

Web Site Design is Communication Design (Document Design Companion Series)



Web Site Design is Communication Design is written for practitioners, trainers, and students of Communication, Business, Information Science and Media Design. This book is based on a series of case studies of web-site design processes in smaller and larger organizations, including Amazon and Microsoft. It offers a well-researched, reflective and thorough analysis of the activities undertaken, in combination with practical, real-life experiences of web-site designers and producers. It pays attention to the often complicated organizational context that web designers and producers have to work in, while they serve both bosses and target groups to their best intents. The importance of careful evaluation is stressed throughout the book and in the concluding checklists, which guide the practitioner through the design process, from initial idea through site maintenance and re-design.

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