



Literature for SKOC25, Strategic Communication: Communication Design in Digital Landscapes applies from spring semester 2018

**Literature established by the board of the Department of Strategic
communication on 2017-11-28 to apply from 2017-12-01**

Bergström, Bo (2012). *Effektiv visuell kommunikation*. Stockholm: Carlsson. [ISBN 9789173315074, 315 sidor]

Clarke, Adam (2016). *SEO 2017 Learn search engine optimization with smart internet marketing strategies*. CreateSpace Independent Publishing Plattform. [ISBN 139781539151142, 194 sidor]

Dabner, David, Calvert, Sheena & Anoki, Casey (2014). *Graphic design school*. London: Thames & Hudson. [ISBN 13: 9780500291436, 208 sidor] E-bok

Frain, Ben (2015). *Responsive web design with HTML5 and CSS3*. Birmingham: Packt Publishing. [ISBN 9781784398934, 350 sidor]

Johnson, Jeff (2014). *Designing with the mind in mind: Simple guide to understanding user interface design guidelines* Burlington: Morgan Kaufmann. [ISBN 139780124079144, 250 sidor] E-bok

Lambert, Joe (2013). *Digital storytelling: Capturing lives, creating community (digital imaging and computer vision)*. Oxfordshire: Routledge. Kapitel 1-9 [ISBN 139780415627030, 126 sidor]

Palm, Lars (2006). *Kommunikationsplanering - En handbok på vetenskaplig grund*. Lund: Studentlitteratur. [ISBN 9789144032559, 185 sidor]

Percy, Larry & Rosenbaum-Elliott, Richard (2016). *Strategic advertising management* Oxford: Oxford University Press. Kapitel 6-12 [ISBN 978-0198703655, 173 sidor]

Sellberg, Rasmus (2012). *Webbstrategi*. Stockholm: Liber. [ISBN 9789147097661, 89 sidor]

Kompendium omfattande ca 100 sidor bestående av manualer till program tillkommer.

Totalt antal sidor: ca 2000.