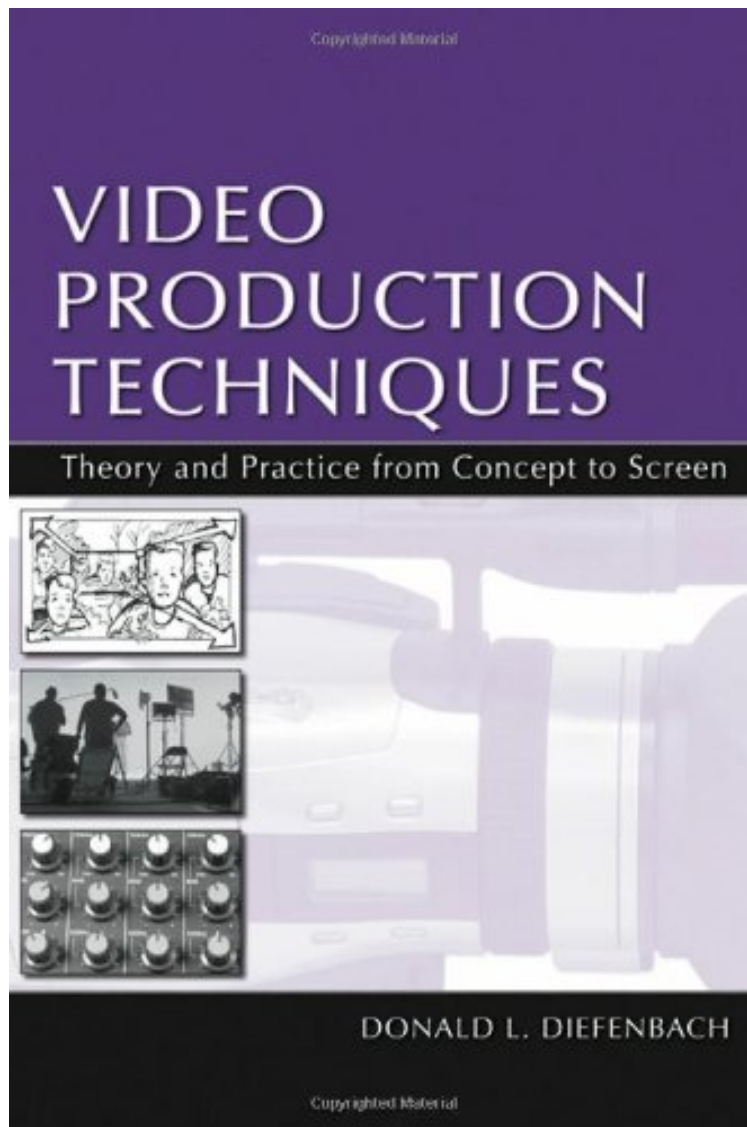


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## Video Production Techniques: Theory and Practice From Concept to Screen (Routledge Communication Series)

*Donald L. Diefenbach*

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**Donald L. Diefenbach : Video Production Techniques: Theory and Practice From Concept to Screen (Routledge Communication Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Video Production Techniques: Theory and Practice From Concept to Screen (Routledge Communication Series):

1 of 1 people found the following review helpful. FantasticBy CustomerThis is a wonderful book on the basics of filmmaking techniques that I frequently refer to in my own filmmaking endeavors. The illustrations on the DVD are perfect for simple outlines of concepts covered in the book, and the interviews are a great bonus! I was fortunate enough to have the author in a VMP course at UNC Asheville. The book helped me so much in understanding the applications of certain concepts that I purchased a copy to keep in my collection even after the course was over!3 of 3 people found the following review helpful. An excellent textbook which quickly reviews the basics of video productionBy Mark WestThis is the sort of text which I wish I'd had when I first learned the basics of film and video. The clarity with which material is presented is admirable, and the illustrations are straightforward and clearly demonstrate the material. The author lays out the subject, breaking down material in a plain and easy-to-understand fashion. It's hard to imagine how a textbook could be more useful than this one.2 of 2 people found the following review helpful. Extremely UsefulBy FrankThis book was very well written and easy to read. The material is laid out in great fashion and continuously gives its reader important information along the way. If you are interested in film and video production, this book is a must read!

Video Production Techniques begins with the basic skills of video production, so students experience writing, shooting and editing right away. It then moves to short-form projects and in-depth explorations of lighting and sound, concluding with an exploration of documentaries, news, and other nonfiction forms. The final section is dedicated to advanced applications, including the process of creating long-form projects, the elements of directing, and strategies for effective marketing and distribution. The book concludes with a chapter exploring professional opportunities in production and options for further study. The book includes a Companion DVD with original demonstrations, clips from professional works, and interviews with film and video professionals Key Features: includes DVD, beneficial for the independent learner unique integration of theory and production techniques covers all the basics for writing, shooting, and editing videos Companion Website with materials for students and instructors: [www.videoproductiontechniques.com](http://www.videoproductiontechniques.com). Reviews: "The modest title of this book doesn't begin to reflect the ambitious scope of its design. From heady aesthetic theories to an explanation of the LLP form, Video Production Techniques provides one-stop shopping for theory, production, and business. Students of media criticism and the media industry would benefit from this book as much as students of production. After twenty-five years of teaching, I learned a lot from reading it." Robert Thompson, Director, Bleier Center for Television and Popular Culture, and Syracuse University "In the ever-evolving business of television and film, it's nice know that there is a source so accurately assembled, so dense with dynamic information, and at the end of the day, easy and enjoyable to read. Donald Diefenbach has put together an invaluable guide that I'm sure will be the bible for both young and experienced filmmakers alike." Brett Weitz, Vice President, Fox21, division of 20th Century Fox Television I've been reading books that tell you how to make movies since the 1960s and this is far and away the best I've encountered. It covers every aspect of the film and video making process in a fresh, authoritative, readable and clear fashion. It doesn't forget the art of film while teaching the craft of it." Ken Hanke, Film Critic, Author of Ken Russells Films, Charlie Chan at the Movies, and A Critical Guide to Horror Film Series

About the AuthorDonald L. Diefenbach, PhD, is Associate Professor of Mass Communication at the University of North Carolina, Asheville, teaching mass communication, video production, and media effects courses . His research interests include examining the portrayal of mental illness and violent crime in the mass media. Diefenbach has many years of experience in video production and his video credits include educational, corporate, and broadcast productions. He holds degrees in Philosophy, Television-Radio-Film, and Mass Communications from Pennsylvania State University and the S.I. Newhouse School of Public Communications at Syracuse University.