# Multimedia: Making It Work Ninth Edition



# Tay Vaughan



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Ninth Edition

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**Tay Vaughan** 



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For Marcia Van Gemert

#### **About the Author**

**Tay Vaughan** is a widely known multimedia authority who has lectured and taught around the world. He has developed and produced projects for clients including Apple, Microsoft, Kodak, Lotus (IBM), Northern Telecom, Novell, Sun (Oracle), and Varian. He is president of Timestream, a multiformat design and publishing company.

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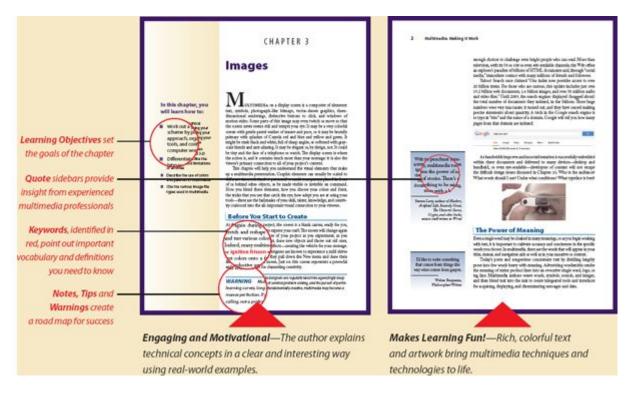
**Dr. Eileen Webb** is a Principal Lecturer and Subject Leader for Digital Media and Web Design in the School of Computing at Teesside University in the UK. She has worked at the university for 20 years, during which time she also completed a Ph.D. in Learning Technology. She has extensive experience of curriculum development and teaching in information technology, multimedia, and web design courses at both the undergraduate and postgraduate levels. She has presented at national and international conferences and is credited with a number of peer-reviewed conference and journal publications. Dr. Webb also holds a master's degree in Information Technology from Teesside University, a Postgraduate Certificate in Education from Huddersfield University, and a bachelor's degree in Biochemistry and Genetics from Newcastle University. She is a Member of the British Computer Society, a Certified IT Professional, and a Fellow of the Higher Education Society.

# ABOUT THIS BOOK

### **Important Multimedia Skills**

Multimedia offers many career paths that can lead to occupations in such fields as graphic design, web design, animation, audio and video production, and project management. To become competent in any multimedia field, however, you need to learn the fundamental multimedia concepts first.

*Multimedia: Making It Work* builds a foundation for success in the discipline of multimedia by introducing you to the multimedia building blocks of text, images, sound, animation, and video while going one step further to develop an understanding of the process of making multimedia.



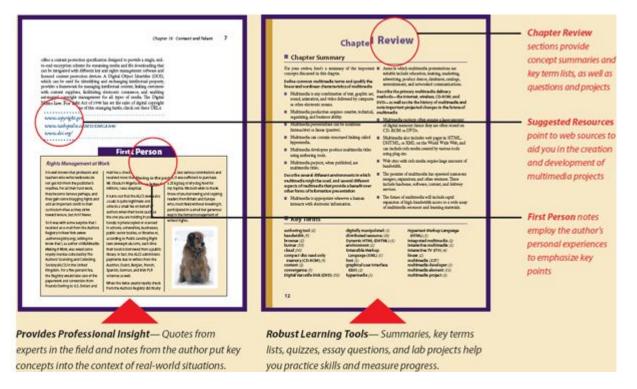
#### Proven Learning Method Keeps You on Track

*Multimedia: Making It Work* is structured to give you a comprehensive understanding of multimedia tools, technologies, and techniques. The book's active learning methodology guides you

beyond mere recall and through thought-provoking sidebars, essay topics, and lab projects. It is designed to foster your creativity and the development of critical-thinking and communication skills.

#### **Effective Learning Tools**

This feature-rich book is designed to make learning easy and enjoyable as you develop the skills and abilities that will aid you in your multimedia education and career. Woven directly into the text are the author's own personal insights gained from more than 20 years in the multimedia industry. This expertise, combined with a personal and humorous style, makes learning interesting, motivational, and fun.



#### Each chapter includes:

- Learning objectives that set measurable goals for chapter-by-chapter progress
- Color artwork that makes difficult concepts easy to visualize and understand
- Shared personal expertise from experts in the field in the form of First Person notes, sidebar quotes, Vaughan's Laws, and Vaughan's Rules
- Notes, Tips, and Warnings that highlight important concepts and guide you through difficult areas
- Highlighted Key Terms, Key Terms lists, and Chapter Summaries that provide you with an easy way to review important concepts and vocabulary

Challenging End-of-Chapter Quizzes that include vocabulary-building exercises, multiple-choice questions, essay questions, and lab projects