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Herbert Zettl has drawn on his expertise and field experience to bring you the new edition of Video Basics, which continues to be the most authoritative, current, and technically accurate student guide to video production. Meeting the instructors needs for a briefer book, this text distills video basics so 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 its effects. A more conceptual framework leads the student from the idea (what to create) to the image (how to create) on video.

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