Principles of Interactive Design

Lisa Graham

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Principles of Interactive Design Lisa Graham
This exciting new book explains how to communicate effectively through interactivity. Communication fundamentals are used as guidelines for interactive development for platforms such as multimedia and the World Wide Web. The reader is taught how to approach the interactive project as a communication tool while incorporating various media, communication principles, user interfaces, interactive design, and implementation to build a successful product. The principles presented are timeless and provide any professional involved in the development of interactive projects with an excellent resource.

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