

## Digital media technology and applications (21st Century the University Digital media professional planning materials)(Chinese Edition)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-11-01 Pages: 308 Publisher: Tsinghua University Press. basic information title: digital media technology and applications (colleges and universities in the 21st century digital media professional planning materials) Original Price: 29.50 yuan Author: Li Fei ed Publisher: Tsinghua University Press Publication Date :2012-11-1 ISBN: 9787302299448 Words: 486.000 yds: 308 Revision: 1 Binding: Paperback: 16 commodities Weight: Editor's Summary of digital media technology and applications introduced The concept of digital media technology. research and applications. and to highlight the common digital media technology and its applications. including digital image technology and production. digital audio technology and production technology and production of digital video. digital animation technology and design. digital game design and development. network multimedia technology and design. Book introduced the basis of knowledge of all types of digital media technology. focus from the design of the various types of media products. production start. media products. design ideas. development process. software use skills to try to make the reader grasp the media products making process. The book is rich in content. usability. in a concise. easy-to-understand language digital media design. production technology and techniques suitable for digital media product development. production. use. especially for teachers. students. technicians engaged in the use of digital media product development. Contents Chapter 1 Overview 1.1 digital media and its characteristics of digital media technology 1.1.1 1.1.2 of the concept of the digital media digital media characteristics 1.1.3 Classification 1.2 digital media digital media technology research areas 1.2.1 digital media technology research the development of the digital media industry content 1.2.2 1.3 digital media technology applications 1.3.1 digital broadcast TV 1.3.2 Digital Entertainment 1.3.3 Digital Network 1.3.4 Digital Publishing Chapter 2 digital image technology...



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