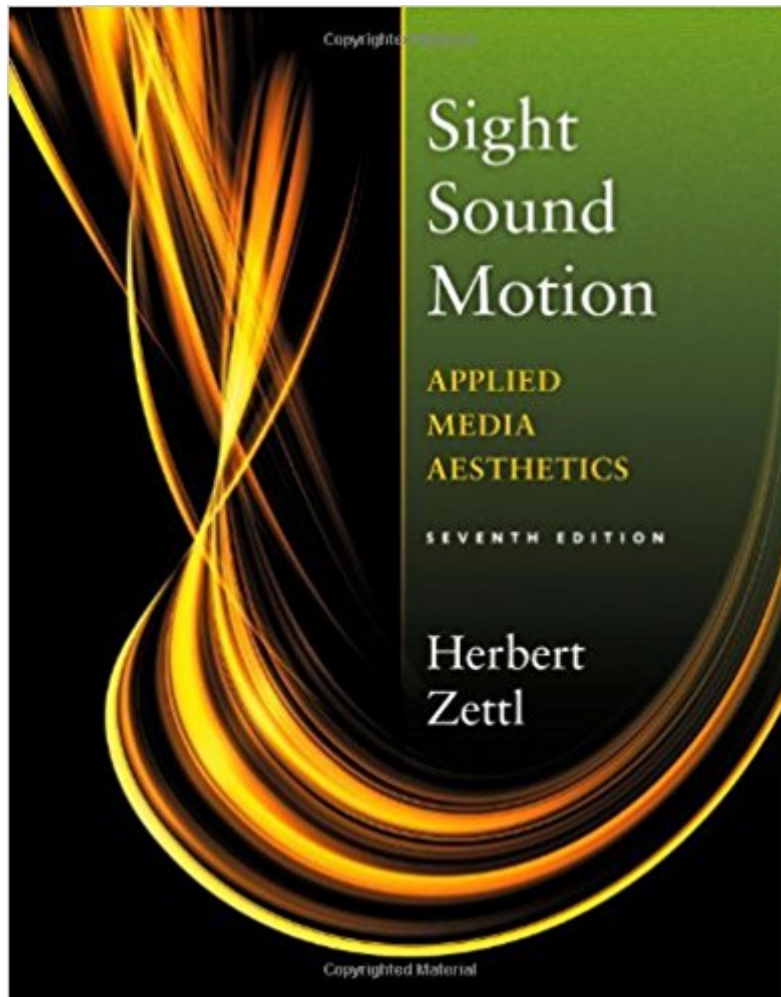


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# Sight, Sound, Motion: Applied Media Aesthetics (The Wadsworth Series In Broadcast And Production)



## Synopsis

Media aesthetics have gained prominence with the dramatic advances in the digital technology of video and electronic cinema, making Herb Zettl's *SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS* more applicable than ever. The seventh edition of *SIGHT SOUND MOTION* continues to be the most comprehensive book on the market, not only describing the major aesthetic image elements--light and color, space, time-motion, and sound--but also presenting in-depth coverage on how they are creatively used in television and film. Zettl's thorough coverage of aesthetic theory and the application of that theory place this contemporary and highly relevant text in a class by itself. Richly illustrated and now presented for the first time in full color, this edition features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

## Book Information

Series: The Wadsworth Series in Broadcast and Production

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Product Dimensions: 0.8 x 8.5 x 11 inches

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Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #181,276 in Books (See Top 100 in Books) #70 in [Books > Humor &](#)

[Entertainment > Radio > General Broadcasting](#) #132 in [Books > Business & Money > Industries](#)

[> Media & Communications](#) #202 in [Books > Arts & Photography > Other Media > Film & Video](#)

## Customer Reviews

This book is a MUST read and MUST have for any aspiring filmmakers or TV producers. It is widely used and the only book that attempts to create a foundational theory of media aesthetics. Many production books touch on the theories behind the encoding of messages, but Zettl attempts to explain why audiences react the way they do to mediated productions. The only reason I'm giving this edition 4 stars instead of 5 is because some of the material seems dated, even though this is a brand new edition.

I had to work my way through this text for a senior level film class. Wow. I'm a senior. I've been working and studying film/video for a number of years. I've never come across a textbook that is often times so overly technical and theoretical ever. I carry a 3.5 GPA. I consider myself a fairly intelligent guy. That being said, I've never endured a book that after reading the day's assigned material I found myself either sound asleep from boredom, or overwhelmed at the complexity of the theories being delivered and rarely thoroughly explained. Filmmaking is an art. Yes, there are technical aspects to it that you need to know. But, at its essence, it is an art. This book attacks the topic as a series of mathematical equations and scientific formulas. One last thing .... this book is ridiculously over priced. Beg your professor to find a different text. If they won't bend, save yourself a LOT of money and just rent it.

Great condition so easy and cheap to be able to rent it for the amount of time I needed!

did not use in class. did not read

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