Multimedia: Making It Work, Ninth Edition

Tay Vaughan

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The Most Complete, Up-to-Date Multimedia Guide

Thoroughly updated to cover the latest technologies, including mobile multimedia, this full-color resource prepares you for a successful multimedia career by teaching you the fundamental concepts and required skills. *Multimedia: Making It Work*, Ninth Edition explains how to integrate text, images, sound, animation, and video into compelling projects. Multimedia project planning, costs, design, production, talent acquisition, testing, and delivery are also discussed. Chapter-ending quizzes reinforce key concepts and hands-on lab projects allow you to apply your new skills.

Learn how to:

- Master the essential elements of multimedia, including text, images, sound, animation, and video
- Incorporate bitmap, vector, and 3-D images
- Record and edit digital audio and use MIDI
- Create computer-generated animations
- Shoot and edit digital video
- Select the best hardware, software, and authoring tools for your project
- Determine the scope and cost of a multimedia project n Design, produce, and test your project
- Acquire the best content and talent for your budget
- Design dynamic Web content
- Create apps for mobile devices, including tablets, readers, and smartphones
- Deliver multimedia over the Internet, in an app store, and on CD-ROM and DVD

Each chapter includes:

- Learning objectives
- Full-color illustrations and screenshots
- Helpful notes, tips, and warnings
- Chapter summaries and key term lists
- End-of-chapter quizzes and lab projects

This book is intended for students enrolled in an instructor-led course and does not provide correct answers for the end-of-chapter quizzes or access to the instructor's resource materials. If you are an instructor, please contact your McGraw-Hill Education sales representative for details.

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