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Of Successful Web Site Design  
By Miller Brian How Books2011  
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Above the Fold is a book about the

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fundamentals of effective graphic communication set in the context of Web design. Unlike other books that focus on the intersection of design and technology, Above the Fold explores the relationship between the stakeholders of a Web project-- the designer, the user and the client -- and how this continuous cycle affects the decisions made by successful Web designers.

**Above the Fold: Understanding the Principles of Successful ...**

"Above the Fold" is the common newsroom reference for the optimal top half of the newspaper front page display. In the digital world, that display is just as important for news readers on all their devices and screens.

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### **Above the Fold: Understanding the Principles of Successful ...**

Above the Fold (PDF) is an ebook about the fundamentals of clear graphic communication within the context of Web design. The ebook has 3 sections, which follow the cycle of a typical Web project:

### **Above the Fold, Understanding the Principles of Successful ...**

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### **[(Above the Fold: Understanding the Principles of ...**

Above the fold, as it applies to Web design, is the portion of a Web page that is visible in a browser window when the page first loads. The portion of the page that requires scrolling in order to see

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content is called "below the fold."

## **What is above the fold? - Definition from WhatIs.com**

Online, above the fold is the content that displays on a site without requiring the visitor to scroll. Once again, the idea is that this content gets the most attention. The best practice states that your call to action must be above the fold because visitors do not typically scroll beyond the fold.

## **Is Above the Fold Really That Important? - CXL**

We build events that propel your lifestyle, build healthy communities, create loyalty and great memories and deliver results through the passionate world of sports and special events.

## **Above the Fold | Home**

Abstract: A different kind of web design book. Above the Fold is not about timely design or trends; instead, this book is about the timeless fundamentals of

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communication within the context of web design. Intended to help you understand the considerations that web designers make when developing successful websites.

### **Above the fold : understanding the principles of ...**

The concept of above the fold goes back centuries, to the beginnings of the printing press. Newspapers, due to the way they were printed on large sheets of paper, were folded once they hit the news-stands. This led to only the top half of the paper is visible to the passer-by.

### **Above the Fold vs. Below the Fold: Does it Still Matter in ...**

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.

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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: Understanding the Principles of Successful ...**

Above The Fold What Does Above the Fold Mean? In the early days of



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publishing, 'above the fold' was a term used for content that appeared on the top half of the front page of a newspaper.

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### **[RFOT]»» Above the Fold: Understanding the Principles of ...**

The phrase, "Above The Fold," is a

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known phrase in web design. It's a phrase that actually originates from newspapers. Since newspapers are usually folded due to its size, the always visible to the people is the one that's above the fold.

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