



## Designing Media

By Bill Moggridge

MIT Press Ltd. Hardback. Book Condition: new. BRAND NEW, Designing Media, Bill Moggridge, Mainstream media, often known simply as MSM, have not yet disappeared in a digital takeover of the media landscape. But the long-dominant MSM--television, radio, newspapers, magazines, and books--have had to respond to emergent digital media. Newspapers have interactive Web sites; television broadcasts over the Internet; books are published in both electronic and print editions. In Designing Media, design guru Bill Moggridge examines connections and conflicts between old and new media, describing how the MSM have changed and how new patterns of media consumption are emerging. The book features interviews with thirty-seven significant figures in both traditional and new forms of mass communication; interviewees range from the publisher of the New York Times to the founder of Twitter. We learn about innovations in media that rely on contributions from a crowd (or a community), as told by Wikipedia's Jimmy Wales and Craigslist's Craig Newmark; how the band OK Go built a following using YouTube; how real-time connections between dispatchers and couriers inspired Twitter; how a BusinessWeek blog became a quarterly printed supplement to the magazine; and how e-readers have evolved from Rocket eBook to QUE. Ira Glass compares...



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