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This second edition provides important revisions on these production processes by examining the technological and business advancements which have reshaped the magazine industry in the last decade. Brand new chapters document the rise of digital media and identify its impact on magazine creation.

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Corporate Media Production thoroughly examines all aspects of this exciting creative field, from the initial script to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamic relationship shared by these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. Topics include: Program Needs Analysis Developing the creative concept Script essentials Keys to successful preproduction Lighting, camera and sound Directing executives, employees, and professional actors The director's key aesthetic skills Graphics Production Music and sound production Critical judgment and people skills Traditional and nonlinear editing Audio sweetening The future of corporate media

With the advent of affordable equipment, there are more opportunities than ever in the field of corporate media production. This book examines all aspects of this creative field, from concept development to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamics among these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world. The new edition has been updated to reflect the most current media production, editing, delivery formats and processes, with an emphasis on DV. There is material on the new digital video cameras and non-linear editing systems, as well as an expanded discussion of audio sweetening. A new chapter on evaluation demystifies this critical process, and there is a new discussion of multimedia.

In this updated edition of Corporate Video Production, Stuart Sweetow teaches aspiring and seasoned videographers how to make imaginative corporate videos with eye-catching designs, rhythmic editing tricks, and essential scriptwriting and interview techniques. Readers will learn how to shoot on location or in a studio, work with employees-turned-actors, find new clients, and produce online videos and podcasts for corporations, government agencies, and non-profit organizations. Additionally, this new edition has been updated to include discussion questions, chapter summaries, and professional tips, and to cover live webcasting, mobile devices, shooting in 4K, micro-videos, micro-cameras, and storytelling techniques for corporate social responsibility programs. A companion website features downloadable forms and further resources.

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Outlines the main skills, techniques and practices for the job of the researcher. An easy to follow guide to production research, it will help the new researcher to understand the possibilities to be considered when undertaking research and the kind of questions that need to be asked at each stage of the production process. Every project, whether it's a programme for television or radio or an article for publication is different and there is no one, correct answer to each situation. Based on the author's wealth of experience as a researcher on many and varied kinds of broadcast and non-broadcast programmes, this quick reference will guide the reader through the problems they are likely to encounter and help to resolve them. It also includes many tips to help the reader gain a better understanding of the real world of production. Research for Media Production is a rework and expanded edition of Production Research also written by Kathy Chater. Gain a complete understanding of production research.Outlines the main skills, techniques and practices.Learn quickly how the professionals do it.

Media Production is an introductory guide to radio, TV and film production techniques. Illuminating the step by step process from conception to delivery, from the initial brainstorm, through planning, research and editing, this book creates a guided structure to help students learn about media production. Aimed at those producing radio, film or TV productions for the first time, this book offers relevant advice which takes account of the context in which students work and the type of equipment available to them. Supported by online resources, this textbook provides templates, notes and exercises to help students prepare for their own productions, as well as a video and audio library showcasing techniques, interviews and behind the scenes industry footage.

Written in a clear, non-technical manner, Introduction to Video Production focuses on the fundamental principles of video production and the technologies used in production. This book discusses video aesthetics, technologies, and production practice in a clear and concise manner. It also emphasizes the importance of teamwork and planning in the production process. Chapters are clearly organized and heavily illustrated, with key terms identified in boldface. With Introduction to Video Production, readers will learn not only how the technology works, but how to work with the technology and with each other.

"... a book that needs to be on every motion graphic designer's shelf." —Scott Kelby, President, National Association of Photoshop Professionals Author Jeff Foster appeared on the DV Guys, a weekly radio show devoted to DV professionals and enthusiasts, for a LIVE online interview on Thursday, June 17, 2004. If you missed it, you can still listen to their archive. If you're in the business of motion graphics or desktop digital video production, you know that Adobe's After Effects and Photoshop are two of the most indispensable content creation tools. More integrated than ever before, the world's number-one compositing and image-editing programs can be used in tandem to create quality work at a relatively low cost. But it takes years of experience to figure out how to get the most out of this remarkable duo. With After Effects and Photoshop: Animation and Production Effects for DV and Film, graphics guru Jeff Foster has created the first book devoted to showing how you can use these two programs together to produce animations and effects on the desktop. This practical guide focuses exclusively on techniques commonly used in the field as well as cutting-edge production tricks. These hands-on projects will demystify cool Hollywood effects and help you solve your daily challenges. And they'll inspire you to think more artistically when approaching your creations. Inside, you'll discover pro techniques for motion graphics and video production, including how to: Add depth and realism to your animations by mimicking real motion Use exaggerated movements to enhance characterization Apply 3-D animation to 2-D images Remove background fodder with blue-screen garbage mattes Employ rotoscoping techniques for frame-by-frame retouching Construct realistic composites and scene locations using matte painting techniques Make movies from stills by simulating 3-D camera motion Utilize perspective, speed, and scale to create believable moving objects Produce realistic special effects such as noise, clouds, and smoke Practice imaginative motion titling effects that grab people's attention Develop professional scene transitions using 3-D layer animations And much more! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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-trying 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 3rd 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, video editing...etc. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based on the author's personal experience. In this extended edition, you will see how you can use quite modest chromakey facilities and visual effects to create the magic of virtual reality surroundings. Gerald Millerson's internationally acclaimed writings are based on a long and distinguished career with the BBC. His lecturing background includes TV production courses in the United States and UK. His other books for Focal Press have become standard works in a number of languages, and include his classic course text Television Production 13th ed, Effective TV Production 3rd ed, Video Camera Techniques 2nd ed, Lighting for TV and Film 3rd ed, Lighting for Video 3rd ed and TV Scenic Design.

Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries, and key readings—all in the same volume. The innovative and flexible 'two-dimensional' structure is built around four sections—introduction, development, exploration, and extension— which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. This revised second edition of Language and Media: Provides an accessible introduction and comprehensive overview of the major approaches and methodological tools used in the study of language and media. Focuses on a broad range of media and media content from more traditional print and broadcast media formats to more recent digital media formats. Incorporates practical examples using real data, including newspaper articles, press releases, television shows, advertisements (print, broadcast, and digital), blogs, social media content, internet memes, culture jamming, and protest signs. Includes key readings from leading scholars in the field, such as Jan Blommaert, Sonia Livingstone, David Machin, Martin Montgomery, Ruth Page, Ron Scollon, and Theo van Leeuwen. Offers a wide range of activities, questions, and points for further discussion. The book emphasises the increasingly creative ways ordinary people are engaging in media production. It also addresses a number of urgent current concerns around media and media production/reception, including fake news, clickbait, virality, and surveillance. Features of the new edition include: Special attention on 'new media' forms such as websites, podcasts, YouTube videos, social media sites, and mobile apps such as Snapchat and Instagram; Additional material on: mobility and materiality in media, memes and virality, discourse processes in media production, collaborative production and user created content, reality TV, fake news, the role of algorithms and bots in media production and circulation, and media and resistance; Discussion of media surveillance, privacy boundaries, and the so-called 'right to be forgotten' related to Internet archiving; Brand new readings from key scholars in the field including Piia Varis, Jan Blommaert, Monika Bednarek and Martin Montgomery; Updated examples and references throughout, to reflect more contemporary issues. Written by three experienced teachers and authors, this accessible textbook is an essential resource for all students of English language and linguistics.

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