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# 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 starsÂ Â See all reviewsÂ (44 customer reviews)

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## 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 through 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.

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