

1. Record Nr.	UNINA9910464374703321
Autore	Apfelbaum Sue
Titolo	Designing the editorial experience : a primer for print, Web, and mobile // Sue Apfelbaum and Juliette Cezzar
Pubbl/distr/stampa	Beverly, Massachusetts : , : Rockport Publishers, , 2014 ©2014
ISBN	1-62788-049-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (227 p.)
Disciplina	686.2/2
Soggetti	Magazine design Newspaper layout and typography Graphic arts (Typography) Electronic publications - Design Web sites - Design Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	In a world of media that seems to be ever-changing, how do we define a newspaper, magazine or journal? Are we drinking our morning coffee on a Sunday as we sit down and read our newstabled? Look around any doctor's office waiting room and you will find two people reading the same magazine, one holding the paper version, another on their phone.