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Video Production Techniques: Theory and Practice From Concept to Screen (Routledge Communication Series)

Donald L. Diefenbach

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Video Production Techniques begins with the basic skills of video production, so students experience writing, shooting and editing right away. It then moves to short-form projects and in-depth explorations of lighting and sound, concluding with an exploration of documentaries, news, and other nonfiction forms. The final section is dedicated to advanced applications, including the process of creating long-form projects, the elements of directing, and strategies for effective marketing and distribution. The book concludes with a chapter exploring professional opportunities in production and options for further study.

The book includes a Companion DVD with original demonstrations, clips from professional works, and interviews with film and video professionals

Key Features:

- includes DVD, beneficial for the independent learner
- unique integration of theory and production techniques
- covers all the basics for writing, shooting, and editing videos
- Companion Website with materials for students and instructors: **www.videoproductiontechniques.com**.

Reviews:

"The modest title of this book doesn't begin to reflect the ambitious scope of its design. From heady aesthetic theories to an explanation of the LLP form, Video Production Techniques provides one-stop shopping for theory, production, and business. Students of media criticism and the media industry would benefit from this book as much as students of production. After twenty-five years of teaching, I learned a lot from reading it." – Robert Thompson, Director, Bleier Center for Television and Popular Culture, and Syracuse University

"In the ever-evolving business of television and film, it's nice know that there is a source so accurately assembled, so dense with dynamic information, and at the end of the day, easy and enjoyable to read. Donald Diefenbach has put together an invaluable guide that I'm sure will be the bible for both young and experienced filmmakers alike." *– Brett Weitz, Vice President, Fox21, division of 20th Century Fox Television*

I've been reading books that tell you how to make movies since the 1960s and this is far and away the best I've encountered. It covers every aspect of the film and video making process in a fresh, authoritative, readable and clear fashion. It doesn't forget the art of film while teaching the craft of

it."– *Ken Hanke, Film Critic, Author of Ken Russell's Films, Charlie Chan at the Movies, and A Critical Guide to Horror Film Series*

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Lisa Williams:

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hangout people. What? Still don't get it, oh come on its called reading friends.

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