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Communication Design: Insights from the Creative Industries, Derek Yates and Jessie Price First published February 2015 Bloomsbury London, 208 pages, 200 colour illustrations, paperback ISBN: 9781472531674, £29.99 James Corazzo, Sheffied Hallam University Graphic Design has always been a discipline that eschews easy definition. A subject that is both everywhere and nowhere. Where consensus ...

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Die Publikationsreihe Communication Insights zeichnet kurz und prägnant den aktuellen Stand der Forschung nach und berichtet über empirische Ergebnisse. Ergänzt wird dies durch Best Practices von Kommunikationsexperten aus der Praxis und weiterführende Literaturtipps. www.akademische-gesellschaft.com. Alle Ausgaben der Communication Insights gibt es hier. Leistungen. Farbkonzept ...

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design communication and reveal insights about how designers can be supported in this practice with future tools and methods for design communication. Design representations have been discussed extensively regarding what kind of reactions they evoke from users, especially in usability studies (e.g. [Virzi et al. 1996], [Sauer and Sonderegger 2009]). Rudd et al. [1996] identified the ...

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In an inclusive design process, team members share ideas throughout the design/development process and at different stages of completion in order to solicit feedback from peers and stakeholders on an ongoing basis. This approach contrasts with that of many organizations that follow a waterfall approach, where pre-defined steps in the design and development process are followed in a strict ...

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This is not entirely surprising as science communication increasingly occurs via platforms such as YouTube and Twitter. Nonetheless, we know little about how viewers perceive, trust, or judge, this type of science communication. In this study, we tried to bridge this knowledge gap by running a survey experiment using a science communication video by the popular animation studio Kurzgesagt (In ...

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Effective communication is like a recipe, and just like recipes, each one requires a different mix of ingredients. That's because every organisation's culture is different and it will set the tone and the way in which the messages are delivered. It will grow and develop as the people grow and become increasingly engaged, but the ingredients below are necessities that will need to be in the ...

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