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# Shoot, Edit, Share: Video Production For Mass Media, Marketing, Advertising, And Public Relations



## Synopsis

Shoot, Edit, Share is an interactive, accessible introduction to video production techniques, concepts, and terminology. With the increasing availability of affordable video equipment, many students and professionals need to learn the basics of video production without being overwhelmed by technical details and equipment lists. Covering preproduction, production, editing in post, and distribution, this book shows you how to produce video quickly and effectively for a range of clients, from commercial firms to community service organizations. Key features include: A companion website including video interviews with professionals that demonstrate and reinforce techniques covered in the book; Service-learning exercises that engage readers in real-world learning experiences, encouraging them to interact with their communities and new clients; Clear, easy to follow and heavily illustrated guides for all of the equipment and processes that go into video production; Focus on creating stories for a target audience, and building convincing and engrossing narrative through videos; A thorough breakdown of all the techniques needed in post-production, through editing, well-designed graphics, and quality sound; A best-practices guide to viral videos, sharing video content online and increasing its exposure on social media sites; QR codes throughout the book, that when scanned, demonstrate video techniques and concepts related to what was read.

## Book Information

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## Customer Reviews

"In a world flooded with technology, Johnson and Radosh beautifully break down the video

production process through a list of step-by-step practices. They explain the equipment as well as provide visual examples and practical exercises for students to test their skills. This book would be an exceptional addition to any hands-on production course!" —Adrienne Garvey, Lancaster Bible College

Kirsten Johnson, Ph.D., is an Associate Professor in the Department of Communications at Elizabethtown College. She has a Ph.D. from Drexel University, a M.S. degree in Telecommunications from Kutztown University, and a B.A. in Journalism and Mass Communication from Drake University. Dr. Johnson worked in radio and television for nearly a decade, including WOI-TV in Des Moines, Iowa and WGAL-TV in Lancaster, Pennsylvania. Jodi Radosh, Ph.D., is an Associate Professor of Communication and Associate Director of the Holleran Center for Community Engagement at Alvernia University in Reading, Pennsylvania. She earned a Ph.D. in Mass Media and Communications and a M.J. degree in Journalism from Temple University. She received a B.A. in Communications and English from Rutgers University. Dr. Radosh worked as a television reporter for various news stations including WGAL-TV in Lancaster, Pennsylvania.

When I was younger, there was a common movie caricature of college campus life. Some character said, "Let's put on a show" and without much effort, the show was created. I had the same feeling of a very simple and simplistic approach to creating good videos from this book. Actually, creating a good video is hard, requires great skills and, often, a large crew. The subject matter covered is quite comprehensive, including discussions of studio production, cameras, sound, story-telling, shooting video, editing, graphics, and even going viral. Unfortunately, none of the discussions have much depth. It looks like the book was written for first-year college students, or perhaps even high school students, taking a first course in communications. That fact is reinforced by the illustrations, which show everything being done by very young people. Most chapters include a checklist for the subject. Sprinkled heavily throughout the book are QR codes that will take the reader with a device that reads QR codes to short YouTube videos that don't add much depth to what's already been talked about in print. The checklists are quite simple. For example, the shooting video checklist lists step 1 as "know your camera" and tells you that if you don't, "learn to understand the parts and what they do." Not only is that obvious, but the chapter mostly describes types of shots and camera movements, and that in just one or a few sentences. The only camera features described are white balance, neutral density filters, iris and critical focusing. However, an explanation of, say, the iris really ought to lead to a discussion of exposure, which it doesn't. Then when it comes to focusing,

the written explanation only describes focusing with a pedestal mounted TV camera; there's no mention of focusing with, say, a digital single-lens reflex camera. You might think that the book was aimed only at videographers in studios with that kind of equipment, except that the cover illustration shows someone shooting with a mobile phone, the illustrations show many field cameras, and the book often refers to shooting outdoors. The title subcaption says that the book includes "video production for...advertising.". There is not enough depth in the book to prepare an advertisement for anyone who cares about selling his or her goods or services. The final chapter about going viral sums up a thrust of the book. Deep knowledge of technique is not necessary. Just get images of something interesting that will catch people's attention like a startled mother panda looking at her sneezing baby. The book is less than 200 pages long. Most other books that cover the same subject matter are substantially longer and denser without so much white space, and they usually emphasize that creating good videos will require more study and work than a single volume can provide. This book might be a good introduction for the first week of a course in video production. Other would-be video makers should look for something with more depth. Note: The publisher provided me with a review copy of this book at no charge.

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