

1. Record Nr.	UNINA9910779482703321
Autore	Shyles Leonard <1948->
Titolo	The art of video production [[electronic resource] /] / Leonard Shyles
Pubbl/distr/stampa	Los Angeles, [Calif.] ; ; London, : SAGE, c2007
ISBN	1-4833-1686-6 1-4522-3300-4 1-4522-6703-0
Descrizione fisica	1 online resource (xix, 535 p., [4] p. of plates) : ill. (some col.)
Disciplina	791.43023
Soggetti	Motion pictures - Production and direction Digital cinematography
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 (p. 501-507) and index.
Nota di contenuto	Cover; Brief Contents; Contents; A note to students and teachers; Preface; Part 1: Communicating with Video; 1 - The video production process; 2 - Video as communication; 3 - How television works; Part II: Elements and techniques of video production; 4 - Light and lenses; 5 - Lighting equipment and design; 6 - Using the camera; 7 - Understanding sound and microphones; 8 - Audio processing and aesthetics; 9 - Graphic and set design; 10 - Video processing; 11 - Field production; Part III: Production Roles; 13 - Writing and script formats; 14 - Producing and directing; 15 - Performing; Glossary BibliographyIndex; About the author
Sommario/riassunto	'The Art of Video Production' presents students with the day-to-day skills of video production while guiding their practice with an understanding of audience analysis communication processes, the principles of aesthetics, and the nature and impact of the digital transition.