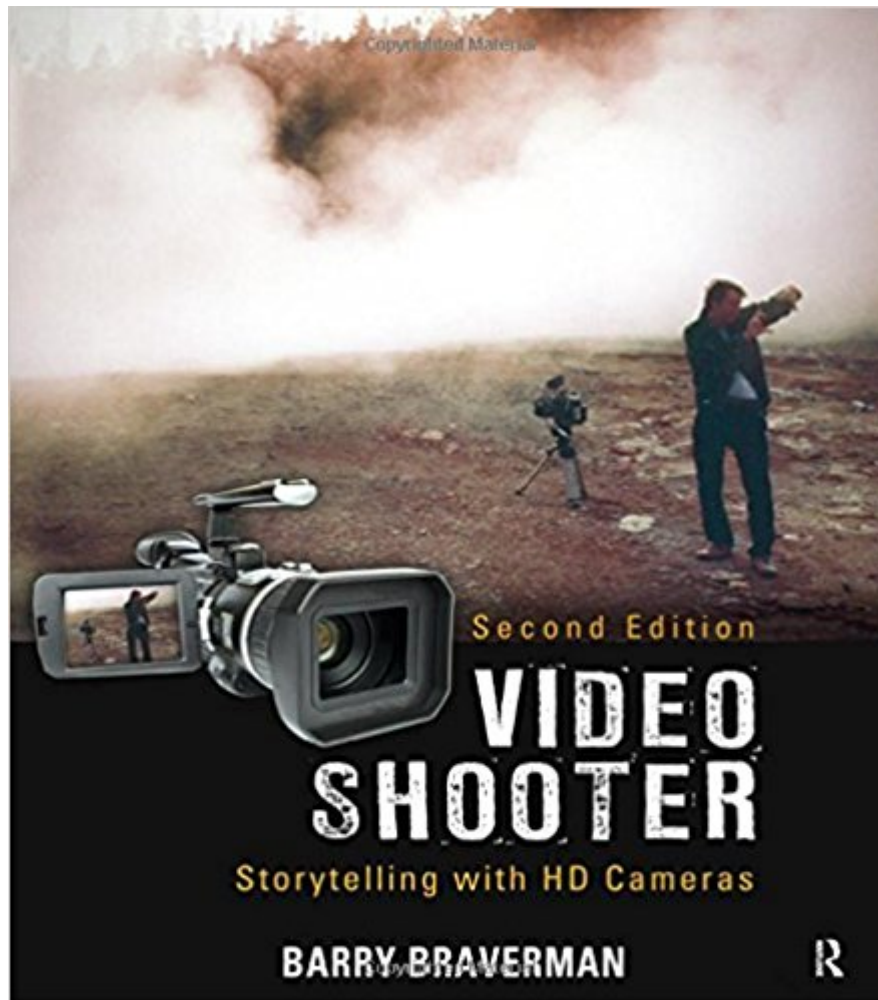




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Video Shooter: Storytelling With HD Cameras



Synopsis

Tired of the dry rudimentary guidebooks that ignore the art of telling compelling video stories? Video Shooter takes you to a new level of competence and expertise by presenting the camera as a potent storytelling tool. Sure, you will learn the basics of HD formats, the fundamentals of compression and color space, but only so much as these technical areas serve your craft, which includes more fundamentally camera placement and eyeline, choice of lens focal length and the power of the triangle in creating powerful compositions. Throughout the book you will come to understand the master shooter's guiding principle, that story is the conduit through which all creative and technical decisions flow. Humorous and opinionated, the author provides insightful anecdotes and tutorials that help you learn the video shooter's craft. While the book focuses primarily on how to get the most out of your entry- and mid-level P2, XDCAM, and AVCHD camcorder, the principles and lessons covered such as shooting for green screen and understanding point of view apply just as well to video shooters and storytellers of any level. As apprenticeships in the industry have largely disappeared, aspiring shooters and film students have had to seek alternative sources for training and guidance. In Video Shooter, you will find a master teacher offering perceptive lessons with a healthy dose of inspiration; these pages are as close to a living and breathing mentor as one can get in a printed form. Hundreds of full-color photos and illustrations present the many lessons throughout the book. Please visit the Companion Web site:

www.focalpress.com/cw/braverman-9780240810881/ (registration code is located inside the book)

Book Information

Paperback: 300 pages

Publisher: Focal Press; 2 edition (October 5, 2009)

Language: English

ISBN-10: 0240810880

ISBN-13: 978-0240810881

Product Dimensions: 9.2 x 7.5 x 0.6 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.4 out of 5 stars 31 customer reviews

Best Sellers Rank: #343,152 in Books (See Top 100 in Books) #59 in Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #90 in Books > Humor & Entertainment > Television > Direction & Production #435 in Books >

Customer Reviews

"One of the strengths of this book is the author's tone, which manages to present both basic and complex material in a way that is easily understandable to the neophyte." --Gustavo Mercado, Hunter College

Tired of the dry rudimentary guidebooks that ignore the art of telling compelling video stories? *Video Shooter* takes you to a new level of competence and expertise by presenting the camera as a potent storytelling tool. Sure, you will learn the basics of HD formats, the fundamentals of compression and color space, but only so much as these technical areas serve your craft, which includes more fundamentally camera placement and eyeline, choice of lens focal length and the power of the triangle in creating powerful compositions. Throughout the book you will come to understand the master shooter's guiding principle, that story is the conduit through which all creative and technical decisions flow. Humorous and opinionated, the author provides insightful anecdotes and tutorials that help you learn the video shooter's craft. While the book focuses primarily on how to get the most out of your entry- and mid-level P2, XDCAM, and AVCHD camcorder, the principles and lessons covered such as shooting for green screen and understanding point of view apply just as well to video shooters and storytellers of any level. As apprenticeships in the industry have largely disappeared, aspiring shooters and film students have had to seek alternative sources for training and guidance. In *Video Shooter*, you will find a master teacher offering perceptive lessons with a healthy dose of inspiration; these pages are as close to a living and breathing mentor as one can get in a printed form. Hundreds of full-color photos and illustrations present the many lessons throughout the book.* Engaging and informative, veteran shooter Barry Braverman shares the craft and emotion of constructing compelling visual stories with HD cameras* Explores the video storyteller's window on the world, the use of perspective and choice of lens, the crafting of close-ups, control of depth of field and recommended use of cine lenses and adapters* Considers the art of tweaking the HD image through proper camera setup, supplemental glass filters and postproduction software to control noise, contrast and detail level* Covers the latest tapeless technologies and workflow from recording to flash memory and optical disc to outputting to DVD, Blu-ray and the Web* Companion website offers tutorials, bonus illustrations, equipment reviews, tips and tricks, a reader's help line and the author's blog

I like this book--it's a good intro to visual storytelling using an HD video camera. If you are a pro, or an experienced amateur used to working with pro gear, a lot of it will seem old hat. But for someone moving up from amateur to professional videography, it has some very good points to make. The author starts out emphasizing story over equipment, and that's a good thing. I have seen too many shooters with great gear who simply shoot a ton of random footage that really can't be assembled into a compelling story. A solid logline and a detailed shot list will enable even a novice shooter to get better footage with an iPhone than an unprepared shooter can get with an upper-end P2 camera. That's not to say that the author scrimps on technical issues. There is a good section setting up an HD camera for a shoot--manual settings are pretty much required on all pro cameras to get the best picture quality. And there are good sections on sound and lighting, although the author doesn't provide comprehensive tutorials on the subject; more of a collection of tips. All in all, it's a good addition to my bookshelf. Having finished the book, I'll keep it around as an occasional reference.

Video Shooter is the perfect guide for anyone who wants to master the skills of shooting video, to understand the latest technology, and also how to use that technology to serve video story-telling. Barry Braverman writes in an engaging and clear way ; using his humor and good writing (rare for a techie) to illuminate the finer points of his craft in a way that even non-technologically minded people can understand and appreciate. I am a television producer who needs, mid career, to learn to shoot video. It has helped me tremendously. I have also sent copies to very talented and experienced professionals, who report learning much from it as well. For amateurs or professionals, Video Shooter is a must. And fun and funny to boot. What more can you ask for??

I was so revealed to see this book for such a low price. Thank you so so very much! 5/5!!

While the book has some good information, Chapter 1 starts off on a bitter tone about how inexpensive video equipment has cheapened the author's craft. What a crybaby. There are thousands of jobs that have disappeared or been devalued due to technology -- welcome to the 21st Century. Rather than set the reader up for the unlimited possibilities of video, he complains about how any amateur can shoot piles of tape with no discipline. He goes on about working for low wages with a young director and no sound man. While I'm reading this, I'm wondering if I should be taking any career advice from Braverman. While Braverman has no tolerance for amateurs getting into his business, he seems to have no problem with the high school level design of his book. This

is a prime example of how not to lay out a book. He apparently had no problem with paying low wages for a young graphic designer, when an experienced one would've charged him far too much for his untrained eye. This book's design is so bad it is distracting to read. My favorite is that he shows examples of shots that aren't even cropped in a manner that would be considered a cinematic aspect ratio. While the information may be from a pro, the book is sloppy and not deserving the high price. An editor would be a welcomed addition. Like experienced cameramen, an experienced graphic designer is worth every penny.

I was disappointed in this, I had the first edition of this book and was jazzed up to dig into the new edition with all it's HD information. Sadly, after looking the book over quickly, I found there just wasn't enough information there compared to the previous edition to justify the purchase price; it's edition one reprinted in a different page format with some very minor HD sections spliced in. If you have the first edition, save your money - it's basically the same book with only a chapter or two of new information that's extremely general. I wanted more. Sorry Barry.

It's okay. A slow read so, I pick it up and put it down. One day I'll finish it. Stand By!

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