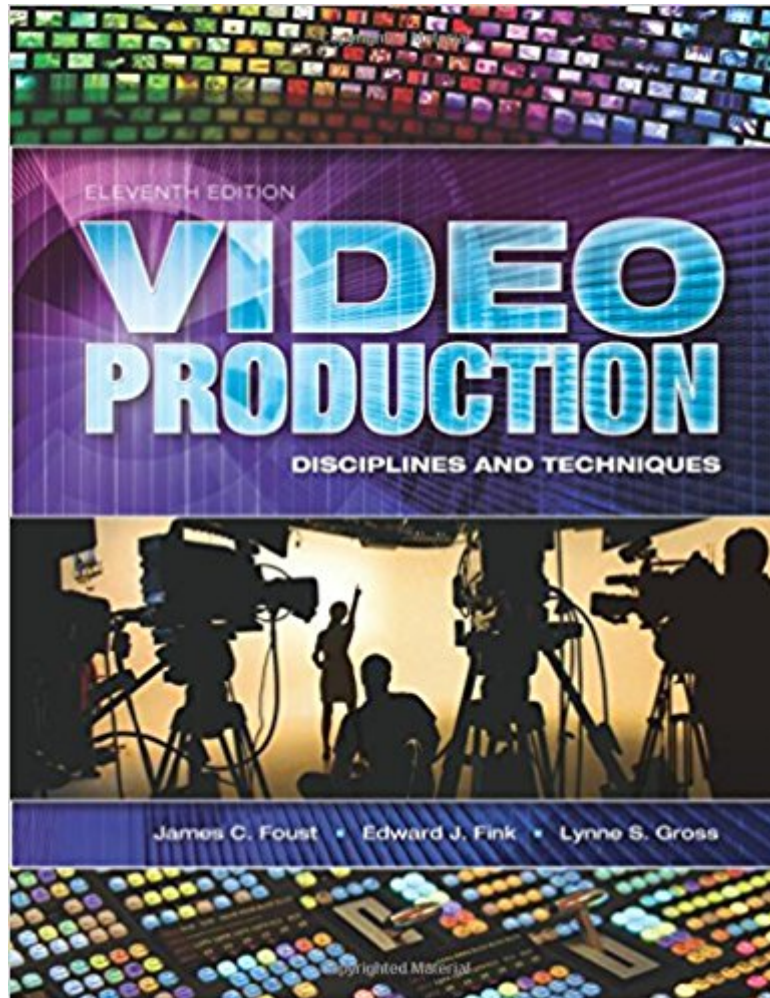




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Video Production: Disciplines And Techniques



Synopsis

This popular book introduces readers to the operations underlying video production. It provides thorough coverage of the theory readers need to know, balancing complexity with practical how-to information about detailed subjects, and it does so in a concise, conversational style. The authors have incorporated the major changes that have occurred in recent years; further increased the emphasis on digital, non-linear video production; updated and expanded information on mobile technologies; and added more than 25 new or updated figures. The subtitle remains disciplines and techniques because focus of the book continues to be on the fact that students need those foundations in order to be successful in video production, no matter where they may end up. Its affordable, student-friendly price, companion website, and print book and ebook options add to this book's practical nature.

Book Information

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Customer Reviews

This book is one of the most comprehensive and up-to-date texts on the market for television production. . . . The authors give clear guidance on important 'big-picture' issues such as pre-production and clarity in terminology when directing. At the same time, this text gives 'fine point' focus on issues such as setting up a shot to provide a clear axis of action for the viewers. This is an excellent textbook, which I would strongly recommend for any university program. --Shawn R. Hughes, Lubbock Christian University

The authors have been diligent in updating this text for the ever-changing landscape of video production by adding topics such as solid state media to

introductory chapters. . . . [The book] should be used in classes where concepts are executed off the page, and I think the authors pedagogical approach mirrors that goal. --Marie M. Elliott, Valdosta State University
I really like the introduction and production overview in Chapter 1. This critical section upon which all other information builds is brilliantly structured and complete. --David Reeder, Suffolk University

James Foust is an associate professor and head of the Broadcast Journalism sequence in the Department of Journalism and Public Relations at Bowling Green State University. He has worked in commercial video production and as a television news videographer and editor. He currently works on freelance video and interactive media production and has published several journal articles and book chapters. He also has written two other books: *Big Voices of the Air: The Battle Over Clear Channel Radio* and *Online Journalism: Principles and Practices of News for the Web*, 3rd edition. He holds Ph.D. and M.S. degrees from Ohio University. Ed Fink is a professor and the department chair for Radio-TV-Film at California State University, Fullerton. He teaches both multiple- and single-camera production, as well as other media courses. He is the co-author of another production text, *Portable Video: News and Field Production*. Fink has published articles in the *Journal of Film and Video*, the *Journal of Popular Film & Television*, and *Journalism & Mass Communication Quarterly*. He has presented papers at conferences of the Broadcast Education Association, National Broadcasting Society, Association for Education in Journalism and Mass Communication, University Film and Video Association, and International Communication Association. He has produced a number of corporate and entertainment videos. He holds a Ph.D. in Mass Communications from Indiana University. Lynne Gross has taught television production full-time at a number of U.S. colleges, including California State University, Fullerton, Pepperdine University, UCLA, Loyola Marymount University, and Long Beach City College. She has also taught production internationally in Estonia, Australia, Guyana, Swaziland, and Malaysia. Her professional experience includes serving as director of programming for Valley Cable TV and producing series for commercial, public, and cable television. Gross is past president of the Broadcast Education Association and has served as governor for the Academy of Television Arts and Sciences. Her honors include the BEA Distinguished Education Service Award and the IRTS Frank Stanton Fellow Award. She has published 10 other books and numerous journal articles. Her doctorate is from UCLA.

This book is a bible for my discipline, I plan to keep this book and buy the new ones every year, in

and outside of class. I've never felt closer to succeeding in my discipline than when I began reading this book.

This text is a decent introduction to video production overall. Having read it for a class focusing on interaction through multimedia, I was hoping for a bit more direction on actual filming and editing. Although there are chapters dedicated to video and audio production and the explanations were particularly valuable for novices, I wish it had gone into a bit more depth and technical measures.

Very useful and informative.

Textbook.

This textbook, while comprehensive, has managed to make Video production - one of the most exciting things in the world - sound about as interesting as watching paint dry.

It was brand new.

Comprehensive, and good for beginner.

I bought this book for a class in college and I didn't want to give it back (It was a rental). In fact, I am here because I was searching for a cheaper version of this book to give to my school instead of the one I have because I love it so much! This book gives great detail about everything you need to know about making a film; whether it be studio or field or even just a personal video for youtube. A trait I love about this book is that it has traditional paper pages instead of those slick textbook pages. I find this easier to read and thumb through. The only down side I have to this book is that regardless of the fact that it is a new book, the pictures in it are old and everything is black and white. Things like that drive me crazy, personally. If you can look past that, though, then this is the production book for you! P.S., the book gives you a link to a website from the publisher that helps you gain further knowledge of the subject! A great buy!

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