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Autore	Jackson Chris (Chris B.)
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Edizione	[1st edition]
Descrizione fisica	1 online resource (xii, 292 p.) : col. ill
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Soggetti	Computer animation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Includes index.
Nota di contenuto	ch. 1. Show, don't tell me a story -- ch. 2. Get into character -- ch. 3. Give me space -- ch. 4. Direct my eye -- ch. 5. Don't lose me -- ch. 6. Move the camera -- ch. 7. Light my world -- ch. 8. Speak to me -- ch. 9. Interact with me -- ch. 10. Optimize and publish.
Sommario/riassunto	"Apply universally accepted cinematic techniques to your Flash projects to improve the storytelling quotient in your entertainment, advertising (branding), and educational media. A defined focus on the concepts and techniques for production from story reels to the final project delivers valuable insights, time-saving practical tips, and hands-on techniques for great visual stories. Extensive illustration, step-by-step instruction, and practical exercises provide a hands-on perspective"-- Resource description page.