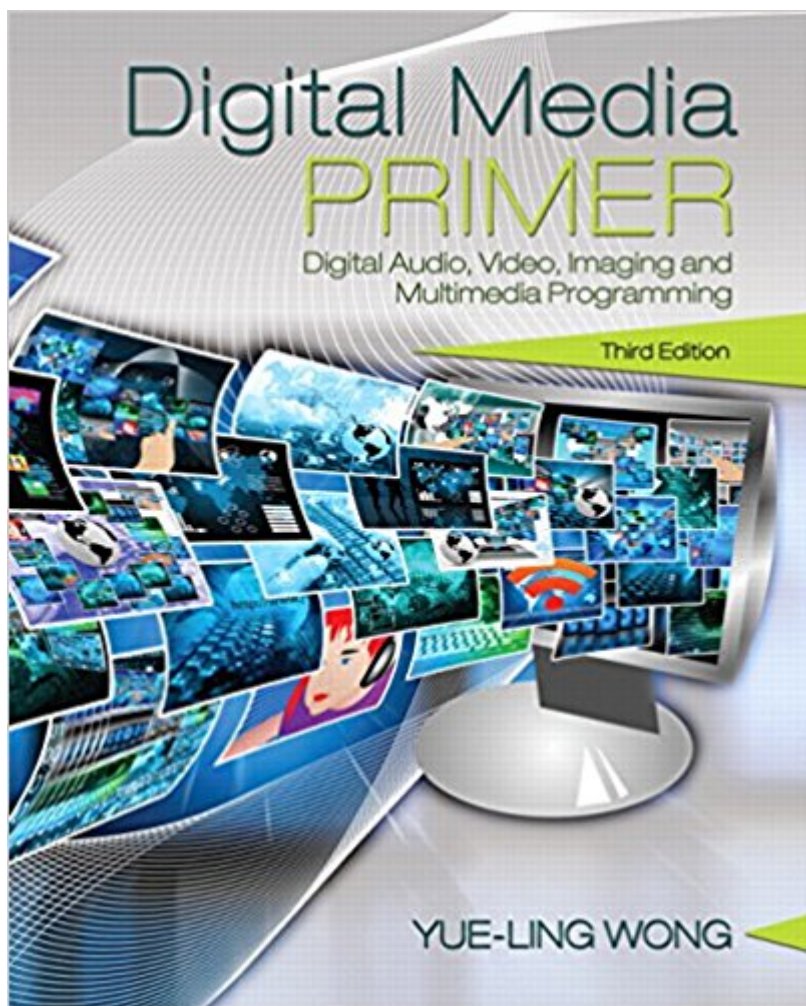


The book was found

Digital Media Primer (3rd Edition)



Synopsis

For introductory digital media courses in computer science, art, communication, or digital media departments

Tools and Techniques for Understanding and Producing Digital Media

Digital Media encompasses a wide variety of topics, including the study of image, sound, and video processing, compression, interactive multimedia development, and advanced web programming. Digital Media Primer is designed for students from all disciplines, and teaches the foundational concepts and basic techniques of digital media production. The text is not tied to a specific application program like Flash or Photoshop; instead, the author introduces tools and techniques using a task-based approach and gives the rationale for using those techniques. This way, students learn skills they can transfer to different platforms and tools. For students that do not know how to navigate certain tools, Wong provides brief Application tutorials as supplemental material. The Third Edition has been thoroughly revised and updated to include current mobile device technology, ultra high-definition video, and multimedia authoring from Flash ActionScript programming to JavaScript programming with HTML5 Canvas.

Book Information

Paperback: 528 pages

Publisher: Pearson; 3 edition (March 13, 2015)

Language: English

ISBN-10: 0134054288

ISBN-13: 978-0134054285

Product Dimensions: 7.3 x 0.9 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 12 customer reviews

Best Sellers Rank: #38,682 in Books (See Top 100 in Books) #44 in Books > Textbooks > Computer Science > Graphics & Visualization #47 in Books > Computers & Technology > Programming > Graphics & Multimedia #50 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Yue-Ling Wong is the author of Digital Media Primer and The Art of Digital Media. She holds a joint faculty position in the Computer Science and Art Departments at Wake Forest University as Lecturer in Digital Media. She has taught the Digital Media course of Computer Science Department, designed the multimedia labs for Computer Science 101 (a course for non-computer

science majors), team-taught Art Department's Digital Art I, II and III, and taught courses in 3-D Modeling and Animation, and Advanced Web Programming. She is also designing and teaching a new introductory computer programming course using the visual approaches of interactive multimedia programming, game programming, and graphic animation. Dr. Wong has ten years of experience in developing interactive multimedia instructional material for both science and non-science disciplines. Her educational software package entitled Atomic Orbitals CD (published in 1997 by Jones and Bartlett Publishers) was a finalist of the NewMedia magazine INVISION '97 award in the educational category. She earned her Ph.D. in Chemistry from the University of Texas at Austin in 1992.

I like this digital media textbook. It is fun to read and learn about the various topics. My only wish for improvement is that it went into greater detail about software usage that I encounter. However, that would probably be a completely different textbook.

Very technical and can be very hard to read.

Lots of information. Bought this for a college class and it does explain how to do a lot of various things.

It's helpful

This book is good.

Speedy delivery, but the book was just the basics on a couple aspects of digital media. Not bad tho, I honestly did not use it that much in my college class.

very helpful

manufacturer did not tell me it was international edition. I bought it under u.s. edition but was sent international without being notified.

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