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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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Customer Reviews

Very informative book. Great pictures with examples.

Good book.

Thank you.

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

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