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Herbert Zettl's TELEVISION PRODUCTION HANDBOOK, Twelfth 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 post-production.

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production classes tend to have widely differing experience levels, the Workbook can be a useful diagnostic tool to determine who knows what about television production. 528 pages Publisher: Wadsworth Publishing Co Inc; 12th Revised edition edition (31 January 2014)

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He is the author of two other titles in the Media Manuals series - Lighting for Video and Effective TV Production. His other books published by Focal Press are The Technique of TV Production (now in its 12th edition), The Techniques of Lighting for TV and Film and TV Scenic Design Handbook.

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Television Production Handbook - SILO.PUB

Television Production Handbook, Eleventh Edition Herbert Zettl Senior Publisher: Lyn Uhl Publisher: Michael Rosenberg Associate Development Editor: Megan Garvey

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.

This is the workbook that comes with Zettl's Television production handbook which emphasizes how production proceeds in the digital age -- from idea to image -- and how it moves through the three major phases, from pre-production to production to post-production. You will learn about the necessary tools, examine what they can and cannot do, and explore how they are used to ensure maximum efficiency and effectiveness. This edition also features the latest digital equipment and production techniques, including HDV and HDTV.

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.

This workbook, developed by Herb Zettl in conjunction with the main text, helps students apply the concepts introduced in the course to real-world production scenarios. Sections of the workbook may also be used as assignments that you can use to evaluate students' level of production skills. The workbook's three-hole-punched/tear-out worksheet format makes it easy for students to tear out specific sheets and turn them in to you. TheTelevision Production Workbook can be bundled with the main text or sold separately.

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and Career Guide, Eleventh Edition offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville's handbook an indispensable resource, regardless of their specialty within the music field. This text is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and Music Business Foundations as well as more specialized courses such as the record industry, music careers, artist management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician. Uniquely, it provides career-planning insights on dozens of job categories in the diverse music industry.

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

Providing insight into the impact media convergence has had on the radio industry, this new edition delivers an excellent introduction to the modern radio production studio, the equipment found in that studio, and the basic techniques needed to accomplish radio production work. New chapters addressing the basics of field recording, production planning, and sound for video are included, as well as a renewed emphasis on not just radio production, but audio production. Featuring a worktext format tailored for both students and teachers, self-study questions, hands-on projects, and a CD with project material, quizzes, and demonstrations of key concepts, this book offers a solid foundation for anyone who wishes to know more about radio/audio equipment and production techniques.

The most comprehensive book on the market, Herb Zettl's SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 8e describes the major aesthetic image elements -- light and color, space, time-motion, and sound -- as well as presents in-depth coverage on how they are creatively used in television and film. Zettl's thorough coverage of aesthetic theory and the application of that theory place this contemporary and highly relevant text in a class by itself. It equips students to think critically about media aesthetics and apply them to production situations. Richly illustrated and now presented in full color, it also features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The colorist is responsible for the critical final stage of refinement of the film and broadcast image. Using all of the controls modern color correction software provides, colorists refine the mood, create style, add polish to scenes, and breathe life into the visuals. The craft of color correction can take considerable trial and error to learn, while the art of color grading takes years to perfect. Alexis Van Hurkman draws on his wealth of industry experience to provide a thoroughly updated edition of what has become the standard guide to color correction. Using a friendly, clear teaching style and a slew of real-world examples and anecdotes, Alexis demonstrates how to achieve professional results for any project, using any number of dedicated grading applications, or even an editing program's built-in color correction tools. From the most basic methods for evaluating and correcting an overall image to the most advanced targeted corrections and creative stylizations, Color Correction Handbook, Second Edition, is your one-stop guide. Among many valuable concepts and techniques, you'll learn to: * Set up a professional color correction environment using the latest technologies and adhere to the most up-to-date standards * Work with log-encoded media and LUTs * Analyze shots quickly and correct errors of color and exposure * Create idealized adjustments for key features such as skin tone, skies, and product shots * Develop strategies for balancing clips in a scene to match one another for continuity, and grading greenscreen clips destined for visual effects * Master a variety of stylistic techniques used to set a scene's mood * Apply principles of color and contrast to add depth and visual interest * Browse valuable research about memory colors, audience preferences, and critical corrections for achieving appealing skin tones and controlled environments * Follow along with the downloadable files that accompany this book, including HD footage, cross-platform exercises, and project files.

The development of a film screenplay is a complex and collaborative process, beginning with an initial story and continuing through drafting and financing to the start of the shoot. And yet the best ways of understanding and managing this process have never been properly studied. The Screenplay Business is the first book to do exactly that, addressing such questions as: How do film scripts get written, and what are the tensions between creativity and business? How can the team of the writer, producer, director and development executive work together most effectively? The Screenplay Business presents a theoretical and practical framework for understanding the business of independent script development, and encompasses ideas about creativity, motivation, managing creative people, value chains, and MBA leadership theories. This book will help producers and writers to nurture their stories through the long development process to the screen. It explains the international film business, and contains new research and extensive interviews with leading industry figures, including practical advice on how to run script meetings and handle notes; how to build a sustainable business; and how to understand what really happens when a script is written. The Screenplay Business is a new key text for academics and students researching film and media, and indispensable reading for anyone working in film screenplay development today.