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Principles of Media Development

Walter Hanclosky

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This text is intended to bridge the gaps that currently exist among mass communications, educational communications, corporate/industrial communications and fine arts programs. This is accomplished by discussing three major areas: media design, media production and media management for the media developer/specialist.

In addition, the major media types, graphics, photography/multi-image, video, film, and multimedia are introduced. The goal of this text is to cover the broad spectrum of media design and development procedures, which may be used as a springboard to develop specific course content in media curriculum.

Emphasis will be given to examples from the areas of non-broadcast media. Non-broadcast media include corporate and industrial media, training and development, sales and promotion, documentation and general information communication.

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