

Sight Sound Motion Applied Media Aesthetics

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Sight Sound Motion Applied Media

Sight, Sound, Motion; Applied Media Aesthetics. Zettl, Herbert. The purpose of this book is to help both communicator and viewer to attain a degree of emotional literacy and sophistication in media aesthetics that will allow both to judge a television program or film with sureness and confidence. Specifically, the book describes the basic aesthetic elements and principles of sight, motion, and sound in film and television and suggests how they might be used for optimally effective ...

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