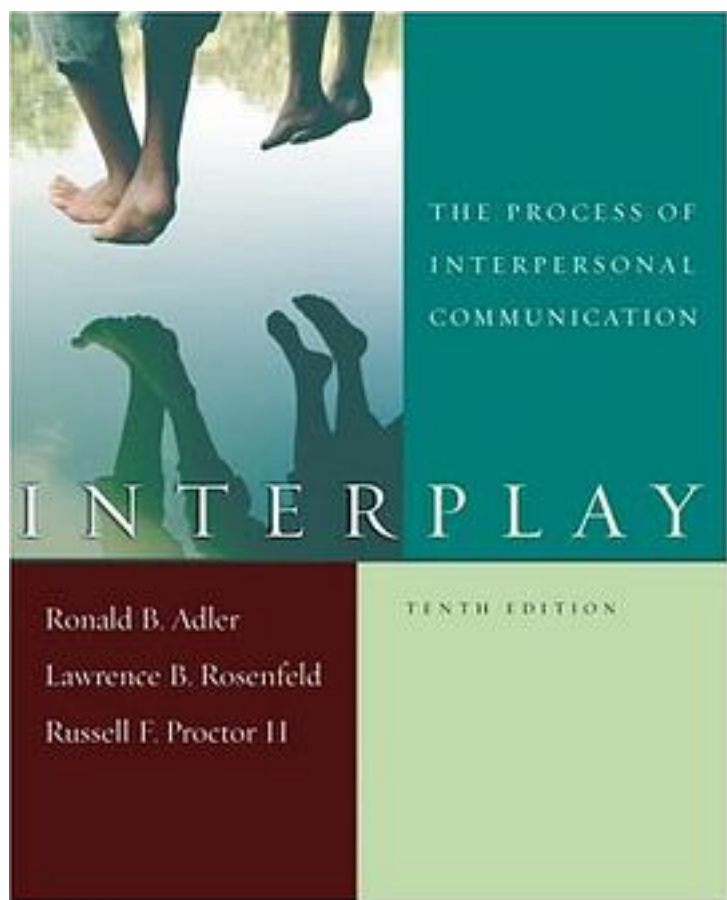


Interplay



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著者:Parker, Lauren

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What constitutes good interactive design and what qualities lie behind the work of the most original designers in this rapidly evolving field? V&A Contemporary Curator Lauren Parker highlights the latest work by leading practitioners to illustrate what makes web design unusual and interesting, looking beyond the screen to the changing

relationships between clients and creatives and to how the future of interactive design will be shaped by our physical and emotional responses to technology. Featuring interviews with key designers, the unique qualities of web design as opposed to print are highlighted and explored: how designers are playing with the conventions of the format; how the sometimes rocky relationships between art and design and between the individual and the global corporation can bring about innovative outcomes; and how the future of interactive design is being mapped out in the brave new technological world.

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