Screen Design Manual: Communicating Effectively Through Multimedia (X.media.publishing)

By Frank Thissen

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Packed with numerous examples this easy-to-use manual provides designers of interactive media with a practical guide to screen design. Written for the working designer the manual shows how to rework information so that it is suitable for the chosen target group and the media they are using. It describes background information and encourages further development of the language of digital media. In doing so it covers all aspects of screen design, including: perception and learning, ergonomics, communication theory, image research, aesthetics, and the design of navigation and orientation elements.

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Editorial Review

Review

From the reviews:

"Frank Thissen has given us a wonderful survey of the many factors affecting screen design for multimedia products. … The pages are well illustrated … . The color pages caught my eye … and will be yet another useful reference. … The Appendix contains a thorough list of references, broken down into many categories. This list will be a great resource … . If you could read only one book on the factors affecting screen design, let it be this one." (Rebecca C. Hall, Technical Communication, Vol. 52 (2), May, 2005)

From the Back Cover

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.

Frank Thissen teaches multimedia didactics and information design at the University of Applied Sciences in Stuttgart. For over 10 years he has been developing computer based training. He has worked for international companies such as Siemens AG and SAP AG. His research project explores the role of emotion in e-learning > www.frank-thissen.de

Key Topics:

- Interactive media

- Text for the screen

- Effective use of pictures

- Video, animation, and sound

- Screen layout

- Orientation and navigation

- Interaction

- Emotions and metamessages

- Intercultural communication

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