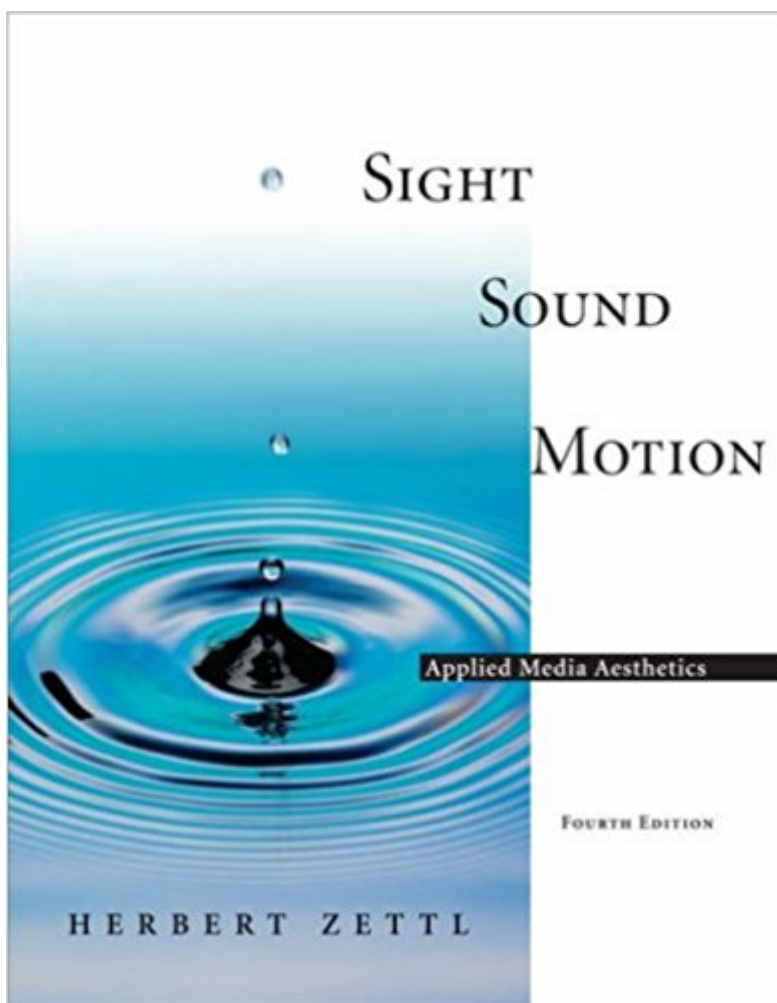


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# Sight Sound Motion: Applied Media Aesthetics (with InfoTrac)



## 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

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Product Dimensions: 11.1 x 8.8 x 0.8 inches

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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 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.

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

Perfect

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