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   Nota di bibliografia   Includes bibliographical references (p. 183-188) and index.

   Nota di contenuto   Front Cover; Preliminaries; Table of Contents; Acknowledgements;
                       Trademarks; Introduction to a Visual Language for the World Wide Web;
                       Chapter 1: Learning from the Past to Inform the Present: Maya
                       Hieroglyphic Writing; Chapter 2: Simple Words and Visual Metaphors;
                       Chapter 3: Designing Icons for the Graphical User Interface; Chapter 4:
                       Computer Compound Icons and their Families; Chapter 5: Evaluating
                       Representative and Abstract Computer Compound Icons; Chapter 6:
                       Navigating Interfaces; Conclusion; Bibliography; Index; Back Cover

   Sommario/riassunto In this digital age, are there cultural lessons for us in looking to the
                       earliest kinds of communications? The icons used in ancient Mayan and
                       Sumerian language systems are presented here as direct cultural links
                       to the visual presentation of World Wide Web pages on the Internet. The
                       book shows how the development of digital screens has caused visual
                       human communication to come full circle from the earliest
                       representations. The in-depth analysis demonstrates how these visual
                       languages now serve as a rich source for renewed study for the
                       development of meaningful computer icons. Readers are als