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Yue-Ling Wong

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Digital Media Primer (3rd Edition) Yue-Ling Wong
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Tools and Techniques for Understanding and Producing Digital Media
Digital Media encompasses a wide variety of topics, including the study of image, sound, and video processing, compression, interactive multimedia development, and advanced web programming. ***Digital Media Primer*** is designed for students from all disciplines, and teaches the foundational concepts and basic techniques of digital media production. The text is not tied to a specific application program like Flash or Photoshop; instead, the author introduces tools and techniques using a task-based approach and gives the rationale for using those techniques. This way, students learn skills they can transfer to different platforms and tools. For students that do not know how to navigate certain tools, Wong provides brief Application tutorials as supplemental material. The **Third Edition** has been thoroughly revised and updated to include current mobile device technology, ultra high-definition video, and multimedia authoring from Flash ActionScript programming to JavaScript programming with HTML5 Canvas.

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