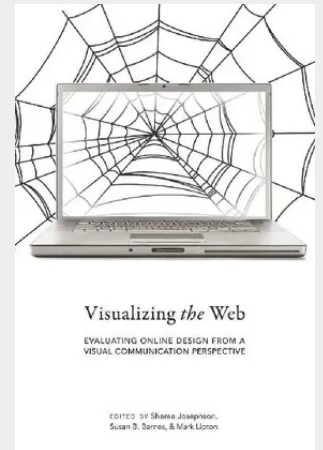


Visualizing the Web

Evaluating Online Design from a Visual Communication Perspective

This book analyzes Web page design from a visual communication perspective. Visual communication is an emerging field which draws on numerous disciplines concerned with the creation, perception, and interpretation of visual messages. The transdisciplinary nature of the field allows us to see the sites examined from new visual vantage points – metaphorical, cultural, and rhetorical; cognitive, perceptive, and evaluative. With an introduction and eight essays by visual communication scholars, the book also includes an insightful interview with Hillman Curtis, one of the foremost Web page designers in the world.

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136,05 €

127,15 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781433111440

Medium: Buch

ISBN: 978-1-4331-1144-0

Verlag: Peter Lang

Erscheinungstermin: 28.10.2010

Sprache(n): Englisch

Auflage: 1. Auflage 2010

Serie: Visual Communication

Produktform: Gebunden

Gewicht: 458 g

Seiten: 204

Format (B x H): 155 x 231 mm

