



Television Production

By Jim Owens, Gerald Millerson

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Television Production offers you a very practical guide to professional TV and video production techniques. Here you will find straightforward descriptions and explanations of the equipment you will use, and discover the best ways to use it. The authors also tell you how to anticipate and quickly overcome commonly-encountered problems in television production.

You will explore in detail all the major features of television production, learning the secrets of top-grade camerawork, persuasive lighting techniques, effective sound treatment, as well as the subtle processes of scenic design and the art of video editing.

Successful program-making is about communication and persuasion. It is not merely a matter of knowing which buttons to press, but how to influence and persuade your audience, hold their attention, develop their interest, and arouse their emotions. This book tells you how to do all this - and much more.

The 15th edition has been completely revamped to include lessons on:

- * 3D- how to use 3D cameras, field-tested 3D workflows, and more
- * Shooting with DSLRs
- * Lighting with LEDs

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Television Production By Jim Owens, Gerald Millerson Bibliography

- Sales Rank: #406600 in Books
- Brand: Brand: Focal Press
- Published on: 2012-03-15
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 8.00" w x 1.25" l, 3.10 pounds
- Binding: Paperback
- 456 pages

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Editorial Review

About the Author

Jim Owens has worked and taught in the television and video industry for over 30 years. He has worked on local, regional, and national productions. His international television work has included eleven Olympics and taken him to over twenty-five countries. He is the author of Television Sports Production and the co-author of the Video Production Handbook and Television Production. He has had over thirty articles published in television-related magazines in the United States and Europe and has taught television production in universities and colleges in six countries. Owens is a Professor and Dean of the School of Communication Arts at Asbury University.

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