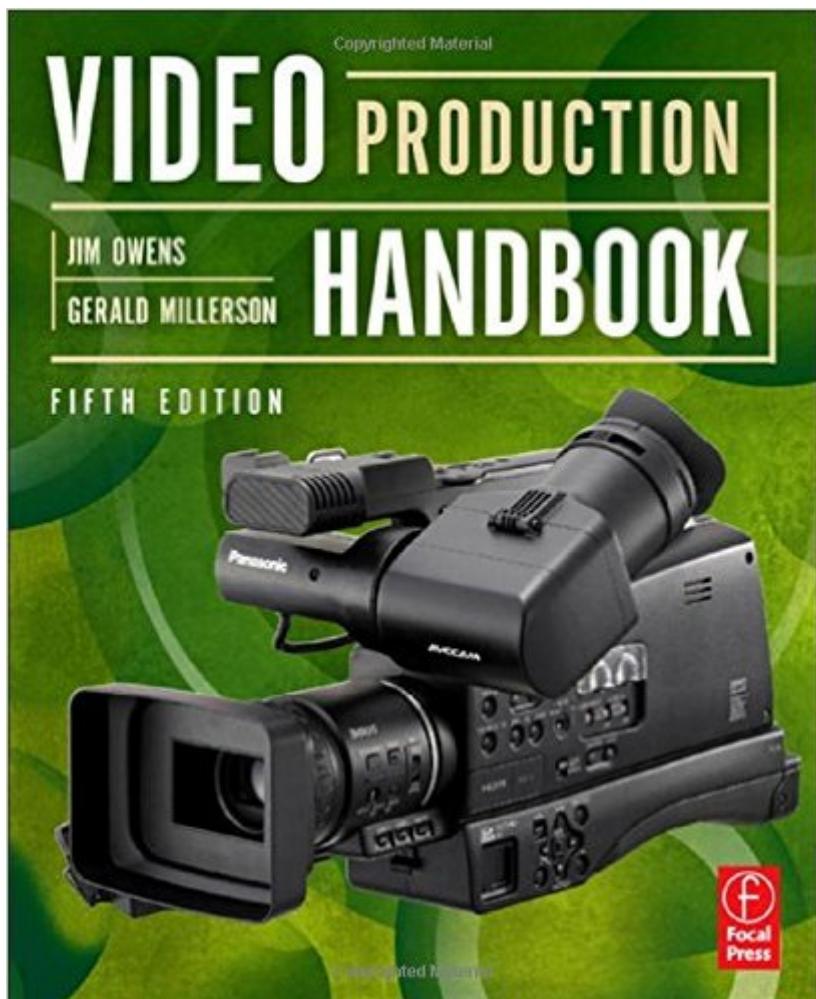


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# Video Production Handbook



## Synopsis

Techniques matter! Great ideas don't automatically translate into great programs. It's not enough simply to show what is going on. The way you present your subject will influence how your audience responds. You need to choose your picture and sound carefully, to convey your ideas in an interesting, persuasive way. This book will show you how. Video Production Handbook shows the full production process, from inception of idea to final distribution. The book focuses especially on why each step occurs as it does and provides guidance in choosing the simplest methods of creating the shots you want in your video project. Concentrating on the techniques and concepts behind the latest equipment, this book demonstrates the fundamental principles needed to create good video content on any kind of budget. Suitable for students and beginning videographers, the new edition of this classic text retains its clarity and directness but has been completely revised and updated. This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program. \* Highly visual: more than 450 full color photos and illustrations demonstrate techniques\* Modern: Revised by Jim Owens, who brings a wealth of hands-on experience to the text; up-to-date information on current equipment, techniques, and new distribution outlets such as the Web and mobile phones\* A complete resource: Detailed teaching ancillaries are available for instructors, including instructor's manual, test bank, sample syllabi, image collection, video content, and more \* Brand new coverage of contemporary distribution methods\* Interviews featuring industry professionals provide students with inside knowledge of the industry\* Sidebars featuring new coverage of topics such as shooting for 3D, shooting with HDSLRs for video, and much more!

## Book Information

Paperback: 416 pages

Publisher: Focal Press; 5 edition (July 26, 2011)

Language: English

ISBN-10: 0240522206

ISBN-13: 978-0240522203

Product Dimensions: 7.4 x 0.9 x 9.1 inches

Shipping Weight: 2 pounds ([View shipping rates and policies](#))

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #182,051 in Books (See Top 100 in Books) #47 in Books > Humor & Entertainment > Television > Direction & Production #214 in Books > Textbooks > Humanities > Performing Arts > Film & Television #226 in Books > Humor & Entertainment > Movies > Video > Direction & Production

## Customer Reviews

If you have little to no experience in video production, then this book is for you. It's full of reference photos, diagrams, check lists, highlighted bullet points, etc. It's structured and formatted like an academic text book, minus the lesson plans at the end of each chapter. As of the writing of this review, the information covered in the book are up-to-date. Video technology is moving so fast that a video production book two years ago is old already. So if you are new to video production and want to learn about it, get this book now. It even covers some DSLR and 3D productions, but not much. I've already been to film school and have worked in video production for six years now, so a lot of this information for me was entry level, but I still found value in reading this book and refreshing my education. The more interesting parts for me were the small sections on multi-camera production, which is what I do, but on an extremely low budget level. These sections cover how the big studios do it, but you can apply the techniques and format to any budget level. If you always wondered the technical side to sports events or news, then this will give you a crash course in that. Overall, it's a dense and informative book with lots of pictures and easy to read sections for beginners. I will keep this on my shelf for reference until the technology becomes outdated and I have to buy the next edition.

This is a required book for my Video Production class and it is being used very well. It's a good thing my teacher actually knows what he is talking/teaching about, so he knows how to use the book for the class. The book is well read, relevant to the times, and content rich. It teaches a little bit about everything and that's a good start for Introductory/Intermediate level teaching. If this is the book you need for class; it's well worth it.

The information in this book is very basic. The organization is fine, but really all of this stuff is available on Wikipedia or any of several dozen film making websites. I'm talking to instructors here: don't make your students buy this book. All of the information in this book can be boiled down to a handout and a few good lectures.

It is a good book and explains in good detail what the good shots are and the bad. It also explains the best ways to take video and what not to do with the camera. It is a pretty helpful book.

I'll probably be going over this book, especially Chapter 5 again and again, till I get it straight. Yes, I'm sometimes a slow learner, but I've picked up quite a bit. I write action oriented stories and in video action speaks louder than words. I believe that. Action moves plots along, moves the movies I like along too. But even if you have the action, the story, the characters all in your head, you've got to get them out on paper and Chapter 5 will teach you the basic script formats. Also in this chapter you'll learn how not to write for video. I've never attempted a screenplay, don't own any books on how to do it, except maybe this one, but I think I'm going to give it a shot.

Easy to follow and read. Good for beginners like me who don't know anything about video production at all!!!

Needed it for class, but I'll be keeping it to reference back to later. Very good text book.

Item as described, arrived quickly. Happy with purchase and vendor.

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