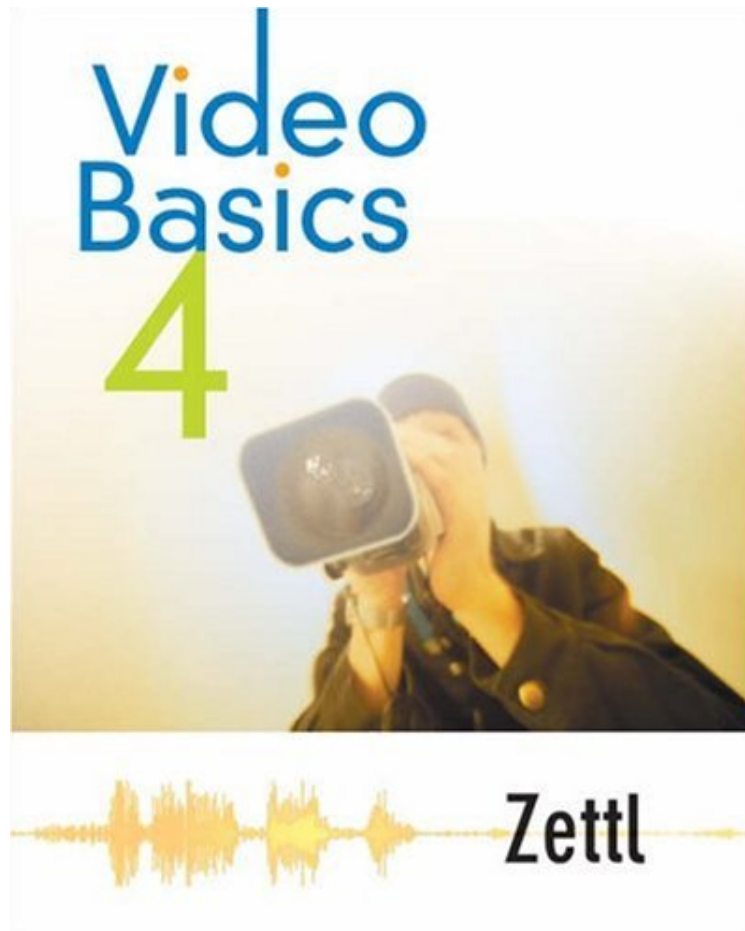


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## Video Basics (with InfoTrac) (Available Titles CengageNOW)

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**Herbert Zettl : Video Basics (with InfoTrac) (Available Titles CengageNOW)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Video Basics (with InfoTrac) (Available Titles CengageNOW):

10 of 11 people found the following review helpful. Covers a lot of bases with good detailBy TraciThe only way to become comfortable working with studio equipment is to actually use it, but this book will be an excellent guide to tell you how. It explains lighting (one of the most important parts of a video shot!) and audio, how a camera works, and how to get the shots you want. It also explains what makes a good shot, and what makes a bad one, and what a logical sequence would look like.Everything is illustrated with very clear pictures, diagrams and sketches. It is a very visual book, which is essential, because if you are attracted to working with video, it is likely that you are a visually oriented person and would benefit from many pictures and illustrations! This book delivers. It shows as well as it tells.Everything you need to know to make a good production is here in this book. Of course, a teacher actually showing you how to use the equipment is the best way to learn, but this book will help you review and perhaps go

more in depth. It is also an excellent reference to learn all of the TV lingo from. I bought it as a textbook for a university course, and it is one of the only course textbooks I've had that I have chosen to keep. If you are starting a career in TV broadcasting, or think you might be interested in the field, I highly recommend this book. 6 of 7 people found the following review helpful. How Do You Review The Author of "The Bible"? By Dana E. Creasy After nearly 20 years in the business, and an equal amount of time exposed to academe, Herb Zettl is the one name that to me stands head and shoulders above the rest of the field when it comes to writing about production and visual aesthetics. Having used his seminal "Television Production" text in college, I found that many of the ideas and concepts have carried through into this new, shorter textbook, making them much more capable of being absorbed by students early in their career. The changes to the Third Edition, in particular the re-ordering of certain chapters, makes sense. I teach on the community college level, where virtually an entire production sequence is compressed into a single semester course. Having a text like this to serve as an adjunct to my industry knowledge makes the teaching experience valid for both my students and myself. Zettl's focus on aesthetics, coming quite naturally to one whose entire career has been as an aesthetician, really serves my purposes much better than most other books on the market. Too many books concentrate on the technical side of the business, with little regard for the artistic endeavors which one is involved in. Without that, all they're doing is wasting tape. I highly recommend this Third Edition, with its concomitant materials, for any instructors of video production. 12 of 12 people found the following review helpful. Superlative By Customer This book gives a broad overview of the field of video. It is intended as a textbook for students in a university video course, however, the information that it contains will be valuable for anyone interested in improving their video skills, especially in professional contexts. Since the book is a textbook, each chapter begins with a list of key terms and definitions, and key concepts are highlighted in the text and repeated at the end of the chapter. Each chapter also contains instructions for a lesson in Zettl's Video Lab on CD (not included). The book covers many topics related to professional video production, including the video production process, the video team, video cameras, lighting, sound, editing, and the studio. I found the language to be very straightforward and highly informative.

Herbert Zettl has drawn on his expertise and field experience to bring you the new edition of Video Basics, which continues to be the most authoritative, current, and technically accurate student guide to video production. Meeting the instructor's needs for a briefer book, this text distills video basics so they 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 or field, inside or outside) and its effects. A more conceptual framework leads the student from the idea (what to create) to the image (how to create) on video.