



Sight, Sound, Motion: Applied Media Aesthetics

Herbert Zettl

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Media aesthetics have gained prominence with the dramatic advances in the digital technology of video and electronic cinema. In this dynamic field, Herb Zettl's SIGHT SOUND MOTION/APPLIED MEDIA AESTHETICS FIFTH EDITION is more applicable than ever. This new 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 the creative ways that they are 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, this edition features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.



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