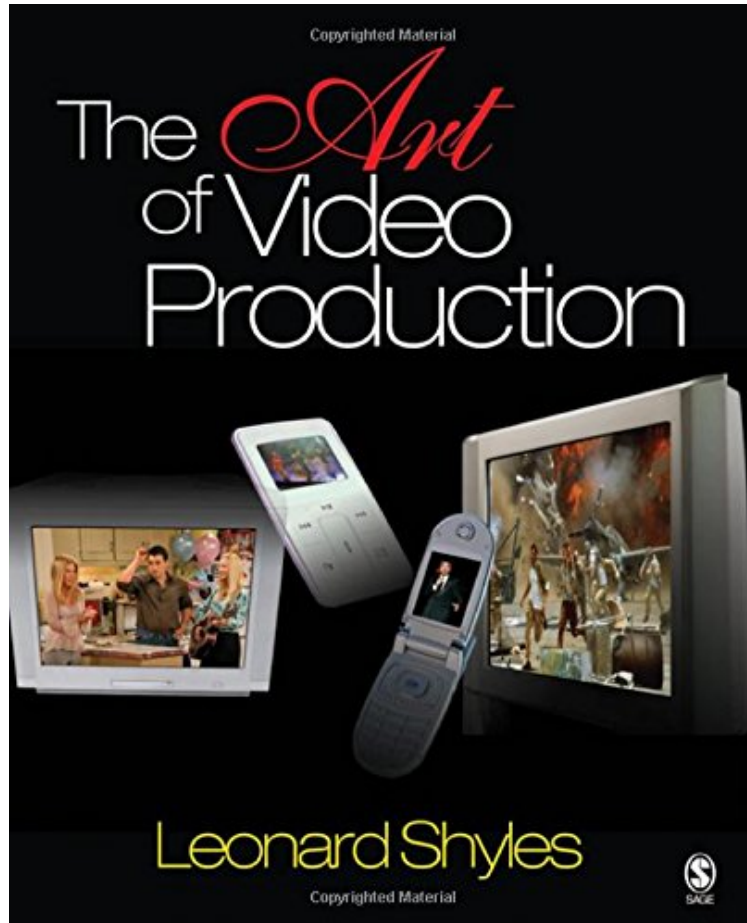


(Read ebook) The Art of Video Production

The Art of Video Production

Leonard C. Shyles

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#1623473 in Books SAGE Publications, Inc 2007-02-09Original language:EnglishPDF # 1 9.09 x .97 x 7.38l, 2.02 #File Name: 1412916755564 pages | File size: 58.Mb

Leonard C. Shyles : The Art of Video Production before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Video Production:

0 of 0 people found the following review helpful. In great condition.By Jamie Nicholson (Surf Travels Blog)Just what I needed! In great condition.0 of 0 people found the following review helpful. TimelyBy Charles HeffnerI ordered the book for school and it arrived very quickly - within three days using standard shipping. No issues at all.2 of 2 people found the following review helpful. Interviews with industry professionals offer analysis and concepts which can be used in all phases of production.By Midwest Book ReviewCollege-level libraries strong in video production techniques and teachings will find The Art of Video Production serves two purposes: as a classroom text it will offer a thorough grounding in the principles and skills of video production, and as a library reference it teaches not only how to make superior television programs, but how to juxtapose content and values and how to understand what makes for a superior production. Interviews with industry professionals offer analysis and concepts which can be used in all phases of production.

The Art of Video Production emphasizes the enduring principles and essential skills of the communication process and the new digital technologies that are necessary to create effective video content. Author Leonard C. Shyles uses a unique approach by explaining how things are done and why things are done rather than just that they are done. It is not about concepts versus skills, but about concepts and skills.

"As a classroom text it will offer a thorough grounding in the principles and skills of video production, and as a library reference it teaches not only how to make superior television programs, but how to juxtapose content and values and how to understand what makes for a superior production."--Midwest Book (07/20/2007)"The Art of Video Production, by Leonard Shyles, is a very thorough presentation of the techniques of professional television production, including electronic news-gathering, electronic film production and multicamer outside broadcast work."--Vincent O'Donnell (09/19/2008)The Art of Video Production is a veritable compendium of practical advice, insights, and tips for aspiring videographers. Deftly written, effectively organized..." WISCONSIN BOOKWATCH--James A. Cox (04/21/2008)"As a classroom text it will offer a thorough grounding in the principles and skills of video production, and as a library reference it teaches not only how to make superior television programs, but how to juxtapose content and values and how to understand what makes for a superior production."--Midwest Book (07/20/2007)"The Art of Video Production, by Leonard Shyles, is a very thorough presentation of the techniques of professional television production, including electronic news-gathering, electronic film production and multicamer outside broadcast work."-- Vincent O'Donnell (09/19/2008)-As a classroom text it will offer a thorough grounding in the principles and skills of video production, and as a library reference it teaches not only how to make superior television programs, but how to juxtapose content and values and how to understand what makes for a superior production.---Midwest Book (07/20/2007)-The Art of Video Production, by Leonard Shyles, is a very thorough presentation of the techniques of professional television production, including electronic news-gathering, electronic film production and multicamer outside broadcast work.---Vincent O'Donnell (09/19/2008)The Art of Video Production is a veritable compendium of practical advice, insights, and tips for aspiring videographers. Deftly written, effectively organized..."--WISCONSIN BOOKWATCH--James A. Cox (04/21/2008) "As a classroom text it will offer a thorough grounding in the principles and skills of video production, and as a library reference it teaches not only how to make superior television programs, but how to juxtapose content and values and how to understand what makes for a superior production." (Midwest Book 2007-07-20)The Art of Video Production is a veritable compendium of practical advice, insights, and tips for aspiring videographers. Deftly written, effectively organized..."WISCONSIN BOOKWATCH (James A. Cox 2008-04-21)"The Art of Video Production, by Leonard Shyles, is a very thorough presentation of the techniques of professional television production, including electronic news-gathering, electronic film production and multicamer outside broadcast work." (Vincent O'Donnell 2008-09-19)About the AuthorLeonard Shyles (Ph.D., Communication, Ohio State University) is Associate Professor of Communication at Villanova University. His publications include journal articles and book chapters dealing with the content and impact of televised political advertising in presidential campaigns. He is co-editor and co-author of The 1000 hour war: communication in the gulf (1994) for Greenwood Press, dealing with the use of telecommunications technologies to conduct the war in the Persian Gulf and to provide journalistic coverage of the conflict. Most recently, Shyles has published a comprehensive television production textbook, Video production handbook (1997) for Houghton Mifflin Company. Shyles current research focuses on understanding digital technology in the contexts of markets and policy.