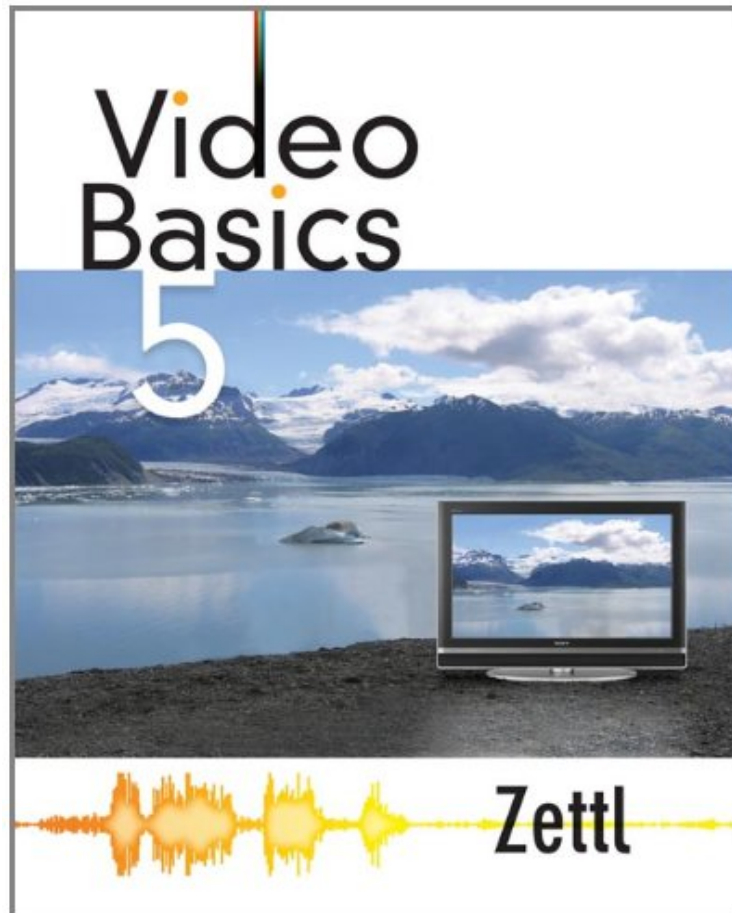


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Video Basics

Herbert Zettl

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Herbert Zettl draws on his expertise and field experience to bring you the new edition of VIDEO BASICS, the

handiest and most authoritative, current, and technically accurate student guide to video production. 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 the student from the idea (what to create) to the image (how to create) on video.

About the Author Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU). While at San Francisco State University, he headed the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and, from the Broadcast Education Association, the 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. While at KPIX, he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, he was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences (NATAS), Northern California Chapter. He also is a member of the Broadcast Legends of the NATAS, Northern California Chapter. Zettl has authored VIDEO BASICS, VIDEO BASICS WORKBOOK, 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. He has lectured extensively on both subjects at universities and professional broadcast institutions both nationally and internationally. Zettl developed an interactive DVD-ROM, ZETTL'S VIDEOLAB 4.0, published by Wadsworth Cengage, a part of Cengage Learning. His previous CD-ROM version won several prestigious awards, among them 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.