PERIODE : BULAN NOVEMBER 2022

Perpustakaan Pusat Universitas Esa Unggul

Contemporary issues in branding

Author : Pantea Foroudi
No. Class : 658.827 FOR c
Location : Jakarta, Bekasi, dan Tangerang

Description:

This book provides students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive, immediate and innovative ways is ever-present in the digital era. Digital marketing and social media create opportunities for managers to communicate their brands identity to their consumers and stakeholders. Yet, limited empirical research exists to elucidate these issues, and less still that assists our understanding of branding issues at an international level.

Recognizing the complexity and plurality at the heart of the branding discipline, this text explores the relationship between brands, identity and stakeholders. Working through building, designing and maintaining a brand, the authors consider such aspects as strategic planning and campaign management, research and measurement, media relations, employee communication, leadership and change communication, and crisis branding. Critically, differing methods and approaches applied to branding and communication research design are assessed, including both qualitative and quantitative methods. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers globally.

Interactive narrative and transmedia storytelling

Author : Kelly McErlean
No. Class : 302.23 MCE i
Location : Jakarta, Bekasi, dan Tangerang

Description:

Interactive Narratives and Transmedia Storytelling provides media students and industry professionals with strategies for creating innovative new media projects across a variety of platforms. Synthesizing ideas from a range of theorists and practitioners across visual, audio, and interactive media, Kelly McErlean offers a practical reference guide and toolkit to best practices, techniques, key historical and theoretical concepts, and terminology that media storytellers and creatives need to create compelling interactive and transmedia narratives. McErlean takes a broad lens, exploring traditional narrative, virtual reality and augmented reality, audience interpretation, sound design, montage, the business of transmedia storytelling, and much more.
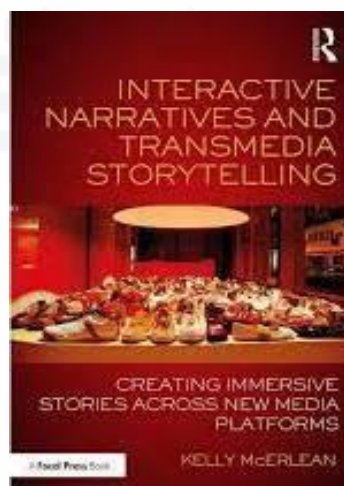
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Costume Design For Video Games: An Exploration Of Historical and fantastical skins

Author : Sandy Appleoff Lyons
No. Class : 794.8 LYO c
Lokasi : Jakarta, Bekasi, dan Tangerang

Description:

Costume Design for Video Games: An Exploration of Historical and Fantastical Skins explores the rich and colorful history of fashion throughout the ages. Each page goes into detail concerning the social significance of Iconic period pieces. From the real and the imagined, Costume Design for Video Games highlights the development of costumes and characters that pertain to plots, scenarios, and visionary goals, while also exploring silhouettes and the aesthetics of various eras. This survey of costume design for the video game market includes an exploration of the aesthetics of historical, fantasy, and futuristic influences.

Not only does the text help in illustrating an assortment of styles, but Sandy Apple off Lyons also helps to facilitate creative problem solving as it applies to costume design and the design principles applied. This is uniquely done through a reader project, which in turn builds and implements research skills and the creation of authentic designs.
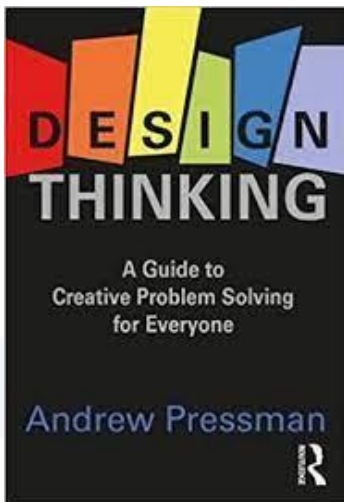
Design Thinking: A Guide To Creative Problem Solving for Everyone

Author : Andrew Pressman
No. Class : 153.43 PRE d
Lokasi : Jakarta, Bekasi, dan Tangerang

Description:

Design thinking is a powerful process that facilitates understanding and framing of problems, enables creative solutions, and may provide fresh perspectives on our physical and social landscapes. Not just for architects or product developers, design thinking can be applied across many disciplines to solve real-world problems and reconcile dilemmas. It is a tool that may trigger inspiration and the imagination, and lead to innovative ideas that are responsive to the needs and issues of stakeholders.

Design Thinking: A Guide to Creative Problem Solving for Everyone will assist in addressing a full spectrum of challenges from the most vexing to the everyday. It renders accessible the creative problem-solving abilities that we all possess by providing a dynamic framework and practical tools for thinking imaginatively and critically. Every aspect of design thinking is explained and analyzed together with insights on navigating through the process.

Application of design thinking to help solve myriad problems that are not typically associated with design is illuminated through vignettes drawn from such diverse realms as politics and society, business, health and science, law, and writing. A combination of theory and application makes this volume immediately useful and personally relevant..

Digital and Social Media Marketing

Author : Aleksej Heinze
No. Class : 658.872 HEI d
Lokasi : Jakarta, Bekasi, dan Tangerang

Description:

The second edition of Digital and Social Media Marketing is an up-to-date, industry-led results-driven guide to digital marketing. Mixing academic theory with practical examples from a range of different organisations worldwide, it provides insight into, and techniques to enable, the creation, development and maintenance of a successful digital presence.

This highly regarded textbook has been fully revised to bring the content up-to-date with the newest digital technologies. With topics including developing an effective digital presence, search engine optimization, and measuring brand awareness, the new edition also looks at digital ethics, General Data Protection Regulation and privacy, artificial intelligence and machine learning, and voice strategies. New international case studies are explored, including Alibaba and Amazon, as well as revised practical exercises in each chapter, enabling students to see how the concepts underpinning digital and social media marketing support business success. The books customisable Digital Business Maturity Model, and the Buyer Persona Spring, offer organisations a clear road map for understanding their own levels of technology adoption and digital strategy development.

This accessible textbook provides a hands-on, user-friendly platform to turn skills and knowledge into strategic advantage. It is ideal for advanced undergraduate and postgraduate students of digital marketing and marketing strategy and for practitioners aiming to be at the cutting edge of digital and social media marketing.

Alongside electronic resources for each chapter, this new edition also includes digital learning materials, case studies and exercises available in a supporting online learning environment. The online materials further enhance learners experience and support a worldwide learning community.
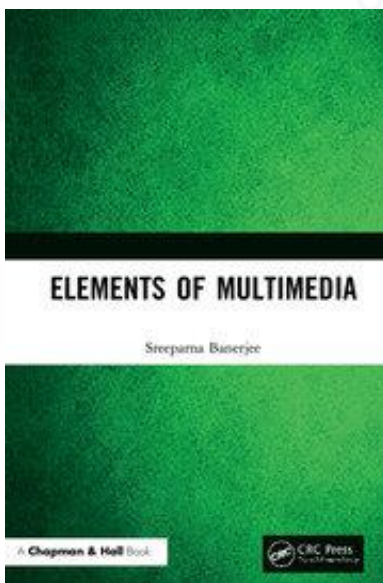
Elements of Multimedia

Author : Aleksej Heinze
No. Class : 658.872 HEI d
Lokasi : Jakarta, Bekasi, dan Tangerang

Description :

Elements of Multimedia presents a systematic introduction and integrated overview of the state-of-the-art innovations that make Multimedia a rapidly evolving technology in the digital domain. This book is also an invaluable resource for applied researchers. Some of the salient of the book include: overview of recent addition to muktimedia like new media; provide a strating point for reserachers whising to pursue research in Multimedia; discussions on advances in web technology; detailed decricptions on different Multimedia; introduction to the concept of data compression; various aspect of multimedia presenntations; multimedia storage hardware; databse for multimedia data storage and indexing schemes for accessing Multimedia data; multimedia communications and networking issues.

Each chapter ends with a review of the topics covered and a set of review questions to enable the student to go back to the chapter and recapitulate the subject matter. Answers to the Multiple-Choice Questions (MCQ) are provided at the end of the book. Solutions of problems are also provided.
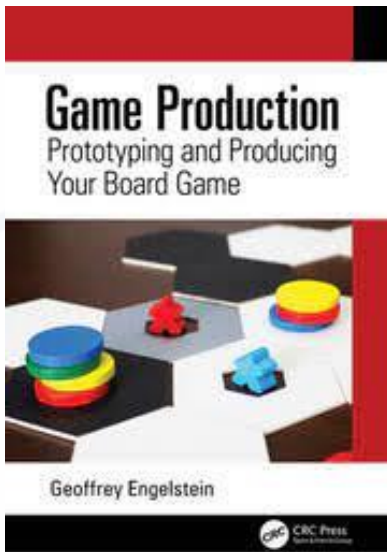
Game Production: Prototyping and Producing your Board Game

Author   : Geoffrey Engelstein
No. Class   : 794.8 ENG g
Lokasi   : Jakarta, Bekasi, dan Tangerang

Description:

Many new games are from first-time designers or are self-published, so there is a tremendous thirst for information about the nuts and bolts of tabletop game design. While there are many books about the design process in terms of mechanisms and player experience, there are no books that cover the arts and crafts aspects of how to create a prototype, software and physical tools that can be used, graphic design and rules writing, and considerations for final production. Gamecraft: Prototyping and Producing Your Board Game presents this information in a single volume which will be invaluable for up-and-coming designers and publishers.
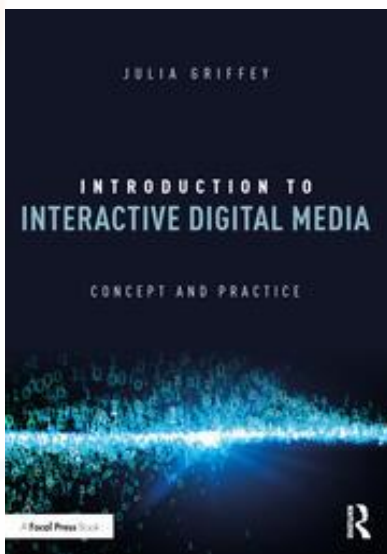
Introduction to Interactive Digital Media: Concept and Practice

Author   : Julia Griffey
No. Class   : 006.7 GRI i
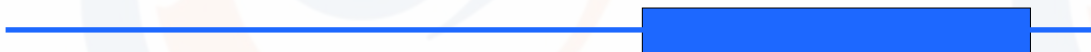**Lokasi**   : Jakarta, Bekasi, dan Tangerang
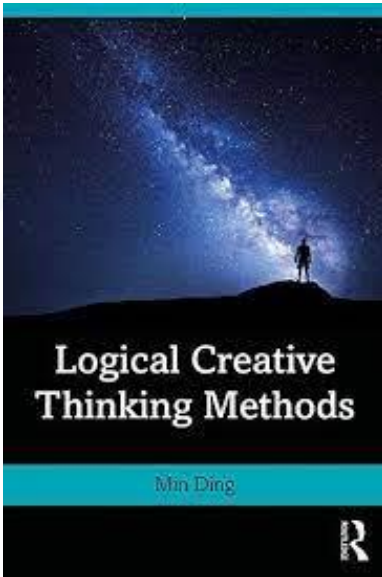
Description:

This book offers a clearly written and engaging introduction to the basics of interactive digital media.

As our reliance on and daily usage of websites, mobile apps, kiosks, games, VR/AR and devices that respond to our commands has increased, the need for practitioners who understand these technologies is growing. Author Julia Griffey provides a valuable guide to the fundamentals of this field, offering best practices and common pitfalls throughout. The book also notes opportunities within the field of interactive digital media for professionals with different types of skills, and interviews with experienced practitioners offer practical wisdom for readers.

Additional features of this book include: an overview of the history, evolution and impact of interactive media a spotlight on the development process and contributing team members analysis of the components of interactive digital media and their design function (graphics, animation, audio, video, typography, color) an introduction to coding languages for interactive media and a guide to usability in interactive media.

Introduction to Interactive Digital Media will help both students and professionals understand the varied creative, technical, and collaborative skills needed in this exciting and emerging field.

Logical creative thinking methods

Author : **Julia Griffey**
No. Class : **006.7 GRI i**
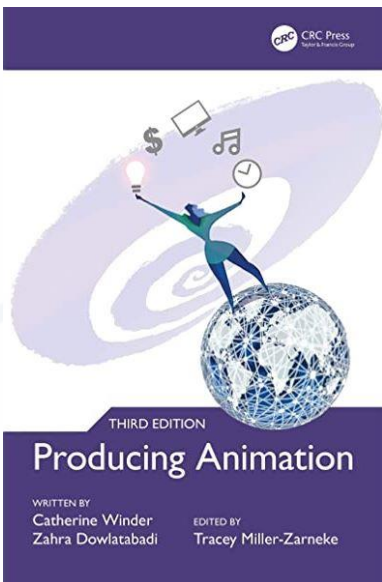**Lokasi** : **Jakarta, Bekasi, dan Tangerang**

Description:

Using a new, systematic framework, this illuminating book turns ideation into a task anybody with sound logic and a determination to learn can do, and do well, by separating the process from the outcome.

In a competitive marketplace, all firms must constantly innovate to create sustained shareholder value. The main roadblock in innovation is ideation: the identification of value-creating ideas, often seen as the work of innately creative people. This first-of-its-kind textbook demonstrates that anyone can ideate through specific logical processes that require no creativity when used, but generate valuable and creative outcomes. To help students master and apply these methods, the book is filled with innovation examples across many sectors that can be explained and recreated using a specific LCT method. The book also includes exercises that enable readers to practice applying each method to solve real life innovation challenges.

Upper-level undergraduate and postgraduate students of innovation, creativity, and new product development will appreciate the demystification of ideation into a problem that can be solved by applying a series of rigorous, defined methods that can be followed without ambiguity.

Producing animation

Author : **Julia Griffey**
No. Class : **006.7 GRI i**
Lokasi : **Jakarta, Bekasi, dan Tangerang**

Description:

Producing animation is a clear and comprehensive guide to a dynamic industry. Already a relied-upon resource by professionals and student alike, this book covers the process form concept to screen while defining the role of the producers at each phase. The third edition features new content on the latest innovations plus insights on the key topics from industry experts, sidebars on legal matters, as well as case studies on content adaption and artist insider production experiences.

Key features:
- A complete step by step guide to identifying, pitching, developing, and producing an animated project with detailed resources for producing, planning, budgeting, scheduling, tracking, delivering, marketing, and distribution
- Tools to establish the best production practices as tested from the inner workings of animation pipelines at successful studios, both large and small
- A unique collection of in-depth knowledge, experience, and advise from industry professionals on a wide variety of topics, from telling an animated story in VR to understanding the process of Japanese anime production to creating timeless characters to producing animation for theme parks to the genesis of AR and its possible applications and much more
- Versatile and practical sample charts, tables and templates for structuring teams, planning and tracking production, and adapting best processes and procedures for