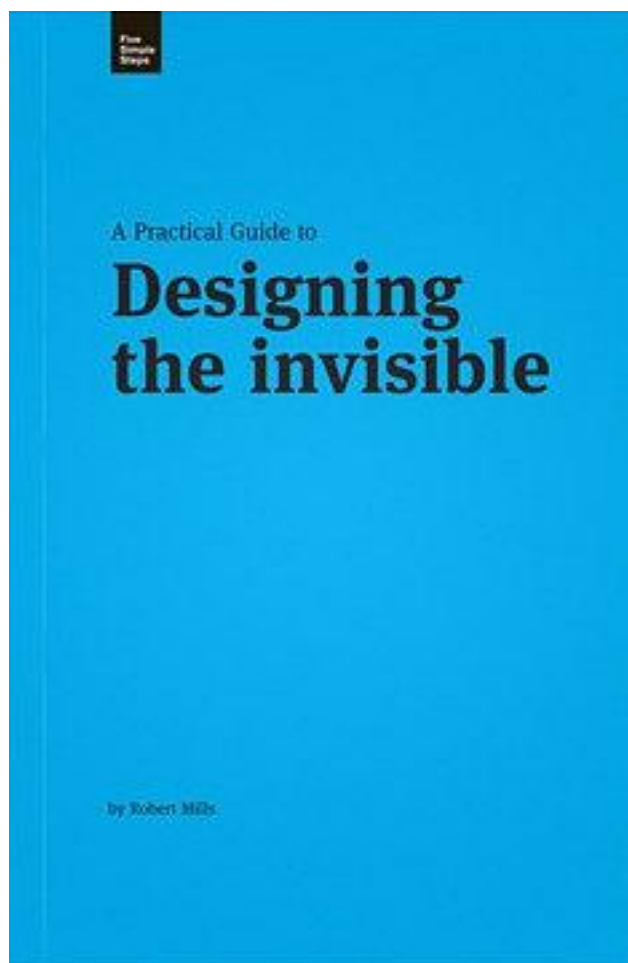# A Practical Guide to Designing the Invisible

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It's not enough to design a website that looks nice. What's the story? Why is that header green? Why is that icon shaped like a fish? Designing for the web is not just about fancy layouts, the latest CSS3 or HTML5 or UX technique. Great web experiences

tell a great story, and Designing the Invisible will give you the tools to help you do it.

From how to apply colour to tell the right story, through to using the right words, this book details the basics of building great web experiences. If you're starting out in web design then this book will give you some valuable tools in your design toolkit.

Official Site:
http://www.fivesimplesteps.com/products/a-practical-guide-to-designing-the-invisible

作者介绍:

Rob is a Project Manager and writer from near Cardiff in the UK.

A media and journalism graduate, he has a keen interest in communication and psychology and how this can be related to and applied to the web. Rob is also fascinated with the relationship between people and the media and the subliminal communication that occurs between them.

Much of Rob´s day as a Studio Manager requires him to share designs, explain the rationale behind design decisions and communicate with project teams. He's adept at explaining the 'why' and the stories behind design.

Rob has written regularly for popular blog, Think Vitamin and has previously written about project management and storytelling for .Net Magazine. He is also part of the .Net Magazine monthly big question panel and was one of the judges for the 2010 awards.

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