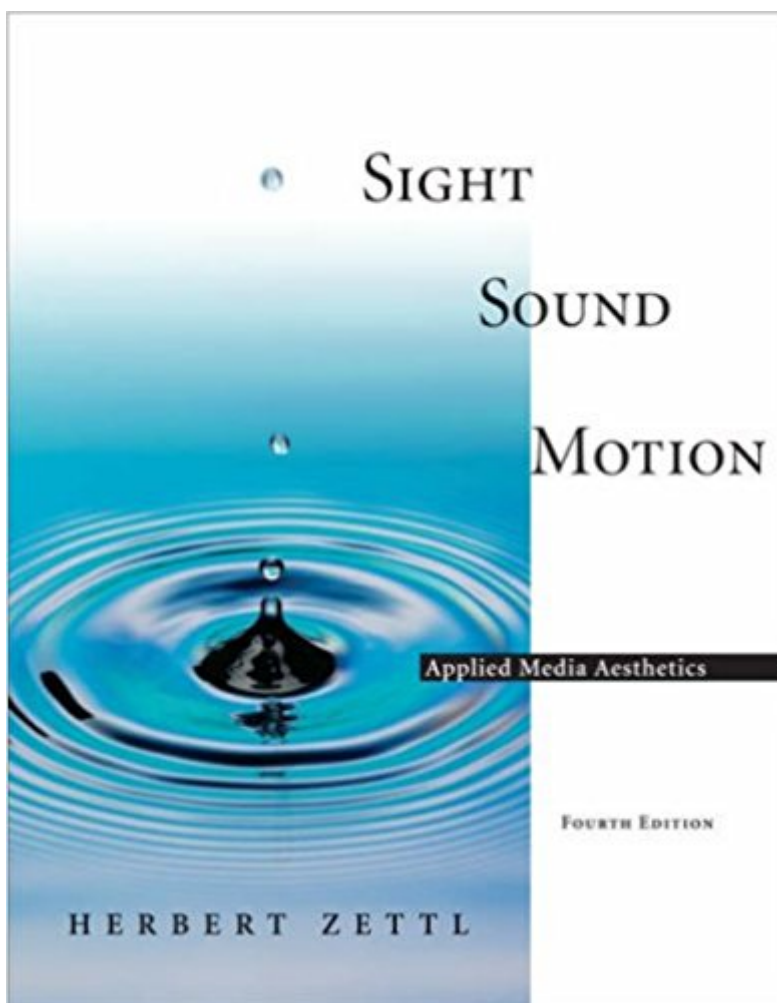


The book was found

Sight Sound Motion: Applied Media Aesthetics (with InfoTrac)



Synopsis

The most comprehensive book on the market, *SIGHT SOUND MOTION/APPLIED MEDIA AESTHETICS* describes the major aesthetic image elements--light and color, space, time-motion, and sound--and how they are used in television and film. Zettl's comprehensive coverage of aesthetic theory and how that theory can be successfully applied place this text in a class by itself. This edition is richly illustrated with visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

Book Information

Hardcover: 448 pages

Publisher: Wadsworth Publishing; 4 edition (July 7, 2004)

Language: English

ISBN-10: 053452723X

ISBN-13: 978-0534527235

Product Dimensions: 11.1 x 8.8 x 0.8 inches

Shipping Weight: 1.4 pounds

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

Best Sellers Rank: #173,294 in Books (See Top 100 in Books) #39 in [Books > Arts &](#)

[Photography > Photography & Video > Cinematography](#) #52 in [Books > Textbooks >](#)

[Humanities > Philosophy > Aesthetics](#) #73 in [Books > Humor & Entertainment > Radio >](#)

[General Broadcasting](#)

Customer Reviews

"I haven't found anything nearly as comprehensive and focused as this. It is an easy book to understand." "The book is a very solid platform for the beginning production student." "I am extremely satisfied with Zettl's textbook. It presents the basic principles in a comprehensive and fundamental manner."

Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU). While at San Francisco State University, he headed the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and, from the Broadcast Education Association, the 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.

While at KPIX, he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, he was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences (NATAS), Northern California Chapter. He also is a member of the Broadcast Legends of the NATAS, Northern California Chapter. Zettl has authored VIDEO BASICS, VIDEO BASICS WORKBOOK, 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. He has lectured extensively on both subjects at universities and professional broadcast institutions both nationally and internationally. Zettl developed an interactive DVD-ROM, ZETTL'S VIDEOLAB 4.0, published by Wadsworth Cengage, a part of Cengage Learning. His previous CD-ROM version won several prestigious awards, among them 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.

Fast shipping A+++++

Love it!

would buy it againthis is what I neededthe price could not be beatl could not find it anywhere else

This book arrived in perfect condition and stayed that way for the whole year i used it. Still have it sitting on my book shelf, i pick it up every so often to refresh my memory. Great book.

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

many many information are wrongÃfÂcÃ â -Ã Â|.plusand make easy things hard to understand.

Perfect

[Download to continue reading...](#)

Sight,Sound,Motion(Sight, Sound, Motion: Applied Media Aesthetics) (Wadsworth Series in

Broadcast and Production) [Hardcover](2010)byHerbert Zettl Sight Sound Motion: Applied Media Aesthetics (with InfoTrac) Sight, Sound, Motion: Applied Media Aesthetics (The Wadsworth Series in Broadcast and Production) Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series in Communication Arts) Sight, Sound, Motion: Applied Media Aesthetics (Wadsworth Series in Broadcast and Production) Sight, Sound, Motion: Applied Media Aesthetics 5th (fifth) edition Text Only Sight Words for Kindergarten Coloring Book: Coloring pages with kindergarten sight words to help with sight word practice. (Educational coloring ... and preschoolers with sight word practice) Improve Your Sight-reading! Piano, Level 5: A Progressive, Interactive Approach to Sight-reading (Faber Edition: Improve Your Sight-Reading) Improve Your Sight-reading! Piano, Level 1: A Progressive, Interactive Approach to Sight-reading (Faber Edition: Improve Your Sight-Reading) Improve Your Sight-reading! Piano, Level 2: A Progressive, Interactive Approach to Sight-reading (Faber Edition: Improve Your Sight-Reading) Motion Graphic Design: Applied History and Aesthetics Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age (International Texts in Critical Media Aesthetics) Applied Regression Analysis: A Second Course in Business and Economic Statistics (Book, CD-ROM & InfoTrac) When Words Collide: A Media Writer's Guide to Grammar and Style (with InfoTrac) (Wadsworth Series in Mass Communication and Journalism) Introductory Botany: Plants, People, and the Environment, Media Edition (with InfoTrac 1-Semester, Premium Web Site Printed Access Card) Ethics in Media Communications: Cases and Controversies (with InfoTrac) Sound Innovations for String Orchestra: Sound Development (Intermediate) for Violin: Warm up Exercises for Tone and Technique for Intermediate String Orchestra (Sound Innovations Series for Strings) ABC & 123 Learning Songs: Interactive Children's Sound Book (11 Button Sound) (11 Button Sound Book) Making Waves: Sound : Sound (Everyday Science): Sound (Everyday Science)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)