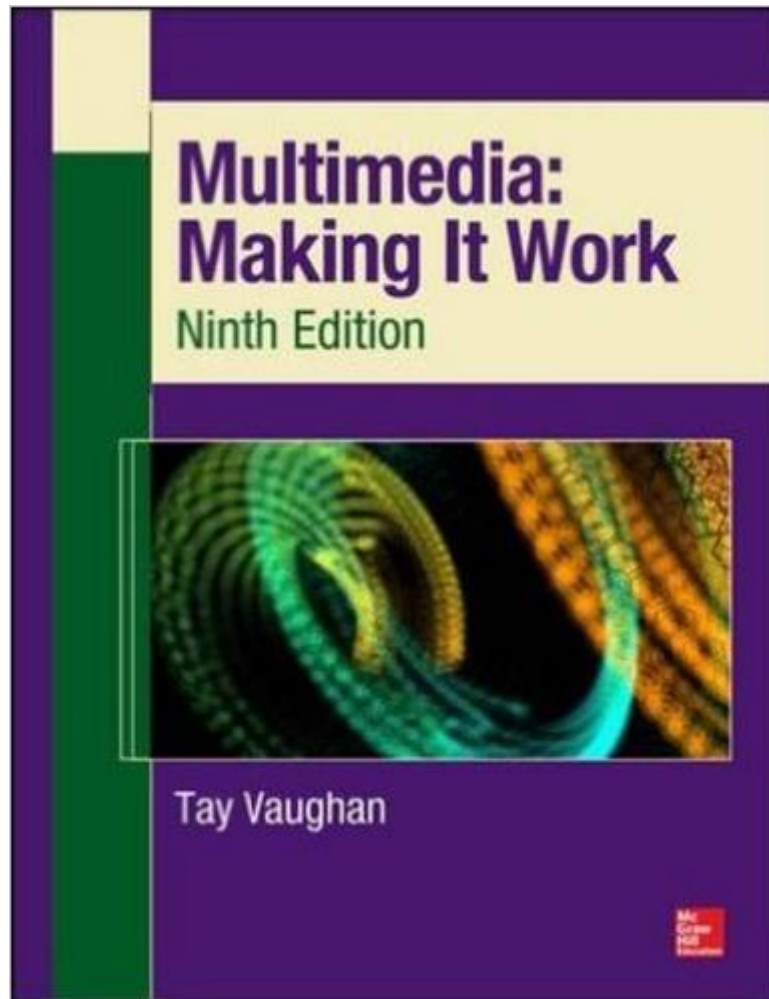# Multimedia: Making It Work, Ninth Edition

Synopsis

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.

Book Information

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Customer Reviews

This is THE book for serious multimedia producers and managers! Covers everything from hardware and software specs to design and production, to managing a project right down to final delivery in multiple formats and media. Read Designing Multimedia by Lisa Lopuck for novices and entry level multimedia producers. Read Multimedia Making it Work by Tay Vaughan for advanced and in depth material for the serious manager/producer. Would have been nice though if Macromedia could have kept there cd that came with the 3rd edition book in with the 4rth edition. I also reccommend the book Getting Started in Multimedia Design by Gary Olsen as a quick and comprehensive guide to designing multimedia and web projects.

I was given this book as a gift and it was invaluable. It's easy to read and provides helpful information. I especially liked the CD ROM. Among the things on the CD is a demo of Macromedia Director. Anyone going into multimedia must learn how to use Director. This demo helped me learn the software without investing $500+ in the software.

This book presents a broad overview of the field of multimedia production. The book describes the field at large, explaining the concepts, rather than focusing on minute details of using particular software packages. Separate chapters are devoted to the multimedia "building blocks", text, sound, images, and video, and the various special characteristics of these media (such as formats and how compression techniques work). A typology of multimedia authoring software is developed, and brief descriptions of individual authoring packages are provided to exemplify each type. The accompanying CD-ROM contains evaluation copies of many of the packages mentioned (such as Macromedia Director, Adobe Freehand, and SoundEdit) for further exploration by the reader. The book also provides extensive coverage of the multimedia development process, from the roles of the members of a multimedia development team, to planning, costing, producing, testing, and delivering products. I have found the book to be quite successful as a textbook for introduction to multimedia courses. It would also be useful for anyone who would like to understand what the multimedia business is all about.

This has been one of the leading books for the field. Most useful in a advanced HS or College

course.However the material is becoming dated. Needs a newer focus on the new interactive media environment that integrates internet applications rather than thinking of the "web" and "multimedia" as two areas. They have merged!The book publisher and author needs to study the fields using multimedia such as advertising and the ad agencies, marketing agencies, entertainment agencies, eLearning companies and functions, entire web sites based on interactive multimedia in large companies and so on. Still has value but will need a lot of field experience to sift through what is current and what is just old history.

I only purchased this book because it was required for a class - very wordy and felt more like poetry night than a scholastic textbook. Need to find a definition? Don't bother looking in the chapters, you won't even find it on the specified pages. You'll need to rely on the glossary alone to get you through the semester.

Multimedia: Making It Work (Ninth Edition) is well-written and clear. It makes for a good starting point, when I'm working on my lectures. I especially like the "Lab Projects" and the quizzes at the end of each chapter. I just wish the answers to the quizzes were also included in the book.The "First Person" asides are useful at times, but could probably be skipped at others.

The USPS sure takes its sweet time delivering items. It took them over 2 weeks for this book to travel about a 1000 miles. The book itself is great! Using it in a computer class. It arrived looking brand new. Good value. Lots to learn from. I love all the questions in the back of the chapters.

Book was fine, it arrived in time and in good condition. My only real issue with this book was that it was outdated when I got it--which was only a couple years ago (3 to be exact). It shouldn't be used as a textbook in modern day classrooms.

Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Multimedia: Making It Work, Ninth Edition Desarrollo de aplicaciones de multimedia / Multimedia application development (Spanish Edition) Multimedia: Making it Work, Seventh Edition Multimedia Making It Work Eighth Edition Jewelry Making: Jewelry Making Instructions to Easily Create Beautiful Pendants, Bracelets, Earrings, and Necklaces (Jewelry Making Books, jewelry making for dummies, jewelry making tools) Jewelry Making: 33 Tips and

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