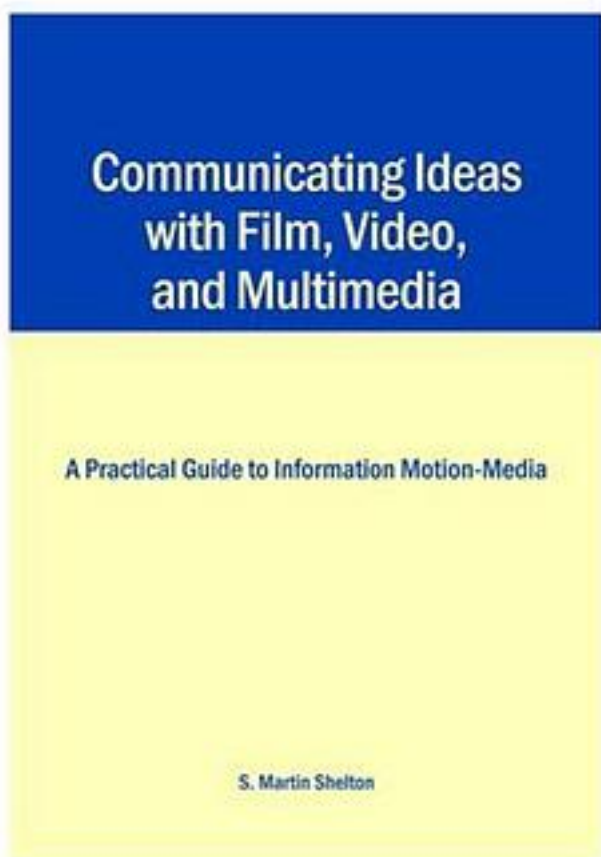# Communicating Ideas with Film, Video, and Multimedia

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Written for a broad audience of professional informational and corporate filmmakers, film students, technical writers, and clients, "Communicating Ideas with Film, Video,

and Multimedia: A Practical Guide to Information Motion-Media" is an insider's perspective on the informational media industry. With over thirty-five years of experience, award-winning filmmaker S. Martin Shelton presents his astute views on the state of the profession and offers sage, constructive advice for the successful design and production of information motion-media. Forgoing discussions of technology, Shelton instead concentrates on the communication principles that can motivate an audience to achieve a particular goal--a goal that must be realistic, worthwhile, and appropriate. His inventive approach coalesces theory of the media with its philosophy, analysis, history, and application, as well as his own informed personal opinions. This valuable guide examines how to effectively encode information in motion-media by using in-depth communication analysis and pertinent filmic design. Throughout, Shelton emphasizes that kinetic visuals, rather than audio, are the defining elements of the best motion-media communication. Organized into five parts that can be used independently or in sequence, the volume frames key topics in the industry that collectively form a cohesive strategy for motion-media design and production. First, Shelton discusses the essence of the medium as a communication tool. In the second part, he addresses the forms and functions of motion-media. The third part details communication analysis and its application. Next, Shelton delves into script design, distribution, and career growth. Lastly, he offers advice on business aspects of the profession. Told from the vantage point of a seasoned expert, "Communicating Ideas with Film, Video, and Multimedia "is a "how to do it" book as well as a treatise on "why to do it." Shelton's narrative is complemented by twenty-six illustrations (including multimedia flowcharts, sample forms, and photographs of some of the great documentary filmmakers), a variety of script formats, and a listing of the all-time best documentary films.

作者介绍:

目录:

Communicating Ideas with Film, Video, and Multimedia_下载链接1_

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评论

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