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- **PLAN**

Section I focuses on the predesign phase of a Web project. From project planning and brief writing to information architecture and responsive grid creation.

- **DESIGN**

The second section of *Above the Fold* explores the enduring principles of design and the nuances that are specific to the field of Web design.

- **OPTIMIZE**

Finally, we close the loop and discover ways to enable your client to maximize the investment they've made in their Web site with marketing and analytics.

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