box Set) Site Planning & Design ARE Mock Exam (SPD of Architect Registration Exam): ARE Overview, Exam Prep Tips, Multiple-Choice Questions and Graphic ... and Explanations (ARE Mock Exam series)

<u>Dmca</u>