

1. Record Nr.	UNINA9910461479803321
Autore	Artis Anthony Q
Titolo	The shut up and shoot [[electronic resource] ] : freelance video guide : a down & dirty DV production // Anthony Q. Artis
Pubbl/distr/stampa	Waltham, Mass., : Focal Press, 2012
ISBN	1-136-04089-7 1-136-04090-0 1-283-39410-3 9786613394101 0-240-81488-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (401 p.)
Disciplina	070.18 778.59
Soggetti	Video recordings - Production and direction Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; The Shut Up and Shoot Freelance Video Guide; Copyright; Dedication; Contents; Crazy Mad Thanx; About the Website; How This Book Is Laid Out; Preface; Introduction; Chapter 1. Image Control; Video Tech Specs-The Necessary Evils; Intro: My Low Definition of High-Definition Video; Pixels; Resolution; Progressive vs. Interlace Scan Lines; Refresh Rate; Frame Rate; Important Menu Settings; Check Your Menu...First; Video Format; Timecode Menu Settings; Freelancers Camera Guide; Why DSLR Cameras Are Lame; Intro; Why DSLR Cameras are Da Bomb; Intro; Conclusion; DSLR Workarounds and Fixes Anatomy of a DSLR Franken Rig Digital File Chart; Digital Media Chart; Hot Tip: A Down and Dirty Raincover; Exposure and Zebra Stripes; Zebra Stripes 101; Zebra Stripes Are Your Friend; Underexposure and Gain; Gain; What It Looks Like: Gain; White Balance 201; Changing Mood with White Balance; Secrets of the Color Wheel; Making the Most of Any Camera; How to Shoot Handheld; Focusing; The Problem with HD; Using a Monitor; Focusing; Peaking...Focus Pocus!; Zooming; Introduction: Who's Zooming Who?; Pushing In; Pulling Out; Smooth

Like Butter, Baby!; The Three Ways to Zoom; Shutter Speed  
Shutter Speed 101Hot Tip: Five Cool Shutter Speed FX; Focal Length;  
Crowds; Cityscapes; People and Faces; Hot Tip: Shooting Time-Lapse  
Scenes; Anatomy of a Green Screen Interview; Working with What You've  
Got; Constructing an Interview Space; Working with What You've Got; A  
Bare Conference Room with a Great View; 4 Reasons to Enhance  
People's Looks; Why Make People Look Good?; Makeup Makes Money;  
Introduction; Brands; Hiring Makeup Pros; What to Expect; Cutting  
Makeup Costs; Makeup Supplies; Translucent Powder Makeup; Premium  
Brush; Apron or Towel; Brush Cleaner  
Applying Powder Makeup in Five Easy StepsCommon Facial Issues and  
Fixes; Been There, Done That: Seven Practical Tips on Shooting Sports;  
Chapter 2. Audio Techniques; Introduction; Why Your Audio Is More  
Important than Your Video; Sound Tools of the Trade; Sound Tools of  
the Trade; Sound Tools of the Trade; Sound Department Crew; Sound  
Mixer; Boom Operator; Mixer/Boom; Audio Recording Strategy; My Mic  
Sounds Nice...Check One, Two, Three!; Been There, Done That: Mic  
Choice, Meters and Miking Pianos; Analog versus Digital Measurements;  
Exceptions to the General Rules  
Why Are There Two Different Digital Standards?Setting Proper Audio  
Levels; Hot Tip: Bracketing Your Audio; Wireless Mic Units; Five Wireless  
Mic Tips; Taming Wind Noise; Wind Noise Is Most Likely...; Blocking Out  
Wind Noise; Dealing with Shorts; Beware Shorts; Detecting Shorts; Hot  
Tip: Two Mics are Always Better Than One; Audio Troubleshooting  
Guide; Other Audio Trouble Spots; Been There, Done That: Location  
Recording Issues and Post Tools; Fixing Location Audio in Post; Hot Tip:  
Graphic Equalizer; Voice-over Narration; Casting; Directing Narration;  
Directing Voice-overs; Voice-over Setups  
Anatomy of a Down and Dirty Voice-over

---

## Sommario/riassunto

The Shut Up and Shoot Freelance Video Guide is an easy-read crash course in the ins and outs and hundred little details of creating video works for hire. This ultra-friendly visual field guide for freelance videographers picks up where The Shut Up and Shoot Documentary Guide leaves off and gives you more detailed practical production strategies and solutions not found anywhere else on:\* Marketing videos\* Music Videos\* Wedding videos\* Music performance videos\* Live event videos\* Corporate videos...and more!Covering everything from dealing with clients, production strategies and step-by-step gui

---