

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 3 customer reviews

Best Sellers Rank: #772,394 in Books (See Top 100 in Books) #114 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #559 in Books > Business & Money > Industries > Retailing #1523 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

Marco Spies is a director and strategic consultant who has created digital branding and interactive media for global brands, including Adidas, T-Mobile, and Nintendo. He is the cofounder of think moto, a digital strategy and design agency based in Berlin.

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!

My friend who works as a ux/ui for saleforce introduced me this book. Great for learning some UXUI knowledge combine with some business thinking in depth.

Great!

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

Branded Interactions: Creating the Digital Experience Matter and Interactions, Volume II: Electric and Magnetic Interactions Stockley's Drug Interactions: A Source Book of Interactions, Their Mechanisms, Clinical Importance and Management Stockley's Herbal Medicines Interactions: A Guide to the Interactions of Herbal Medicines Parasitism: The Ecology and Evolution of Intimate Interactions (Interspecific Interactions) Branded Entertainment: Product Placement & Brand Strategy in the Entertainment Business Branded (Whitehorse Montana Book 1) Branded by the Pink Triangle Digital Storytelling: Capturing Lives, Creating Community (Digital Imaging and Computer Vision) Digital Masters: B&W Printing: Creating the Digital Master Print (A Lark Photography Book) Bitcoin Basics: Cryptocurrency, Blockchain And The New Digital Economy (Digital currency, Cryptocurrency, Blockchain, Digital Economy) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) The Theatre Experience: The Theatre Experience (Film) Not My Circus, Not My Monkeys: Why the Path to Transformational Customer Experience Runs Through Employee Experience Everything You Experience When Unconscious, Revealed. : The breakthrough documentation of the unconscious human visual experience Insight Guides: Experience Shanghai (Insight Experience Guides) Insight

Guides: Experience London (Insight Experience Guides) Experience Myanmar (Burma) 2017 (Experience Guides Book 5) The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company (Business Books)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)