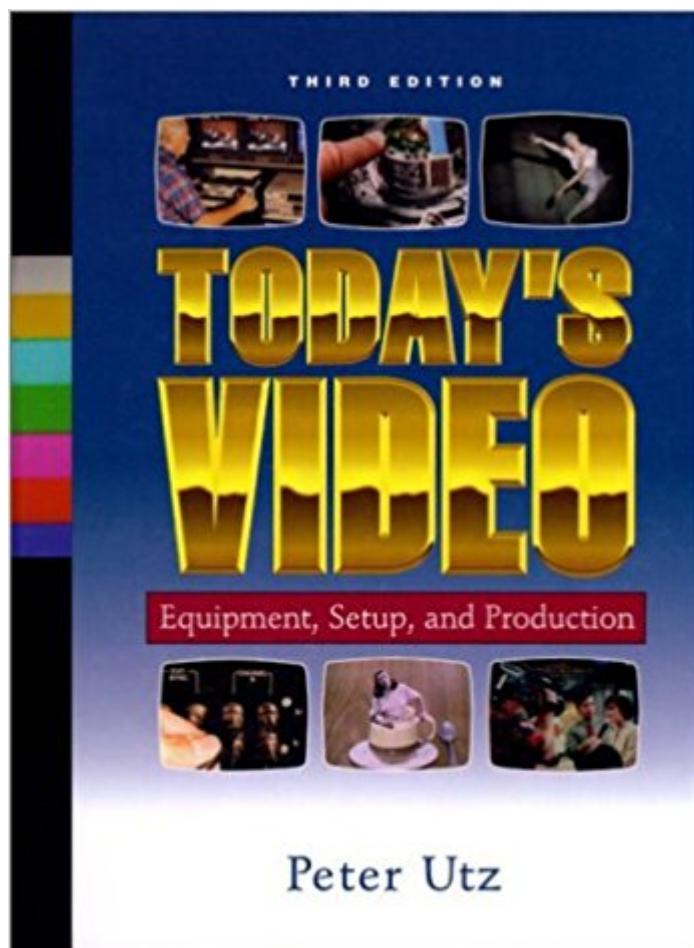


The book was found

Today's Video: Equipment, Setup, And Production



Synopsis

60788-7 Everything you need to build your video career! There's never been a book like Today's Video. Quite simply, it's the only book that covers all aspects of video production, setup and equipment. It's an industrial-strength guide to building your real-world video career. Today's Video delivers more than 700 pages of practical, step-by-step directions and insider's tips. It contains more than 1,200 easy-to-understand illustrations that show you exactly what to do, and how to do it. And it's completely up-to-date, with detailed coverage of the latest digital desktop and multimedia production technologies! Today's Video teaches you the mechanics of equipment operation -- and the art of managing a production crew and performers. It walks you step-by-step from the basics through advanced editing techniques, electronic graphics, scriptwriting, copyright, videoconferencing, production budgeting, and beyond. Best of all, Today's Video makes it a pleasure to learn: *Simple, crystal-clear explanations *Small, easy-to-remember chunks of information *No heavy math or useless theory *A wonderfully detailed index makes it easy to find what you're looking for...And it's fun to read! From DVD to home video, from special effects to maintenance, it's all here: a complete video career in a book! Whether you're already a video professional or looking to become one, Today's Video may be the most valuable book you'll ever buy.

Book Information

Hardcover: 703 pages

Publisher: Prentice Hall; 3 Sub edition (1999)

Language: English

ISBN-10: 0136078885

ISBN-13: 978-0136078883

Product Dimensions: 1.2 x 9 x 11.2 inches

Shipping Weight: 3.8 pounds

Average Customer Review: 4.7 out of 5 starsÂ See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #6,383,218 in Books (See Top 100 in Books) #97 inÂ Books > Humor & Entertainment > Movies > Amateur Production #1402 inÂ Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #2113 inÂ Books > Education & Teaching > Schools & Teaching > Counseling > Career Development

Customer Reviews

When I first got this book I briefly skimmed it and thought I knew a lot of what was in it. But the more

I read in depth, the more I learned. Everything from using a vectorscope to storyboarding, non-linear editing, audio production techniques, and much more. The book is 700 pages and well worth it if you're just starting out or if you're an established production person. It is written in a friendly manner that is fun and easy to read. Mr. Utz does a great job covering makeup and being interviewed to lighting and switching techniques. This is one of those books that everyone should own because it covers so many different areas. I enjoyed most the sections on digital formats and HDTV. I also liked his tricks on making graphics come alive and altered perspective. Another great thing about this book is by reading it, you can become a tv genius and impress all your other video friends with knowledge of signal definitions and terminology most people don't know about. The color and black & white examples covered throughout the book demonstrate both what to do and what not to do in everything from talk show set-ups to setting your monitor with color bars. Well worth the money -- you won't regret it!

Frank Normoyle, a technical trainer in New Jersey., December 21, 1999, This book remains essential to our church's effort to produce quality shows as we work toward eliminating system and environmental bugs while steadily improving technical quality. It is our primary reference source. Using Today's Video allows us to intelligently interface with contractors and vendors. Now we can purchase the equipment we need and not just what the vendors will sell (big difference!). I recommed Today's Video to anyone interseted in this field from the curious to the expert.

Sadly this seems to be out of print now, but it's the single best resource I've ever seen for anything video. We wanted to use it as a textbook at school, but can't find a source for enough copies at a reasonable price. I highly recommend picking this up if you've ever wondered "Just what does NTSC stand for" or "How do you use color bars"

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

Today's Video: Equipment, Setup, and Production Modern Radio Production: Production Programming & Performance (Wadsworth Series in Broadcast and Production) PowerPoint Video Magic: A Skill Booster Guide on Using Microsoft PowerPoint for Professional Video Production Fire Stick: The Complete Beginners Guide - Learn How To Setup And Master Your Fire Stick Today! (Streaming Devices, Fire TV Stick User Guide, How To Use Fire Stick) Jane's Airport & Atc Equipment 1993-94 (Jane's Airport Equipment and Services) Jane's Airports Equipment & Services 2004-2005 (Jane's Airport Equipment and Services) Jane's Airports Equipment & Services 2005-06 (Jane's Airport Equipment and Services) Understanding Anesthesia Equipment (Dorsch,

Understanding Anesthesia Equipment) Studio Television Production and Directing: Concepts, Equipment, and Procedures Audio Production Worktext: Concepts, Techniques, and Equipment Formulas and Calculations for Drilling, Production, and Workover, Fourth Edition: All the Formulas You Need to Solve Drilling and Production Problems Formulas and Calculations for Drilling, Production, and Workover, Third Edition: All the Formulas You Need to Solve Drilling and Production Problems Zettl's Television Production Workbook, 12th (Broadcast and Production) The Coal Handbook: Towards Cleaner Production: Coal Production (Woodhead Publishing Series in Energy) Care and Repair of Shop Machines: A Complete Guide to Setup, Troubleshooting, and Maintenance Setup and Care of Garden Ponds (Animal Planet Pet Care Library) The New Reef Aquarium: Setup, Care and Compatibility CNC Control Setup for Milling and Turning: Motocross and Off-Road Motorcycle Setup Guide (Motorbooks Workshop) Master Intuit QuickBooks Online: From Setup to Tax Time

[Dmca](#)