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Branded Interactions 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.

Branded Interactions | Creating the Digital Experience

- a ...

The brand-oriented design of interactive applications goes beyond visual design. The challenge of shaping

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digital touch points fundamentally changes the profession of design. Branded Interactions offers sound and practical advice with case studies and checklists throughout the BIXD process.

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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.

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Branded interactions : creating the digital experience

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Branded Interactions: Creating the Digital Experience

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Good Practice sections show what successful branded interactions look like. The BlxD process is presented in five phases: Discover, Define, Design, Deliver, Distribute. Good Practice sections show what successful branded interactions look like. About the book; Content; Praise; Branded Interactions Creating the Digital Experience.

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Branded Interactions | Content - Branded Interactions
Branded Interactions is about the intersection of branding and design. Spies describes how a unique and cohesive user experience is vital in order to create a strong brand in today's digital world. My understanding of branding prior to reading this book was of corporate visual identities (including colors, typography, logo).

Amazon.com: Customer reviews: Branded Interactions

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"Branded Interactions fills the gap between UX and information architecture know how and digital brand strategy, tied together in a concise and thought-through process. As such the book has easily become the standard reference for brand/UX strategists, planners, and practitioners alike within the German speaking professional community."

Branded Interactions | Praise - Branded Interactions
Facebook, a company with a very robust brand identity, has many other interactions to choose from, but one notable series enlivens its Messenger app, which, says electromechanical engineer Nick McGill,

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“uses some really enjoyable popping sounds and dings to let the user know when they've sent their message; when it's been successfully delivered; and when the other person has read the message.”

Our 15 Favorite Branded Interactions | Accelerator Blog

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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.

Branded Interactions - Thames & Hudson
Branded Interactions by Marco Spies,
9780500518175, ... Branded Interactions : Creating
the Digital Experience. 4.34 (43 ratings by Goodreads)
Hardback; ... This book is designed to guide the

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