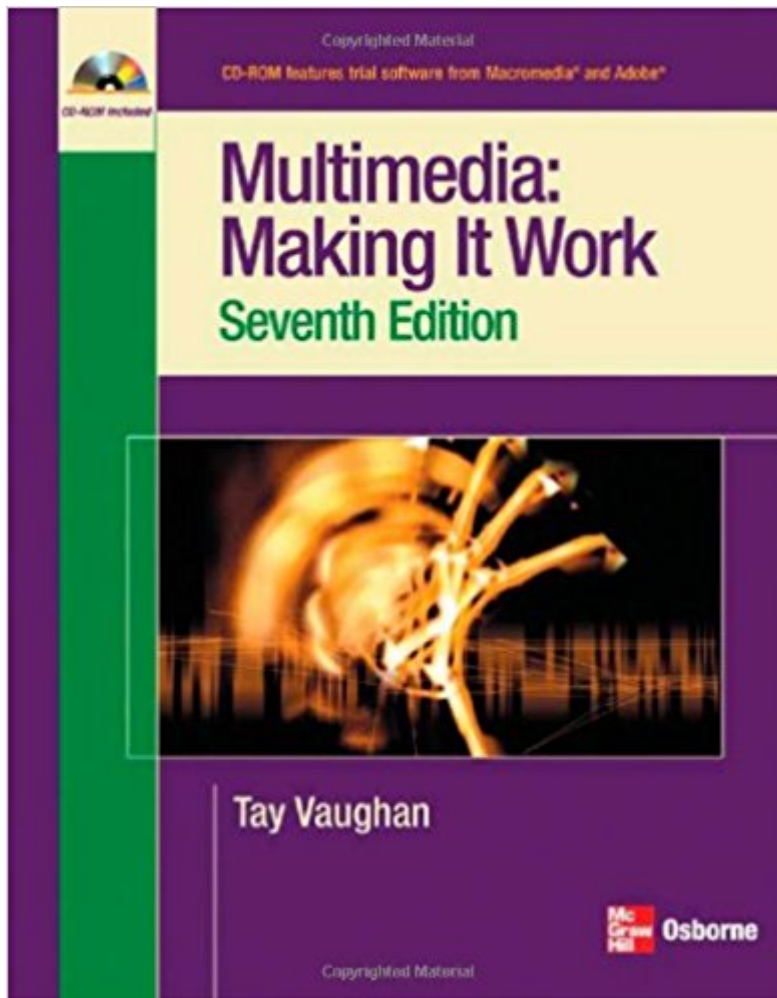




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Multimedia: Making It Work, Seventh Edition



Synopsis

Thoroughly Updated for the Latest Advances in MultimediaÂ Learn the fundamental concepts and essential skills required for a successful career in multimedia from this bestselling guide.

Multimedia: Making It Work, Seventh Edition shows you how to use text, images, sound, and video to deliver compelling messages and content in meaningful ways. You will learn to design, organize, and produce multimedia projects such as CD-ROMs, DVDs, and professional web sites. Each chapter includes step-by-step instructions, full-color illustrations and screenshots, self-quizzes, and hands-on projects. Inside this book, you will learn how to: Master the building blocks of multimedia, including text, images, audio, video, and animation Record, process, and edit digital audio Work with bitmap, vector, and 3-D images Create vivid computer animations Shoot and edit digital video Select the best hardware, software, and authoring tools for your needs Design dynamic Web content Determine the scope and cost of a multimedia project Acquire the appropriate content and best talent Prepare and deliver a professional multimedia project Each chapter includes: Learning objectives Full-color illustrations Helpful notes, tips, and warnings Chapter summaries and key term lists End-of-chapter quizzes and lab projects

Book Information

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Customer Reviews

The textbook was good quality, the class wasn't so much. is great for purchasing any textbooks that might be needed, and I'm starting to get away from using physical books and more into using the Kindle apps.

Each edition is most the same content as the previous. The content is getting very dated. A college I teach I have recommended dropping this book for the first semester multimedia course after having years ago been the person to get the book into the course. But now I would say a significant portion of the material is historical at best and about tools and technologies that the newcomers to this field will be puzzled why they are taking valuable time to learn when there is tons of new technologies and multimedia applications to learn about. I definitely would not recommend this book to the average reader. In a classroom, the teacher can supplement and update for students although we hate having to do that.

In a nutshell this book helps you understand the general concepts of multimedia but the author seems like he likes to throw up more facts rather than explain it clear and precisely for you. The way the author writes is like he is trying to have a conversation with you but sometimes you not even understanding the the jokes and phrases he uses just to try to be 'witty' or fun. All in all this book is really only if you are required to get it for school. I would never buy it for myself.

I am a prospective educator that has been assigned to read this text for a graduate level course. This book is centered around Macs and has a definite bias towards them. Although I do not own a Mac I have used them a lot and think that they are certainly a good system, especially for multimedia purposes. What I have against this book is that Mac's are glorified and many of the programs and software that are available for PC's are not mentioned or are a side-note. Even according to the book itself, over 95% of the people that have operating system on their computer as of 2006 have a Windows platform. Therefore, you would think this book would have a lot more references to PC's and tools that you could correspondingly use with them. It doesn't. Every screen shot in the book is of a Mac and like another reviewer has noted a lot of the information is outdated (including the screen shots of ancient Mac's). This book needs a serious refresher and a balance in the slant that it has. This book does have some valuable lessons, but honestly, save yourself the cash and do your own research on the web. There is nothing in the book that you could not find elsewhere and it is my belief that if you went elsewhere you would most likely get much better information.

It's really interesting while the author comes with new update of multimedia. Unfortunately, while I'm trying to get some information/material that should accompany the book at the web, they are not

available for outside of US. The author or the publisher should consider about any materials for the completion of the book that may be spread out of US especially in my case in Indonesia.

Very easy to read. a lot of info, good for teaching. It came in perfect conditions (almost) nothing to worry

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