



Balanced Website Design: Optimising Aesthetics, Usability and Purpose

Dave Lawrence, Soheyla Tavakol

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Real Website Design is a new methodology that fuses traditional strengths of structured, stepped, and iterative approaches to design and implementation, sharply focused throughout a project on defining and achieving the desired purpose, usability and aesthetic characteristics – which are essential requirements of any website. This book offers practical discussion of new perspectives on usability and aesthetics, and a down-to-earth, structured approach to designing a website or teaching website design.

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