





production and the technologies used in production. This book discusses video aesthetics, technologies, and production practice in a clear and concise manner. It also emphasizes the importance of teamwork and planning in the production process. Chapters are clearly organized and heavily illustrated, with key terms identified in boldface. With Introduction to Video Production, readers will learn not only how the technology works, but how to work with the technology and with each other.

In the field-defining text TELEVISION PRODUCTION HANDBOOK, author Herbert Zettl emphasizes how production proceeds in the digital age—from idea to image—and how it moves through the three major phases, from preproduction to production to postproduction. In this context, Zettl describes the necessary tools, considers what they can and cannot do, and explains how they are used to ensure maximum efficiency and effectiveness. This edition features the latest digital equipment and production techniques, including including stereo 3D, 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Meeting the instructor's needs for a briefer book, this text distills video basics so that they can be covered in a single term. The book moves students from video concepts and processes to production tools and techniques, and finally, to the production environment (studio or field, inside or outside) and its effects. A more conceptual framework leads the student from the idea (what to create) to the image (how to create) on video.

Describes the major aesthetic image elements - light and colour, space, time-motion, and sound - and how they are used in television and film. The volume provides comprehensive coverage of aesthetic theory and inclusion of visuals and examples. This textbook describes the concepts, tools, and activities needed to get started in video production, with chapters on operating the camera, lighting the set, videotape recording systems, the production studio, editing, and acting techniques. The field-defining text TELEVISION PRODUCTION HANDBOOK, ELEVENTH EDITION teaches students how production proceeds in the digital age -- from idea to image -- and how it moves through the three major phases, from preproduction to production to postproduction.

You can practice and develop your video production skills through summaries of the chapter content, key terms, activities, self-tests, and problem-solving applications.

The Fifth Edition of this best-selling handbook offers, in a major revision, the latest information and techniques on: all aspects of color production; studio and ENG-EFP equipment; digital production equipment; VTR systems and postproduction; and more.

This classic, bestselling text introduces students to the basic skills required in all aspects of television production, including camera and studio equipment and remote location production, all the while emphasizing the latest technology. Herbert Zettl draws on his expertise and field experience to bring you the new edition of VIDEO BASICS, the handiest and most authoritative,

current, and technically accurate student guide to video production. Meeting the need for a briefer book, this text distills comprehensive video instruction so that it can be covered in a single semester. The book moves students from video concepts and processes to production tools and techniques, and finally, to the production environment (studio and field, inside and outside) and its effects. A more conceptual framework leads the student from the idea (what to create) to the image (how to create) on video.

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