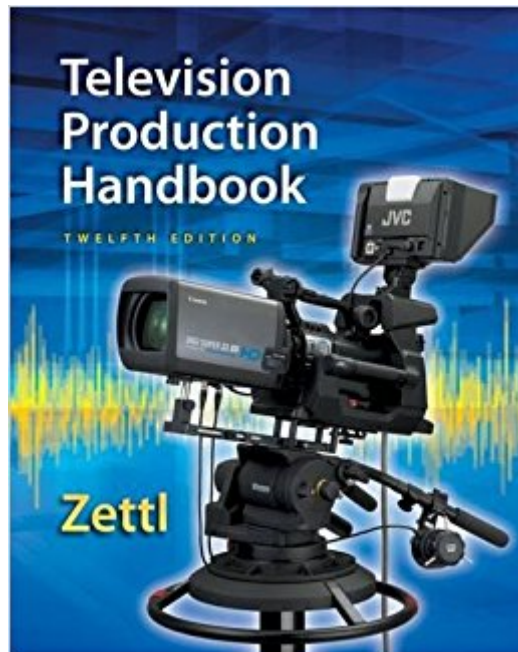




The book was found

Television Production Handbook



Synopsis

In the field-defining text TELEVISION PRODUCTION HANDBOOK, author Herbert Zettl emphasizes how production proceeds in the digital age-from idea to image-and how it moves through the three major phases, from preproduction to production to postproduction. In this context, readers will learn about the necessary tools, examine what they can and cannot do, and explore how they are used to ensure maximum efficiency and effectiveness. This edition features the latest digital equipment and production techniques, including including stereo 3D, 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems.

Book Information

Hardcover: 528 pages

Publisher: Wadsworth Publishing; 12 edition (January 1, 2014)

Language: English

ISBN-10: 1285052676

ISBN-13: 978-1285052670

Product Dimensions: 8 x 0.9 x 10.1 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 8 customer reviews

Best Sellers Rank: #15,669 in Books (See Top 100 in Books) #7 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #15 in [Books > Arts & Photography > Other Media > Film & Video](#) #29 in [Books > Textbooks > Humanities > Performing Arts > Film & Television](#)

Customer Reviews

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

NATAS Northern California Chapter. Lecturing extensively at universities and professional broadcast institutions both in the United States and abroad, Zettl has presented key papers at a variety of national and international communication conventions. He is the author of VIDEO BASICS, 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, and he also developed an interactive DVD-ROM -- Zettl's VideoLab 4.0 (Cengage Learning). His previous CD-ROM version won several prominent awards, including 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.

A little outdated, but only with technology, not techniques.

Great condition

This is a fantastic book for the novice broadcaster. It's also a very nice reference for those who need to teach broadcasting.

Required reading for college course. Still a good book non-the-less. I will be keeping this book after the course is completed.

Good book.

Great video production resource.

Yes

Works perfectly on iPad

[Download to continue reading...](#)

Studio Television Production and Directing: Studio-Based Television Production and Directing (Media Manuals) Television Production Handbook (Wadsworth Series in Broadcast and Production) Student Workbook for Zettl's Television Production Handbook, 11th (Wadsworth Series in Broadcast and Production) Zettl's Television Production Workbook, 12th (Broadcast and

Production) Modern Radio Production: Production Programming & Performance (Wadsworth Series in Broadcast and Production) Television Production Handbook Television Production Handbook (Available Titles CengageNOW) Watching TV: Eight Decades of American Television, Third Edition (Television and Popular Culture) Reading The L Word: Outing Contemporary Television (Reading Contemporary Television) You Can't Air That: Four Cases of Controversy and Censorship in American Television Programming (Television and Popular Culture) A Generalized Approach To Primary Hydrocarbon Recovery Of Petroleum Exploration & Production, Volume 4 (Handbook of Petroleum Exploration and Production) The Coal Handbook: Towards Cleaner Production: Volume 1: Coal Production (Woodhead Publishing Series in Energy) Television Sports Production Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Writing for Television, Radio, and New Media (Broadcast and Production) Television Production Studio Television Production and Directing: Concepts, Equipment, and Procedures Television Field Production and Reporting Television Production & Broadcast Journalism Audio Post Production for Television and Film: An introduction to technology and techniques

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)