



## Literature for SKDA47, Strategic Communication: Visual Communication applies from spring semester 2017

Literature established by the board of the Department of Strategic communication on 2017-03-07 to apply from 2017-03-09

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Bowers, John (2011). *Introduction to graphic design methodologies and processes*. Hoboken: John Wiley & Sons. [ISBN 9780470504352, 144 sidor] Finns som e-bok.

Malamed, Connie (2011). *Visual language for designers. Principles for creating graphics that people understand*. Quayside: Rockport. [ISBN 9781592537419, 240 sidor] Finns som e-bok på Google-play.

Mossberg, Lena (2015). *Att skapa upplevelser: från OK till WOW*. (2a uppl.) Lund: Studentlitteratur. [ISBN 9789144091747, 130 sidor]

Sturken, Marita & Cartwright, Lisa (2009). *Practices of looking: An introduction to visual culture*. Oxford: Oxford University Press. [ISBN: 9780195314403, 250 sidor]

Artiklar om kritisk multimodal diskursanalys, butiker som upplevelsearena, visuell kultur på maximalt 250 sidor tillkommer.

Totalt antal sidor: 1014