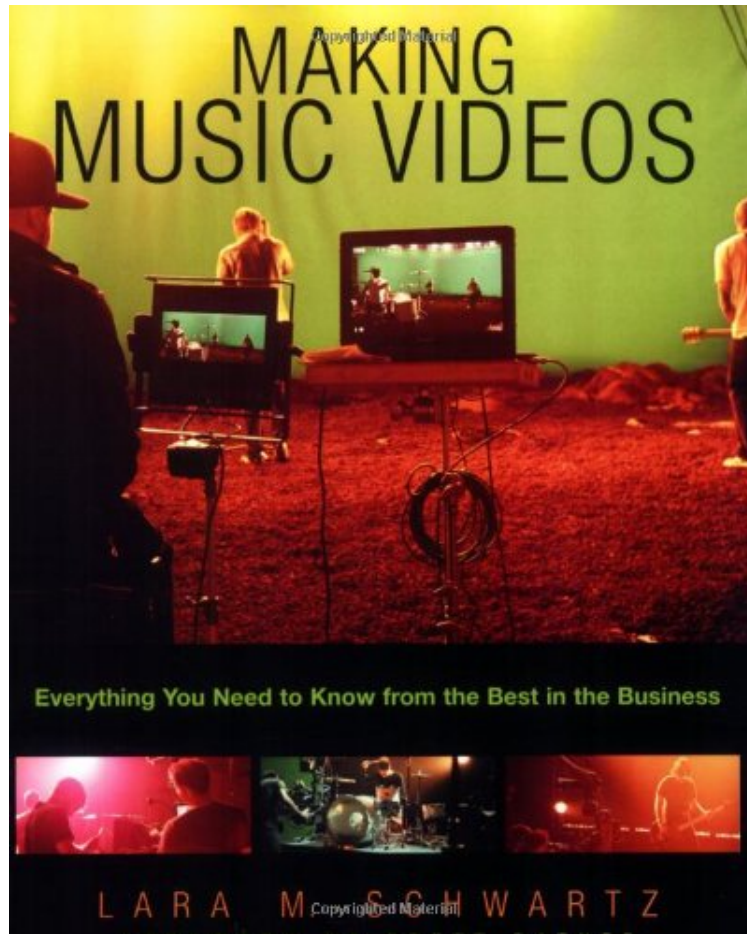


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Making Music Videos: Everything you Need to Know from the Best in the Business

Lara M. Schwartz

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Lara M. Schwartz : Making Music Videos: Everything you Need to Know from the Best in the Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making Music Videos: Everything you Need to Know from the Best in the Business:

0 of 0 people found the following review helpful. excellentBy RWmccurdyI love this book very much. I scoured the Internet for a book geared towards beginning music video enthusiasts, and this nails it. It guides you step by step throughout the entire music video creation process, and gives you quotes and advice from real life successful people in the field. This book also gives you a detailed outline of every single role and job position there is when it comes to making music videos. I would highly recommend this book for novice and advanced people in the field of music videos.0 of 0 people found the following review helpful. Contains Almost Nothing about Actually Making Music VideosBy MICHAEL D PEARCEThis book contains almost nothing about actually making music videos. Unless you

plan to build a career in the music video business, this book probably isn't for you. It's mostly about the business: job titles and responsibilities, the relationships with record companies and bands, contracts, renting all the expensive equipment and hiring the crew you "need", and getting gigs producing videos. There are only a few pages on the creative process, which you can't even find in the table of contents.² of 2 people found the following review helpful. making music videos: everything you need to know from the best in the businessBy Chuck PowersThis book is definitely not for the DIY amateur videographer. This book deals more with high level big budget music video production, it is not of any use for someone trying to make there own videos indepentantly. I did find the book informative. If you were ever curious as to how the music video comes together, in the more professional world with big time budgets and teams of people working together then this book is a good read, but like I said if your one of these DSLR video types who wants to learn more about making your first music video, don't bother with this book.

Making Music Videos, written by industry insider Lara M. Schwartz, reveals the nuts and bolts of making videos, including all the technical and managerial skills that producers and directors must have. From development, to writing a treatment, to budgeting, assembling a crew, and preproduction, to the shoot, postproduction, and wrapping out, clear step-by-steps show exactly what moves to make when. Comments from some of the biggest names in music-video production today, including Brett Ratner, Marcos Siega, Sanaa Hamri, Roman Coppola, McG, Dave Meyers, Little X, Samuel Bayer, and others, offer inspiration to aspiring creatives everywhere.

About the AuthorLara M. Schwartz has directed and produced over 100 music videos, commercials, feature films, short films, documentaries, live broadcasts, and DVDs. In addition, she has taught a class entitled "Music Video Production: Art, Commerce, and Everything in Between" at UCLA Extension. She lives in New York City.