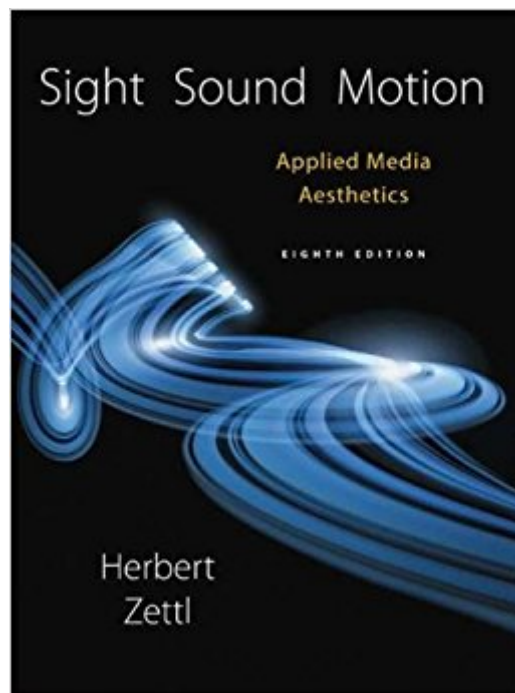




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Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series In Communication Arts)



Synopsis

Delivering the most comprehensive coverage available, Herb Zettl's **SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS**, 8e thoroughly describes the major aesthetic image elements -- light and color, space, time-motion, and sound -- as well as presents in-depth coverage on how they are creatively used in television and film. Real-world applications bring the text's detailed coverage of aesthetic theory to life. It equips you to think critically about media aesthetics and apply them to production situations. Now presented in full color, the Eighth Edition's engaging presentation is richly illustrated with strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

Book Information

Series: Cengage Series in Communication Arts

Hardcover: 436 pages

Publisher: Wadsworth Publishing; 8 edition (January 1, 2016)

Language: English

ISBN-10: 1305578902

ISBN-13: 978-1305578906

Product Dimensions: 8.5 x 0.8 x 10.9 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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Customer Reviews

Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU), where he led the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and the Broadcast Education Association's Distinguished Education Service Award. Prior to joining the SFSU faculty, Zettl worked at KQED (Stockton-Sacramento) and as a producer-director at KPIX, the CBS affiliate in San Francisco, where he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, Zettl was elected to the prestigious Silver Circle of the National Academy of Television Arts and

Sciences, Northern California Chapter. He is also a member of the Broadcast Legends of the NATAS Northern California Chapter. Lecturing extensively at universities and professional broadcast institutions both in the United States and abroad, Zettl has presented key papers at a variety of national and international communication conventions. He is the author of VIDEO BASICS, TELEVISION PRODUCTION HANDBOOK and SIGHT SOUND MOTION, which are translated into several languages and published internationally. His numerous articles on television production and media aesthetics have appeared in major media journals worldwide, and he also developed an interactive DVD-ROM -- Zettl's VideoLab 4.0 (Cengage Learning). His previous CD-ROM version won several prominent awards, including the Macromedia People's Choice Award, the New Media Invision Gold Medal for Higher Education, and Invision Silver Medals in the categories of Continuing Education and Use of Video.

College book. While s rate was better the book is still overpriced.

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