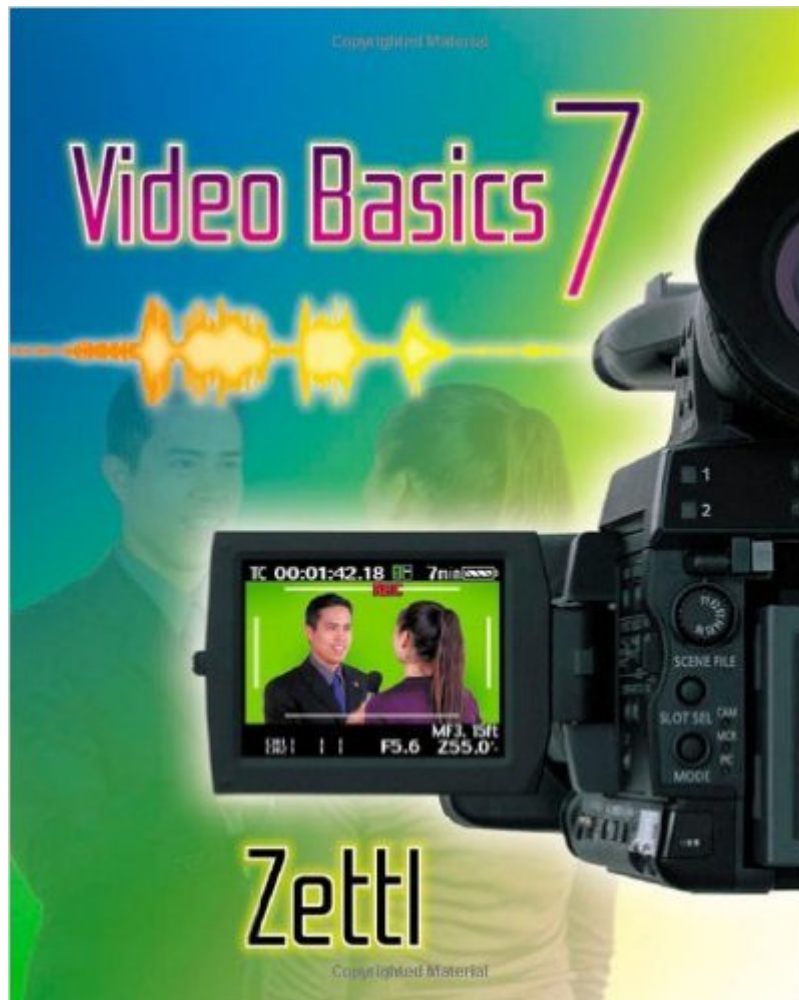


The book was found

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

Paperback: 448 pages

Publisher: Cengage Learning; 7 edition (January 1, 2012)

Language: English

ISBN-10: 1111344469

ISBN-13: 978-1111344467

Product Dimensions: 7.9 x 0.8 x 9.9 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #178,535 in Books (See Top 100 in Books) #26 in [Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video](#) #69 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #199 in [Books > Arts & Photography > Other Media > Film & Video](#)

Customer Reviews

It's a good book for a seriously inflated price tag. Seriously professors, there are so many good video production textbooks far worthier of a cheaper price tag. Like this one! 0240811585

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.

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.

If you're serious about film, this book is outdated. However there are some important factors (such as lighting and interview techniques) that are still valid. Not a terrible book but I'd like to see an update including newer cameras or DSLR techniques.

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 need this book because I study Telemedia and this book is needed! I already read this book and it is very interesting I recommend this book

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.

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

[Download to continue reading...](#)

Drawing Basics and Video Game Art: Classic to Cutting-Edge Art Techniques for Winning Video Game Design Video Production with Adobe Premiere Pro CS5.5 and After Effects CS5.5: Learn by Video How Do Video Games Affect Society? (Video Games and Society) Video Games and Youth (Video Games and Society) The History of Video Games (Video Games and Society) Video Games, Violence, and Crime (Video Games and Society) Video Marketing Profits: How to Make a Living Selling Affiliate Products & Playing Video Games Online (2 in 1 bundle) Video Game Addiction: The Cure to The Game Addiction (Addiction Recovery, Addictions, Video Game Addiction, Online Gaming Addiction) Basics of Video Lighting Video Basics Video Basics 7 WP205 - Bastien Piano Basics - Theory - Primer Level (Primer Level/Bastien Piano Basics Wp205) Why Do We Baptize Infants? (Basics of the Faith) (Basics of the Reformed Faith) The Complete Guide to Building Classic Barns, Fences, Storage Sheds, Animal Pens, Outbuildings, Greenhouses, Farm Equipment, & Tools: A Step-by-Step ... (Back-To-Basics) (Back to Basics: Building) Backcountry Bear Basics: The Definitive Guide to Avoiding Unpleasant Encounters (Mountaineers Outdoor Basics) Basics of Anesthesia: with Evolve Website, 5e (Stoelting, Basics of Anesthesia: with Evolve Website) WP210 - Bastien Piano Basics - Performance - Primer Level (Primer Level/Bastien Piano Basics Wp210) Beyond the Basics: Mosaics (Beyond the Basics (Sterling Publishing)) WP216 - Bastien Piano

Basics - Technic Level 1 (Level 1/Bastien Piano Basics Wp216) Engineering Design with SOLIDWORKS 2016 and Video Instruction

[Dmca](#)