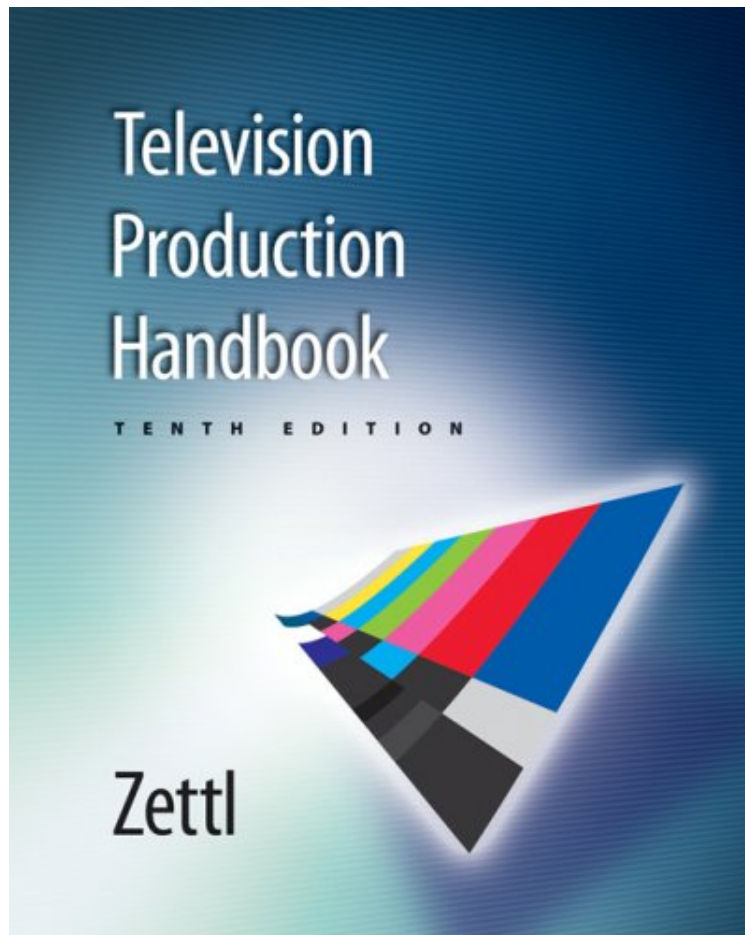


# Television Production Handbook

*Herbert Zettl*

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**Herbert Zettl : Television Production Handbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised Television Production Handbook:

0 of 0 people found the following review helpful. Required text. Keep as a professional referenceBy R. HubbardProvides some supplemental information to instructor's lecture but could have not purchased it. Price was about 10% of bookstore so it was worth purchasing as a reference. It was useful for more in depth understanding of some topics. Keep if you plan a career in TV or Video production.3 of 3 people found the following review helpful. Interesting BookBy T. L. McCartyI bought this for my teenage son who is interested in media production as a possible career choice. He started out just reading it for fun, and is now finding useful tips in it for the documentary he's making for his social studies class. It's a bit pricey new, but if you can find a good used copy this is a worthwhile book.0 of 0 people found the following review helpful. A handy and informative guideBy Paul GanleyText gets down to business quickly and informs you about eveyrthing involved in TV production from soup to nuts! I bought this for a TV production class and it helped me stay ahead of the curve in class. I got an A, so it served it's purpose and I will

hold onto it as a basic reference guide in my bookcase.

In the tenth edition of Herbert Zettl's field-defining text *TELEVISION PRODUCTION HANDBOOK*, the author's emphasis shifts to how production proceeds in the digital age --from idea to image -- and how it moves through the three major phases, from preproduction to production to postproduction. In this context, you will learn about the necessary tools, examine what they can and cannot do, and explore how they are used to ensure maximum efficiency and effectiveness. This edition also features the latest digital equipment and production techniques, including HDV and HDTV.

"Herb Zettl continues his classic tradition of providing a comprehensive and up-to-date textbook for video production. It is an honor to be associated with such a tradition." "I think the textbook is really quite fantastic, and great for students who want to continue to production outside of the university [...]" "Zettl's *TELEVISION PRODUCTION HANDBOOK* is a comprehensive text that provides useful information in a clear and practical way. This is a good example of an interesting text created by an insider who knows television through actual experience. The book lays out the foundation for understanding how to create television and works nicely when combined with actual studio production." "I enjoy the author's writing style. It is clear, interesting, and intelligent. We have all seen textbooks that take 500 pages to say what should be said in 200 pages. This is not one of them. The writing and the illustrations combine to make a great learning experience for students." About the Author Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU). While at San Francisco State University, he headed the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and, from the Broadcast Education Association, the Distinguished Education Service Award. Prior to joining the SFSU faculty, Zettl worked at KQED (Stockton-Sacramento) and as a producer-director at KPIX, the CBS affiliate in San Francisco. While at KPIX, he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, he was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences (NATAS), Northern California Chapter. He also is a member of the Broadcast Legends of the NATAS, Northern California Chapter. Zettl has authored *VIDEO BASICS*, *VIDEO BASICS WORKBOOK*, *TELEVISION PRODUCTION HANDBOOK*, and *SIGHT SOUND MOTION*, which are translated into several languages and published internationally. His numerous articles on television production and media aesthetics have appeared in major media journals worldwide. He has lectured extensively on both subjects at universities and professional broadcast institutions both nationally and internationally. Zettl developed an interactive DVD-ROM, *ZETTTL'S VIDEOLAB 4.0*, published by Wadsworth Cengage, a part of Cengage Learning. His previous CD-ROM version won several prestigious awards, among them the Macromedia People's Choice Award, the New Media Invision Gold Medal for Higher Education, and Invision Silver Medals in the categories of Continuing Education and Use of Video.