



Kitsch im Zeitalter des iPads (German Edition)

Simon Schmidt

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Bachelorarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, Berliner Technische Kunsthochschule Hochschule für Gestaltung, Veranstaltung: Kommunikationsdesign, Sprache: Deutsch, Abstract: Mit Einführung der Geräte iPod, iPhone und iPad hat die kalifornische

Firma Apple Inc. interessante Entwicklungen im Interfacedesign angestoßen, die ich in dieser Bachelorarbeit untersuchen möchte. Angesichts der Direktheit, mit der viele Applikationen (Apps) reale Gegenstände und nostalgische Interfaces abbilden, möchte ich mit dieser Arbeit untersuchen, ob dies eine neue Form von Kitsch ist, dessen digitale Weiterentwicklung oder – um es in der Sprache von Marketingstrategen zu sagen: Kitsch 2.0. Wo ist die Grenze zwischen anschaulicher Funktionalität und süßlicher Sentimentalität, zwischen Metapher und Kitsch?

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