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Position paper

COST Action IS1404

IS1404 E-READ: Evolution of Reading in the Age of Digitization

WG(s): WG4, Ergonomic aspects of reading

Since research into ergonomics of reading includes understanding of readers' interactions with both media (or better technology of content delivery) and delivered contents, primarily textual, but also visual and multi-medial, my possible contribution in WG4 area of interest would be in research of graphic visual elements of P and E, culturally specific perception of different visual contents, Digital design and new forms of visual communication, Multimodality and interactivity, Transformation of communication from verbal to (digitally) written, Text appropriation, Aesthetics, Layout, Typography, Comparisons between P and E, Impacts on markets, publishing, and new forms of writing.

RESEARCH INTERESTS

As teaching/research senior assistant at the Department of Information Sciences, Faculty of Humanities and Social Sciences, my areas of interest are primarily visual communications, history of and contemporary printing, graphic design and publishing.

I was research assistant in scientific project: *Digital Library of Croatian Printed Heritage by 1800: Structural Premises* (2007-...). From 2013 I'm a member of the organization committee of the International Conference on Publishing Trends and Contexts and from 2014 and a member of the organization committee of the Libraries in the Digital Age (LIDA) international conference. Also, I'm graphic editor of *Libellarium: journal for the history of writing, books and memory institutions*. I published scientific and professional papers and participated at international and national scientific and professional conferences.

I'm an expert in visual communication for content adaptation in Croatia.

PROFESSIONAL ACTIVITIES

I'm involved in teaching, at the undergraduate level, in courses:

Basics of publishing and bookselling, Graphic design and Organization and management of book publishing

and, on the graduate level: Marketing in publishing and bookselling and Management in publishing and bookselling

EDUCATION

1995. – 2001. Master of Science in Graphic Design and Technology at The University of Zagreb, Faculty of Graphic Technology and Arts

2009. Certificate in Pedagogical-psychological and didactic-methodical education at the Faculty of Humanities and Social Sciences, University of Osijek

2011. – 2014. PhD in Information Science (publishing module) from University of Zadar. Title of PhD thesis is *Cultural characteristics of visual communication of Croatian University web pages.*

SELECTED ARTICLES

Selthofer, Josipa. Visual communication on the covers of the journals *Vijenac*, *Kolo* and *Zarez* (1999 – 2011). *Libellarium: Journal for the history of writing, books, and memory institutions*, Vol 7, No 2 (2014), pp. 267 - 284.

Selthofer, Josipa; Jakopcic, Tomislav. How Can Customized IT System Support Qualitative Methods in Website Validation: Application for Visual Content Analysis // *Libraries in the Digital Age (LIDA) Proceedings* / ed. by Dr. Franjo Pehar . Zadar, 2014.

Selthofer, Josipa. Design of e-books: readers' expectations in a comparative perspective. *Libellarium: Journal for the history of writing, books, and memory institutions*, Vol 6, No 1-2 (2013), pp. 91-97.

Selthofer, Josipa; Jošavac, Martina. Sections and features in newspapers published in Osijek from mid-19th to mid-20th century: overview of continuity and changes. *Libellarium: Journal for the history of writing, books, and memory institutions*, Vol 5, No 2 (2012), pp. 121-142.

Velagić, Zoran; Jakopec, Tomislav; Selthofer, Josipa. Utilizing Comparative Advantages of New Platforms in Digital Collection Edicija: „Dual Approach“ in Presenting the old Prints.// *Review of the National Center for Digitization*. 21(2012); 94-98.

Selthofer, Josipa; Gilman, Mirna. Visual and Information Literacy in Archives, Libraries and Museums: Efficient Communications. // 15. Proceedings of the Scientific meeting Archives, libraries, museums: the possibilities of cooperation in an environment of global information infrastructure / Ed. by Hasenay, Damir; Krtalić, Maja. Zagreb: Croatian Library Association, 2012. 229-245 (ISBN: 978-953-6001-87-3).

Jakopec, Tomislav; Papić, Anita; Selthofer, Josipa. Inside Croatian National Top-Level Domain: Analysis of Technical Quality according to W3C Standards // Proceedings of the ITI 2011 33rd International Conference on Information Technology Interfaces / Ed. by Luzar-Stiffler, Vesna; Jarec, Iva; Bekić, Zoran. Zagreb: University Computing Center SRCE, University of Zagreb, 2011., pp. 471-476.

Barišić, Mario; Selthofer, Josipa; Borković, Jakov. Methods of developing coldset printing technology plant system // *Tiskarstvo 09* / Ed. by Žiljak, Vilko. Proceedings of the Scientific meeting printers and graphic artists of printing technology. Zagreb: Croatian Academy of Engineering, Center for Graphical Engineering, 19.-21. February 2009., Stubicke Toplice. ISBN: 978-953-7064-14-3.

Barišić, Mario; Selthofer, Josipa. Specifičnosti udžbeničke proizvodnje // *Tiskarstvo 08* / Ed. by Žiljak, Vilko. Proceedings of the Scientific meeting printers and graphic artists of printing technology. Zagreb: Croatian Academy of Engineering, Center for Graphical Engineering, 19.-21. February 2008., Stubicke Toplice. ISBN: 978-953-7064-14-3. ISBN: 978-953-7064-08-2.