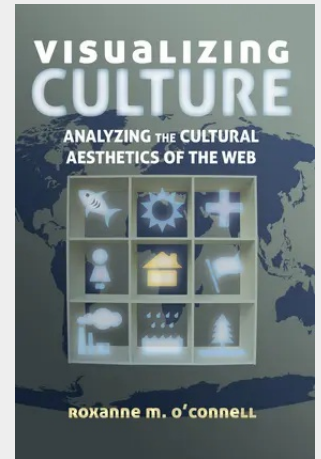


O'Connell

Visualizing Culture

Analyzing the Cultural Aesthetics of the Web

In an increasingly global society, the ability to identify a culture's visual aesthetics helps us localize messages for better understanding and resonance with targeted audiences. But how do we identify the visual cues that specific cultures respond to? Based on Web design 'best practices' and data collected from close to 2000 websites in more than 30 countries over a period of eight years, this book defines a methodology for identifying patterns – a 'pattern language' – by which one can analyze the cultural aesthetics of a website to: (1) learn more about the visual communication patterns of a particular culture, (2) apply what is learned to the creation of new Web communication, and (3) identify trends in visual communication on the Web as influenced by emerging technologies.



166,10 €

155,23 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781433122231

Medium: Buch

ISBN: 978-1-4331-2223-1

Verlag: Peter Lang

Erscheinungstermin: 20.01.2015

Sprache(n): Englisch

Auflage: 2. Auflage 2015

Serie: Visual Communication

Produktform: Gebunden

Gewicht: 430 g

Seiten: 198

Format (B x H): 155 x 230 mm

