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Web ReDesign | Workflow that Works[®]

A GUIDE TO MANAGE & COMPLETE THE WORKFLOW OF THE WEB

      By Kelly Goto & Emily Cotler

WWW CATEGORY: INTERNET COVERS: WINDOWS AND MACINTOSH
WEB REDESIGN: WORKFLOW THAT WORKS[®]
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Web Redesign 20 Workflow That Works 2nd Edition Pb2004

Markus Held



Web Redesign 20 Workflow That Works 2nd Edition Pb2004:

Web Redesign 2.0 Emily Cotler, 2005 *Web ReDesign 2.0* Kelly Goto, Emily Cotler, 2004 If anything this volume's premise that the business of Web design is one of constant change has only proven truer over time So much so in fact that the 12 month design cycles cited in the last edition have shrunk to 6 or even 3 months today Which is why more than ever you need a smart practical guide that demonstrates how to plan budget organize and manage your Web redesign or even your initial design projects from conceptualization to launch This volume delivers In these pages Web designer extraordinaire Kelly Goto and coauthor Emily Cotler have distilled their real world experience into a sound approach to Web redesign workflow that is as much about business priorities as it is about good design By focusing on where these priorities intersect Kelly and Emily get straight to the heart of the matter Each chapter includes a case study that illustrates a key step in the process and you'll find a plethora of forms checklists and worksheets that help you put knowledge into action This is an AIGA Design Press book published under Peachpit's New Riders imprint in partnership with AIGA **Web Redesign** Kelly Goto, Emily Cotler, 2002-01-01 The book follows a road tested experiential methodology to expose the critical steps to planning budgeting organizing and managing a web design or redesign project from conceptualization through launch The authors use a sound pedagogical style that is appealing easy to access and full of forms checklists and worksheets to assist readers in working through their own projects The page design will allow for easy browsing of material In addition the intuitive organization will make it easy for readers to find the material they need See the attached table of contents **Web Redesign** Kelly Goto, Emily Cotler, 2002 Methodologies to plan budget organize and manage web design and redesign projects from start to finish Gets at the business approach to Web design Intuitive organization will make it easy for readers to find the material they need Written with the designer in mind Most companies redesign and relaunch their Web sites every 6 to 12 months The business of Website design therefore is one of constant change and change management Web Re Design provides a framework from which to tackle the all important planning budgeting organization and management of a project from conceptualization to launch And then the maintenance and change management issues that inevitably follow The book follows a road tested experiential methodology to expose the critical steps to planning budgeting organizing and managing a Web design or redesign project from conceptualization through launch The authors use a sound pedagogical style that is appealing easy to access and full of forms checklists and worksheets to assist readers in working through their own projects The page design will allow for easy browsing of material Kelly Goto is the creative director for the San Francisco office of Idea Integration a Web design firm Some of her projects include developing the redesign strategy for such sites as Webvan com Food com Petstore com and Genentech Kelly is a frequent lecturer on Web development information design and web usability New Riders is such a big fan of Kelly's work that they are working with Kelly's company to redesign www.newriders.com Emily Cotler is a graphic designer Web designer product manager site producer journalist and author

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