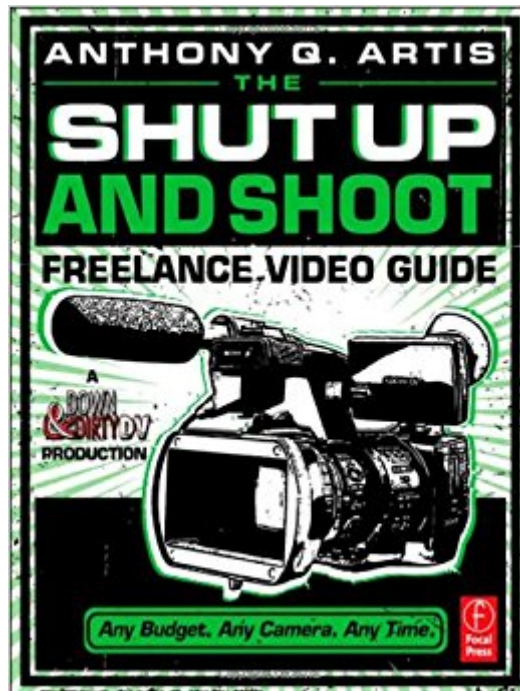


The book was found

The Shut Up And Shoot Freelance Video Guide: A Down & Dirty DV Production



Synopsis

The Shut Up and Shoot Freelance Video Guide is an easy-read crash course in the ins and outs and hundred little details of creating video works for hire. This ultra-friendly visual field guide for freelance videographers picks up where The Shut Up and Shoot Documentary Guide leaves off and gives you more detailed practical production strategies and solutions not found anywhere else on: * Marketing videos* Music Videos* Wedding videos* Music performance videos* Live event videos* Corporate videos...and more! Covering everything from dealing with clients, production strategies and step-by-step guidance on planning, shooting, lighting and recording the most common video-for-hire genres this book sets out to help you rise above the competition and make more money by doing quality work. Anthony Q. Artis will instill you with the "down and dirty" mindset that helps you to creatively maximize your limited resources regardless of your budget. Lavishly illustrated in full-color with real-world step-by-step visuals, The Shut Up and Shoot Freelance Video Guide is like a film school education in the form of a video cookbook. You don't need loads of money to make professional-looking videos - you need to get down and dirty! Includes access to a bonus Web site (www.focalpress.com/cw/artis) with: * Video and audio tutorials, useful forms, and case-study video projects from the book.* Crazy Phat Bonus Pages with Jump Start Charts, online Resources, Releases, Storyboards, Checklists, Equipment Guides and Shooting Procedures

Book Information

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Customer Reviews

What a delight! I am overjoyed to have discovered that the Shut Up and Shoot Freelance Video Guide is vastly different than (and equally riveting as) the Shut Up and Shoot Documentary Guide. Although there are occasional parallels, the Shut Up and Shoot Freelance Video Guide offers unique material pertaining to any repeated topic. For instance, the lighting set-up diagrams are revisited, but with new structures not previously outlined in the Documentary Guide. Artis's book starts by covering a wide spectrum of illustrations, including digital file charts (p. 27), camera guides (with relatively current models listed) (pp. 7-19), gain range charts complete with illustrative photos (pp. 33-34), peaking diagrams (p. 39), focal length diagrams and illustrations (pp. 46-47), and much more. Artis' even dedicates discussion on green screening techniques (with additional coverage on chromate green screening). Later in the book, Artis dedicates an entire chapter to audio, covering various microphones, boom operation, wireless microphones, mixers, and the digital audio sweet spot. He even diagrams different audio set-ups dependent on (1) one or more types of mics available for the shoot and (2) the number of subjects (people) in the take. The highlights of the book were threefold for me: first, the book focused chapter by chapter on various freelance projects, including promotional/marketing videos, wedding videography, live event videography, and music videos. These discussions oftentimes came with any of the following: example outlines, example script formats, illustrative storyboards, lighting and audio tips, project details, detailed budgets, and numerous other tools and tips.

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