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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.

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