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Autore	Tselentis Jason
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Nota di contenuto	Cover -- Title -- DedicatIon -- Contents -- Preface: Reflections on Electronic Media -- Introduction: Twelve Fundamentals -- 1. Know the Material -- 2. Know the Audience -- 3. Understand the Scope -- 4. Understand the Final Production -- 5. The Fold -- 6. Adaptability -- 7. Rough It Out -- 8. It's All Type and Image -- 9. Use a Grid -- 10. Contrast, Contrast, Contrast -- 11. Interface Unity -- 12. Interface Variety -- Chapter 1: The Digital Realm -- The Online Experience -- Users -- Interactivity -- Navigation and Metaphors -- Chapter 2: Managing the Design -- Team Roles -- The Design Process -- Structure and Sequence -- Concept and Testing -- Chapter 3: Format + Layout -- The Format -- Composition Basics -- Composition Tools -- Visual Relationships and Contrasts -- Dynamics -- Chapter 4: Typography -- Type Primer -- Permutations and Sizes -- Designing with Type -- Nuances -- Chapter 5: Color + Pattern -- Seeing and Making Color -- Working with Color -- Texture and Pattern -- Visual Properties -- Chapter 6: Image + Illustration -- Image Modality -- Imagined Worlds -- The Language of Images -- Pushing Boundaries -- Chapter 7: The Online Brand -- Brand Basics -- Look and Feel -- Engagement -- Appendixes -- Glossary -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- Bibliography -- Contributors -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R