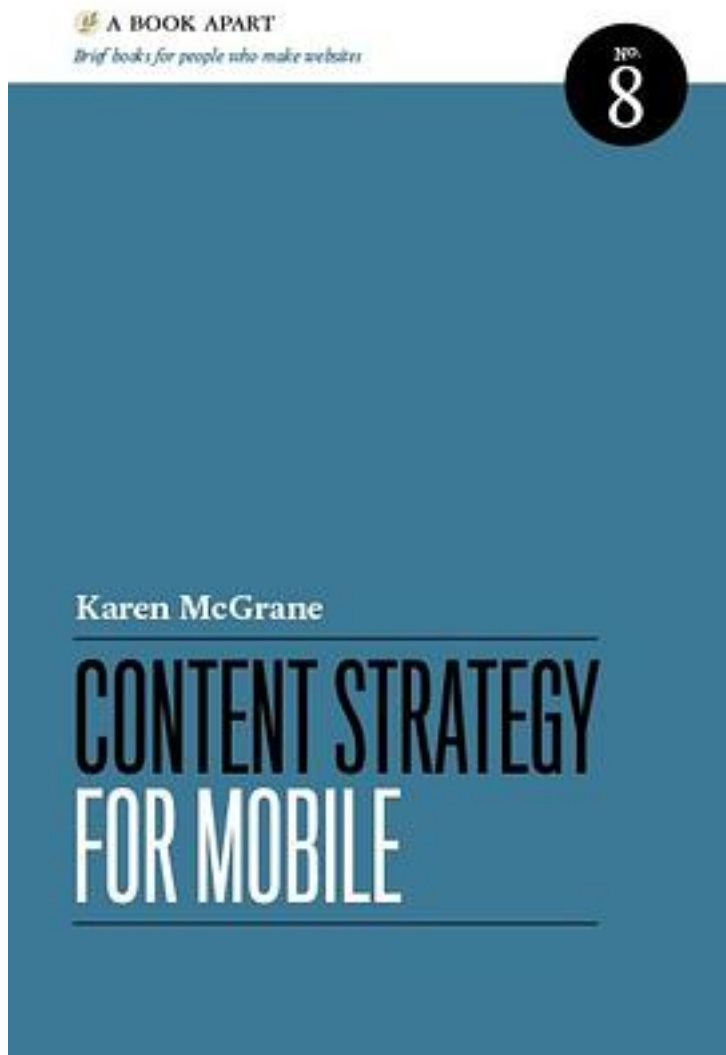


# Content Strategy for Mobile



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You don't get to decide which platform or device your customers use to access your content: they do.

Mobile isn't just smartphones, and it doesn't necessarily mean you are on the move. It's a proliferation of devices, platforms, and screensizes — from the tiniest “dumb” phones to the desktop web. How can you be sure that your content will work everywhere, all the time?

Karen McGrane will teach you everything you need to get your content onto mobile devices (and more). You'll first gather data to help you make the case for a mobile strategy, then learn how to publish flexibly to multiple channels. Along the way, you'll get valuable advice on adapting your workflow to a world of emerging devices, platforms, screen sizes, and resolutions. And all in the less time than it takes you to fly from New York to Chicago.

#### 作者介绍:

Karen McGrane plays nicely in the content strategy, information architecture, and interaction design sandboxes. She is Managing Partner at Bond Art + Science, a UX consultancy she founded in 2006, and formerly VP and National Lead for User Experience at Razorfish. She's led projects for dozens of clients, including The New York Times, Condé Nast, and The Atlantic. She also teaches Design Management in the Interaction Design MFA program at the School of Visual Arts.

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