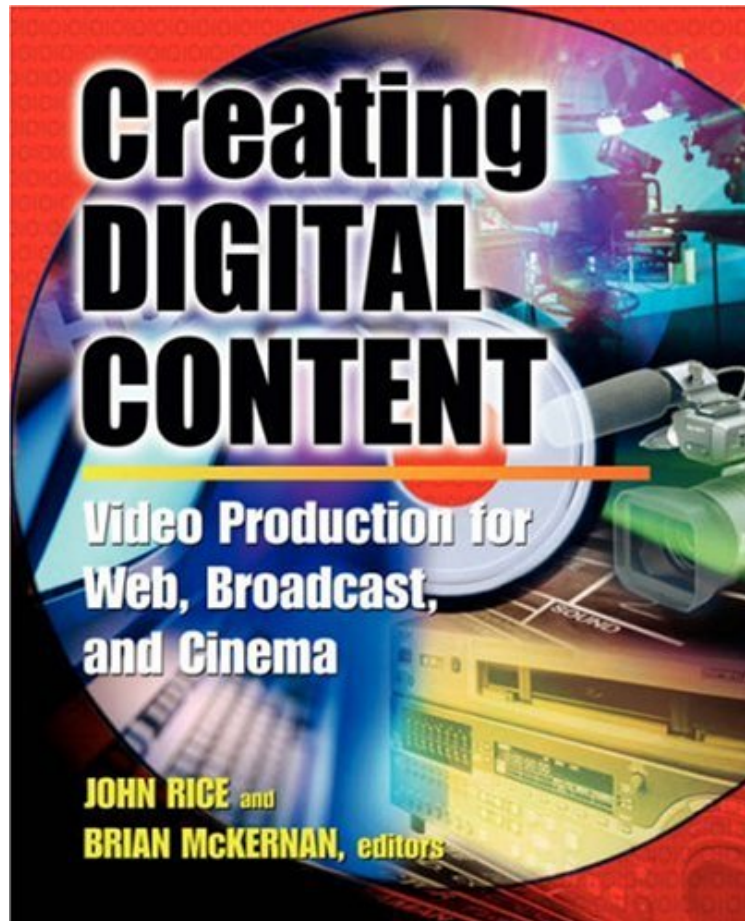


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Creating Digital Content : Video Production for Web, Broadcast, and Cinema

Brian McKernan, John R. Rice

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Brian McKernan, John R. Rice : Creating Digital Content : Video Production for Web, Broadcast, and Cinema before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Digital Content : Video Production for Web, Broadcast, and Cinema:

0 of 0 people found the following review helpful. A tad too technical.By bgdckmcgeeInformative but hard for neophytes to understand.3 of 4 people found the following review helpful. The Digital Revolution "Bible"By A CustomerThis is a "must buy" for anyone interested in the digital revolution that is changing the way we communicate. It explains how camcorders, Avids, and computers have changed video, movie-making, web streaming, and how to become part of it. "Digital content" is really what video, TV and movies have become. You can re-use your video and audio in many different ways to better serve clients or create original programming. The book explains what's going on very clearly. Digital video is really computer data, so it's cheaper and easier to work with than "regular" video. And the image is better! You can produce any type of show for less money than ever before, and you can do more things

with your video; stream it on the web, put it on a DVD disc, project it as a movie, or re-use clips for other programs. Audio and sound techniques are also included. "Creating Digital Content" starts off with a funny story by Firesign Theatre's Peter Bergman that makes you realize how much digital video and software has changed the way movies and TV are made. Then there's a really interesting section on what "digital" really means, which is the most concise definition I've ever read. Really helpful is the fact that they go into specifics about the best equipment available... over 25 chapters all about computers, Avids, camcorders, memory, etc. which can be used to make HDTV, corporate video, interactive TV and yes, feature films! Whether you're at a local TV station, a production house, a university A/V department, or you're an "A" list DGA feature film director, these are the NEW tools that you must be familiar with and ready to use. You'll understand how computers, software and camcorders have become the new ways to make TV, streaming video, and big budget movies. Plus amazing interviews with the giants in the field, such as George Lucas and James Cameron. I highly recommend "Creating Digital Cinema". It's an invaluable resource for anyone seriously interested in video, TV, streaming, and movies, and at the same it's a great read. 3 of 4 people found the following review helpful. Revealing Account of Content in the Digital Age By tim wetmore This book reveals the true nature of the nearly tectonic shift in the landscape of content being caused by digital technology. Even as the editor of Digital TV magazine, I have not read a book that examines, in such a penetrating manner, and with such a dazzling collection of expert voices, the depth of this dramatic change and what it now means. Further, it reveals the implications for the future of creating and distributing content in the digital age. This book is a must for anyone who cares about navigating the new world of digital content.

A unique, complete tutorial of digital video production techniques from the experts driving the content revolution Coverage of datacasting, webcasting, interactive television, digital cinema, DVD and more* Post production tutorials* Provides an exhaustive explanation of new business models: how is anyone supposed to survive and profit in the digital content environment?

From the Back Cover JOIN THE DIGITAL PRODUCTION REVOLUTION! Not very long ago, there was television, film, video, and other forms of moving imagery. Now, in the Digital Era, all of this is "content," a stream of bits providing superior picture and audio quality and options for HDTV, interactivity, e-commerce, and new ways to create and consume the world's favorite forms of visual entertainment and information. The digital content creation revolution is ushering in an exciting -- and a confusing time in TV, motion-picture, and video production. A new generation of affordable digital cameras and video-recording systems is democratizing the production industry with new opportunities for talented film- and video-makers. At the same time, cable, satellite, and Internet distribution are multiplying program-distribution options. Creating Digital Content presents a series of chapters written by industry-leading experts and journalists to help you understand this exciting new era, which is impacting everyone from corporate video professionals and major movie studios to local TV stations and talented digital filmmakers. Edited by two industry experts at the forefront of the content revolution, Creating Digital Content includes chapters on: * Digital Cinema* High Definition (24P) Production* Streaming Media* Datacasting* Webcasting* Interactive television* Asset Management* DVD* Interviews with George Lucas and James Cameron* And much more Along with outstanding post-production tutorials, the authors also provide in-depth explanations of the new business models, revealing must-know information on surviving and profiting in a digital content creation environment. At a time when clear and accurate introductory information on the technology transitions sweeping the worlds of TV, motion-pictures, and the Web is hard to find, this is THE guidebook for surviving--and thriving--in the digital content-creation age. About the Author John Rice (Philadelphia, PA) is a Senior Communications Manager at Sony and a columnist for Videography magazine. Brian McKernan (White Plains, NJ) is the Editorial Director of Television Broadcasting, Videography, and Digital Cinema magazines.