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Descrizione fisica	1 online resource (XV, 617 p. 274 illus., 208 illus. in color.)
Collana	Springer Series in Design and Innovation, , 2661-8192 ; ; 12
Disciplina	621.382
Soggetti	Industrial design Digital humanities Interactive multimedia Multimedia systems Graphic arts Industrial Design Digital Humanities Media Design Graphic Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Thinking out of the book: Visual language and textual form in the design of ebooks -- Mobile application oriented to packaging sustainability -- An Interaction Design Analysis of Mood Trackers -- A multicase study to explore ways to integrate locative technologies in electronic stories for children -- Learning Experience Design: Instructional Design applied to the onboarding of digital products -- Office Personal Assistant. Towards a design and AI approach -- Assessing the Usability of Truck Hiring Mobile Applications in Bangladesh Using Heuristic and Semiotic Evaluation -- Reuma.pt project: comparative analysis of online digital solutions aimed at treatment of rheumatoid arthritis.
Sommario/riassunto	This book reports on research findings and practical lessons featuring

advances in: digital and interaction design; graphic design and branding; design strategies and methodologies; design education; society and communication in design practice; and other related areas. Gathering the proceedings of the 4th International Conference on Digital Design and Communication, Digicom 2020, held virtually on November 5-6, 2020, the book describes cutting-edge perspectives on and analysis of and solutions to challenges digital communication is currently presenting to society, institutions and brands. It offers a timely guide and a source of inspiration for designers of all kinds, including graphic, digital and web designers, UI, UX and social media designers, and to researchers, advertisers, artists, and entrepreneurs, as well as brand or corporate communication managers.
