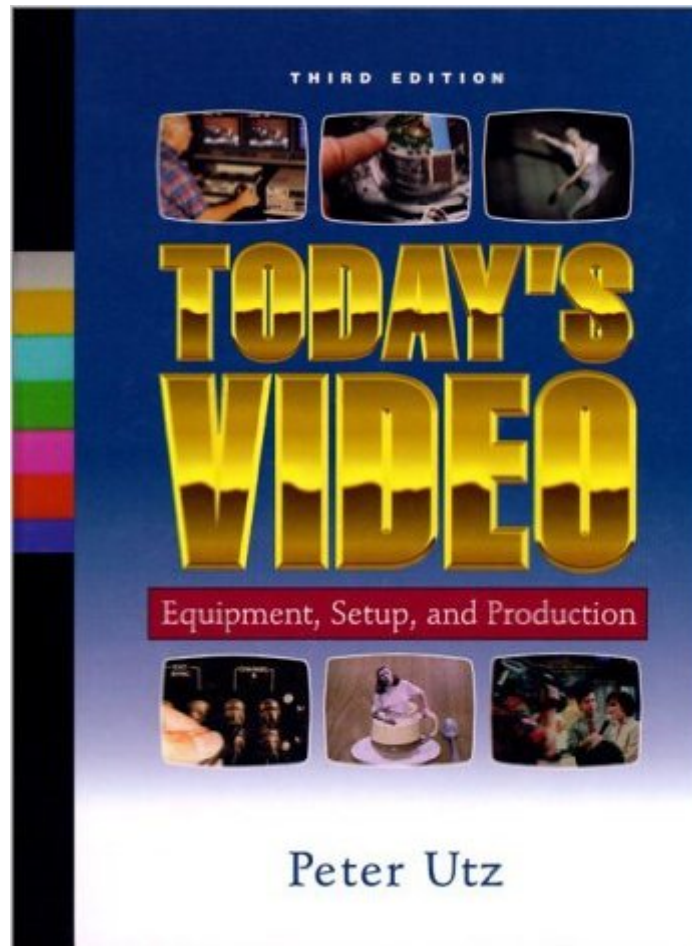# Today's Video: Equipment, Setup, And Production

THIRD EDITION

TODAY'S VIDEO

Equipment, Setup, and Production

Peter Utz

Synopsis

60788-7 Everything you need to build your video career! There's never been a book like Today's Video. Quite simply, it's the only book that covers all aspects of video production, setup and equipment. It's an industrial-strength guide to building your real-world video career. Today's Video delivers more than 700 pages of practical, step-by-step directions and insider's tips. It contains more than 1,200 easy-to-understand illustrations that show you exactly what to do, and how to do it. And it's completely up-to-date, with detailed coverage of the latest digital desktop and multimedia production technologies! Today's Video teaches you the mechanics of equipment operation -- and the art of managing a production crew and performers. It walks you step-by-step from the basics through advanced editing techniques, electronic graphics, scriptwriting, copyright, videoconferencing, production budgeting, and beyond. Best of all, Today's Video makes it a pleasure to learn: *Simple, crystal-clear explanations *Small, easy-to-remember chunks of information *No heavy math or useless theory *A wonderfully detailed index makes it easy to find what you're looking for...And it's fun to read!From DVD to home video, from special effects to maintenance, it's all here: a complete video career in abook! Whether you're already a video professional or looking to become one, Today's Video may be the most valuable book you'll ever buy.

Book Information

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Customer Reviews

When I first got this book I briefly skimmed it and thought I knew alot of what was in it. But the more

I read in depth, the more I learned. Everything from using a vectorscope to storyboarding, non-linear editing, audio production techniques, and much more. The book is 700 pages and well worth it if you're just starting out or if you're an established production person. It is written in a friendly manner that is fun and easy to read. Mr. Utz does a great job covering makeup and being interviewed to lighting and switching techniques. This is one of those books that everyone should own because it covers so many different areas. I enjoyed most the sections on digital formats and HDTV. I also liked his tricks on making graphics come alive and altered perspective. Another great thing about this book is by reading it, you can become a tv genius and impress all your other video friends with knowledge of signal definitions and terminology most people don't know about. The color and black & white examples covered throughout the book demonstrate both what to do and what not to do in everything from talk show set-ups to setting your monitor with color bars. Well worth the money -- you won't regret it!

Frank Normoyle, a technical trainer in New Jersey., December 21, 1999,This book remains essential to our church's effort to produce quality shows as we work toward eliminating system and environmental bugs while steadily improving technical quality. It is our primary reference source. Using Today's Video allows us to intelligently interface with contractors and vendors. Now we can purchase the equipment we need and not just what the vendors will sell (big difference!). I recommend Today's Video to anyone interseted in this field from the curious to the expert.

Sadly this seems to be out of print now, but it's the single best resource I've ever seen for anything video. We wanted to use it as a textbook at school, but can't find a source for enough copies at a reasonable price.I highly recommend picking this up if you've ever wondered "Just what does NTSC stand for" or "How do you use color bars"

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