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Communicating Design

By Dan M. Brown

New Riders Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 215x281x20 mm. Neuware - Most discussion about Web design seems to focus on the creative process, yet turning concept into reality requires a strong set of deliverables--the documentation (concept model, site maps, usability reports, and more) that serves as the primary communication tool between designers and customers. The only guide devoted to just that topic is now bigger and better. Combining quick tips for improving deliverables with in-depth discussions of presentation and risk mitigation techniques, author Dan Brown shows you how to make the documentation you're required to provide into the most efficient communications tool possible. From usability reports to project plans, content maps, flow charts, wireframes, site maps, and more, each chapter includes a contents checklist, presentation strategy, maintenance strategy, a description of the development process and the deliverable's impact on the project. The second edition of this popular book is in a larger format and contains additional chapters with updated and more numerous illustrations. A completely new section teaches designers how to create deliverables in the context of telling a larger story. 312 pp. Englisch.



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