

## Video Camera Buyers Guide

This is the most up-to-date and complete book you will find on producing. It covers the new CUE process from BMI and ASCAP for getting paid for soundtrack music. It includes a buyer's guide for covering Netflix Approved cameras. It covers the essentials and introduces you to the process. It can take a person who knows nothing about film & video production, leading them from story, to script, to budgeting, casting, finding actors, directors, camera people, composers, and distributors. -It will also show you how to do ALL of that yourself, on almost any budget. -You'll learn about the gear you need like cameras, tripods, lighting, editing software, editing computer. -Story & Script, the logline, a spec pitch that went to pilot, Joseph Campbell and the Hero's Journey, John Truby and the Anatomy of Story, the writing concepts of Syd Field, Christopher Vogler, Michael Hague, plus outlines, the screenplay, free and demo screenwriting software sources, adapting a book into a movie, music synchronization licenses. -Finding actors and crew members. Free casting tools. Paid casting services. -A look at cameras, including f/stop, t/stops, depth of field, focal lengths, distortions, filter, matte boxes, global and rolling shutters, and lens mounts. -How to budget and plan a production economically. -Business types for setting up your production company. How to protect your assets and a discussion of liabilities and taxes. -Copyrights and licensing information. -Making a storyboard and using it for shooting, editing, and composing. -The shoot itself, framing shots, the master shot, the close shots, reverse angles, the 180 rule, lighting a set with sample diagrams, night for day shots, day for night shots, doing coverage of a scene, the role of the script supervisor. -Special Effects, blue, green, and yellow screen, examples. -Editing 16 and 35mm movie film, analog videotape using an edit controller, digital file types, editing software, the timeline, dialog editing, background, music, and room tone tracks. -A primer for Composing Music, learning how to count to make chords and patterns, major chords, minor chords, sevenths, major sevenths, diminished, perfect seconds, including a template for a key wheel to help you change keys and know what notes makeup what chords. Concepts that the video person who is all thumbs can use to make their own basic backgrounds scores if they can't find a composer. -The new ASCAP and BMI Cue Sheets so you can get paid for any music when your productions air on broadcast or network television. Also covers the Harry Fox Agency for the licensing of your song, your music or to obtain permission to use someone else's tunes. -The history of imaging, optics, the photographic process, projectors, sound recording, tube electronics, television, audio recording, the how and why of film speeds, how color movie film works, how color television works, the differences between American and European film and video, the digital age, SD, HD, 4k and 8k. A look at the mystical color spaces of YUV and YIQ. -Distribution concepts for your films. -Los Angeles Union Scale Rates for the cast and crew so you can budget your scripts. -A Bibliography of reference sources for further reading. The author has been doing film, photography, and audio recording for fifty-five years working on productions that have aired on television, been screened theatrically and on YouTube. The author has been writing on the topics of film, video, and audio for magazine since 1980, including contributions for Mix Magazine, Music Connection, Pro Sound News, Technical Photography, Moving Image, etc. The author was schooled in television electronics by engineers at Admiral in Chicago, and in film/theater production at Valley College in Los Angeles, under Dr. Milton Timmons, Dr. Stern, Peter Parkin MFA from Pasadena Playhouse, Elliot Bliss at CBS Television Studios (now Todd-AO).

From the editors of Videomaker Magazine comes this new edition that you have been waiting for. The Videomaker Guide Digital Video, fourth edition, provides information on all of the latest cutting edge tools and techniques necessary to help you shoot and edit video like the pro's. Learn about equipment, lighting, editing, audio, high definition, and all aspects of video from the leading experts on videography!

**Digital Photography Course  
With Buyer's Guide**

**EBOOK: Using Information Technology Complete Edition**

**Buyer's Guide to Component TV**

**Peter Norton's Essential Concepts**

*Digital film cameras have thrown the artistic doors open to anyone with a modest amount of money, a good eye, and a creative mind, enabling them to make their own polished and sophisticated films. This book analyzes the opportunities in digital moviemaking for both casual hobbyists and those hoping to make a living by working in the field. It offers strategies for getting involved in the business, and detailed, practical advice for learning the necessary skills, marketing oneself and one's product, making contacts, and building a viable career.*

*Offers information for buyers of electronic equipment, from cellular phones to televisions, including ratings charts and a brand-name directory*

*American Photo*

*The 2010 Business Owner's Guide to Social Media*

*Practical DV Filmmaking*

*Camtasia Studio 4*

*Astrophotography is Easy!*

Social media is a great tool, and the marketplace demands your involvement. But business owners have three problems with social media. They don't know where to get started, how to get started, or what to do with this incredibly powerful, free tool. Friends, Followers and Customer Evangelists solves all three problems. It starts by explaining where to start, then gives illustrated, step-by-step instructions for getting started and then goes on to show you what to do with social media. Friends, Followers and Customer Evangelists is written to guide the novice and be of service to professionals. Anyone new to social media will find all the information they need to get started. At the same time, social media professionals will find the reference and technical information they need to serve their clients well. There is even a specific chapter, and an appendix, dedicated to

video and the impact it is having on today's marketing. This information is constantly being added to as part of the membership site developed to support friends, followers and Customer Evangelists. Currently in development, [www.TheConradHall.com](http://www.TheConradHall.com) is on track to launch in late April 2010. Steven Burda, MBA (LinkedIn Super Networker) says "Anyone nowadays who is going to be using social media, and the Golden Trio, must read this book. It gives outstanding, easy to understand, easy to read, easy to follow and act upon advice – all the things about social media and specifically the Golden Trio. A very good, very useful book."

Companion CD includes a trial version of Camtasia Studio 4! With the latest release of Camtasia Studio, TechSmith continues to enhance its industry-leading screen video recording and editing tool. Camtasia Studio 4: The Definitive Guide describes the newest features and takes the user through the entire process of creating top-notch software tutorials, marketing spots, and demonstrations. This book provides a practical guide to getting the most out of Camtasia Studio, with topics ranging from developing goals, determining the audience, and storyboarding to recording, editing, and producing. Learn how to; record content and create special effects with the Camtasia Recorder; select, rearrange, trim, and extend video clips; enhance your audio using new sound manipulation techniques; collect data from viewers with the survey feature; produce your video for distribution via CD, DVD, the web, and portable media players; add closed captioning to make your videos more accessible. With this text, learn how to record content and create special effects with the Camtasia Recorder Select, rearrange, trim, and extend video clips; enhance your audio using new sound manipulation techniques; collect data from viewers with the survey feature; produce your video for distribution via CD, DVD, the web, and portable media players; add closed captioning to make your videos more accessible.

A Practical Method for Figuring Out How Much - And What Kind of Insurance You Need  
NAB Engineering Handbook

A Music Librarian's Guide to Creating Videos and Podcasts

How to Choose a Camera, Lens, Tripod, Flash & More

Popular Science

**Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.**

**EBOOK: Using Information Technology Complete Edition**

**Career Building Through Digital Moviemaking**

**The Insurance Buying Guide**

**Popular Photography**

**The Shut Up and Shoot Documentary Guide**

With this book, author Alexander S. White provides users of the a6400 with a manual covering all aspects of the camera's operation. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to accomplish things with the a6400, and explains when and why to use the camera's many features. The book provides details about the camera's shooting modes as well as its menu options for shooting, playback, setup, video, Wi-Fi, Bluetooth, and special effects. The book covers the a6400's ability to use its touch screen for focusing and enlarging images in some situations, its upgraded autofocus system, which includes automatic focusing on the eyes of humans or animals, and the camera's wide range of options for assigning its control buttons, dial, and wheel to carry out photographic functions. The book includes more than 450 color photographs that illustrate the camera's controls, display screens, and menus. The images include photographs taken using the a6400's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and its Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book provides concise introductions to topics such as street photography and infrared photography, and explains how to use the camera's Wi-Fi and Bluetooth features to transfer images to a smartphone or tablet, to control the camera from such a device, and to add location information to images. The book includes a full discussion of the video features of the a6400, which can shoot HD and 4K (ultra-HD) movies, with manual control of exposure and focus during recording. The book explains the camera's numerous features for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book describes steps for recording 4K video to an external video recorder using the "clean" video output from the camera's HDMI port. In three appendices, the book discusses accessories for the a6400, including cases, power sources, remote controls, microphones and external flash units, and includes a list of websites and other resources for further information. The book includes an appendix with "quick tips" on how to take advantage of the camera's features in the most efficient ways possible. This guide to the a6400 includes a detailed index, so the reader can quickly locate information about any particular feature or aspect of the camera.

If you're a beginner photographer, this book can save you hundreds of dollars. If you're a seasoned pro, it can save you thousands. With access to over 16 HOURS of online video, this book helps you choose the best equipment for your budget and style of photography. In this book, award-winning author and photographer Tony Northrup explains explains what all your camera, flash, lens, and tripod features do, as well as which are worth paying for and which you can simply skip. Tony provides information specific to your style of photography, whether you're a casual photographer or you're serious about portraits, landscapes, sports, wildlife, weddings, or even macro. For the casual reader, Tony provides quick recommendations to allow you

to get the best gear for your budget, without spending days researching. If you love camera gear, you'll be able to dive into 200 pages of detailed information covering Nikon, Canon, Sony, Micro Four-Thirds, Olympus, Samsung, Leica, Mamiya, Hasselblad, Fuji, Pentax, Tamron, Sigma, Yongnuo, PocketWizard, Phottix, Pixel King, and many other manufacturers. Camera technology changes fast, and this book keeps up. Tony updates this book several times per year, and buying the book gives you a lifetime subscription to the updated content. You'll always have an up-to-date reference on camera gear right at your fingertips. Here are just some of the topics covered in the book: What should my first camera be? Which lens should I buy? Should I buy Canon, Nikon, or Sony? Is a mirrorless camera or a DSLR better for me? Do I need a full frame camera? Is it safe to buy generic lenses and flashes? What's the best landscape photography gear? Which portrait lens and flash should I buy? What gear do I need to photograph a wedding? How can I get great wildlife shots on a budget? Which sports photography equipment should I purchase? Should I buy zooms or primes? Is image stabilization worth the extra cost? Which type of tripod should I buy? Which wireless flash system is the best for my budget? How can I save money by buying used? What kind of computer should I get for photo editing? What studio lighting equipment should I buy? When you buy this book, you'll be able to immediately read the book online. You'll also be able to download it in PDF, .mobi, and .epub formats--every popular format for your computer, tablet, smartphone, or eReader!

How to Produce Videos & Films

Mac Life

Camera Arts

PC Mag

Audio/Video Buying Guide/1994

*MacLife is the ultimate magazine about all things Apple. It's authoritative, ahead of the curve and endlessly entertaining. MacLife provides unique content that helps readers use their Macs, iPhones, iPods, and their related hardware and software in every facet of their personal and professional lives. There are many books covering different facets of astrophotography, but few of them contain all the necessary steps for beginners in one accessible place. Astrophotography is Easy! fills that void, serving as a guide to anybody interested in the subject but starting totally from scratch. Assuming no prior experience, the author runs through the basics for how to take astrophotos using just a camera—including cell phones and tablets—as well as a telescope and more sophisticated equipment. The book includes proven techniques, checklists, safety guidelines, troubleshooting tips, and more. Each chapter builds upon the last, allowing readers to master basic techniques before moving on to more challenging material. Also included is a comprehensive list of additional books and resources on a variety of topics so readers can continue expanding their skills. Astrophotography Is Easy! doesn't simply teach you the basic skills for becoming an astrophotographer: it provides you with the foundations you will need for a lifelong pursuit.*

**Computer Graphics World Buyers Guide**

**America Buys**

**A Down & Dirty DV Production**

**National Association of Broadcasters Engineering Handbook**

**Friends, Followers, and Customer Evangelists**

The NAB Engineering Handbook provides detailed information on virtually every aspect of the broadcast chain, from news gathering, program production and postproduction through master control and distribution links to transmission, antennas, RF propagation, cable and satellite. Hot topics covered include HD Radio, HDTV, 2 GHz broadcast auxiliary services, EAS, workflow, metadata, digital asset management, advanced video and audio compression, audio and video over IP, and Internet broadcasting. A wide range of related topics that engineers and managers need to understand are also covered, including broadcast administration, FCC practices, technical standards, security, safety, disaster planning, facility planning, project management, and engineering management. Basic principles and the latest technologies and issues are all addressed by respected professionals with first-hand experience in the broadcast industry and manufacturing. This edition has been fully revised and updated, with 104 chapters and over 2000 pages. The Engineering Handbook provides the single most comprehensive and accessible resource available for engineers and others working in production, postproduction, networks, local stations, equipment manufacturing or any of the associated areas of radio and television.

Written for the beginner, Practical DV Filmmaking guides you thorough the process of making a film with low-cost digital equipment: from development through to production, post-production and distribution. While the technical tools you need are fully explained, the book concentrates on filmmaking principles throughout, illustrating how these tools can be used to achieve stylistic approaches for innovative filmmaking. The book assumes no background knowledge in either technology or filmmaking and is divided into four key areas:

\*DEVELOPMENT: turn your idea into a workable script, storyboard and schedule. \*PRODUCTION: develop skills to shoot original short films and turn a zero-to-low budget to your advantage. \*POST-PRODUCTION: learn basic editing techniques to enhance your original idea using iMovie, Premiere and other popular tools. \*DISTRIBUTION: set up a website and use the internet to promote your film. Includes numerous links to useful websites. Plus, top tips for how to enter a film festival and a new chapter on developing a career. Projects enable you to master each step of the process taking you through different aspects of filmmaking today. Gradually you will find out where your strengths lie and how to make the most of them. The book also encourages stylistic development by intruding theoretical approaches to filmmaking. A glossary of terms plus an appendix of resources make this guide a one-stop essential handbook to DV filmmaking practice for beginners and student filmmakers.

Photographer's Guide to the Sony a6400

Computer Buyer's Guide and Handbook

The Videomaker Guide to Video Production

The Mix

Basics for Beginners

*This illustrated volume is a photography course for those who wants to learn more about the world of photography. This volume also includes a buyer's guide to help those who are looking for the right camera and lenses. The final chapters present advanced and professional topics so that you can learn to use the most innovative digital photography techniques, such as QTVR, panoramic photos, HDR, light painting, and 3D photography. The strong points of this course are the attention paid to modern techniques along with the*

*splendid illustrations and easy to understand explanations on digital photography.*  
*Tony Northrup's Photography Buying Guide* *How to Choose a Camera, Lens, Tripod, Flash & More*  
*Tony Northrup*

*Tony Northrup's Photography Buying Guide*

*Health Care Software Sourcebook & IT Buyer's Guide*

*The Personal Electronics Buyer's Guide*

*Retro Camera Buying Guide & How to Pack a Gadget Bag*

*Car and Driver*

So you want to make a documentary, but think you don't have a lot of time, money, or experience? It's time to get down and dirty! Down and dirty is a filmmaking mindset. It's the mentality that forces you to be creative with your resources. It's about doing more with less. Get started NOW with this book and DVD set, a one-stop shop written by a guerrilla filmmaker, for guerrilla filmmakers. You will learn how to make your project better, faster, and cheaper. The pages are crammed with 500 full-color pictures, tips from the pros, resources, checklists and charts, making it easy to find what you need fast. The DVD includes: \* Video and audio tutorials, useful forms, and interviews with leading documentary filmmakers like Albert Maysles (Grey Gardens), Sam Pollard (4 Little Girls), and others \* 50+ Crazy Phat Bonus pages with jump start charts, online resources, releases, storyboards, checklists, equipment guides, and shooting procedures Here's just a small sampling of what's inside the book: \* Putting together a crew \* Choosing a camera \* New HDV and 24P cameras \* Shooting in rough neighborhoods \* Interview skills and techniques \* 10 ways to lower your budget \* Common production forms

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Getting the Most from Sony's Advanced Mirrorless Camera

The Definitive Guide

*A Music Librarian's Guide to Creating Videos and Podcasts* is a guide every music librarian will want to use to develop and enhance multi-media skills. The digital age has created a divide between music librarians and their patrons: traditional models of interaction have been superseded or replaced by electronic communication, and virtually all librarians have felt the ensuing decline of their users' information-seeking skills. Music librarians can now be proactive in reaching out to patrons digitally with videos and podcasts, since editing technologies for both platforms have become inexpensive and easy to use. In *A Music Librarian's Guide to Creating Videos and Podcasts* Katie Buehner and Andrew Justice give music librarians the step-by-step instructions for creating their own content in both Mac and PC platforms. This ready reference on videos should find home in every library and also many personal collections.

Provides consumers with a step-by-step method for calculating how much insurance coverage they need and how much it will cost. Examples of common consumer situations show how brokers and agents evaluate necessary coverage. Case studies provide valuable tips for getting the coverage they need at prices they can afford. Includes worksheets.