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

By 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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Editorial Review

Amazon.com Review
Anyone who has managed the process of developing or redesigning a Web site of significant size has likely learned the hard way the complexities, pitfalls, and cost risk of such an undertaking. While many Web development firms have fantastic technical expertise, what sets the topnotch organizations apart is the ability to accurately manage the planning and development process. *Web Redesign: Workflow That Works* directly addresses this crucial area with a specific, proven process.

This brief but important book lays out a specific five-step strategy--called the Core Process--that can always be applied to the development of Web sites and fine-tuned to almost any type of project. Each step--defining the project, developing site structure, visual design and testing, production and QA, and launch and beyond--contains three related but distinct tracks. The text begins with a brief overview of each of the steps, then delves deeper into each with detailed explanations as well as specific forms and project-management strategies. This book does not cover back-end, server-side programming. Instead, it focuses primarily on the visual, conventional components of a Web site.

Authors Kelly Goto and Emily Cotler compiled this book in an attractive, easy-to-read format. This process guide uses numerous full-color screen shots to illustrate site examples, as well as plenty of site diagrams and sample forms. The book even has a companion Web site with downloadable forms in PDF format to put the Core Process into immediate action. *--Stephen W. Plain*

Topics covered:

- Step 1--Defining the Core Process: discovery, planning, and clarification;
- Step 2--Developing site structure: content-view, site-view, and page-view;
- Step 3--Visual design and testing: creating, confirming, and handing off;
- Step 4--Production and QA: prepping, building, and testing;
- Step 5--Launch and beyond: delivery, launch, and maintenance.

Review
What a triumph this book is! Clear, comprehensive, gorgeous, and packed with insights I haven't seen anywhere else. -- *Jim Heid, Thunderlizard Productions*

From the Publisher
When I first met Kelly Goto and Emily Cotler at Macromedia Web World in July 2000, I knew I had met THE team who could conceptualize how best to manage workflow for web projects. Kelly's voice is heard frequently at conferences and workshops where she speaks on the procedures that she has developed for managing workflow. But there is so much more information than what can be covered in just a one hour presentation. Emily's experiences with her own clients, together with her love of writing, make her a perfect coauthor. Kelly and Emily provide excellent guidance for all levels of web professionals in an engaging manner. This is information you just can't afford to be without.

Web ReDesign provides a process that will work for your redesign projects and for your new projects. It's just an excellent way of organizing your work to save you time, money, and headaches. The money you spend on this book may well be the most valuable purchase you make this year!

Your thoughts are important to me as we continue to develop resources for web professionals. Please e-mail me at nrcomments@newriders.com and let me know what you think!

Linda Bump Senior Acquisitions Editor

Users Review

From reader reviews:

Kevin Pinkney:

A lot of people always spent their free time to vacation or go to the outside with them family or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. In order to try to find a new activity this is look different you can read the book. It is really fun in your case. If you enjoy the book you read you can spent all day long to reading a e-book. The book Web ReDesign 2.0: Workflow that Works (2nd Edition) it is quite good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. When you did not have enough space to bring this book you can buy the particular e-book. You can m0ore simply to read this book through your smart phone. The price is not too costly but this book possesses high quality.

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Donna Willeford:

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Royce Woods:

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