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Video

Production

Handbook

Fourth Edition

Fourth

Edition

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techniques of  
persuasive  
camerawork,  
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and sound treatment,  
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While this latest edition of Video Production Handbook

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Video Production  
Handbook, Fourth Edition

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~~Video Production  
Handbook, Fourth  
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"Eve has written two books on film, The Complete Film Production Handbook and Hollywood Drive, both of which have been very well received. The production manual is in its fourth edition and is used through the industry and at university around the country."--Studio City

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Magazine

Handbook

~~The Complete Film  
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The Complete Film  
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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

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Production project.

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This new edition of the Video Production Handbook walks students through the full video production process, from inception of idea to final distribution.

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~~Video Production  
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successful lighting  
and sound treatment,  
and video editing.

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Now in its thoroughly  
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Video Production  
Handbook, 4th Edition  
[Book]

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Owens, Gerald  
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matter! Great ideas  
don't automatically  
translate int...

## Fourth Edition

~~Video Production  
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This practical  
sourcebook on video  
production focuses on  
why each step in the  
process occurs as it  
does. Concentrating  
on the techniques and

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Fourth Edition

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budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tries techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems,

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and to create an effective video program. For many years Video

Production Handbook has helped students and program-makers in a wide range of organizations. Now in its thoroughly revised 3rd edition, Video Production Handbook guides you step-by-step, explaining how

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to develop your initial program ideas, and build them into a successful working format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, video editing...etc. You will find straightforward up-to-the-minute guidance

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with your daily  
production problems,  
and a wealth of  
practical tips based  
on the author's  
personal experience.  
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edition, you will see  
how you can use  
quite modest  
chromakey facilities  
and visual effects to  
create the magic of  
virtual reality



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surroundings. Gerald Millerson's internationally acclaimed writings are based on a long and distinguished career with the BBC. His lecturing background includes TV production courses in the United States and UK. His other books for Focal Press have become standard

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works in a number of languages, and include his classic course text Television Production 13th ed, Effective TV Production 3rd ed, Video Camera Techniques 2nd ed, Lighting for TV and Film 3rd ed, Lighting for Video 3rd ed and TV Scenic Design.

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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  
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and sound carefully,

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to convey your ideas  
in an interesting,  
persuasive way. This  
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how. Video

Production Handbook  
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production process,  
from inception of idea  
to final distribution.

The book focuses  
especially on why  
each step occurs as it  
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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

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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

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to quality video  
program-making on a  
modest budget.  
Emphasis throughout  
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well-tried techniques  
detailed here will  
steer you through the  
hazards of production,  
helping you to avoid

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those frustrating, time-wasting problems, and to create an effective video

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up-to-date information  
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shooting with  
HDSLRs for video,  
and much more!

## Fourth Edition

Techniques matter!  
Great ideas don't  
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will influence how

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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.

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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.

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and to create an  
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years Video  
Production Handbook  
has helped students  
and program-makers  
in a wide range of



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Productions. Now in its thoroughly revised 4th edition, Video Production Handbook guides you step-by-step, explaining how to develop your initial program ideas and build them into a successful working format. It covers the techniques of persuasive camerawork,

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and video editing. You  
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the-minute guidance  
with your daily  
production problems,  
and a wealth of  
practical tips based  
on the authors'  
personal experiences.

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*Page 50/71*

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the Video Production Handbook walks students through the full video production process, from the inception of an idea to final distribution. Concentrating on the techniques and concepts behind the latest equipment, this book demonstrates the fundamental principles needed to

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create good video content on any kind of budget. Ideal for students, the new edition features a new chapter on directing and updated information on the latest DSLR and cinema cameras, LED lighting, and much more. A companion website with additional resources

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for students and professors rounds out this full-color, highly visual text to meet all of your video production learning needs.

Techniques matter! Great ideas don't automatically translate into great programs. It's not enough simply to

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*Page 54/71*

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program ideas and  
build them into a  
successful working

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format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, and video editing. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based

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on the authors'  
personal experiences.

Handbook  
Fourth Edition

Single-camera Video  
Production, Fourth  
Edition clearly  
explains the  
technology and the  
equipment of video  
production and details  
step-by-step the  
professional-level  
techniques that can  
be applied to any type

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of production or budget. In addition, this manual will train you to integrate technique, equipment, and creative concerns within the production process—from preproduction planning through final editing. This new edition contains more in-depth information about the transition

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from analog to digital video production and includes the latest information on digital video and HD. It includes expanded coverage of nonlinear editing techniques and features a new organization that follows the actual shooting process more closely. Single-camera Video

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least one illustration  
or diagram to further  
develop the your  
understanding of the  
topic.

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books--now  
thoroughly overhauled  
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millennium!

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*Page 65/71*

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working film/TV professionals and students alike. If you're a line producer, production manager, production supervisor, assistant director or production coordinator--the book has everything you'll need (including all the forms, contracts, releases and checklists) to set up

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and run a production--from finding a production office to turning over delivery elements. Even if you know what you're doing, you will be thrilled to find everything you need in one place. If you're not already working in film production, but think you'd like to be, read

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the book -- and then decide. If you choose to pursue this career path, you'll know what to expect, you'll be prepared, and you'll be ten steps ahead of everyone else just starting out. New topics and information in the fourth edition include: \* Low-budget independent films, including

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documentaries and shorts \* Information specific to television production and commercials \* The industry's commitment to go green and how to do it \* Coverage of new travel and shipping regulations \* Updated information on scheduling, budgeting, deal memos, music

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communications,  
digital production, and  
new forms throughout

From the editors of  
"Videomaker"  
magazine comes this  
new edition that  
provides information  
on all of the latest  
cutting edge tools and  
techniques necessary  
to help filmmakers

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shoot and edit video  
like the pros.

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