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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: Understanding the Principles of Successful ...

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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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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 ...

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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.

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