

The book was found

Branded Interactions: Creating The Digital Experience



Synopsis

An invaluable source of inspiration for anyone involved with or interested in the design of interactive brands. Digital design plays a crucial role in how customers experience a brand. However, corporate websites and online shops are only one part of interactive brand identity. The importance of mobile apps for smartphones and tablets has grown exponentially in recent years, while interactive touch points and billboards are increasingly found in the real world. The interface is now the brand. *Branded Interactions* is a practical handbook for professional digital designers and those just starting out. It is designed to guide the reader through the process of digital brand design in five key phases: discovering a demographic, defining an action plan, designing an interface, delivering a quality product, and distributing the design to the marketplace. All the sections are packed with real-world examples, case studies, and interviews with experts from leading brands and interactive agencies. A wealth of design documentation and diagrams helps to build a solid framework for any project, incorporating brand strategy at every stage while remaining flexible enough to incorporate change and creativity. 300+ illustrations

Book Information

Hardcover: 362 pages

Publisher: Thames & Hudson; 1 edition (October 6, 2015)

Language: English

ISBN-10: 0500518173

ISBN-13: 978-0500518175

Product Dimensions: 7.9 x 1.5 x 10.5 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars Â Â See all reviews Â (1 customer review)

Best Sellers Rank: #53,571 in Books (See Top 100 in Books) #10 in Â Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #46 in Â Books > Business & Money > Industries > Retailing #117 in Â Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

This is the unicorn that I've been searching for all these years. This book offers a comprehensive, but easy to read (and digest) guide on how to implement strategic and design driven marketing that caters today's interactive consumer. The layout is clear and simple with beautiful graphics that clearly illustrate complicated processes. Whether you're rebranding or launching a new project, this is the only book you'll need. As a trained, digital marketer, I am often frustrated by those who do not

understand basic processes and/or cannot follow a strategy before diving into writing a tagline or designing a logo. If you are trying to explain how a marketing process works to someone, share this book with them. It will save you a lot of time and frustration. I've already recommended it to several friends!

[Download to continue reading...](#)

Branded Interactions: Creating the Digital Experience The New Ultimate Book of Home Plans: Lowe's Branded Introduction to Sourcing, Importing & Private Label Branding Products From China For .com Sellers: Building a branded product foundation for your ... to Sourcing From China Book 1) Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1) Digital Masters: B&W Printing: Creating the Digital Master Print (A Lark Photography Book) Digital Storytelling: Capturing Lives, Creating Community (Digital Imaging and Computer Vision) Digital Painting Techniques: Practical Techniques of Digital Art Masters (Digital Art Masters Series) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) New Key Geography Interactions Interactions: Collaboration Skills for School Professionals (7th Edition) Incredible 5 Point Scale: The Significantly Improved and Expanded Second Edition; Assisting Students in Understanding Social Interactions and Controlling their Emotional Responses Gender: Ideas, Interactions, Institutions Plants in Wetlands (Redington Field Guides to Biological Interactions) Plant-Animal Interactions in the Marine Benthos (Systematics Association Special Volumes) Ocean, Ice, and Atmosphere: Interactions at the Antarctic Continental Margin (Antarctic Research Series) The Physics of Laser-Atom Interactions (Cambridge Studies in Modern Optics) Treatment of Autism Spectrum Disorders: Evidence-Based Intervention Strategies for Communication and Social Interactions (CLI) Matter and Interactions World Politics: Interests, Interactions, Institutions (Third Edition)

[Dmca](#)