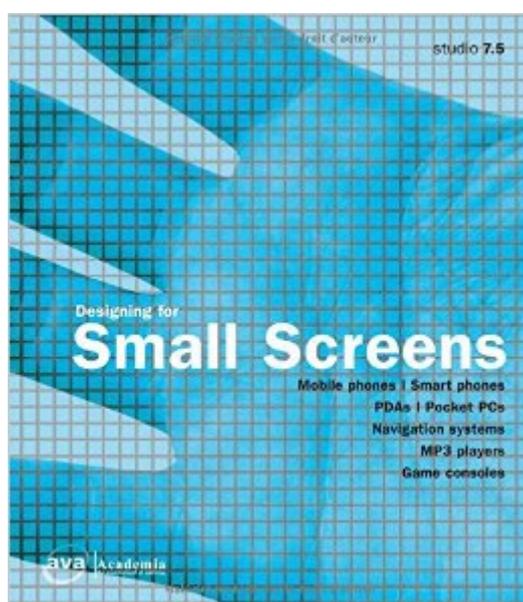


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# Designing For Small Screens: Mobile Phones, Smart Phones, PDAs, Pocket PCs, Navigation Systems, MP3 Players, Game Consoles (Required Reading Range)



## Synopsis

The design of interactive applications or presentations on small screens can be challenging for the designer. Not all design concepts that are valid on larger screens can be implemented on the small screen. A multitude of different devices with dissimilar technical specifications fall under the category of small- screen interfaces. Devices in this category differ in size and type of their display, in the nature of their physical interaction and in their performance. This book equips the student or practitioner with the appropriate tools with which to develop functional concepts and realise good designs for small screens. In order to tackle and visualise complex design issues, each of the ten chapters in this book is structured in three segments. The first section is dedicated to theoretical reflection, and an overview of the fundamental design options that relate to the specific issue in question. The second section offers examples of good working practice and application of the theory described, and the final section offers useful background information, such as an explanation of the technical terms that will help you to make informed design decisions. Selling points: shows professional designers and students how to develop functional concepts and good design for the small screen, and pertinent subject given advancing technology in mobile phones, palm- top computers and other small-screen devices. Readership - both professional designers and students alike. Authors Professor Carola Zwick; studied at the University of Arts Berlin where she gained an MA in Industrial Design. In 1993, she joined the teaching body at the University of Arts Berlin as an Assistant Professor and, together with Burkhard Schmitz, she initiated the media group ID 5 within the design course. Carola Zwick has been teaching interface design at the University of Applied Sciences Magdeburg-Stendal since 1998. Professor Burkhard Schmitz; studied at the University of Arts in Berlin where he too gained an MA in Industrial Design. In 1989 he became Professor for Media Design at the University of Applied Sciences Schwabisch-Gmund. In 1993 he returned once more to the University of Arts Berlin, where he has taught Interactive Systems since. Dipl. Designer Kerstin Kuhl studied at the University of Applied Sciences Dessau where she gained a diploma in Graphic Design.

## Book Information

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## Customer Reviews

The book presents the basic areas when designing for small screens. It is well organised by interesting chapters and by the excellent organisation inside each chapter that are divided in 3 sections. The first more theoretical, the second with practical examples and the third has a good overview of the technologies behind. This makes the reading and the browsing later on much easier. Hence, the book covers the design but also gives an overview of the technological issues. The information is interesting and to the point but not very deep. In the end it has a reference book list but a list of web references would be very useful for a quick look when more information is needed. This is a good reference book to have in your desk to refresh the main issues when designing for small screens and with a link to the technologies behind.

Alt, aber immer noch valable Zusammenfassung für small screens.

This book brings the introduction about the practical part of mobile device design. this would like a simple dictionary for the novice to look for the existing spec in mobiles.

No longer relevant and the bright shiny design makes actually learning from it much harder.

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