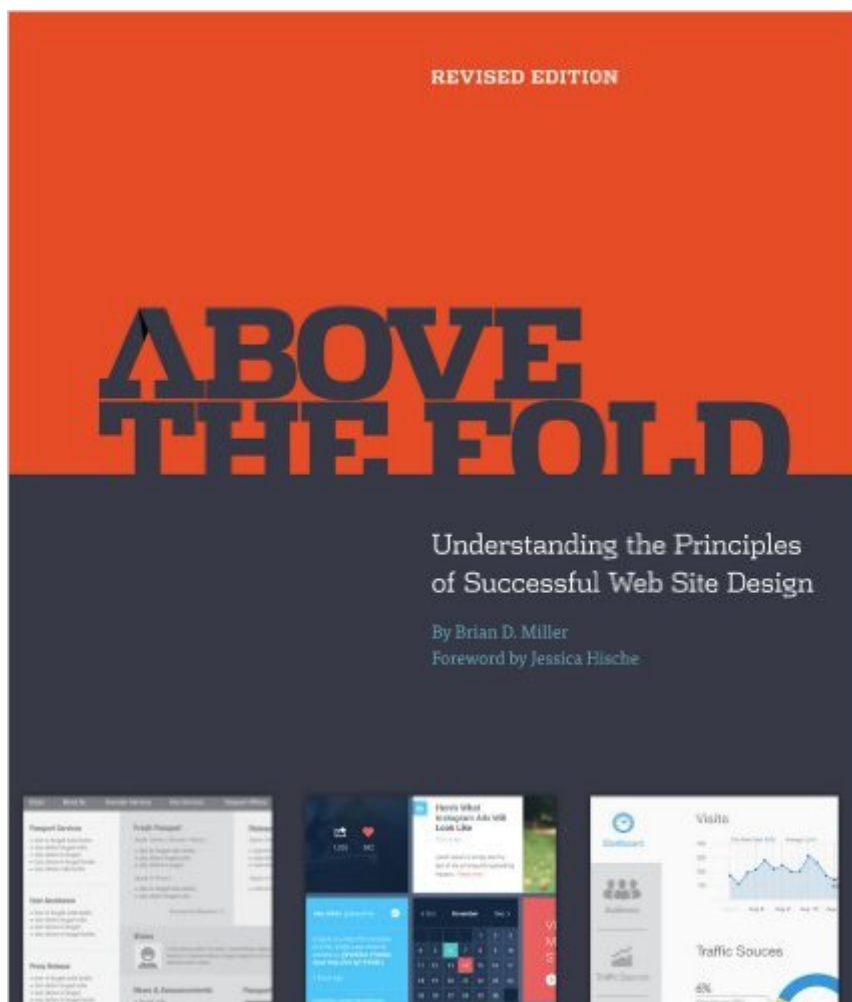


The book was found

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

Flexibound: 272 pages

Publisher: HOW Books; Revised edition (September 13, 2014)

Language: English

ISBN-10: 1440336660

ISBN-13: 978-1440336669

Product Dimensions: 0.8 x 7.5 x 8.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (7 customer reviews)

Best Sellers Rank: #282,497 in Books (See Top 100 in Books) #90 in Â Books > Computers &

Technology > Internet & Social Media > Blogging & Blogs #450 in Â Books > Computers &

Technology > Web Development & Design > Web Design #1644 in Â Books > Arts & Photography

> Decorative Arts & Design

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.

[Download to continue reading...](#)

Above the Fold, Revised Edition Above the Fold: Understanding the Principles of Successful Web

Site Design Scottish Fold Cat Book: Tips on the Care, Nutrition, Training, Grooming and Personality of the Scottish Fold Breed Christmas Programs for Children: 2004 Edition (Shown Above) Cards That Wow with Sizzix: Techniques and Ideas for Using Die-Cutting and Embossing Machines - Creative Ways to Cut (A Cut Above) Upcycle with Sizzix: Techniques and Ideas for using Sizzix Die-Cutting and Embossing Machines - Creative Ways to Repurpose and Reuse Just about Anything (A Cut Above) Rising Above Pain (HypnoBooks) REAL POWER: Rise Above Your Nature and Stop Feeling Angry, Anxious, or Insecure (1) Above Stairs: Social Life in Upper-Class Victoria 18431918 Above Top Secret Danger Above: A Tragic Death, An Epic Courtroom Battle Vietnam above the Treetops: A Forward Air Controller Reports Above the Waterfall: A Novel Only Trollops Shave Above the Knee: The Crazy, Brilliant, and Unforgettable Lessons We've Learned from Our Mothers How to Be a Cut Above Your Competitors: Insider Secrets for Positioning Your Way to the Top of the Cosmetic Surgery Market Fontainebleau Bouldering Off-Piste: At Grade 6 and Above Costa Rica From Above Chimney Swifts: America's Mysterious Birds above the Fireplace (Louise Lindsey Merrick Natural Environment Series) Origami Jewelry: More Than 40 Exquisite Designs to Fold and Wear Wreaths and Garlands: Home Decorating Workbooks with 20 Step-By-Step Projects on Fold-Out Pages

[Dmca](#)