



Single-Camera Video Production

Robert B. Musburger Phd

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Single Camera Video Production, fifth edition is intended for the beginning media student and as a reference for experienced media professionals to review the rapidly changing technology and production techniques in the digital media production field.

Single Camera Video Production provides an overview of the entire video production process and is especially geared to present production techniques used in single-camera video production. Presented in a concise, easy-to-understand format, readers gain the insight they need to create their own (digital) video productions. Clear illustrations demonstrate the techniques presented in the book.

This new edition expands the concentration on digital equipment and production techniques applicable to single camera video production. Field production is accentuated without ignoring studio single camera production. There is also detailed coverage of digital non-linear editing, digital audio, and lighting for digital productions. A new section is included on production workflow designed to carry out the importance of advanced and consistent planning of a production from audience analysis to format choices and eventual distribution methods that must start during the preproduction stage.

Presented in an easy to follow, two-page spread layout, the topics are concise and clear. More than 100 new illustrations show the latest equipment and techniques. An expanded production bibliography and glossary complete the additions to this book.

Don't miss the other Media Manuals from Focal Press! Check out *Grammar of the Shot 2e* and *Grammar of the Edit 2e*.

Praise for the last edition:

"Single-Camera Video Production is easy reading for the newcomer yet it has enough depth for the video professional. Chapters on digital video, nonlinear editing and a full description of pre-production treatments and contracts make it an excellent resource." - Videomaker

"The Focal Press Media Manual series sets out to deliver practical advice, technical know-how and practical skills in a direct, no-nonsense way, without information overload, making sure the essentials are all well-covered. Musburger's Single Camera Video Production, now in its fourth edition, faithfully sticks to this format, with surprising clarity for a complex technology...What is really good about this manual is that it explains every aspect of production and every role on set, but also how they dovetail to support each other...This is a manual that as the name suggests, you should keep close at hand. It is invaluable as a quick-access reference...a pocket book that will pay for itself time and time again throughout many productions." - www.shootingpeople.org

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