



# Digital Media: Concepts and Applications (Digital Video Production)

*By Susan Lake, Karen Bean May*

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DIGITAL MEDIA, CONCEPTS AND APPLICATIONS, 3E prepares students for the workplace by teaching them to use business-standard software applications to complete projects and solve problems. The non-software-specific approach gives students a strong foundation in the concepts and practices of digital multimedia and allows the text to focus on the more creative end of business technology.

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**May Bibliography**

- Sales Rank: #1672607 in Books
- Brand: Brand: Cengage Learning
- Published on: 2012-02-10
- Original language: English
- Dimensions: 10.75" h x 8.50" w x 1.00" l, 3.25 pounds
- Binding: Hardcover
- 608 pages



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### **Editorial Review**

#### **Review**

"Really like the sample pages. The colors are vivid and chapter separator pages have a magazine feel, which is appealing to students. I like the career integration with the career paths. The color makes it easy to follow. I like the application problems. From a teaching point of view, most information is "out there" but finding appropriate activities is the tough part. I really appreciated the diversity of application problems." -- Tonya Skinner, Jackson Senior High School, Jackson, MO

"Material is presented in a logical, sequential manner. It starts with basic ideas and moves to more complex ideas. Topics logically build from one another. Author's struck right balance between too little information and too much information--just like Goldilocks and the Three Bears. Material is written to appropriate audience. Reinforcement of material throughout the lesson--beginning (outcomes and terms), middle (specific content), and end (review and discussion). Uses wide variety of technology. Deals with a wide variety of digital media and many issues surrounding the use of technology in today's workplace." -- Catherine L. Bertelson, Central Washington University, Ellensburg, WA

#### **About the Author**

Susan Lake conducts professional development workshops for educators who want to increase their use of multimedia technology in the classroom. She has taught a range of students from junior high through adults, with 23 years of experience at the high school level in Lubbock, Texas. Susan has shared her experiences at local, state, and national educational conferences. She is the author of several South-Western titles.

Karen Bean May is an instructor in the Information Management Department at Blinn College, Brenham, Texas. She has taught Business Education at the high school and community college levels for 27 years. Ms. Bean May earned her Bachelor of Business Education degree from the University of Mary Hardin-Baylor in Belton, Texas. She has presented at numerous conferences and has written four curriculum frameworks for Texas high schools. She is a current advisor for Students in Free Enterprise (SIFE) and a past Future Business Leaders of America (FBLA) advisor. Ms. Bean May is also a co-author of Adventure Fitness: A Keyboarding Simulation.

### **Users Review**

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