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Nota di contenuto	Cover -- Title -- Dedicatlon -- 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
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Sommario/riassunto

This comprehensive resource for graphic designers will help you merge traditional print design skills with new technology to create imaginative, informative, and useful online experiences for clients and ultimately the end users. The Graphic Designer's Electronic-Media Manual focuses on reigning in the specific skills and tools necessary for creating design projects for the web and beyond. You'll also find a rich collection of sound design examples for the web from studios around the world. Unlike other books on web and electronic media, this book is not a technical manual, but a visual resource packed with real-world examples of design for the web.
