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# Video Basics 7



## Synopsis

Herbert Zettl draws on his expertise and field experience to bring you the seventh edition of VIDEO BASICS, the handiest and most authoritative, current, and technically accurate student guide to video production available. 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 students from the idea (what to create) to the image (how to create) on video.

## Book Information

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## Customer Reviews

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.

As expected

Great text book as well as a quick reference guide while learning your way around video production (camera, lighting, sound, editing, etc). The seller got the book to me quickly and as promised, and at a much lower price than the school bookstore offered.

Just like the book's title, the content in this book is so "basic" it bores you. You learn absolutely nothing that you can't google in mere seconds

I honestly should have referred to the book a little more frequently during my class as many of the test questions were pulled straight from the book, word for word. Great book for the class, easy to read and very informative.

This book is very expensive, but not as much to rent it. I needed this for my Video Production class and it served me quite well.

Delivered as described and on time. Thank you.

Needed book for brother who is attending college. He is happy with the book and the price was great.

I need this book because I study Telemedia and this book is neededI already red this book and is very interesting I recomend this book

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