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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.