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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.

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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.

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

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Branded Interactions: Creating The Digital Experience ...

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

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apps for smartphones and tablets has grown exponentially in recent years, while interactive touch points and billboards are increasingly found in the real world.

Branded Interactions : Creating the Digital Experience

Branded Interactions is a practical handbook for professional digital designers and those just starting out.

Branded interactions : creating the digital experience ...

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 - Thames & Hudson

We've been thinking a lot about branded interactions, or

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interactions that express a brand's values. These can be purely physical (the pop of a Snapple cap); digital (Netflix's one-button unsubscribe); or digital-physical (Tesla's door handle). (See below for more about these examples.)

Our 15 Favorite Branded Interactions | Accelerator Blog

Interaction: Digital branding allows your customers to get involved and creates a unique customer experience. Some ways in which digital branding allows companies to interact with their customers include launching a clickable banner ad on certain sites, or creating a GIF to showcase your company's best features.

What is Digital Branding and How Can it Help Your Business ...

Digital branding is a brand management technique that uses a combination of internet branding and digital marketing ;online

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marketing to develop a brand over a range of digital venues, including internet-based relationships, device-based applications or media content.

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