

exploring

MULTIMEDIA *for* DESIGNERS



A Designer-Driven Introduction
Concepts and Technologies



* SKN 007631 *

Essential
Media

Ray Villalobos



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MULTIMEDIA FOR DESIGNERS

Ray Villalobos

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Exploring Multimedia for Designers
By Ray Villalobos

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The Tools of Multimedia

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The Tools of Multimedia is a discussion of the equipment, hardware and software that is encountered in a typical work environment. A multimedia artist is destined to work with a variety of equipment and this chapter is a good introduction that discusses tips for choosing equipment as well as the relevant terminology for that equipment.

1

Planning Your Projects

42

Planning Your Projects is an introduction to brainstorming, storyboarding, compositing, and using Creative Briefs and other tools that help a designer organize and create projects.

2

Introduction to Flash

66

Introduction to Flash is an overview of the basics of using Flash to create multimedia. Setting up, drawing, organizing and importing from other programs is discussed in this chapter.

3

Working with Photography

98

Working with Photography covers the tools and the techniques associated with taking great photographs. More than just talk about apertures and f-stops, the chapter discusses techniques such as bracketing, raw photography, lighting techniques, the rule of thirds, and other concepts that will help an artist take and recognize better photography.

4

5

The Power of Sound

146

The Power of Sound explores how the ear hears sound and compares it to how recording and playing devices record, store and play back sound. The book discusses the differences between analog versus digital, sound formats, compression and techniques for capturing audio.

6

Principles of Animation

172

Principles of Animation talks about the time tested principles which make animation great. Anticipation, follow-through, secondary motion, easing, squash and stretch can give inanimate objects life.

7

The Elements of Storytelling

208

The Elements of Storytelling examines the three act structure of most stories as well as background, character arcs and other techniques for telling great stories into your projects.

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Exploring Multimedia for Designers is a must-have guide to the essential concepts and technologies needed to create dynamic multimedia projects. Multimedia expert Ray Villalobos delivers in-depth coverage of all the key elements—including text, graphics, animation, and audio—and then explores the art of combining these elements to create dynamic multimedia products. Design principles, storyboarding, project development, motion graphics, animation principles, camera moves, and storytelling techniques are also covered in this user-friendly book. Readers practice the concepts of multimedia design and development and learn to use Flash to create real-world projects that expand on the lessons from the book.

Look inside for these outstanding features

- Comprehensive, easy-to-read text provides readers with the fundamental knowledge needed to create powerful multimedia design.
- Focuses on Adobe Flash as the key vehicle for incorporating sound, images, video, and animation to produce effective multimedia presentations.
- Projects provide examples that reinforce the concepts covered in each chapter.
- A back-of-book DVD contains over 8 hours of in-depth video tutorials and comprehensive tutorial podcasts to give readers practical experience and hands-on training in common multimedia applications.

About the Author

Ray Villalobos is Director of Multimedia for Mega Communications, where he oversees all aspects of media design and development for a network of radio stations on the East Coast. Previously, as a Senior Interactive Designer for the Tribune Company, he developed interactive games, multimedia, and other projects for major newspapers, including *The Orlando Sentinel*, *L.A. Times*, *Chicago Tribune*, *Newsday*, *Sun-Sentinel*, and many more. His work earned him an award from the Society of News Designers, which he is currently helping to judge. Ray is the host of a popular Flash Podcast and website at <http://planetoftheweb.com>.

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- *Exploring Web Technologies for Designers* / Bennett / Order # 9781418041847
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