



***Multimedia Demystified* [Published by McGraw Hill 2012]**

About the Book

Multimedia Demystified is self-paced study guide and desk reference for students who want to develop skills and knowledge with multimedia within the context of computer technology, including graphics, photography, text, audio, video, animation, and interactivity. The book breaks down all the technical information in a manner that is easy to understand by providing visual examples, terminology, and quizzes that emphasize key concepts and essential skills for understanding and working with multimedia.

Multimedia Demystified is an introductory book that contains a detailed explanation of the theoretical and practical aspects of combining images, text, typography, sound effects, music, video, animation, and interactivity within a digital context. It teaches the basic concepts and terminology pertaining to various kinds of media while showing the processes involved in developing multimedia projects for different formats. *Multimedia Demystified* provides readers with an understanding of the fundamental concepts and applications of digital media, but also gain practical knowledge and real-world skills in the subject of multimedia.

Book Features and Benefits to Reader

- Comprehensive and detailed overview of basic multimedia concepts
- Tools, tips, and techniques for learning how to use different kinds of digital media
- Up-to-date instructions on how to create multimedia projects
- Technical information on hardware and software
- Visual examples and illustrations to demonstrate technical concepts
- Quizzes and a final exam to reinforce learning
- Chapter summaries with relevant terminology
- Clarifications as side-bars with notes and tips

Target Audience

Multimedia Demystified is designed for those who are new to multimedia and want to obtain a strong foundation in the comprehension, creation, and implementation of new media projects. The central audience will be students who are taking classes in the discipline of multimedia and web design, but it will also appeal to independent learners who are interested in the subject. The book is a self-guided tutorial and desk reference that will also complement other textbooks on the subject.

About the Author

Jennifer Coleman Dowling is an experienced new media specialist, educator, and artist. She has an M.F.A. in Visual Design and is currently an associate professor in the Communication Arts Department at Framingham State University, where she teaches courses in visual communications and digital design. Dowling has been dedicated to her teaching and professional work for over 20 years, which includes: web design, interactive multimedia, animation, print design, illustration, logo and corporate packaging, educational software, advertising, product promotion, and presentation graphics. In addition, Jennifer's artistic accomplishments include the creation and exhibition of hybrid mixed media pieces that combine traditional art making with digital technology methods.