



Web ReDesign 2.0: Workflow that Works (2nd Edition)

Emily Cotler

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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 you 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.

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