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Nota di bibliografia	Includes bibliographical references and index.
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Sommario/riassunto	The world of media production is in a state of rapid transformation. In this age of the Internet, interactivity and digital broadcasting, do traditional standards of quality apply or must we identify and implement new criteria? This profile of the work of the Cambridge University Moving Image Studio (CUMIS), presents a strong argument that new developments in digital media are absolutely dependent on an understanding of traditional excellence. The book stands alone in placing equal emphasis on theoretical and practical aspects of its subject matter and avoids jargon so as to be easily understood