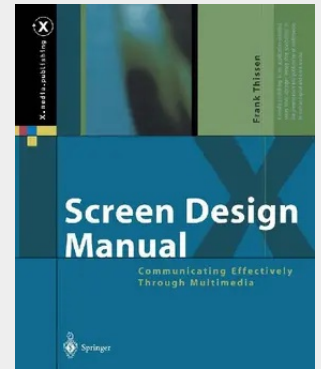


Screen Design Manual

Communicating Effectively Through Multimedia

The **Screen Design Manual** provides designers of interactive media with a practical working guide for preparing and presenting information that is suitable for both their target groups and the media they are using. It highlights background information and relationships, clarifying them with examples, and encourages the further development of the language of digital media. In addition to the basics of perception and learning psychology, ergonomics, communication theory, imagery research, and aesthetics, the book also considers design navigation and orientation elements. Guidelines and checklists, along with the comprehensive design of the book, support the transfer of information into practice.

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