



# The Fundamentals of Interactive Design

*Michael Salmond, Gavin Ambrose*

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**The Fundamentals of Interactive Design** Michael Salmond, Gavin Ambrose

**The Fundamentals of Interactive Design** takes a snapshot of the essential areas of digital design and introduces the reader to their importance. It explores best practice for creating within this medium. These fundamentals provide a core skill-set and an invaluable insight into the world of interactive design. This book examines the work flow and process of creating and exporting design across multiple media platforms in a progressive and logical way.

The book is aimed at designers who have never worked within the interactive medium as well as those who have some digital knowledge but are looking for application across a wider spectrum of media. It is also for those looking for inspiration and new creative directions.



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