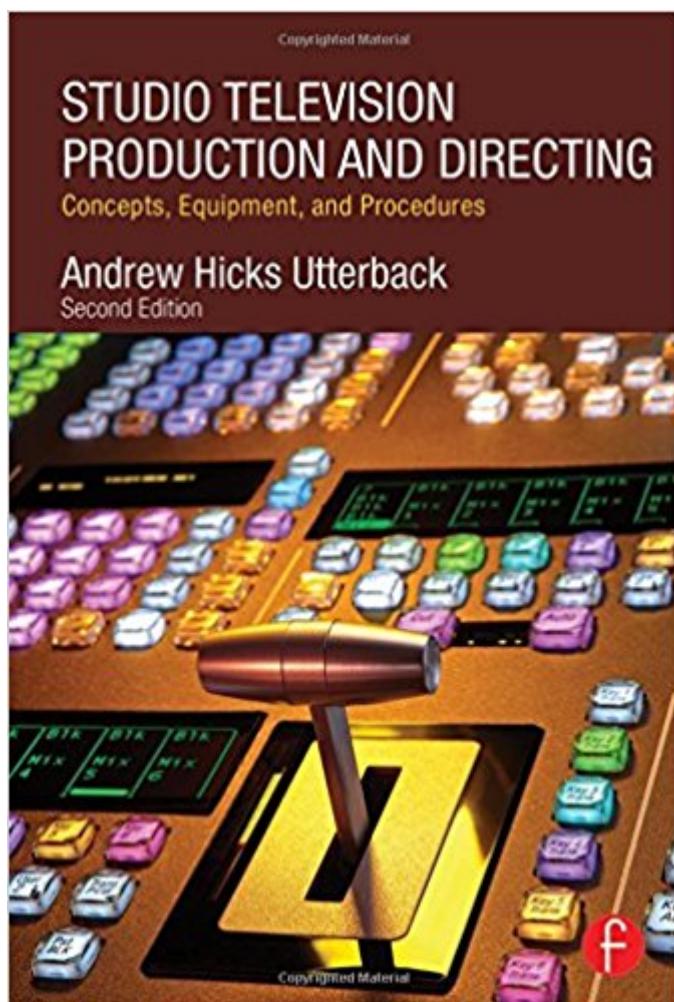


The book was found

Studio Television Production And Directing: Concepts, Equipment, And Procedures



Synopsis

Master the fundamentals of studio production procedure and become an effective leader on set. Gain fluency in essential studio terms and technology and acquire the skills you need to make it in the industry. Elegant, accessible, and to the point, the second edition of Andrew H. Utterback's Studio Television Production and Directing is your back-to-the-basics guide to studio-based lighting, set design, camera operations, floor direction, technical direction, audio capture, graphics, prompting, and assistant directing. Whether you are an established studio professional or a student looking to enter the field, this book provides you with the technical expertise you need to successfully coordinate live or taped studio television in the digital age. This new edition has been updated to include: A UK/Euro focused appendix, enhancing the book's accessibility to students and professionals of television production around the world An advanced discussion of the job of the Director and the Command Cue Language Fresh discussion of tapeless protocols in the control room, Media Object Server newsroom control software (iNews), editing systems, switcher embedded image store, and DPM (DVE) Brand new sections on UHDTV (4K), set design, lighting design, microphones, multiviewers, media asset management, clip-servers, and the use of 2D and 3D animation Expanded coverage of clip types used in ENG and video journalism (VO, VO/SOT, and PKG) An all new companion website (www.focalpress.com/cw/utterback) with pre-recorded lectures by the author, sample video clips, an expanded full color image archive, vocabulary flashcards, and more Note: the companion website is still under development, but in the meantime the author's filmed lectures are all freely available on Youtube:

https://www.youtube.com/channel/UCRp_aSpO0y8cDqLjFGZ2s9A

Customer Reviews

"As both a technical director/editor and as a consultant, I've seen the broadcast news industry reinvent itself many times over the past thirty years. Most textbooks either misread the technical end of the business or ignore it entirely. It's refreshing to see a text that is not only relevant in today's news environment, but accurately explains the business from both technical and journalistic viewpoints." - Mark Helman, Broadcast Consultant "Dr. Utterback's real world experience paired with his approach to teaching the fundamentals and essential techniques helped me hone my craft and transition from academic to the local TV market." - Grace Guerin, Production Technician, Fox CT

Andrew H. Utterback, Ph.D. is an Associate Professor in the Department of Communication at

Eastern Connecticut State University. As a former Senior Production Technician, he writes from professional studio-based television experience on over 300 major production assignments that include program credits in master control, as grip, gaffer, camera operator, tape op, floor director, technical director, assistant director, and director. As a result he thoroughly understands the ins and outs of each staff memberâ ´s responsibilities in the television studio and how to function effectively as a leader on set. Having trained hundreds of students in television production at the University of Utah, Northern Arizona University, Marist College, and Eastern Connecticut State University, Dr. Utterback knows how to present the fundamentals of studio television production and directing in a simple, straightforward manner that is clear and unintimidating to students and aspiring professionals.

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