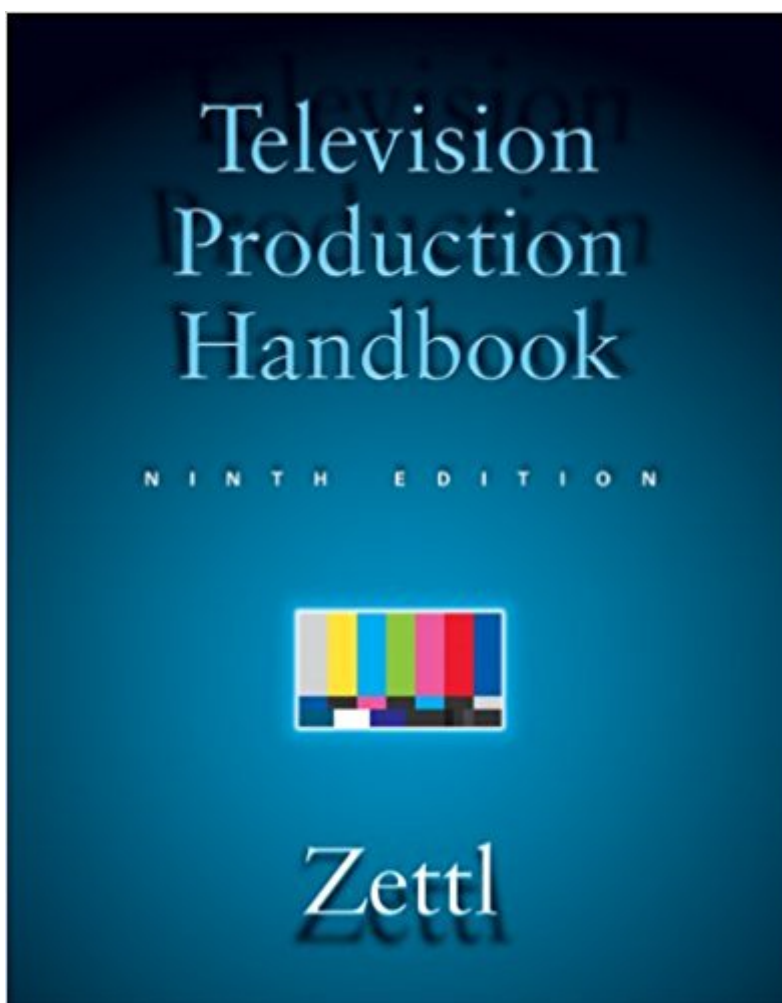


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Television Production Handbook (Available Titles CengageNOW)



Synopsis

This classic, best-selling text introduces students to the basic skills required in all aspects of television production, including camera and studio, field equipment and production, and multicamera directing, at the same time emphasizing the latest production techniques and technology, such as audio workstations, non-linear editing, and HDV (High Definition Video). TELEVISION PRODUCTION HANDBOOK introduces cutting-edge developments in the field, while maintaining its reputation as the standard for the Television Production course. Presented in full-color for the first time, this is the most current, technically accurate reference text available, and it offers the most extensive teaching and learning package for the course.

Book Information

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Customer Reviews

Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU). While at San Francisco State University, he headed the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and, from the Broadcast Education Association, the Distinguished Education Service Award. Prior to joining the SFSU faculty, Zettl worked at KOVR (Stockton-Sacramento) and as a producer-director at KPIX, the CBS affiliate in San Francisco. While at KPIX, he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, he was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences (NATAS), Northern California

Chapter. He also is a member of the Broadcast Legends of the NATAS, Northern California Chapter. Zettl has authored VIDEO BASICS, VIDEO BASICS WORKBOOK, TELEVISION PRODUCTION HANDBOOK, and SIGHT SOUND MOTION, which are translated into several languages and published internationally. His numerous articles on television production and media aesthetics have appeared in major media journals worldwide. He has lectured extensively on both subjects at universities and professional broadcast institutions both nationally and internationally. Zettl developed an interactive DVD-ROM, ZETTL'S VIDEOLAB 4.0, published by Wadsworth Cengage, a part of Cengage Learning. His previous CD-ROM version won several prestigious awards, among them the Macromedia People's Choice Award, the New Media Invision Gold Medal for Higher Education, and Invision Silver Medals in the categories of Continuing Education and Use of Video.

excellent book, great deal and in great condition!! The shipping was really fast and the communication good. The handbok is a must if you are going to study anything in the television business.

Inexpensive. Great reference.

Essential for any TV production student and professional. Covers all the basics from script writing, shooting, editing, and pitching show ideas. A must have for any media enthusiast's library.

When I payed extra money to get A brand new never used book for college, I don't expect the book to be shipped in a Weight Watchers scale box with bo shipping material and the box having more tape than cardboard. Also the book also says not for Resale on the back of the book so someone made \$56 dollars for something they got for free. I hope .com has a beter time disguising whats new and whats USED on their website.

This textbook is a truly fantastic textbook if you want to learn about television production. There are no other textbooks like it.....it literally is the bible for all television production students. I have done several internships in the field of television and this textbook has covered a lot of what I have done in these internships. Its amazing how much of what I have read and seen in this textbook are also things that I worked with in my internships. It's simply the best textbook out there for television production students!!! Look into other works by Herbert Zettl, he is the Sigmund Freud of the television world!

This is an excellent reference text for TV production students. I use this in my classes. The problem is it is very expensive and it is missing some key framing concepts (the rule of thirds). It can be redundant at times. As a whole though it is an excellent text.

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