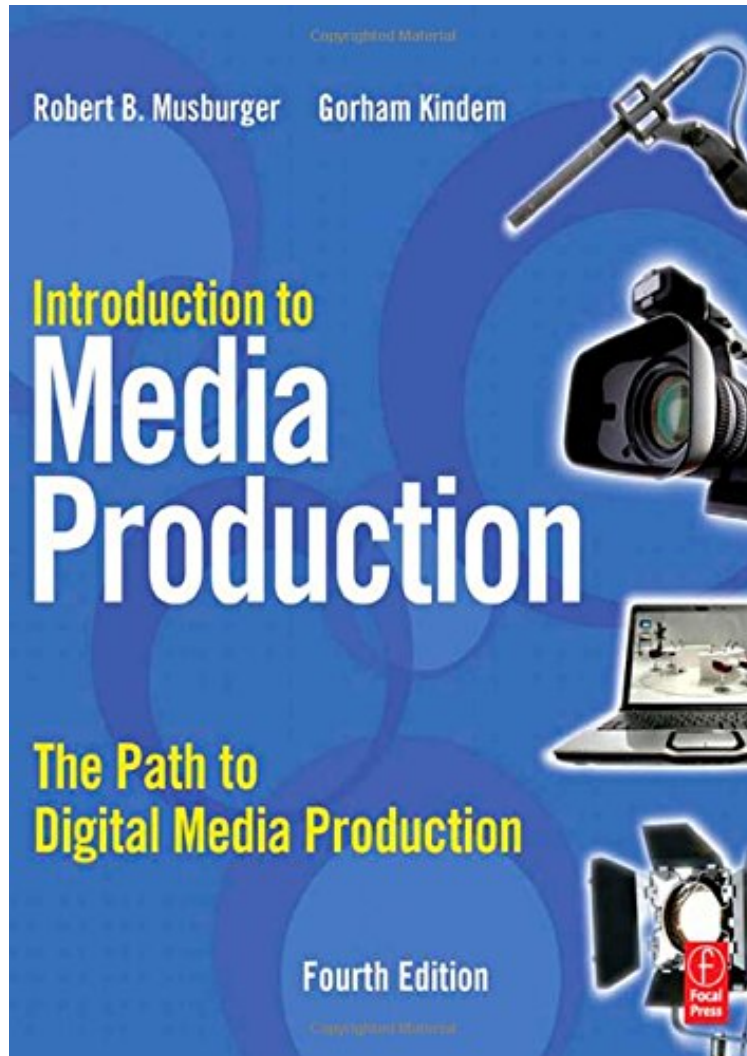


Introduction to Media Production: The Path to Digital Media Production

Gorham Kindem, Robert B. Musburger PhD
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Gorham Kindem, Robert B. Musburger PhD : Introduction to Media Production: The Path to Digital Media Production before purchasing it in order to gage whether or not it would be worth my time, and all praised Introduction to Media Production: The Path to Digital Media Production:

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Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production processes by necessity, digital. This text will concentrate on offering students and newcomers to the field the means to become aware of the critical importance of understanding the end destination of their production as a part of pre-production, not the last portion of post production. Covering film, tv, video, audio, and graphics, the fourth edition of Introduction to Media Production is a comprehensive guide for both students of media and newcomers to the media industry.

Praise for the third edition: "The best recommendation that I can give the authors is that I use their book for all three levels of my production courses. I have used others, but their blend of creative and production techniques with technical knowledge provides the student with all the tools necessary for a successful foundation in the video or film industry." - John Kerwin, Pennsylvania State University "Its comprehensiveness is a hugely important benefit as is its melding of technical and creative aspects of production. There is also an industry/historical/contextual element which is very valuable." - D. Leslie Mitchell, University of Stirling
About the Author
Dr. Gorham Kindem is Professor of Communication Studies at the University of North Carolina Chapel Hill. His award-winning documentary, Chuck Davis, Dancing Through West Africa, has been nationally televised on PBS and the Discovery Channel. He is the author or editor of four books and numerous articles in media studies and production and has produced, directed, recorded, and/or edited several films and TV programs. Dr. Kindem resides in the Chapel Hill, North Carolina area.
Robert B. Musburger, Ph.D. is Professor Emeritus and former Director of the School of Communication, University of Houston. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer and has received numerous awards for his video work and teaching. His published writing includes "Electronic News Gathering: A Guide to ENG" (Focal), "Single-camera Video Production, Fifth Edition" (Focal), and, with Gorham Kindem, "Introduction to Media Production: From Analog to Digital, Fourth Edition" (Focal).