

## **Abstract of Ph.D. thesis**

Design history of WWW

- Web design development from the perspective of genre and style theory

**submitted by**

**Ida Engholm, IT University of Copenhagen, July 2003**

This dissertation can be seen as a contribution to the limited reflective-analytical practice concerning the aspects of web design development, and as an attempt to compensate the almost non-existent historical documentation of the style historical development of the web.

The analysis is based upon a classification of web sites in terms of genre and style, asserting that genre and style, the traditional classification tools for categorising literature, film, media products and art, may also be applied - with certain modifications and adaptations - for the description of web design development and the classification of websites.

The purpose of the genre and style analysis is twofold; on the one hand to describe the perceptual and phenomenological aspects that define web genres and web styles and, on the other hand, to focus upon the genealogical aspects and circumstances that during the past ten years have had a decisive influence on the genre and style development of the web among the producers and users of web design.

Through this introduction of an analytical approach to web design and the preliminary documentation of web design development, it is an additional aim to advance and contribute to the formation of an analytical and critical vocabulary for web design to the benefit of researchers, web-designers, producers, and other people in web-related industries.