Eventually, you will agreed discover a additional experience and carrying out by spending more cash. nevertheless when? complete you receive that you require to get those all needs next having significantly cash? Why dont you try to get something basic in the beginning? Thats something that will lead you to comprehend even more all but the globe, experience, some places, following history, amusement, and a lot more?

It is your enormously own epoch to performance reviewing habit. in the middle of guides you could enjoy now is Introduction To Media Production 4th Edition below.

Single-Camera Video Production - Robert B. Musburger, PhD 2014-06-20
Learn everything you need to know about creating video using the single-camera format, from preproduction planning to setting up, rehearsing, shooting, striking, and pleasing your audience. Harness lighting, audio, editing, and aesthetic techniques that will enhance the quality of your video projects and keep your clients coming back for more. Simple, elegant, and easy to use, Single-Camera Video Production, Sixth Edition is a staple in any video artist's library. Whether you're just learning the basics of video production or you’re a veteran who needs a refresher, this book provides you with a toolkit for understanding and implementing single-camera workflows, as well as how to use the single-camera format to its best advantage by emphasizing the importance of goals, audience analysis, and technology. This new edition has been updated to include: Expanded sections on digital workflows, field and studio production, preproduction planning, audio, lighting, distribution, and nonlinear editing techniques Detailed gear lists covering the latest camera, recorder, audio, lighting, and stabilization equipment used in the industry today Fresh tips on creating video for your target audience and exhibition platform and shooting for the editing process Insider career advice, including tips on how to get an internship, interviewing, finding a job, and earning a promotion. A companion website (www.focalpress.com/cw/musburger) with video examples of the techniques discussed in the book as well as evolving updates on key technological shifts.

Single-Camera Video Production - Robert B. Musburger, PhD 2012-11-12
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 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 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 Production, Fourth Edition is a comprehensive yet succinct guide to single-camera video production.

Written as part of the Focal Press Media Manual series, each page of this helpful guide covers a specific issue in video production and is accompanied by at least one illustration or diagram to further develop the your understanding of the topic.

Introduction to Media Production - Robert B. Musburger, PhD 2012-09-10
Introduction to Media Production, Third Edition, provides students with a practical framework for all aspects of media production by addressing the technological and aesthetic changes that have shaped the industry. Offering both hands-on instruction and theoretical information, it provides a sound basis for the techniques, operations, and philosophies of media production in the new digital environment. The new edition has been updated throughout with detailed information on how digital processes have changed everything from shooting to editing to finishing. It includes content on the Internet, writing for the Internet, Graphics and Animation.

Electronic News Gathering - Robert B. Musburger 1991
Provides a process-oriented overview of operations, introducing the concepts and techniques necessary to research, write, shoot, edit and deliver a news story. The Media Student's Book - Gill Branston 2010-05-28
The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates. Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include: approaching media texts narrative genres and other classifications representations globalisation ideologies and discourses the business of media new media in a new world? the future of television regulation now debating advertising, branding and celebrity news and its futures documentary and 'reality' debates from 'audience' to 'users' research: skills and methods. Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include: Slumdog Millionaire online access for film and music CSI and detective fictions Let the Right One In and The Orphanage PBS, BBC and HBO images of migration The Age of Stupid and climate change politics. The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with: a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at: www.mediastudentsbook.com margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary follow-up activities in 'Explore' boxes suggestions for further reading and online research references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

Female Narratives in Nollywood Melodramas - Elizabeth Johnson 2016-09-09
Female Narratives in Nollywood Melodramas investigates the role of women in nine Nollywood melodramas with attention to the changing landscape of filmmaking and film viewing. By incorporating Black feminist, audience reception, social identity, and cultivation theories, Johnson and Culverson provide insight into how identities for West African women are created and recreated through the broad interplay of Nollywood film viewing on social and individual levels. This book
addresses how Nollywood is a product and contributor to evolving processes of globalization.

*Single-camera Video Production* - Robert B. Musburger 2003

Explaining the video production process from preproduction through production to post-production, this updated book comprehensively and succinctly prepares readers to plan, shoot and edit most field and many studio video productions.

*Introduction to SNG and ENG Microwave* - Jonathan Higgins 2013-07-31

An excellent primer on the subject, this book gives beginning professionals in satellite newsgathering an introduction to the technologies and processes involved. It will also suit journalists, editors and producers needing to grasp this important element of the newsgathering chain. Written for the complete beginner, the book shows how typical transmission chains work and their communication with the studio. It also offers a brief introduction to analogue and digital theory before going onto to explain Electronic Newsgathering (ENG) systems: from basic principles: transmission and reception chains, frequencies used and why, through to audio channel, subcarriers and digital modulation, as well as applications: radio cameras, window links, infra-red & laser links. A brief chapter on satellite theory gives an overview of satellite communication and orbits, basic satellite communication theory, transportables (`flyaways') and trucks, as well as analogue vs digital issues, digital compression and MPEG. Systems regulations and operations are also introduced as well as safety and logistics issues. If you're looking for a quick and easy introduction to the subject, this book will act as an essential on the job reference guide.

*The Complete Film Production Handbook* - Eve Light Honthaner 2013-09-23

This book is for 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 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 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 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 clearances, communications, digital production, and new forms throughout the book.

*Corporate Media Production* - Ray DiZazzo 2012-12-06

With the advent of affordable equipment, there are more opportunities than ever in the field of corporate media production. This book examines all aspects of this creative field, from concept development to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamics shared by these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. Topics include: Program Needs Analysis Developing the creative concept Script essentials Keys to successful preproduction Lighting, camera and sound Directing executives, employees, and professional actors The director's key aesthetic skills Graphics Production Music and sound production Critical judgment and people skills Traditional and nonlinear editing Audio sweetening The future of corporate media

*Media Studies: Content, audiences, and production* - Pieter Jacobus Fourie 2001

This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies.

*Introduction to Video Production* - Ronald Compesi 2015-10-30

Written in a clear, non-technical manner, *Introduction to Video Production* focuses on the fundamental principles of video 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.

*Television - Jeremy G. Butler 2012-02-20*

For nearly two decades, *Television: Critical Methods and Applications* has served as the foremost guide to television studies. Designed for the television studies course in communication and media studies curricula, *Television* explains in depth how television programs and commercials are made and how they function as producers of meaning. Author Jeremy G. Butler shows the ways in which camera style, lighting, set design, editing, and sound combine to produce metaphors that viewers take away from their television experience. He supplies students with a whole toolbox of methods to disassemble television and read between the lines, teaching them to incorporate critical thinking into their own television viewing. The fourth edition builds upon the pedagogy of previous editions to best accommodate current modes of understanding and teaching television. Highlights of the fourth edition include: New chapter and part organization to reflect the current approach to teaching television—with greatly expanded methods and theories chapters. An entirely new chapter on modes of production
and their impact on what you see on the screen. Discussions integrated throughout on the latest developments in television’s on-going convergence with other media, such as material on transmedia storytelling and YouTube’s impact on video distribution. Over three hundred printed illustrations, including new and better quality frame grabs of recent television shows and commercials. A companion website featuring color frame grabs, a glossary, flash cards, and editing and sound exercises for students, as well as PowerPoint presentations, sample syllabi and other materials for instructors. Links to online videos that support examples in the text are also provided. With its distinctive approach to examining television, Television is appropriate for courses in television studies, media criticism, and media production.

Reading Media Theory - Brett Mills 2014-06-11
What does the Frankfurt School have to say about the creative industries? Does the spread of Google prove we now live in an information society? How is Madonna an example of postmodernism? How new is new media? Does the power of Facebook mean we’re all media makers now? This groundbreaking volume – part reader, part textbook – helps you to engage thoroughly with some of the major voices that have come to define the landscape of theory in media and cultural studies. Featuring texts from postmodernism, from mass communication theory to media effects, from production to reception and beyond. But much more than this, by providing assistance and questions directly alongside the readings, it crucially helps you develop the skills necessary to become a critical, informed and analytical reader. Each reading is supported on the facing page by author annotations which provide comments, dissect the arguments, explain key ideas and terminology, make references to other relevant material, and pose questions that emerge from the text. Key features: Opening chapters: ‘What is theory?’ and ‘What is reading?’ bring alive the importance of both as key parts of media scholarship Pre-reading: substantial Introductory sections set each text and its author in context and show the relevance of the reading to contemporary culture Post-reading: Reflection sections summarise each reading’s key points and suggests further areas to explore and think about 4 types of annotations help you engage with the reading – context, content, structure, and writing style .... as well as questions to provoke further thought Split into 4 sections – Reading theory, Key thinkers and schools, Approaches and Media Theory in context New to the second edition: New chapters on New Media, and Audiences as Producers Reading Media Theory will assist you in developing close-reading and analytic skills. It will also increase your ability to outline key theories and debates, assess different case studies critically, link theoretical approaches to a particular historical context, and to structure and present an argument. As such, it will be essential reading for undergraduate and postgraduate students of media studies, cultural studies, communication studies, the sociology of the media, popular culture and other related subjects.

Research for Media Production - Kathy Chater 2002
First Published in 2001. Routledge is an imprint of Taylor & Francis, an informa company.

Gender, Race, and Class in Media - Bill Yousman 2020-07-24
Gender, Race, and Class in Media provides students a comprehensive and critical introduction to media studies by encouraging them to analyze their own media experiences and interests. The book explores some of the most important forms of today’s popular culture—including the Internet, social media, television, films, music, and advertising—in three distinct but related areas of investigation: the political economy of production, textual analysis, and audience response. Multidisciplinary issues of power related to gender, race, and class are integrated into a wide range of articles examining the economic and cultural implications of mass media as institutions. Reflecting the rapid evolution of the field, the Sixth Edition includes 18 new readings that enhance the richness, sophistication, and diversity that characterizes contemporary media scholarship. Included with this title: The password-protected Instructor Resource Site (formally known as SAGE Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides.

Introduction to Media Production - Gorkam Anders Kindem 1997
A practical framework is provided in this textbook about the techniques, operations and philosophies of media production from the standpoint of both analog and digital technologies.}

Media/Impact: An Introduction to Mass Media - Shirley Biagi 2016-01-01
From media history to today's rapid-fire changes, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 12th Edition takes you on a tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its engaging writing style, currency, and visual appeal, the book thoroughly explores how today's mass media are converging as well as provides comprehensive coverage of the legal, ethical, social, and global issues facing the mass media industries every day. The twelfth edition focuses on convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. It also gives readers an insider's look at what it's like to work in each industry. In addition, it offers new coverage of digital delivery, net neutrality, media industry consolidation, social media, mobile media, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

An Introduction to Writing for Electronic Media - Robert B. Musburger, PhD 2012-09-10
"Wonderfully practical....just what every media writer needs." Christopher H. Sterling George Washington University * Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions * Outlines the key skills needed for a successful media writing career The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers’ play in the production process, and individual movie and TV files allow you to compare the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer. Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA., consulting firm, Musburger Media Services. *[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production." Raymond Fielding, Dean Emeritus Florida State University
Persuasion in the Media Age - Timothy Borchers
2021-09-14
Persuasion in the Media Age addresses the impact of electronic media on the practice of persuasion and reviews constantly evolving digital strategies. Today's world demands a new perspective on persuasion—one that is grounded in the assumption that human consciousness and culture have been forever altered by communication technology. The fourth edition provides timely examples of persuasion in political campaigns, social movements, marketing, and interpersonal relationships—and the role of social media and media technologies in all of the contexts. From advertisers to politicians to influencers to friends, persuaders use increasingly sophisticated strategies to sway behavior. Borchers skillfully weaves theory, research, and engaging examples to help readers understand the practice of social influence—and to apply critical-thinking skills to the persuasion they encounter daily. The text takes an interdisciplinary approach to provide the latest thinking on persuasion while also drawing on a broad theoretical base for foundational concepts, such as attitudes, rhetoric, and human motivation. Throughout, Borchers emphasizes audience, storytelling, visual images, and ethics. This comprehensive, insightful, and accessible overview of persuasion in the 21st century teaches readers how to be skilled creators of persuasive messages—as well as critical consumers.

Single-camera Video Production - Robert B. Musburger
2005
The new edition contains more in-depth information about the transition 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.

Career Opportunities in the Internet, Video Games, and Multimedia - Allan Taylor
2010-04-21
Provides updated key information, including salary ranges, employment trends, and technical requirements. Career profiles include animator, content specialist, game designer, online editor, web security manager, and more.

An Introduction to Writing for Electronic Media - Robert B. Musburger, PhD
2012-09-10
"Wonderfully practical....just what every media writer needs." Christopher H. Sterling George Washington University * Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions * Outlines the key skills needed for a successful media writing career * The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television; for corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual movie frames allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as a camera operator, director, producer, and writer. Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA, consulting firm, Musburger Media Services. "[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production." Raymond Fielding, Dean Emeritus Florida State University Video Production Handbook - Jim Owens 2012-11-12
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 that will give you the results 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. Each chapter throughout the book illustrates the costs of a medium to an 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!

Film Fourth Edition - Maria Prazmaggioni
2020-01-14
Updated and expanded, this new edition is the perfect starter text for students of film studies. The book illustrates basic film concepts in context and in depth. It addresses techniques and terminology used in film production and criticism, emphasizing thinking and writing critically and effectively. With reference to 460 new and existing images, the authors discuss contemporary films and film studies scholarship, as well as recent developments in film production and exhibition, such as digital technologies and new modes of screen media.

Making Media - Jan Roberts-Breslin 2017-11-28
Making Media: Foundations of Sound and Image Production takes the media production process and deconstructs it into its most basic components. Students will learn the basic concepts of media production - frame, sound, light, time, motion, and sequencing — and be able to apply them to any medium they choose, from film and television to fine art and online applications. They will also become well-grounded in the digital work environment and the tools required to produce media in today's digital environment. This new fourth edition is completely updated and includes a new chapter on the production process and production safety; information on current trends in production, exhibition, and distribution; and much more. New topics include virtual and augmented reality, the use of drones and new practices interactive media. The text is also fully
illustrated and includes sidebar discussions of pertinent issues throughout. The companion website has been completely revamped with interactive exercises for each chapter, allowing students to explore the process of media production.

Film - Maria Pramaggiore 2020-01-13
Updated and expanded for a new edition, this is the perfect starter text for students of film studies. Packed full of visual examples from all periods of film history up to the present, Film: A Critical Introduction illustrates film concepts in context and in depth, addressing techniques and terminology used in film production and criticism, and emphasising thinking and writing critically and effectively. With reference to 450 new and existing images, the authors discuss contemporary issues and film historical, as well as recent developments in film production and exhibition, such as digital technologies and new modes of screen media. New features in the fourth edition: Expanded discussion of changing cultural and political contexts for film and media industries, including #MeToo, #TimesUp, and #OscarsSoWhite Updated examples drawing from both contemporary and classic films in every chapter highlight that film studies is a vibrant and growing field New closing chapter expands the book’s theoretical framework, linking foundational concepts in cinema studies to innovative new scholarship in media and screen studies Thoroughly revised and updated discussions of auteur theory, the long-take aesthetic, ideology in the superhero film and more

Introduction to Media Production - Gorham Anders Kindem 2005
A practical framework is provided in this textbook about the techniques, operations and philosophies of media production from the standpoint of both analog and digital technologies. Updated to reflect new digital techniques & films beyond the technical to cover aesthetics, direction, production management and scriptwriting.

Roteiro Para Midia Eletronica - Robert B Musburger Phd 2007-02-05
"Wonderfully practical....just what every media writer needs." Christopher H. Sterling George Washington University * Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions * Outlines the key skills needed for a successful media writing career * The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual frameworks allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer. Musburger has received numerous awards for his video work and teaching and he continues to work in electronic media with his Seattle, WA., consulting firm, Musburger Media Services. "[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production."
Raymond Fielding, Dean Emeritus Florida State University

The Media and Communications in Australia - Stuart Cunningham 2020-07-16
Traditional media are being reshaped by digital technologies. The funding model for quality journalism has been undermined by the rise of advertising online, demarcations between different forms of media are rapidly fading, and audiences have fragmented. We can catch up with our favourite TV show on a tablet, social media can be more important than mainstream radio in a crisis, and organisations large and small have become publishers in their own right on apps. Nevertheless mainstream media remain powerful. The Media and Communications in Australia offers a systematic introduction to this dynamic field. Fully updated and expanded to take account of recent developments, this fourth edition outlines the key media industries and explains how communications technologies are impacting on them. It provides a thorough overview of the main approaches taken in studying the media, and includes an expanded 'issues' section with new chapters on social media, gaming, apps, the environment, media regulation, ethics and privacy. With contributions from some of Australia's best researchers and teachers in the field, The Media and Communications in Australia remains the most comprehensive and reliable introduction to media and communications available. It is an ideal student text, and a reference for teachers of media and anyone interested in this influential industry.

Introduction to Media Production - Gorham Kindem 2012-08-21
Offering both hands-on instruction and theoretical information, readers learn about various forms of media, how to choose and make the best use of them, and the techniques used to create a media project. With an emphasis on the creative, aesthetic, and technical aspects of creating media, this new edition sheds light on why the reasonings behind production choices are as important as knowing how to push the right buttons and turn the correct knobs.

Roteiro Para Midia Eletronica

Directing for Stage and Screen - J. Stanley 2007-12-25
If directing dramatic productions interests you, this book is a basic guide to show you know to apply the principles of directing to any dramatic medium - stage, television, or film. The authors, who have worked in all three media, illustrated how the principles of one medium relate to the other two.

Creating Video for Teachers and Trainers - Tim Spannaus 2012-04-19
Creating Video for Teachers and Trainers This practical resource will help teachers and trainers produce professional quality training videos, even while using less than professional quality equipment and software. Author Timothy Spannaus shows how to use professional techniques with consumer-grade equipment to produce videos that work and tell the intended story, minimizing defects that get in the way of improving learning and performance. The end result is a video that can be used in classroom or labs, distributed on the web, packaged for use in learning management systems, or shared on social media sites. Praise for Creating Video for Teachers and Trainers "This is a practical, immediately usable resource, filled with concrete and creative ideas and tips. For those of us wanting to know how to plant our feet and not stumble when venturing into designing and making great videos, it's a godsend." Len Scrogan, digital learning architect, Future-Talk Blog "The perfect roadmap for instructional professionals new to video production. Includes evidence-based guidelines on the when, why, and how of video for training purposes."
Ruth Clark, president, Clark Training and Consulting "In my 20-plus years working in the television, training, and corporate communication industry, Tim's book is the
first to provide a practical and budget-conscious approach to video production for the learning professional. Comprehensive in its scope, the book's realistic examples, combined with a systematic roadmap, arms you with the tools to kickstart your videos with a quality and efficiency that we all dream about in the learning profession.”

David Shulkin, Video Operations and Instructional Technology Catalyst, Bloomfield Hills Schools Digital Media Services

Portable Video - Norman J. Medoff 2012
First Published in 2012. Routledge is an imprint of Taylor & Francis, an informa company.

Introduction to Media Production - Gorham Kindem
2012-08-21
Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production processes by necessity, digital. This text will concentrate on offering students and new-comers to the field the means to become aware of the critical importance of understanding the end destination of their production as a part of pre-production, not the last portion of post production. Covering film, tv, video, audio, and graphics, the fourth edition of Introduction to Digital Media promises to be yet another comprehensive guide for both students of media and newcomers to the media industry.

Corporate Media Production - Ray DiZazzo 2012-12-06
With the advent of affordable equipment, there are more opportunities than ever in the field of corporate media production. This book examines all aspects of this creative field, from concept development to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamics among these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. The new edition has been updated to reflect the most current media production, editing, delivery formats and processes, with an emphasis on DV. There is material on the new digital video cameras and non-linear editing systems, as well as an expanded discussion of audio sweetening. A new chapter on evaluation demystifies this critical process, and there is a new discussion of multimedia.

The Media in Your Life - Jean Folkerts 2001
With a strong emphasis on media convergence throughout, this book helps readers develop a system-wide view of the interacting social, historical, economic, and technological forces at work in today's rapidly evolving mass media. Written by two highly regarded scholars and teachers, this book goes beyond other textbooks to help readers understand where, how, and why they fit into the contemporary media environment. Too often, mass communication texts rely only on popular publications or on academic research. In this interactive text, they have combined the concrete practice of journalism with empirical research, enabling students to comprehend the impact of the dynamic media that are an integral part of our lives today. Folkerts and Lacy guide readers through today's whirlwind of mass communication by providing them with the information and critical thinking skills necessary to consider objectively the media and its roles in their lives. For anyone interested in gaining knowledge of the media.