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This book explains how graphic designers use computers as a medium to combine word, image, motion, sound, and user interaction for the internet, TV, promos, games, animation, CDs, and exhibitions. Mapping the spectrum of career opportunities created by digital technologies in the industry, it also describes the attitudes, skills, and knowledge needed to enter the profession and captures the flavor and excitement of working in this field. The authors' broad perspective_taking in everything from photography and illustration to motion, environmental, and wearable graphics_describes the growing importance of new media for graphic designers in developing new experiences for the information and entertainment industries across the globe. Sections on online design and imaginary worlds_including virtual worlds, digital FX, and games_map out recent and future technological developments and their implications for designers of today and tomorrow.