

The book was found

Video Basics 7



Synopsis

Herbert Zettl draws on his expertise and field experience to bring you the seventh edition of VIDEO BASICS, the handiest and most authoritative, current, and technically accurate student guide to video production available. 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 students from the idea (what to create) to the image (how to create) on video.

Book Information

Paperback: 448 pages

Publisher: Wadsworth Publishing; 7 edition (January 1, 2012)

Language: English

ISBN-10: 1111344469

ISBN-13: 978-1111344467

Product Dimensions: 9.9 x 7.9 x 0.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 19 customer reviews

Best Sellers Rank: #12,526 in Books (See Top 100 in Books) #3 in Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #6 in Books > Humor & Entertainment > Radio > General Broadcasting #12 in Books > Arts & Photography > Other Media > Film & Video

Customer Reviews

Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU), where he led the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and the Broadcast Education Association's Distinguished Education Service Award. Prior to joining the SFSU faculty, Zettl worked at KOVR (Stockton-Sacramento) and as a producer-director at KPIX, the CBS affiliate in San Francisco, where he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, Zettl was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences, Northern California Chapter. He is also a member of the Broadcast Legends of the NATAS Northern California Chapter. Lecturing extensively at universities and professional

broadcast institutions both in the United States and abroad, Zettl has presented key papers at a variety of national and international communication conventions. He is the author of **VIDEO BASICS, TELEVISION PRODUCTION HANDBOOK** and **SIGHT SOUND MOTION**, which are translated into several languages and published internationally. His numerous articles on television production and media aesthetics have appeared in major media journals worldwide, and he also developed an interactive DVD-ROM -- Zettl's **VideoLab 4.0** (Cengage Learning). His previous CD-ROM version won several prominent awards, including the Macromedia People's Choice Award, the New Media Invision Gold Medal for Higher Education, and Invision Silver Medals in the categories of Continuing Education and Use of Video.

As expected

Great text book as well as a quick reference guide while learning your way around video production (camera, lighting, sound, editing, etc). The seller got the book to me quickly and as promised, and at a much lower price than the school bookstore offered.

Just like the book's title, the content in this book is so "basic" it bores you. You learn absolutely nothing that you can't google in mere seconds

I honestly should have referred to the book a little more frequently during my class as many of the test questions were pulled straight from the book, word for word. Great book for the class, easy to read and very informative.

This book is very expensive, but not as much to rent it. I needed this for my Video Production class and it served me quite well.

Delivered as described and on time. Thank you.

Needed book for brother who is attending college. He is happy with the book and the price was great.

I need this book because I study Telemedia and this book is needed! already red this book and is very interesting I recomend this book

[Download to continue reading...](#)

Drawing Basics and Video Game Art: Classic to Cutting-Edge Art Techniques for Winning Video Game Design Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! Video Games Memes: Hilarious Free Video Game Memes & Jokes 2017 - Memes Free, Memes for Kids, Ultimate Memes, Manga Memes Video Games, Violence, and Crime (Video Games and Society) How Do Video Games Affect Society? (Video Games and Society) Surgical Management of Pelvic Organ Prolapse: Female Pelvic Surgery Video Atlas Series: Expert Consult: Online and Print, 1e (Female Pelvic Video Surgery Atlas Series) Vaginal Surgery for the Urologist: Female Pelvic Surgery Video Atlas Series: Expert Consult: Online and Print, 1e (Female Pelvic Video Surgery Atlas Series) Video Basics 7 Video Basics Basics of Video Lighting Video Basics (Radio/TV/Film) WP205 - Bastien Piano Basics - Theory - Primer Level (Primer Level/Bastien Piano Basics Wp205) WP210 - Bastien Piano Basics - Performance - Primer Level (Primer Level/Bastien Piano Basics Wp210) A Workbook for New Testament Syntax: Companion to Basics of New Testament Syntax and Greek Grammar Beyond the Basics How To Play Checkers - The Rules And Basics Of The Checkers Game! Learn The Checkers Rules And The Checkers Basics Plane Basics (Basics Series) Router Basics (Basics Series) Scroll Saw Basics (Basics Series) Radial Arm Saw Basics (Basics Series) Table Saw Basics (Basics Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)