



Literature for KOMC04, Strategic Communication: Design tools and web publishing for communicators applies from spring semester 2017

Literature established by the board of the Department of Strategic communication on 2016-11-29 to apply from 2016-12-01

Johnson, Jeff (2014). *Designing with the mind in mind: simple guide to understanding user interface design rules*. Amsterdam: Morgan Kaufmann Publishers/Elsevier [ISBN 9780124079144, 234 pages] E-book

Kaushik, Avinash (2015). *Web analytics 2.0: the art of online accountability & science of customer centricity*. Hoboken, N.J.: Wiley. [ISBN 9780470596425, 474 pages] E-book

Lupton, Ellen & Phillips, Jennifer C. (2015). *Graphic design: the new basics*. New York: Princeton Architectural Press. [ISBN 9781616894559, 265 pages] E-book

MacDonald, Matthew (2014). *WordPress: the missing manual: the book that should have been in the box*. O'Reilly Media. [ISBN 9781449341909, 200 pages] E-book

Manuals on Photoshop and InDesign are added to the literature list [some 200 pages].

Total number of pages: 1373.