

1. Record Nr.	UNINA9910823127503321
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Titolo	Softimage : towards a new theory of the digital image // Ingrid Hoelzl and Remi Marie
Pubbl/distr/stampa	Bristol, England ; ; Chicago, Illinois : , : Intellect, , [2015] ©2015
ISBN	1-78320-504-0
Descrizione fisica	1 online resource (160 p.)
Disciplina	775
Soggetti	Photography - Digital techniques
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Half-Title; Title; Copyright; Dedication; Contents; List of Illustrations; Acknowledgements; Introduction; Chapter 1: Moving Stills (The Ken Burns Effect); Chapter 2: Expanded Photography (The Desire for Endlessness); Chapter 3: The Photographic Now (From Sign to Signal); Chapter 4: In the Matrix (From Geometry to Algorithm); Chapter 5: The Operative Image (Google Street View: The World as Database); Chapter 6: In the Urban Data-Space (The Image as Moment of Network Access); Conclusion: Softimage; Bibliography; Back Cover
Sommario/riassunto	With Today'S Digital Technology, the Image Is No Longer a Stable Representation of the World, but a Programmable View of a Database That Is Updated in Real Time. It No Longer Functions as a Political and Iconic Representation, but Plays a Vital Role in Synchronic Data-Todata Relationships. It Is Not Only Part of a Programme, but It Contains Its Own 'Operating Code': It Is a Programme in Itself. Softimage Aims to Account for That New Reality, Taking Readers on a Journey That Gradually Undoes Our Unthinking Reliance on the Apparent Solidity of the Photographic Image and Building in Its Place an