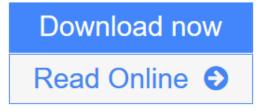


Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations

Kirsten Johnson, Jodi Radosh



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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.



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Della Richardson:

Now a day those who Living in the era everywhere everything reachable by interact with the internet and the resources within it can be true or not require people to be aware of each details they get. How many people to be smart in obtaining any information nowadays? Of course the correct answer is reading a book. Studying a book can help folks out of this uncertainty Information especially this Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations book because book offers you rich info and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it everbody knows.

Robin Blakely:

Spent a free time and energy to be fun activity to do! A lot of people spent their leisure time with their family, or their very own friends. Usually they performing activity like watching television, likely to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to test look for book, may be the reserve untitled Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations can be excellent book to read. May be it could be best activity to you.

Bethany Hall:

The reason why? Because this Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations is an unordinary book that the inside of the guide waiting for you to snap this but latter it will jolt you with the secret that inside. Reading this book next to it was fantastic author who all write the book in such amazing way makes the content inside easier to understand, entertaining approach but still convey the meaning fully. So, it is good for you for not hesitating having this any longer or you going to regret it. This phenomenal book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking way. So, still want to postpone having that book? If I were you I will go to the publication store hurriedly.

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