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clearly written and
engaging introduction to
the basics of interactive
digital media. As our
reliance on and daily
usage of websites,
mobile apps, kiosks,

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games, VR/AR and devices that respond to our commands has increased, the need for practitioners who understand these technologies is growing. Author Julia Griffey provides a valuable guide to the fundamentals of this field, offering best practices and common pitfalls throughout. The

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book also notes opportunities within the field of interactive digital media for professionals with different types of skills, and interviews with experienced practitioners offer practical wisdom for readers. Additional features of this book include: An overview of the history, evolution

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and impact of interactive media; A spotlight on the development process and contributing team members; Analysis of the components of interactive digital media and their design function (graphics, animation, audio, video, typography, color); An introduction to coding languages for interactive

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media; and A guide to usability in interactive media. Introduction to Interactive Digital Media will help both students and professionals understand the varied creative, technical, and collaborative skills needed in this exciting and emerging field.

In this clear and highly

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accessible book, Tony Feldman provides an account of the evolution and application of digital media. Clarifying its underlying technologies, he identifies its immense commercial and human potential. Using as a starting point a simplification which considers new media in two distinct sectors;

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packaged 'off-line' To
media such as CD-
ROMs; and the world of
transmitted media which
includes digital
broadcasting and
interactive online
services, Feldman
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overview of the digital
media landscape.
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media he describes and analyses the spectacular rise of CD-based information and the equally revolutionary development of the Internet and online services. Set within a commercial context, readers can identify the potential to generate revenue and profit from the new media. An Introduction to Digital

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usability in interactive
media. Introduction to
Interactive Digital
Media will help both
students and
professionals understand
the varied creative,
technical, and
collaborative skills
needed in this exciting
and emerging field"--

The book is concerned
with narrative in digital

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media that changes according to user input—Interactive Digital Narrative (IDN). It provides a broad overview of current issues and future directions in this multidisciplinary field that includes humanities-based and computational perspectives. It assembles the voices of

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leading researchers and practitioners like Janet Murray, Marie-Laure Ryan, Scott Rettberg and Martin Rieser. In three sections, it covers history, theoretical perspectives and varieties of practice including narrative game design, with a special focus on changes in the power relationship between

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audience and author
enabled by interactivity.
After discussing the
historical development
of diverse forms, the
book presents
theoretical standpoints
including a semiotic
perspective, a proposal
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framework and an
inquiry into the role of
artificial intelligence.
Finally, it analyses

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varieties of current practice from digital poetry to location-based applications, artistic experiments and expanded remakes of older narrative game titles.

This extensively illustrated and comprehensive book introduces both novice and professional

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photographers to the new and fascinating field of digital media. The history of computers from calculators to today's multimedia is followed carefully. The book shows the transition from analog imaging to digital imaging, with major improvements in clarity. The techniques used in today's

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Introduction and the economic implications of these technologies. Additionally, the managerial implications of interactive digital television are covered, including branding strategies for digital television channels and the critical role of content media management."

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