



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

*Brian Miller*

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## **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

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