



Television Production

Gerald Millerson

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For over 30 years, Gerald Millerson's various books have been the foundation texts for thousands of students and professionals studying television production. Translated into Spanish, Italian, Japanese, Hebrew, French and German, these titles have become truly international.

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Television Production offers you a very practical guide to professional TV and video production techniques. Here you will find straightforward description and explanations of the equipment you will use, and discover the best ways to use it. You will also learn how to anticipate and quickly overcome typical everyday problems.

You will explore in detail all the major features of television production, learning the secrets of top-grade camerawork, persuasive lighting techniques, effective sound treatment, as well as the subtle processes of scenic design and the art of video editing.

Successful program-making is about communication and persuasion. It is not merely a matter of knowing which buttons to press, but how to influence and persuade your audience, hold their attention, develop their interest, and arouse their emotions. This book tells you how to do all this - and much more.

Now in its thirteenth edition, formerly entitled *The Technique of Television Production*, Gerald Millerson has extended and fully updated the book to reflect the important technical innovations that have occurred since the previous edition was published.

It now covers:

- Digital recording and editing processes
- Computer based desktop video equipment
- Virtual sets

Supplementary topics are discussed as digests.

Gerald Millerson's analytical writings spring from a lifetime's personal experience in the medium, and from his teaching and engineering background. During his career with the BBC, he was primarily associated with studio operations in the Television Service. His lecturing background included courses in TV production at a number of American universities.

His other books for Focal Press are *The Technique of Lighting for Television and Film*, *TV Scenic Design*, *Video Production Handbook* and, in the *Media Manuals* series, *Effective TV Production*, *Lighting for Video* and *Video Camera Techniques*.

Contents:

An introduction * Television in action * How television works * What your camera can do * Handling your camera * The persuasive camera * Effective picture making * Video editing * Lighting * Scenery * Make-up * Audio * Film * Video recording * Titling and graphics * The background of production * Production

practices * Production organization * In production * Style * Visual effects * On location * Video engineering * Digests

Reviews of previous editions:

"This very comprehensive book is possibly the best overview of technical television"

US customer review from Amazon.com website

"For the student seeking hard experience in studio operational practice it really is impossible to better Gerald Millerson's basic text, The Technique of Television Production"

Television - Journal of the Royal Television Society

"This superb manual is concentrated and comprehensive, but well-written, outstandingly illustrated, and supplied with plenty of white space. The 23 chapters go into satisfying depth on theoretical, technical, practical and creative aspects, and there is a thorough glossary, reading list and index."

British Journal of Educational Technology

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