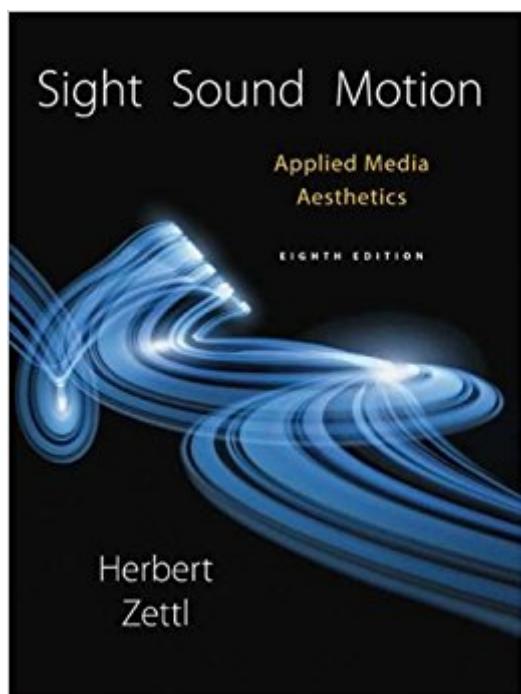


The book was found

# **Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series In Communication Arts)**



## **Synopsis**

Delivering the most comprehensive coverage available, Herb Zettl's **SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS**, 8e thoroughly describes the major aesthetic image elements -- light and color, space, time-motion, and sound -- as well as presents in-depth coverage on how they are creatively used in television and film. Real-world applications bring the text's detailed coverage of aesthetic theory to life. It equips you to think critically about media aesthetics and apply them to production situations. Now presented in full color, the Eighth Edition's engaging presentation is richly illustrated with strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

## **Book Information**

Series: Cengage Series in Communication Arts

Hardcover: 436 pages

Publisher: Wadsworth Publishing; 8 edition (January 1, 2016)

Language: English

ISBN-10: 1305578902

ISBN-13: 978-1305578906

Product Dimensions: 8.5 x 0.8 x 10.9 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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

Best Sellers Rank: #27,832 in Books (See Top 100 in Books) #15 in Books > Humor & Entertainment > Radio > General Broadcasting #23 in Books > Arts & Photography > Other Media > Film & Video #54 in Books > Textbooks > Humanities > Performing Arts > Film & Television

## **Customer Reviews**

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 KOVR (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.

Fast shipping A++++

Love it!

would buy it againthis is what I neededthe price could not be beatI 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 wrongÃ¢Â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 (Cengage Series in Communication Arts) 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) Sight Sound Motion: Applied Media Aesthetics (with InfoTrac) Sight, Sound, Motion: Applied Media Aesthetics 5th (fifth) edition Text Only Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) 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) Management of Electronic and Digital Media (Cengage Series in Communication Arts) 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) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age (International Texts in Critical Media Aesthetics) Cengage Advantage Series: Essentials of Public Speaking (Cengage Advantage Books) Cengage Advantage: A Creative Approach to Music Fundamentals (with Keyboard for Piano and Guitar) (Cengage Advantage Books) 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) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)