The Language of New Media Design: Theory and Practice

Radan Martinec, Theo van Leeuwen

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'This textbook is really a road map for how research in new media should evolve. It offers such an overwhelming variety of examples, it is so clearly written, it is so stimulating in research topics. This book should be the base of MA courses all over the world.' – *Jan Renkema, Tilburg University, the Netherlands*

The Language of New Media Design is an innovative new textbook presenting methods on the design and analysis of a variety of non-linear texts, from websites to CD-Roms. Integrating theory and practice, the book explores a range of models for analyzing and constructing multimedia products. For each model the authors outline the theoretical background and demonstrate usage from students' coursework, commonly available websites and other multimedia products.

Assuming no prior knowledge, the book adopts an accessible approach to the subject which has been trialled and tested on MA students at the London College of Communication. Written by experienced authors, this textbook will be an invaluable resource for students and teachers of new media design, information technology, linguistics and semiotics.

Dr Radan Martinec owns a new media research and consulting company IKONA Research and Consulting (rmartinec@IKONA.com), based in Arizona, USA.

Theo van Leeuwen is Professor of Media and Communication and Dean of the Faculty of Humanities and Social Sciences at the University of Technology, Sydney, Australia. He is the co-author of *Global Media Discourse* (Routledge, 2007, with David Machin) and *Reading Images* (2nd edition, Routledge, 2006, with Gunther Kress).

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