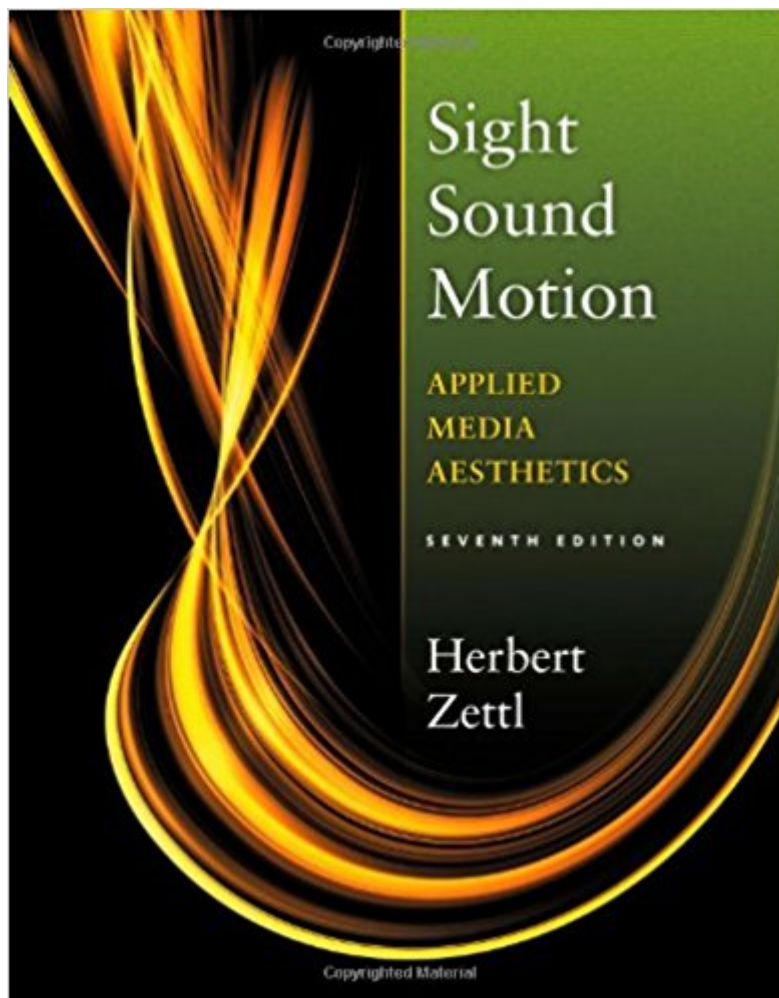




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# **Sight, Sound, Motion: Applied Media Aesthetics (The Wadsworth Series In Broadcast And Production)**



## Synopsis

Media aesthetics have gained prominence with the dramatic advances in the digital technology of video and electronic cinema, making Herb Zettl's *SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS* more applicable than ever. The seventh edition of *SIGHT SOUND MOTION* continues to be the most comprehensive book on the market, not only describing the major aesthetic image elements--light and color, space, time-motion, and sound--but also presenting in-depth coverage on how they are creatively used in television and film. Zettl's thorough coverage of aesthetic theory and the application of that theory place this contemporary and highly relevant text in a class by itself. Richly illustrated and now presented for the first time in full color, this edition features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

## Book Information

Series: The Wadsworth Series in Broadcast and Production

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Average Customer Review: 4.2 out of 5 stars 32 customer reviews

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Entertainment > Radio > General Broadcasting #17 in Books > Arts & Photography > Other

Media > Film & Video #18 in Books > Business & Money > Industries > Media & Communications

## Customer Reviews

"*SIGHT SOUND MOTION* is still the 'gold standard' in the field, and other books only emulate Zettl's approach." "This is the 'Bible' of media aesthetics. That's huge. Everyone uses it. Everyone knows it."

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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great book! Bought for class and was very helpful and informative

many many information are wrongÃ¢ÂÂplusand make easy things hard to understand.

Perfect

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