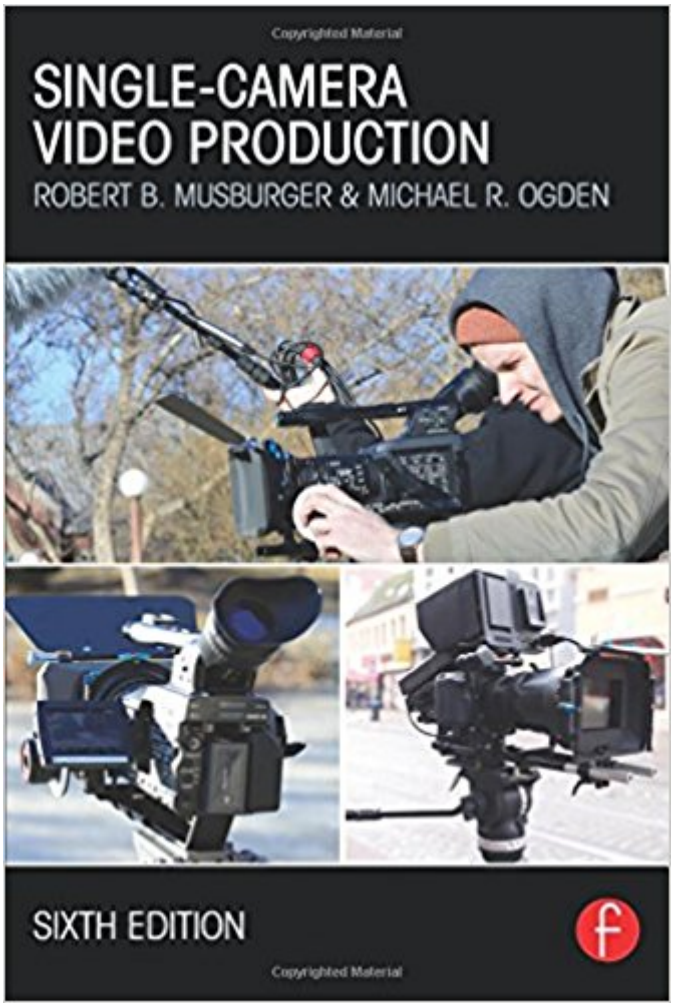
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Single-Camera Video Production



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Synopsis

Learn everything you need to know about producing single-camera video, from preproduction planning to setting up, rehearsing, shooting, editing, and delivering. Master lighting, audio, and editing techniques that will enhance the quality of your video projects and captivate your audience. Simple, elegant, and easy to use, Single-Camera Video Production, Sixth Edition is a staple in any video student or artistÃ¢â ¬â„¢s library. Whether youÃ¢â ¬â„¢re just learning the basics of video production or youÃ¢â ¬â„¢re a veteran who needs a refresher, this book provides you with a toolkit for understanding and implementing single-camera workflows, as well as how to use the single-camera format to its best advantage by emphasizing the importance of goals, audience analysis, and technology. This new edition has been updated to include: Expanded sections on digital workflows, field and studio production, preproduction planning, audio, lighting, distribution, and editing techniques Detailed gear lists covering the latest camera, recorder, audio, lighting, and stabilization equipment used in the industry today Fresh tips on creating video for your target audience and exhibition platform and shooting for the editing process Insider career advice, including tips on how to get an internship, interviewing, finding a job, and earning a promotion A companion website (www.focalpress.com/cw/singlecam) with video examples of the techniques discussed in the book, as well as evolving updates on key technological shifts

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Customer Reviews

"A leading text in the field of visual arts education, this new edition of Musburger and Ogden’s

authoritative guide to single-camera video production will continue to find widespread use in universities and schools. Emphasizing technology and technique, it brings clarity and up-to-date thoroughness to all aspects of its complicated and multifaceted subject." - Raymond Fielding, Dean Emeritus, Florida State University College of Motion Picture Arts; Author, The Technique of Special Effects Cinematography and A Technological History of Motion Pictures and Television"The sixth edition of Single-Camera Video Production is informative, packed with details, and serves as aneffective reference for those wanting to integrate more video into their research, teaching, or content creation. This book provides the scaffolding needed to build your understanding and experience in shooting and recording video... The book walks the readers step-by-step through the pre-production, production, and post-production processes using multiple screenshots, visual examples, charts, and tables. ItÃ¢â ¬â„¢s a great reference resource to have on oneÃ¢â ¬â„¢s bookshelf." - Dr. Gregory Zobel, Western Oregon University, USA Ã Â

Robert B. Musburger is a Professor Emeritus and former Director of the School of Communication at The University of Houston. The owner of Musburger Media Services, he has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer. Michael R. Ogden is a Professor and Director of the Film and Video Studies Program at Central Washington University. He is a member of the Academy of Television Arts and Sciences with over 20 yearsÃ¢â ¬â„¢ experience in the television and film industry as a cinematographer, editor, director, producer, and scriptwriter.

I had to purchase this book for one of my college classes at the Art Institute of Phoenix. This book shows the ins and the outs of filming films using only one camera. If you are going to be going to school to be a filmmaker I strongly suggest this book.

This a very comprehensive review of all the elements that go into video production from beginning to end. My son is a documentary film maker, and now I have a much deeper sense of the complexity and range of the skills that he needs to doing the excellent work that he does. Definitely a valuable read.

I majored in Art in High School, so I have a small basic knowledge of both photography and film making. A small amount of knowledge is like having no knowledge at all when it comes to the complicated skills of film making in the ever changing world of digital videos. I have bought several

books over the years to try and become better educated at making better family home movies, as well as making films for a collector's group, but the books were not really reader friendly and way too technical. When books are too technical for me, I feel I am spending way too much time looking up things in a dictionary or encyclopedia that could be spent practicing with my camera.When I first began reading this book, Single-Camera Video Production, I immediately could see I was being taken into the beginnings of film making and it quickly became apparent that the way film making began is very different now with digital instead of analog. The very little I knew about film making from school was truly nothing in this digital world. The only thing that digital does not do is replace your knowledge of composition, shot sequencing or construction of your story line needed to assemble a good film. The authors give you simple basics for composing and organizing your film as they cover pre-production, production and post production. Even though, taking home movies does not require a story line, composing and organizing everything will make editing easier later and give you better results.Once I read the chapter on the different choices you can choose from for your camera- standard definition (SD), high definition (HD), 4:3 or 16:9 frame aspect ratio, interlace or progressive scan and an associated frame rate (24p, 30p, 60p or 60i), frame resolution of 480, 720 or 1080 vertical pixels and the type of camera (consumer, prosumer industrial, video capable DSLR's, professional broadcast or high end digitals)- I was happy to see the authors explain everything in simple detail, so I can decide which type of camera is best for my needs. I found that the consumer grade cameras- pocketcam, flipcorders and palmcorders can take good pictures, but the prosumer and even DSLR cameras can give you a much more professional look. When it comes to cameras, it's really all about how much you want to spend, as with an education in lighting, audio, using tripods or your body to keep the camera steady and editing, you can make a great film from any camera.I found that with filming in digital, the basis of production are even more important to learn because the high level of resolution and clarity made possible in the digital formats reveals every flaw. This high level of clarity of your film will show poor lighting, bad frames and incorrect exposures. The authors cover pixels, which I knew a little about from my photography. I was happy to know that a larger image yields a better picture even if the megapixels are lower, as that's how I took all my best shots. I have 5,600k (nice bright daylight) Led's for my best indoor shots, but I never knew that closing all window light from the room would give me a much better picture. I was shocked at how much better and brighter the picture turned out.I also learned a lot about audio, editing software, tripods, incident and reflected light meters, pixels, CCD and CMOS chips and white balance. I never knew how important it was to get your white balance reading before shooting- and I found it makes a world of a difference in your sharpness, brightness and

colors. Another thing I found great was the importance of manual controls on your camera. I tend to depend on the auto features of my camera, as I was afraid to set things myself due to my lack of knowledge- but after reading this book- I can't wait to take my own white balance and light readings. I love the simplicity of the writing and learning all the basics needed to make a good film, and the fact that I tried some of the basics right after I finished this book and my films have already improved 100%. This is a wonderfully simple 5 Star book that will give you a solid foundation to improve your videos.

I own several video camera productions, but this is the first one that focuses on a single-camera video production.The authors, Robert B. Musburger and Michael R. Ogden, wisely stated that this is not about producing a book that focuses on technology because of how quickly tech devices become obsolete.This is a book about general single camera filming and editing techniques with by using various camera, location and lighting situations.The book's listing is:Ch. 1 Production PhilosophyCh. 2. Aesthetics in Media ProductionCh. 3. The TechnologyCh. 4. The EquipmentCh. 5. The Production Process: Pre ProductionCh. 6. The Production Process: ProductionCh. 7. The Production Process: Post ProductionCh. 8. Your Future***I like the fact that they're sticking with the basics without locking themselves or this book in focusing on "current" technology but the problem is, is that the book's basic theme is one that you probably have if you have any of their earlier editions or any number of printed books on the subject by credible authors.

This book provides all the needed knowledge tools to help you successfully create movies of any length. The first chapters discuss equipment in enough detail to help you determine what types of movie camera, tripods, mounts, audio equipment, cabling and lighting you will need to make your movie. The book then talks about the three key steps, pre-production, production and post-production you should take to produce your movie. The book goes into detail about how to budget, organize, script, setup lighting, framing, shooting, keeping track of shots, setting up, tearing down (striking), and many facets of post-production to complete your movie.This book is extremely instructional, and for me, every page had something to teach me. The back of the book also has an extensive glossary of production terms that a movie maker should know as well as a chapter on how to build up a portfolio and turn it into a career.I really enjoyed the book, and while I do not plan to produce movies or work in TV, I can see that this book will help me make how-to videos for my small business and much better home videos for my family. For the serious film maker, this book should be a must read text.

My library contains numerous books on film and video production and theory, many are from my years as a graduate student in Film and Video.Ã Â Single-Camera Video ProductionÃ Â was written specifically for students new to video production, those who want a refresher and those who are new owners of video cameras. As described in the introduction, this is not an in-depth study of video production, but a basic introduction and it is an excellent resource which I think would be especially valuable for high schools and colleges. Since many people view themselves as an instantaneous auteur, this book provides information to demonstrate that there's more to producing and completing a video project than meets the eye. This sixth edition includes more information on digital video.

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