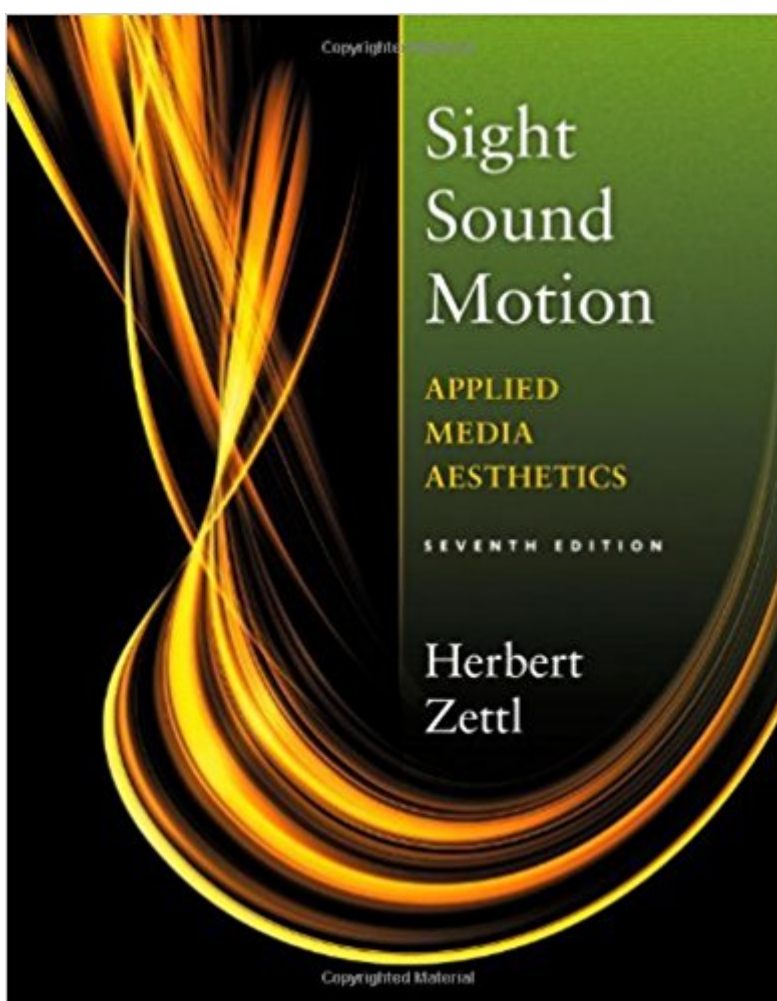


The book was found

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

Hardcover: 464 pages

Publisher: Wadsworth Publishing; 7 edition (January 1, 2013)

Language: English

ISBN-10: 1133307353

ISBN-13: 978-1133307358

Product Dimensions: 0.8 x 8.5 x 11 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

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

Best Sellers Rank: #17,908 in Books (See Top 100 in Books) #8 in [Books > Humor &](#)

[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 the rate was better the book is still overpriced.

Fast shipping A++++

Love it!

would buy it again this is what I needed the price could not be beat I 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 wrong and 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) by Herbert Zettl Sight, Sound, Motion: Applied Media Aesthetics (The Wadsworth Series in Broadcast and Production) Sight, Sound, Motion: Applied Media Aesthetics (Wadsworth Series in Broadcast and Production) Modern Radio Production: Production Programming & Performance (Wadsworth Series in Broadcast and Production) Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series in Communication Arts) Sight Sound Motion: Applied Media Aesthetics (with InfoTrac) Sight, Sound, Motion: Applied Media Aesthetics 5th (fifth) edition Text Only Television Production Handbook (Wadsworth Series in Broadcast and Production) Audio in Media (Wadsworth Series in Broadcast and Production) 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) Lighting for Film and Digital Cinematography (with InfoTrac) (Wadsworth Series in Broadcast and Production) Student Workbook for Zettl's Television Production Handbook, 11th (Wadsworth Series in Broadcast and Production) Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Zettl's Television Production Workbook, 12th (Broadcast and Production) 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) Writing for Television, Radio, and New Media (Broadcast and Production) Exploring Journalism and the Media (with CD-ROM) (Broadcast News Production Team) Motion Graphic Design: Applied History and Aesthetics

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)