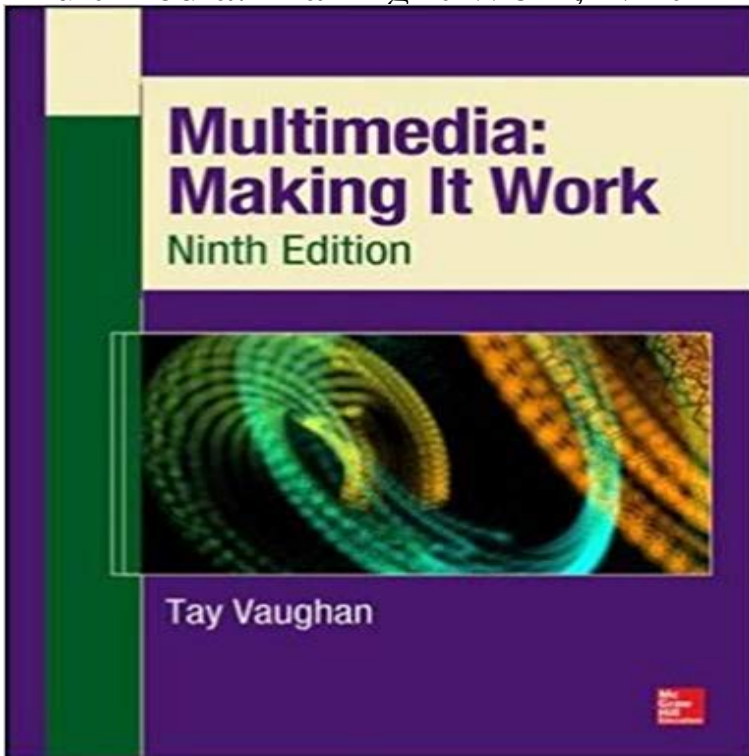


Multimedia: Making It Work, Ninth Edition



The Most Complete, Up-to-Date Multimedia Guide Thoroughly updated to cover the latest technologies, including mobile multimedia, this full-color resource prepares you for a successful multimedia career by teaching you the fundamental concepts and required skills. *Multimedia: Making It Work, Ninth Edition* explains how to integrate text, images, sound, animation, and video into compelling projects. Multimedia project planning, costs, design, production, talent acquisition, testing, and delivery are also discussed. Chapter-ending quizzes reinforce key concepts and hands-on lab projects allow you to apply your new skills.

Learn how to: Master the essential elements of multimedia, including text, images, sound, animation, and video
Incorporate bitmap, vector, and 3-D images
Record and edit digital audio and use MIDI
Create computer-generated animations
Shoot and edit digital video
Select the best hardware, software, and authoring tools for your project
Determine the scope and cost of a multimedia project
Design, produce, and test your project
Acquire the best content and talent for your budget
Design dynamic Web content
Create apps for mobile devices, including tablets, readers, and smartphones
Deliver multimedia over the Internet, in an app store, and on CD-ROM and DVD
Each chapter includes: Learning objectives
Full-color illustrations and screenshots
Helpful notes, tips, and warnings
Chapter summaries and key term lists
End-of-chapter quizzes and lab projects
This book is intended for students enrolled in an instructor-led course and does not provide correct answers for the end-of-chapter quizzes or access to the instructors resource materials. If you are an instructor, please contact your McGraw-Hill Education sales representative for details.

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