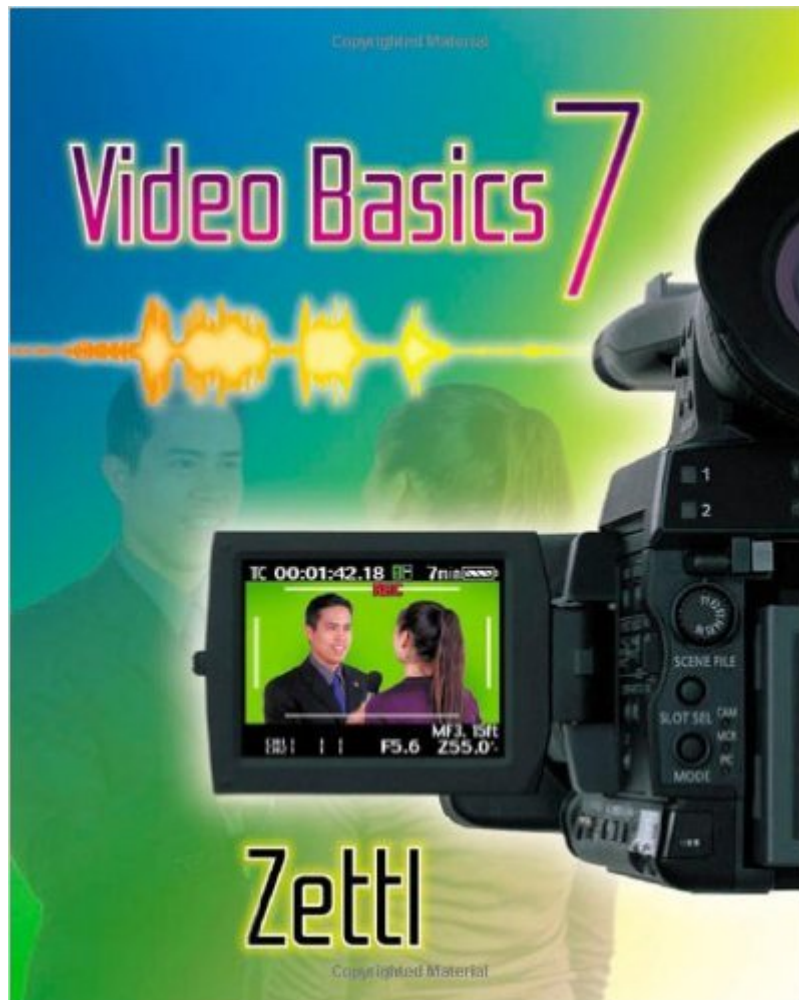


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# Video Basics 7



## Synopsis

Herbert Zettl draws on his expertise and field experience to bring you the seventh edition of VIDEO BASICS, the handiest and most authoritative, current, and technically accurate student guide to video production available. Meeting the need for a briefer book, this text distills comprehensive video instruction so that it 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 and field, inside and outside) and its effects. A more conceptual framework leads students from the idea (what to create) to the image (how to create) on video.

## Book Information

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Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #178,535 in Books (See Top 100 in Books) #26 in [Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video](#) #69 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #199 in [Books > Arts & Photography > Other Media > Film & Video](#)

## Customer Reviews

It's a good book for a seriously inflated price tag. Seriously professors, there are so many good video production textbooks far worthier of a cheaper price tag. Like this one! 0240811585

I honestly should have referred to the book a little more frequently during my class as many of the test questions were pulled straight from the book, word for word. Great book for the class, easy to read and very informative.

Great text book as well as a quick reference guide while learning your way around video production (camera, lighting, sound, editing, etc). The seller got the book to me quickly and as promised, and at a much lower price than the school bookstore offered.

If you're serious about film, this book is outdated. However there are some important factors (such as lighting and interview techniques) that are still valid. Not a terrible book but I'd like to see an update including newer cameras or DSLR techniques.

Just like the book's title, the content in this book is so "basic" it bores you. You learn absolutely nothing that you can't google in mere seconds

I need this book because I study Telemedia and this book is needed. I already read this book and it is very interesting. I recommend this book.

This book is very expensive, but not as much to rent it. I needed this for my Video Production class and it served me quite well.

Needed book for brother who is attending college. He is happy with the book and the price was great.

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