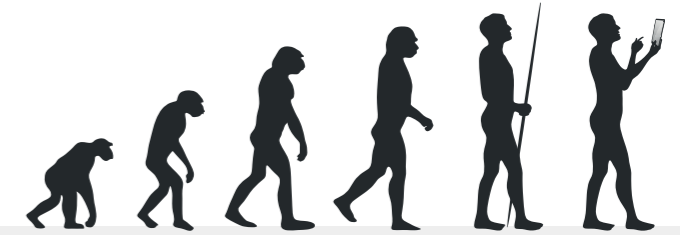


POLL



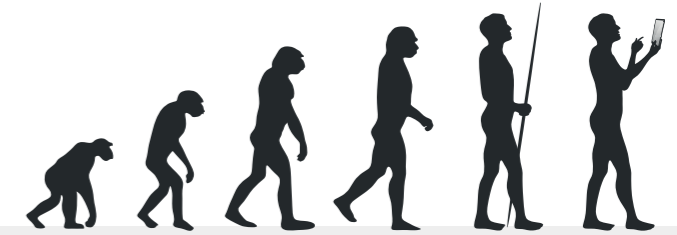
Wie hat sich die **Druckauflage** von Geschäftsberichten im DAX 30 von **2009 auf 2014** entwickelt?

-15%

-40%

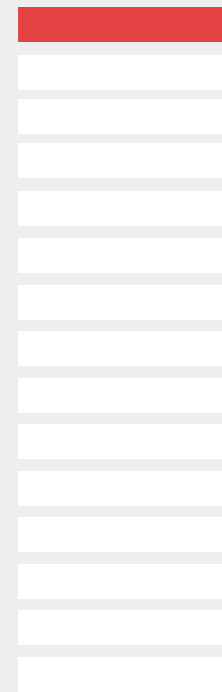
-70%

druckauflage.



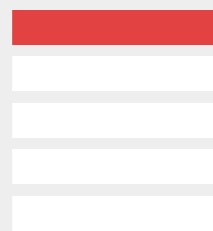
-70%

30.842



2009

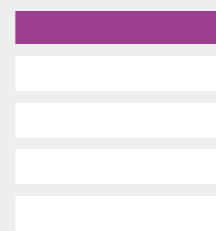
10.109



2014

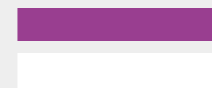
DAX

9.631



2009

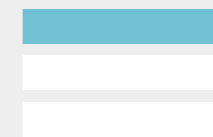
2.954



2014

MDAX

5.790



2009

1.856

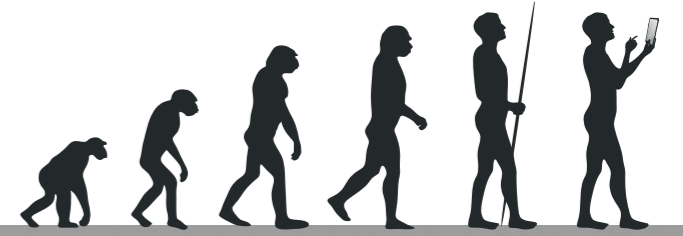


2014

Tec DAX

Quelle: nexxar, 2014 (n=37-51)

print to web?



case study HHLA.



Manuela Göd



Alexandra Grobe



Steffen Keim





traditioneller prozess.





online first prozess.





umdenken.

static vs. dynamic layout

interactivity

user experience

hyphenation

corrections

Serif fonts vs. sans-serif fonts

text highlighting

search & find

content structure

text justification

translation process

landscape vs. portrait

manual line breaks

columns

responsive

corporate font vs. standard font

external audit

corrections

double page thinking

hypertext / key wording

marginal notes

ceo approval

CMYK vs. RGB colors

contrast

linearity vs. non-linearity

POLL

Welches Kapitel wird in einem HTML-Geschäftsbericht am stärksten genutzt?

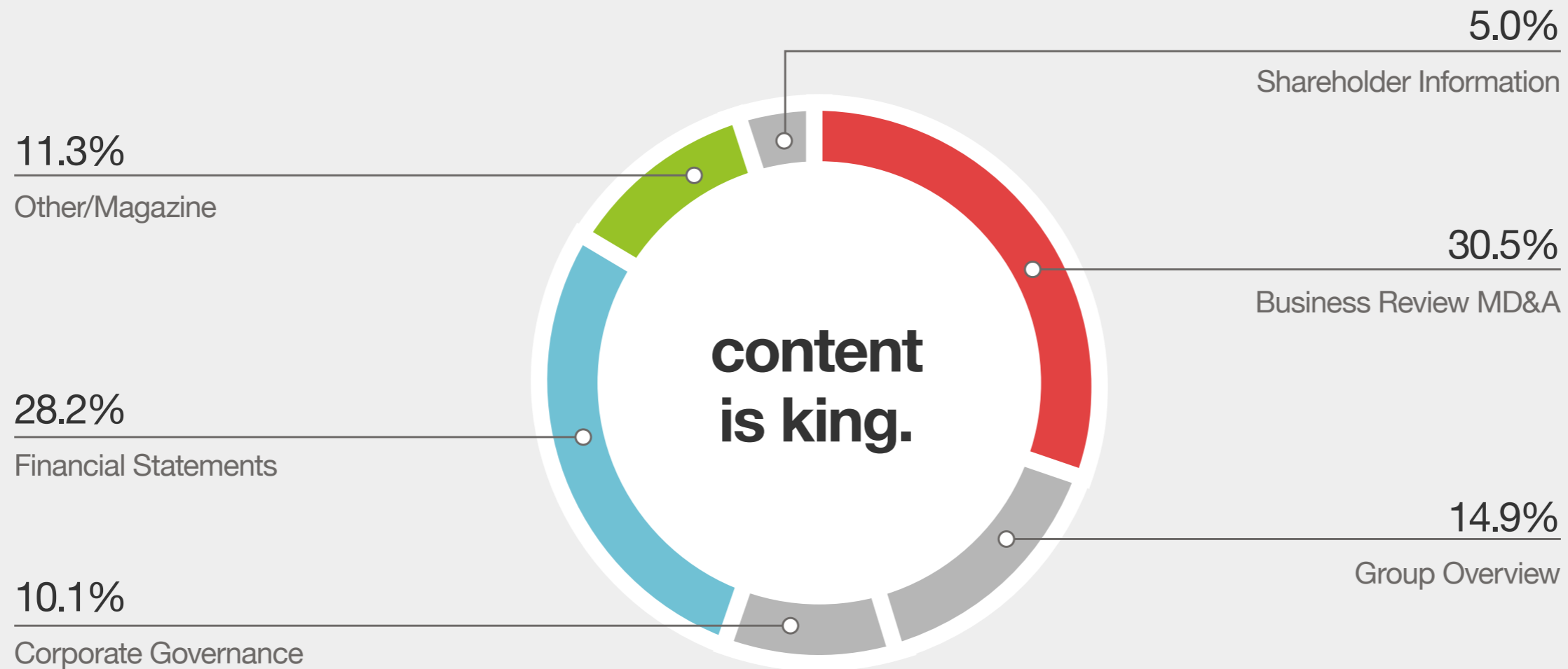
Magazin

Lagebericht

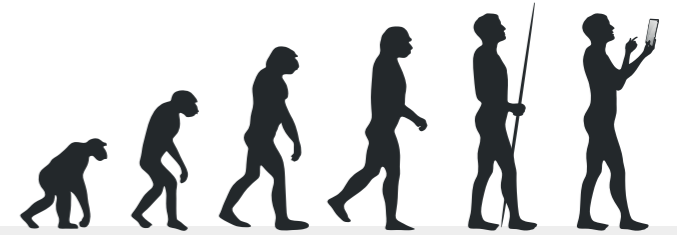
Abschluss



nutzung.



diskussion.



Manuela Göd



Alexandra Grobe



Steffen Keim

