



Video Production 101: Learn by Video: Delivering the Message

By David Basulto, Thomas McCluskey, Antonio Manriquez

Pearson Education (US), United States, 2015. DVD-ROM. Book Condition: New. 243 x 168 mm. Language: English . Brand New Book. Not only in the filmmaking, broadcasting, and journalism worlds but in all types of businesses, visual media and video are fast becoming one of the most important tools for disseminating information. Young people are at the forefront of this movement as video capturing has been a critical part of how they view and project themselves and their worlds. However, it is not as simple as pointing a camera and capturing the surroundings. There is a lot to learn about telling effective stories and producing a professional-looking video but books and other videos on the topic are often presented in technical language that isn't accessible (or interesting) to students. In this video, video and media instructors Antonio Manriquez and Tom McCluskey cover the entire process of digital content creation in a fun, project-oriented way that resonates with a younger audience—from development of the story to deciding which equipment to use, to producing a video and editing the content, to final output and distribution. * Learn visual and verbal communication skills, media literacy, and technical proficiency in video production. * Best-practice...



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