Above the Fold: Understanding the Principles of Successful Web Site Design

Brian Miller

Above the Fold: Understanding the Principles of Successful Web Site Design

Brian Miller

Above the Fold: Understanding the Principles of Successful Web Site Design Brian Miller

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

Download and Read Free Online Above the Fold: Understanding the Principles of Successful Web Site Design Brian Miller

---

From reader reviews:

Filiberto Dacosta:

This Above the Fold: Understanding the Principles of Successful Web Site Design tend to be reliable for you who want to be a successful person, why. The explanation of this Above the Fold: Understanding the Principles of Successful Web Site Design can be one of several great books you must have is giving you more than just simple studying food but feed you actually with information that probably will shock your before knowledge. This book is definitely handy, you can bring it all over the place and whenever your conditions in e-book and printed types. Beside that this Above the Fold: Understanding the Principles of Successful Web Site Design giving you an enormous of experience for example rich vocabulary, giving you test of critical thinking that we all know it useful in your day activity. So , let's have it and revel in reading.

Margaret Jackson:

Reading can called brain hangout, why? Because if you are reading a book particularly book entitled Above the Fold: Understanding the Principles of Successful Web Site Design your thoughts will drift away trough every dimension, wandering in every aspect that maybe unfamiliar for but surely can be your mind friends. Imaging each word written in a reserve then become one contact form conclusion and explanation this maybe you never get prior to. The Above the Fold: Understanding the Principles of Successful Web Site Design giving you yet another experience more than blown away your mind but also giving you useful information for your better life with this era. So now let us present to you the relaxing pattern this is your body and mind will likely be pleased when you are finished reading it, like winning an activity. Do you want to try this extraordinary wasting spare time activity?

Martin Herrin:

Do you have something that you want such as book? The e-book lovers usually prefer to decide on book like comic, small story and the biggest one is novel. Now, why not hoping Above the Fold: Understanding the Principles of Successful Web Site Design that give your entertainment preference will be satisfied by reading this book. Reading routine all over the world can be said as the means for people to know world much better then how they react when it comes to the world. It can't be stated constantly that reading behavior only for the geeky man or woman but for all of you who wants to always be success person. So , for every you who want to start reading through as your good habit, you are able to pick Above the Fold: Understanding the Principles of Successful Web Site Design become your starter.

Wayne McKnight:

In this era which is the greater individual or who has ability in doing something more are more valuable than other. Do you want to become among it? It is just simple way to have that. What you are related is just spending your time not much but quite enough to possess a look at some books. One of several books in the top listing in your reading list is definitely Above the Fold: Understanding the Principles of Successful Web

Site Design. This book that is qualified as The Hungry Slopes can get you closer in getting precious person. By looking upward and review this publication you can get many advantages.

Download and Read Online Above the Fold: Understanding the Principles of Successful Web Site Design Brian Miller #TF903C45WZY

Read Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller for online ebook

Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller books to read online.

Online Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller ebook PDF download

Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller Doc

Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller Mobipocket

Above the Fold: Understanding the Principles of Successful Web Site Design by Brian Miller EPub