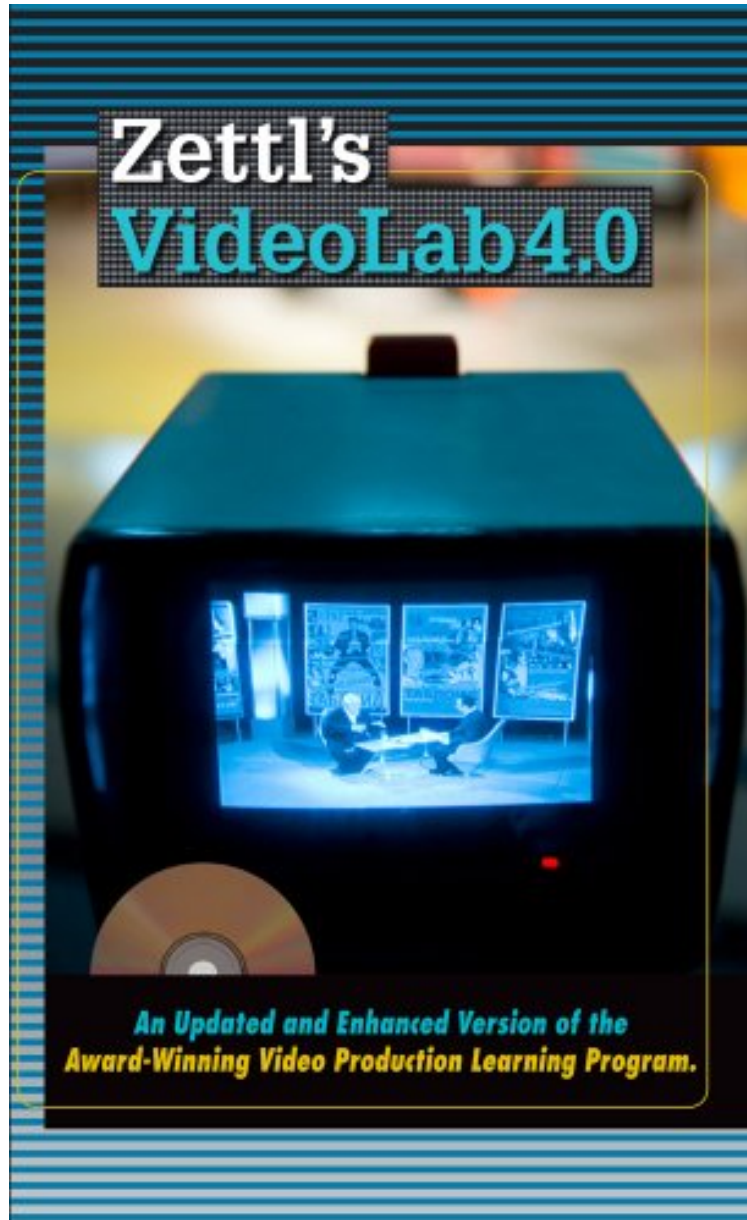


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VideoLab 4.0

Herbert Zettl

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Herbert Zettl : VideoLab 4.0 before purchasing it in order to gauge whether or not it would be worth my time, and all praised VideoLab 4.0:

0 of 0 people found the following review helpful. Worth the price to have a visual text book with supplementals. By

Michael Amazing supplement to my text book. Currently I'm a student studying Broadcast communication's/Audi-Visual. It was expensive but is something I will use for 4 full semesters at least so to me it's worth it. 2 of 3 people found the following review helpful. Good information but terrible presentation. By Lance I had to buy this for an introductory course on video production. For being a leading name (or so I'm told) you would expect that they would have one very basic feature: full screen. I am using a 23" 1080p monitor (industry standard resolution) and the video part of this software is so small I can barely tell what's going on. The window cannot be re-sized and even if I put it on my 2nd monitor (an older non-HD 15") it doesn't fill the screen and is not much bigger. When they are asking this much money for the product, it should be made much better. 0 of 1 people found the following review helpful. Great Program! By G Bradley Conger This program makes it very easy to understand video production through quizzes and "try it" hands on experiences. Very good.

Zettl's VideoLab 4.0 is the fully updated, award-winning DVD-ROM that brings a virtual video production studio right to your students' computer! This stand-alone, interactive DVD-ROM uses demonstrations and guided practice to teach students the basics of the video production process. It establishes a scenario in which the student plays the role of a video intern, getting hands-on video production experience that introduces them to the principles of camera, lighting, audio, switching, editing and the video production process. Zettl's VideoLab 4.0 now features Advanced Labs, challenging exercises designed to improve students' ability with the equipment and concepts introduced in the regular modules. This virtual lab can be used with any of Herb Zettl's books, with other television texts, or with no book at all. Unlike any available book, Zettl's VideoLab 4.0 gives students an opportunity to see, hear, and practice the skills being taught in accurately simulated studio and field environments.

About the Author 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.