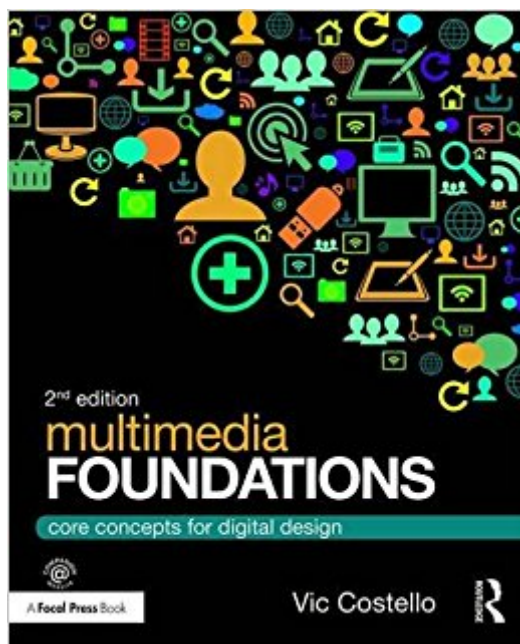


The book was found

Multimedia Foundations: Core Concepts For Digital Design



Synopsis

Understand the core concepts and skills of multimedia production and digital storytelling using text, graphics, photographs, sound, motion, and video. Then, put it all together using the skills that you have developed for effective project planning, collaboration, design, and production. Presented in full color with hundreds of vibrant illustrations, *Multimedia Foundations, Second Edition* trains you in the principles and skill sets common to all forms of digital media production, enabling you to create successful, engaging content, no matter what tools you are using. The second edition has been fully updated and features a new chapter on video production and new sections on user-centered design, digital cinema standards (2K, 4K, and 8K video), and DSLR and video camcorder recording formats and device settings. The companion website, which features a wealth of web resources, a glossary of terms, and video tutorials, has also been updated with new content for both students and instructors.

Book Information

Paperback: 500 pages

Publisher: Focal Press; 2 edition (July 27, 2016)

Language: English

ISBN-10: 0415740037

ISBN-13: 978-0415740036

Product Dimensions: 7.5 x 0.9 x 9.2 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #100,672 in Books (See Top 100 in Books) #103 in Books > Textbooks > Communication & Journalism > Journalism #149 in Books > Computers & Technology > Web Development & Design > Web Design #212 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

My bad. Artists think that multimedia means the combining of visual and other elements to enhance the product of an artist's vision. I didn't understand that to communication people, this enhancing element was not part of the definition. As a result a perfectly fine book, aimed at communicators, disappointed me. After an introduction that gives a quick course in understanding computers and explaining how to plan a project, there are chapters on the elements of design, page layout, user interface design and web design. This is followed by a discussion of static media,

including text, graphics and photography. The time-based media section includes recording formats and device settings, audio production, video production and time based editing. There are lots of images and sidebars. The multimedia device used for many of the illustrations was a television news broadcast. Some of the chapters were written by guest authors other than Costello. All of the information is presented at a basic, easily understandable level, aimed at people who have almost no familiarity with particular aspects of media. No one should expect that they will learn how to design a web page based on the information here. Instead, when a reader encounters a reference to one of the subjects covered here, he will understand it in general terms. That's just fine for someone entering the communications field. I particularly enjoyed the chapter on typography. Even though I was familiar with the structure of fonts, and even once ran a printing plant, I learned some new things about fonts. Unfortunately nothing told me how to select the best font to tell a story. The material here is primarily descriptive, without reference to how the use of a particular media could optimize the telling of a story, and certainly not how use of one media could reinforce or enhance the story told by another media. The book mentions a companion web site but when I tried to access it, I was unsuccessful. A representative of the publisher told me it had not yet been established. Note: The publisher provided me with a review copy of this book at no charge.

[Download to continue reading...](#)

Multimedia Foundations: Core Concepts for Digital Design Feature Detectors and Motion Detection in Video Processing (Advances in Multimedia and Interactive Technologies) (Advances in Multimedia and Interactive Technologies (Amit)) An Introduction to Digital Multimedia Copyright Law in the Digital Society: The Challenges of Multimedia JPEG: Still Image Data Compression Standard (Digital Multimedia Standards S) Multimedia Storytelling for Digital Communicators in a Multiplatform World White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series) Bitcoin Basics: Cryptocurrency, Blockchain And The New Digital Economy (Digital currency, Cryptocurrency, Blockchain, Digital Economy) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Foundations of Analog

and Digital Electronic Circuits (The Morgan Kaufmann Series in Computer Architecture and Design)
Digital Foundations: Intro to Media Design with the Adobe Creative Suite Foundations of Digital Art
and Design with the Adobe Creative Cloud (Voices That Matter) Career Building Through Using
Digital Design Tools (Digital Career Building) Digital Drawing for Landscape Architecture:
Contemporary Techniques and Tools for Digital Representation in Site Design The Adobe
Photoshop Lightroom: 17 Tips You Should Know to Get Started Using Photoshop Lightroom (For
Digital Photographers) (Graphic Design, Adobe Photoshop, Digital Photography, Lightroom)
Multimedia Demystified Strategic Writing: Multimedia Writing for Public Relations, Advertising, and
More

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)