MANAGING MULTIMEDIA PROJECTS

By Strauss, Roy

Focal Books, Newton, MA, 1997. Soft Cover. Book Condition: New. First Edition, 2nd Printing. Text/BRAND NEW w/small stain to rear FP lower corner tip. Illustrated cover/NF. Emphasis on the idea that "multimedia is software". This book describes software addressing presentation of content via video, graphics, and sound. Text in 2 parts: Part I, Factors & Techniques, focuses on common issues in software management; and, Part II, The Development Process, is a guide to basic processes that such software tends to follow from initial analysis to final application. A lucid overview of the complex task of project management. Fine copy.

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