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# SharePoint 2013 Branding And User Interface Design



## Synopsis

Plan, design, and launch a brand in SharePoint If you are planning, designing, and launching your brand using SharePoint, this book and author trio will walk you through everything you need to know in an understandable and approachable way. From specific technologies such as master pages, page layouts, and CSS to offering best-practices and real-world experience for creating successful branding projects through SharePoint 2013, you will learn how to approach your branding project in effective new ways. This visual book provides step-by-step instructions in a simple and striking format that focuses on each of the tasks you will face in your own branding project. Explains the various approaches to SharePoint branding and methodologies for creating an engaging UI. Guides you through planning for branding and using the Design Manager to start a design. Addresses implementing modern web techniques such as HTML5, jQuery, and mobile responsive design into SharePoint. Explores creating SharePoint branding for public facing websites as well as internal intranets, including a deep dive into how custom SharePoint branding is created from scratch. Provides coverage on designing apps for SharePoint.

## Book Information

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## Customer Reviews

Sharepoint is Microsoft's collaborative application development platform, designed to provide an integrated set of web technologies supported by a common back-end technical infrastructure. Acting in concert with the company's various Office products, It is intended to enable the provision of a whole series of collaborative work space types - internet portals, document and file management

environment, extranet, collaboration environment, meeting management, etc -- with minimal development work. Sharepoint can -- and indeed is intended to be -- used 'straight out of the box', with full and unfettered functionality available at all times and rapidly configurable through built-in libraries of site templates. Whilst this approach allows for maximum leverage of the product, the package's inherent complexity and the need to understand the entirely non-intuitive back-end database and work-flow paradigms make for a steep learning curve for any developer new to the product pretty much regardless of background. Unfortunately, the same steep learning curve is often imposed on end users of Sharepoint sites because by default these are so feature-rich and confusing to navigate; just about the biggest challenge for the Sharepoint site developer is to produce a site that is not so complicated to use that would-be users are immediately frightened away by its impenetrable array of options. Not for nothing has the product been renamed 'Scarepoint' by most users in the trade. Enter, then, "Sharepoint 2013 Branding and User Interface Design" by Randy Drisgill, John Ross and Paul Stubbs.

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