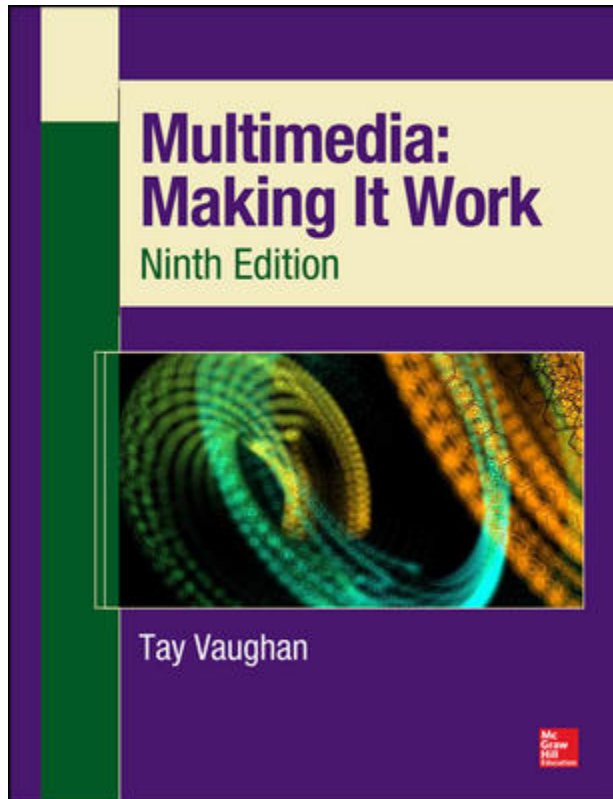


McGraw-Hill Professional

Multimedia Making It Work, Ninth Edition

Author: Tay Vaughan

ISBN-13: 9780071832885



Pub Date: JUNE 2014

Price:

\$ 88.00 AUD

\$ 98.00 NZD

Edition: 9

Previous ISBN: 9780071748469

Subject: Computers - Interactive & Multimedia

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 480

Format: Softcover

INTRODUCTION

Now in its ninth edition, this full-color textbook is thoroughly revised to include coverage of the most current multimedia tools, techniques, and technologies.

Featuring classroom-based pedagogy, *Multimedia: Making It Work, Ninth Edition* introduces students to the fundamental concepts of multimedia. The first six chapters cover text, image, sound, animation, and video. Multimedia project planning, costs, design, production, talent acquisition, testing, and delivery are covered.

Discussions on the latest technologies run throughout the chapters, including all-new "Multimedia Skills" and "Mobile Multimedia" chapters. Each chapter includes learning objectives, a chapter summary, a key term list, three different end-of-chapter quizzes (key term, multiple-choice, and essay), and three to five lab projects.

- Full-color with new artwork showcasing the newest imaging software and design techniques
- With a full complement of instructor resource materials—Online Learning Center features Instructor Manuals with classroom exercises and projects, PowerPoint slides featuring

artwork from the book, and a Test Bank of questions for use as quizzes or exams

DESCRIPTION

This thoroughly revised, full-color text covers the most current multimedia tools, techniques, and technologies

Multimedia: Making It Work, Ninth Edition introduces you to the fundamental concepts of multimedia. The first six chapters cover text, image, sound, animation, and video. Multimedia project planning, costs, design, production, talent acquisition, testing, and delivery are then covered.

Discussions of the latest technologies run throughout the chapters, including a brand new "Mobile Multimedia" chapter. Each chapter includes learning objectives, a chapter summary, a key term list, three different end-of-chapter quizzes (key term, multiple-choice, and essay), plus three to five lab projects.

ABOUT THE AUTHOR

Tay Vaughan (Port Republic, MD) is a recognized authority and pioneer in the field of multimedia. He is President of Timestream, Inc., an Internet design and development company. Vaughan has developed and produced award-winning projects for clients such as Apple, Microsoft, Lotus, Novell, and Sun and was one of the founders of the Computer Press Association.