



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

By Brian D Miller

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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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Editorial Review

From the Back Cover

"Alas, I wish this book had existed when I began designing for the Web. It's some consolation to know that Above the Fold will become an essential part of Web design curricula for years to come. It's a must-read / must-have book for anyone studying Web design."

Charles Nix

Chairman, Type Directors Club

Professor, Parsons School of Design

"Above the Fold is one of the few Web design books that goes past just the display of a Web site and dives into the entire process of unlocking the strategy to create a successful digital product."

Bryan Hamilton

User Experience Director, Razorfish

"Brian presents a rather well-rounded picture of the Web design process--from design and usability, to aspects of marketing and analysis--providing the reader with clear insights they can take away and apply. Nicely done."

Thomas Beeby

Principal, Chief Creative Officer, Beeby, Clark and Meyler

"Brian clearly articulates the symbiotic connection between the Web designer, client and end user. Above the Fold is one of the best books I've seen that treats the creative process as a vital asset necessary for business success."

David Vogler

Creative Director, NBC Universal

"A great idea will never take off if it's not presented clearly. Above the Fold has the secret sauce to get your ideas the success they deserve."

Peter Knierim

Crispin, Porter + Bogusky

About the Author

Brian Miller is the owner and design director at the Brian Miller Design Group, a small design firm in Norwalk, CT that specializes in branding for the Web and print. Brian's client list includes GE, NBC Universal, SportsMD, Rockstar Games, 2K Games, GigMasters and Nat Nast. Brian is a lecturer at the Shintaro Akatsu School of Design, board member for the Type Directors Club and author of Above the Fold. Brian's work has been published in the Print Magazine Regional Design Annual, GD USA and The New York Festivals in addition to receiving numerous industry awards. Brian has a Masters degree from Pratt Institute in design management and a BFA in graphic design from the Hartford Art School. He lives in

South Norwalk, Connecticut with his wife Bridgette, daughter Sarah and dog Shick.

Users Review

From reader reviews:

Eleanor Landa:

In this 21st hundred years, people become competitive in each way. By being competitive at this point, people have do something to make these people survives, being in the middle of the actual crowded place and notice through surrounding. One thing that at times many people have underestimated it for a while is reading. Yep, by reading a publication your ability to survive increase then having chance to stand up than other is high. To suit your needs who want to start reading the book, we give you that Above the Fold: Understanding the Principles of Successful Web Site Design book as basic and daily reading e-book. Why, because this book is more than just a book.

Antione Wilson:

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Irma Huges:

Playing with family in the park, coming to see the marine world or hanging out with good friends is thing that usually you may have done when you have spare time, and then why you don't try thing that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Above the Fold: Understanding the Principles of Successful Web Site Design, you can enjoy both. It is very good combination right, you still wish to miss it? What kind of hang-out type is it? Oh can happen its mind hangout people. What? Still don't understand it, oh come on its identified as reading friends.

Timothy Williams:

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needing an additional sixth sense to pick this specific!?! Oh come on your looking at sixth sense already alerted you so why you have to listening to one more sixth sense.

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