



# Video Production Handbook

By Jim Owens, Gerald Millerson

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Techniques matter! Great ideas don't automatically translate into great programs. It's not enough simply to show what is going on. The way you present your subject will influence how your audience responds. You need to choose your picture and sound carefully, to convey your ideas in an interesting, persuasive way. This book will show you how.

**Video Production Handbook** shows the full production process, from inception of idea to final distribution. The book focuses especially on why each step occurs as it does and provides guidance in choosing the simplest methods of creating the shots you want in your video project. Concentrating on the techniques and concepts behind the latest equipment, this book demonstrates the fundamental principles needed to create good video content on any kind of budget.

Suitable for students and beginning videographers, the new edition of this classic text retains its clarity and directness but has been completely revised and updated.

This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program.

For many years **Video Production Handbook** has helped students and program-makers in a wide range of organizations. Now in its thoroughly revised 4th edition, **Video Production Handbook** guides you step-by-step, explaining how to develop your initial program ideas and build them into a successful working format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, and video editing. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based on the authors' personal experiences.

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## Video Production Handbook By Jim Owens, Gerald Millerson Bibliography

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## **Editorial Review**

### **Review**

"The reader can discern that the concepts they are reading about are tried and true professional practices-not just something a scholar has dreamt up on his own."

Dr. Joey Goodsell, University of Alabama, USA

"This is the ideal book for the 21st century."

Dr. Osabuohien P. Amienyi, Arkansas State University, USA

"Overall the information relating to television production contained in the handbook is spot-on, good, valid information clearly presented with plenty of relevant pictures and illustrations. I particularly like the broadening of the information to embrace webcasts, streaming, etc... Also, I enjoyed the inclusion of quotes from a variety of sources within the industry (especially well-known/famous names) which both enlivens the text and broadens the interest generated for each subject."

Tony Grant, Producer/Director, Director of Photography, Lighting Camera, UK

"The textbook provides an exceptional analysis of the art and craft of television and video production. Its real strength is in its excellent practical advice on how to actually create video productions."

Steven Keeler, Division Chair, Cayuga Community College, USA

"This is well-written to appeal to a new student of production. The language is simple and direct, and any "jargon" is clearly defined right away."

Phil Hoffman, University of Akron, USA

"The text reads well. Simple short paragraphs that do not fill the page with superfluous details."

Frederick P. Burger, Monroe Community College, USA

"Jim Owens and Gerald are to be commended on a very thorough explanation of the entire production industry. I don't think any stone has been left unturned. I'll wager there is more information in this book than a student would get in four years of school. It really is well done. In fact, it should be required reading even a lot of people who already 'work' in the industry."

Doug Jensen, Vortex Media, USA

### **From the Back Cover**

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directness but has been completely revised and updated.

- . Highly visual: hundreds of full-color illustrations demonstrate techniques.
- . Modern: Up-to-date information on current equipment, techniques, and new distribution outlets such as the Web and mobile phones
- . Balanced: Production techniques are covered in detail, but ideas and creative problem solving are given equal weight.
- . A complete resource: Detailed teaching ancillaries are available for instructors

#### About the Author

Jim Owens has worked and taught in the video and television industry for over 30 years. He has worked on local, regional and national productions. Owens' international television work has included eleven Olympic broadcasts and has taken him to over twenty-five countries. He is the author of the Video Production Handbook, Television Production, and Television Sports Production (all published by Focal Press), and has had over thirty articles published in television and broadcast magazines in the United States and Europe. Owens is Dean of the School of Communication Arts at Asbury University in Wilmore, Kentucky, where he has taught since 1981.

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#### Marva Larson:

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**Christina Bishop:**

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