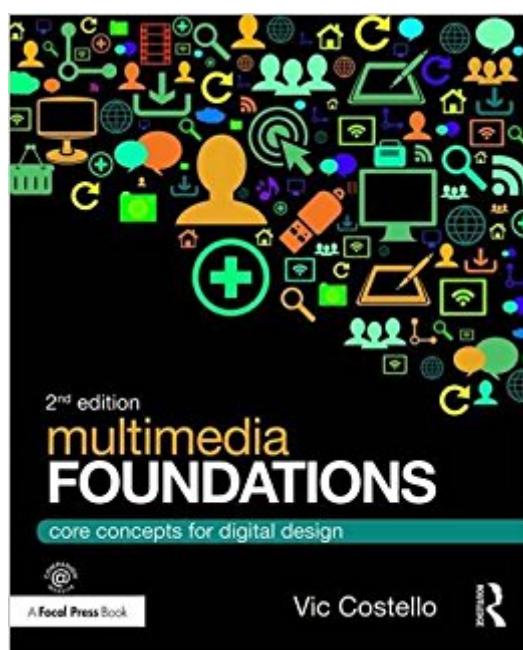The book was found

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 EditionÃ Â 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 newÃ Â 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,Ã Â glossary terms, and video tutorials, has also been updated with new content for both students and instructors.

Book Information

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Customer Reviews

My bad. Artists think that multimedia means the combining of visual and other elements to enhance the product of an artistÃƒÂ¢Ã â¬Ã â„¢s vision. I didnÃƒÂ¢Ã â¬Ã â„¢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. ThatÃƒÂ¢Ã¢ â¬Ã â„¢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.

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