

Dikult 205 : Web Design II : Spring 2018

Reading list

The academic standard and requirement on the 200-level is much higher than on the 100-level. You cannot take the readings lightly or postpone them. You are required to refer to them in your analysis and report.

1. BOOKS. These are the four books you need for the course. They are available at Akademika; all of them are also available as e-books.

Ullman, Larry. 2017. *PHP and MySQL for Dynamic Web Sites*. Fifth Edition 2017. In Series: Visual QuickPro Guide. Peachpit Press. (ISBN 978-0134301846)

Nodder, Chris. 2013. *Evil by Design: Interaction Design to lead us into temptation*. Wiley. (ISBN 978-1118422144)

Meyer, Eric and Sara Wachter-Boettcher. 2016. *Design for real life*. In Series: Brief books for people who make websites, No. 18. A Book Apart. (ISBN 978-1937557409)

Rosenfeld, Louis, Peter Morville and Jorge Arango. 2015. *Information Architecture for the Web and Beyond*. Fourth Edition 2015. O'Reilly Media. (ISBN 978-1491911686)

NOTE that we are using the fifth edition (2017) of Ullman and the fourth edition (2015) of Rosenfeld et al.

2. ARTICLES AND CHAPTERS. In addition to the books above, there will be academic articles, and book chapters about design and coding strategies. You will be assigned one of those articles and present it in plenary. A few of them are in Norwegian (non-Norwegian students will read alternatives). This list is roughly the pool from which we will choose. It is subject to change and will be updated.

All of these articles/chapters will be available for download at [mittuib](http://mittuib.no), or as a loan at UBB.

Aczél, Petra. 2013. "Netoric: An Approach to New Media Rhetoric". In *Verbal and Visual Rhetoric in a Media World*, edited by Hilde van Belle et al. Leiden University Press. Chapter 16, page 307–323.

Arola, Kristin L. 2010. "The Design of Web 2.0: The Rise of the Template, the Fall of the Design". *Computers and Composition*, Volume 27, page 4–14.

Blair, Anthony. 2004. "The Rhetorics of Visual Arguments". In *Defining Visual Rhetorics*, edited by Charles A. Hill and Marguerite Helmers. Routledge. Reprint 2009. Chapter 2, page 41–62.

Buchanan, Richard. 1985. "Declaration by Design: Rhetoric, Argument, and Demonstration in Design Practice". In *Design Issues*. Vol. 2, No.1 (Spring 1985). page 4–22.

Byers, Breanna Lee. 2009. *Enacting ethos online: Using classical rhetoric to analyze visual Web design*. In Series: Graduate Theses and Dissertations. Paper 10839. Master of Arts Thesis, Iowa State University.

Handa, Carolyn. 2013. "How the Digital is Rhetorical, Cognitive, and Cultural". In *Multimediated Rhetoric of the Internet: Digital Fusion*. In Series: Routledge Studies in Rhetoric and Communication, No. 10. Routledge. Chapter 1, page 16–38.
(Available at <http://site.ebrary.com/lib/bergen/reader.action?docID=10814812>)

Hocks, Mary E. and Michelle R. Kendrick. 2003. "Introduction: Eloquent Images". In *Eloquent Images*. page 1–16.

Jewitt, Carey. 2009. "Introduction" and "An Introduction to Multimodality". In *The Routledge Handbook of Multimodal Analysis*, edited by Carey Jewitt. Routledge. page 1–27.

Kress, Gunther and Theo van Leeuwen. 2001. "Introduction". In: *Multimodal Discourse. The Modes and Media of contemporary communication* by Gunther Kress and Theo van Leeuwen. Hodder Education (London). Chapter 1, page 1–23.

LaGrandeur, Kevin. 2003. "Digital Images and Classical Persuasion". In *Eloquent Images*, edited by Mary E. Hocks and Michelle R. Kendrick. Chapter 5, page 117–136.

Lester, Paul Martin. 2013. "Informational Graphics". In *Visual Communication. Images with Messages* by Paul Martin Lester. Sixth Edition. International Edition. Thomson Wadsworth. Chapter 9, page 210–241.

- Toye, Richard. 2013. *Rhetoric. A Very Short Introduction*. Oxford.
- Tereszkiewicz, Anna. 2013. "Rhetorical Strategies on User-contributory Sites". In *Verbal and Visual Rhetoric in a Media World*, edited by Hilde van Belle et alii. Leiden University Press. Chapter 18, page 343–363.
- van Belle, Hilde. 2013. "Introduction: Rhetorical Perspectives". In: *Verbal and Visual Rhetoric in a Media World*, edited by Hilde van Belle et alii. Leiden University Press. page 9–40.
- Veltsos, Jennifer R. 2009. *More than decoration: An investigation into the role of visual rhetoric and ethos in corporate visual identity*. In Series: Graduate Theses and Dissertations. Paper 10643. Master of Arts Thesis, Iowa State University.
- Warnick, Barbara and David S. Heineman. 2012. "Intertextuality and Web-based Public Discourse." In *Rhetoric Online. The Politics of New Media*. Second Edition. Peter Lang International Academic Publishers. Chapter 5, page 75–94.
- Andersson, Adrian Førde. 2010. "Virtuell Materialitet. Et intimt møte med nettkirken". In *Skrift/bilde/lyd. Analyse av sammensatte tekster*, edited by Martin Engebretsen. Chapter 6, page 146–166.
- Engebretsen, Martin. 2010. "Multimodal retorikk på nett. En studie av tre nettsted med strategiske intensjoner". In *Skrift/bilde/lyd. Analyse av sammensatte tekster*, edited by Martin Engebretsen. Chapter 4, page 103–124.
- Johnsen, Cecilie Tornaas. 2013. *Klassisk retorikk i en visuell verden. Webdesigns betydning for organisasjonens troverdighet*. Bachelor of Arts Thesis, University of Bergen.