

Above The Fold Understanding The Principles Of Successful Web Site Design By Miller Brian How Books2011 Paperback

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Above the Fold: Understanding the Principles of Successful ...

Why is Understanding the Term Above the Fold Important? Whether in print or online, the placement and layout of your content are important because it determines what your site visitor see first. When an Internet user first loads your webpage, everything you've placed above the fold is going to be the first thing they see.

What is Considered Above the Fold? | Directive

It is intended to help you, the reader, understand the considerations that web designers make when developing successful websites. "Above the Fold" is. 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.

Above the Fold: Understanding the Principles of Successful ...

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By Brian Miller Above The Fold Understanding The ...

Product Information. 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 ...

Above the Fold : Understanding the Principles of ...

Above the Fold (PDF) is an ebook about the fundamentals of clear graphic communication within the context of Web design. The ebook has 3 sections, which follow the cycle of a typical Web project: PLAN

Above the Fold, Understanding the Principles of Successful ...

Above the Fold is not about timely design or trends; instead, this book is about the timeless fundamentals of communication within the context of web design. Intended to help you understand the considerations that web designers make when developing successful websites.

Above the fold : understanding the principles of ...

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Above the Fold: Understanding the Principles of Successful ...

The concept of above the fold goes back centuries, to the beginnings of the printing press. Newspapers, due to the way they were printed on large sheets of paper, were folded once they hit the news-stands. This led to only the top half of the paper is visible to the passer-by.

Above the Fold vs. Below the Fold: Does it Still Matter in ...

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By Brian Miller Above The Fold Understanding The ...

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Above the Fold Media is a small but full-service, Search Marketing agency in Toronto that offers customizable marketing services founded on deep research including Inbound Marketing, Search Engine Optimization, Pay Per Click, SEO Consulting Toronto, and more. Above the Fold Media is also a Hubspot partner.

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.

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

This book is comprised of events that have actually happened to the author,as well as dreams that the author has had from time to time!

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims ?I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

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Korean American high school student Joyce Kim feels like a nonentity compared to her beautiful older sister, and when her aunt offers to pay for plastic surgery on her eyes, she jumps at the chance, thinking it will change her life for the better.

"There is no author whose books I look forward to more than Vaclav Smil."--Bill Gates An essential guide to understanding how numbers reveal the true state of our world--exploring a wide range of topics including energy, the environment, technology, transportation, and food production. Vaclav Smil's mission is to make facts matter. An environmental scientist, policy analyst, and a hugely prolific author, he is Bill Gates' go-to guy for making sense of our world. In Numbers Don't Lie, Smil answers questions such as: What's worse for the environment--your car or your phone? How much do the world's cows weigh (and what does it matter)? And what makes people happy? From data about our societies and populations, through measures of the fuels and foods that energize them, to the impact of transportation and inventions of our modern world--and how all of this affects the planet itself--in Numbers Don't Lie, Vaclav Smil takes us on a fact-finding adventure, using surprising statistics and illuminating graphs to challenge conventional thinking. Packed with fascinating information and memorable examples, Numbers Don't Lie reveals how the US is leading a rising worldwide trend in chicken consumption, that vaccination yields the best return on investment, and why electric cars aren't as great as we think (yet). Urgent and essential, with a mix of science, history, and wit--all in bite-sized chapters on a broad range of topics--Numbers Don't Lie inspires readers to interrogate what they take to be true.

Provides information on designing easy-to-use interfaces.

Introducing techniques for making pop-ups from one sheet of card, the third title in this series on paper engineering takes folding techniques into the third dimension. Each chapter introduces a new technical idea and shows how that technique can be adapted in many different ways, or combined with techniques from earlier chapters. These 3-D techniques can be incorporated into any design where typography and/or illustration are used, including mail-shots, personal publicity, invitations, business cards and greetings cards. With their emphasis on surface design over complex cutting, the pop-ups have an instant appeal for designers. Following the elegant, easy-to-follow style of Paul Jackson's other titles for Laurence King, Cut and Fold Techniques for Pop-Up Designs is an essential resource for marketing professionals and design students.

The hauntingly prophetic classic novel set in a not-too-distant future where books are burned by a special task force of firemen. 'Another indispensable classic' The Times "Ray Bradbury's gift for storytelling reshaped our culture and expanded our world' Barack Obama Guy Montag is a fireman. His job is to burn books, which are forbidden, being the source of all discord and unhappiness. Even so, Montag is unhappy; there is discord in his marriage. Are books hidden in his house? The Mechanical Hound of the Fire Department, armed with a lethal hypodermic, escorted by helicopters, is ready to track down those dissidents who defy society to preserve and read books. The classic dystopian novel of a post-literate future, Fahrenheit 451 stands alongside Orwell's 1984 and Huxley's Brave New World as a prophetic account of Western civilization's enslavement by the media, drugs and conformity. Bradbury's powerful and poetic prose combines with uncanny insight into the potential of technology to create a novel which, decades on from first publication, still has the power to dazzle and shock.

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