iPad Design Lab - Basic: Storytelling in the Age of the Tablet

Mario Garcia

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iPad Design Lab - Basic is about storytelling in today's world, as more and more people consume information using the iPad and other tablets. This guide is the first to analyze the way that consumers take in information on the tablet platform and to help journalists and designers better understand the potential of this exciting medium. Written by Dr. Mario R. Garcia, Founder and CEO of Garcia Media and founder of the the Graphics & Design program at The Poynter Institute for Media Studies, this guide offers insight from the author's more than 40 years of experience consulting with such publications as *The Wall Street Journal, The Washington Post, Die Zeit* (Germany), *El Tiempo* (Colombia) and *South China Morning Post* (Hong Kong). *iPad Design Lab - Basic* offers insights into storytelling, navigation, look and feel, multimedia, advertising, economics and the modern media ecosystem. Anyone who wants to learn how to present content on the iPad will benefit from this indispensable guide.

PLEASE NOTE: This is the Basic version of Mario R. Garcia's *iPad Design Lab*. It contains all the images and external links of the original, but lacks the original's navigation scheme, interactive photo galleries, videos, audio introductions and glossary. Video and audio from the original are available in the enhanced edition of this book, *iPad Design Lab - Basic Plus*.

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