



Introduction to Media Production: The Path to Digital Media Production

PhD, Robert B. Musburger, Gorham Kindem

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Introduction to Media Production, Third Edition, provides students with a practical framework for all aspects of media production by addressing the technological and aesthetic changes that have shaped the industry. Offering both hands-on instruction and theoretical information, it provides a sound basis for the techniques, operations, and philosophies of media production in the new digital environment.

The new edition has been updated throughout with detailed information on how digital processes have changed everything from shooting to editing to finishing. It includes content on the Internet, writing for the Internet, Graphics and Animation.

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