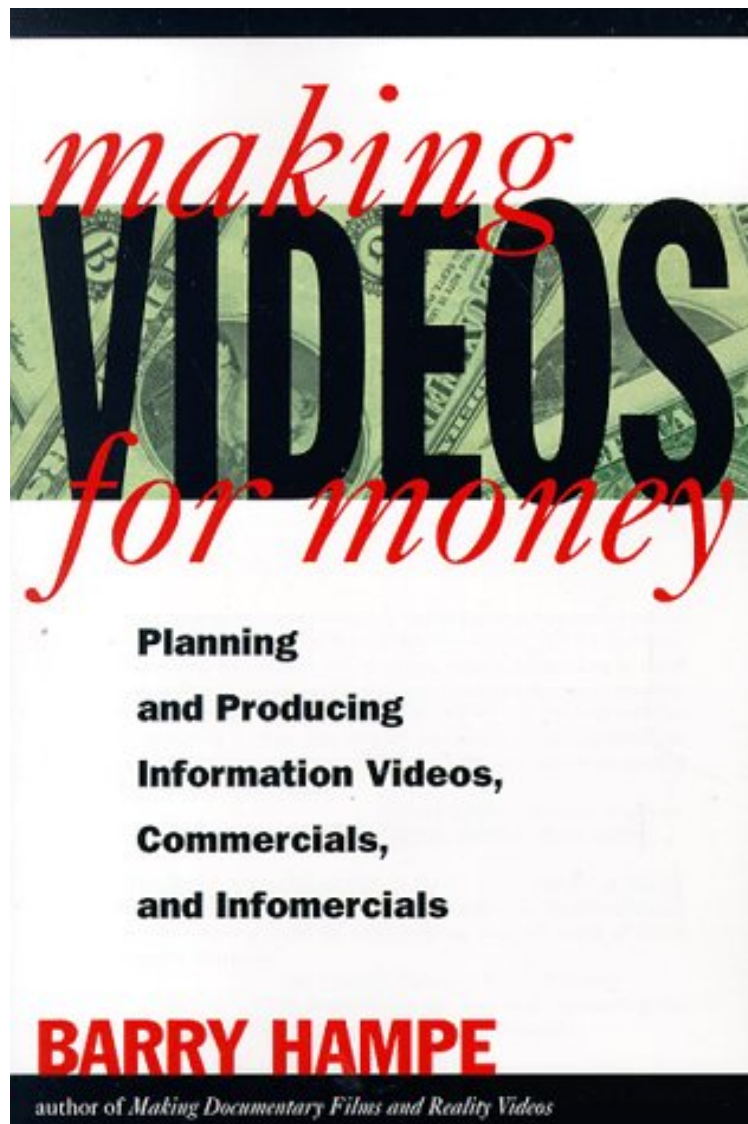


[Mobile book] Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials

Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials

Barry Hampe

ebooks | Download PDF | *ePub | DOC | audiobook



 Download

 Read Online

#2346152 in Books Holt Paperbacks 1998-02-15 Original language: English PDF # 1 8.36 x .93 x 5.421, #File Name: 0805054413320 pages | File size: 36.Mb

Barry Hampe : Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials:

0 of 0 people found the following review helpful. Looks good. By CustomerGlad to get this book to complete my

advertising reference library. Should be interesting. 0 of 0 people found the following review helpful. Outdated and Not As Useful
By C. Tovar
This might be good for someone beginning in videography, but as a read for someone a bit further down the road, it is not quite as useful. I'd suggest checking it out at a library or seeing if it is available at a used bookstore in your area because it is not quite a good purchase at full retail. :-/ 0 of 0 people found the following review helpful.
making money
By Richard ARyce
Making money is not all this book is about its a step by step in finishing your production. As always book only give info its what you do with it that matter. I work for a church and this book has help with getting the message out there.

Making Videos for Money is the first book on video production that looks beyond how to operate television technology and explains how to actually deal with clients and make a living. Whereas videomakers go to school to learn how to produce television programs and feature films, in truth most will spend their careers making information videos, commercials, and infomercials, for which they have had little or no preparation. Every area of video production is expanding rapidly, and with this growth has come an increased demand from businesses, government agencies, and nonprofit organizations for informed professional videomakers. Making Videos for Money provides specific, useful information on how to plan, write, direct, and complete client-sponsored videos successfully. The book can be used as a comprehensive how-to guide by newcomers or as a valuable resource for professionals facing the need to expand their business into profitable new areas.

From School Library Journal
YA-As our world continues to move into the digital age, there is a huge demand for video programming. This worthy successor to Making Documentary Films and Reality Videos (Holt, 1997) will enable young adults to be prepared for the revolution that is occurring as computers and television production merge. Technical explanations flow smoothly, and the personal suggestions, hints, and war stories make it obvious that the author knows his craft. From the planning process through the shoot, to post-production business methods, the book is filled with pearls of wisdom. It is flexible enough to serve as a handy guide in the field or as an instructional text in the classroom. Teens considering a career in commercial video as well as those who make videos as a hobby will benefit from this presentation.
John Kiefman, Fairfax County Public Library, VA
Copyright 1999 Reed Business Information, Inc. "Barry Hampe's commonsense approach to video production puts technology and technique on the back burner and focuses on the production concepts, coordination, and communication required to create videos that sell. This is truly real world insight into the successful making and marketing of videos."
Archie J. Thornton, president and CEO, The Thornton Works, Inc., formerly international management director, Ogilvy Mather
"Barry Hampe tells you everything you need to know to get into and thrive in the corporate video production business . . . The book is replete with juicy war stories that provide the reader with personal knowledge gained from the 'school of hard knocks' about the world of working with clients."
Gary L. Kreps, Ph.D., dean and professor, School of Communication, Hofstra University, from his forward