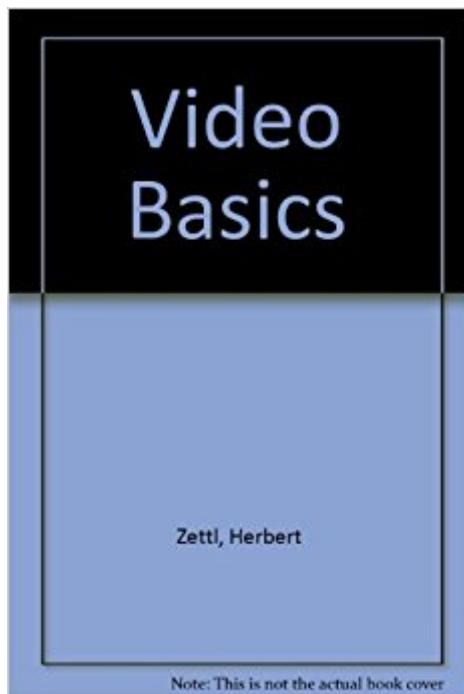


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# Video Basics (Radio/TV/Film)



## **Synopsis**

Meeting instructors needs for a shorter Zettl, this text distills video basics so that they can be covered in a single semester. The book moves students from video concepts and processes to production tools and techniques and, finally, to the production environment (studio or field, inside or outside) and how it affects what is done.

## **Book Information**

Series: Radio/TV/Film

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## **Customer Reviews**

"VIDEO BASICS gives our students the information they need and should be the book that television production students keep forever. It is a reference book that students can refer to years from now. While the technology changes, Zettl has understood that many of the basics of production have not changed. Technology alone can not make good television. Understanding the process message and how to use the tools to achieve the goal are among the lessons taught by Zettl." "The chief virtue of VIDEO BASICS is that it is concise, and covers more than enough information for the 10-week introductory course for which I use it. It is easy to read and well organized with the main points clearly stated." "The graphics, images and charts are excellent in adapting abstract concepts and techniques into understandable and concrete ideas." "I am really impressed with the clarity of this text." --This text refers to an out of print or unavailable edition of this title.

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.

The only way to become comfortable working with studio equipment is to actually use it, but this book will be an excellent guide to tell you how. It explains lighting (one of the most important parts of a video shot!) and audio, how a camera works, and how to get the shots you want. It also explains what makes a good shot, and what makes a bad one, and what a logical sequence would look like. Everything is illustrated with very clear pictures, diagrams and sketches. It is a very visual book, which is essential, because if you are attracted to working with video, it is likely that you are a visually oriented person and would benefit from many pictures and illustrations! This book delivers. It shows as well as it tells. Everything you need to know to make a good production is here in this book. Of course, a teacher actually showing you how to use the equipment is the best way to learn, but this book will help you review and perhaps go more in depth. It is also an excellent reference to learn all of the TV lingo from. I bought it as a textbook for a university course, and it is one of the only course textbooks I've had that I have chosen to keep. If you are starting a career in TV

broadcasting, or think you might be interested in the field, I highly recommend this book.

After nearly 20 years in the business, and an equal amount of time exposed to academe, Herb Zettl is the one name that to me stands head and shoulders above the rest of the field when it comes to writing about production and visual aesthetics. Having used his seminal "Television Production" text in college, I found that many of the ideas and concepts have carried through into this new, shorter textbook, making them much more capable of being absorbed by students early in their career. The changes to the Third Edition, in particular the re-ordering of certain chapters, makes sense. I teach on the community college level, where virtually an entire production sequence is compressed into a single semester course. Having a text like this to serve as an adjunct to my industry knowledge makes the teaching experience valid for both my students and myself. Zettl's focus on aesthetics, coming quite naturally to one whose entire career has been as an aesthetician, really serves my purposes much better than most other books on the market. Too many books concentrate on the technical side of the business, with little regard for the artistic endeavors which one is involved in. Without that, all they're doing is wasting tape. I highly recommend this Third Edition, with its concomitant materials, for any instructors of video production.

This book gives a broad overview of the field of video. It is intended as a textbook for students in a university video course, however, the information that it contains will be valuable for anyone interested in improving their video skills, especially in professional contexts. Since the book is a textbook, each chapter begins with a list of key terms and definitions, and key concepts are highlighted in the text and repeated at the end of the chapter. Each chapter also contains instructions for a lesson in Zettl's Video Lab on CD (not included). The book covers many topics related to professional video production, including the video production process, the video team, video cameras, lighting, sound, editing, and the studio. I found the language to be very straightforward and highly informative.

i am an electronic media communications major and this book has been used for a number of years in my school's communications program. video basics 3 has everything you need to know and everything is explained in much detail, yet not too complicated. there are great illustrations throughout the book that are very helpful as well. i bought this book used from my campus bookstore and i gotta wonder, why would someone return this book at the end of the semester? i still have mine and have re-read it through quite a few times, most definately something worth

holding on to!

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This book is a must for anyone getting into video production. Full of basic information that is conveyed in an intuitive and concise way, plus there is plenty of advanced knowledge to keep you referring back for years to come. Definitely a staple for all video people.

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