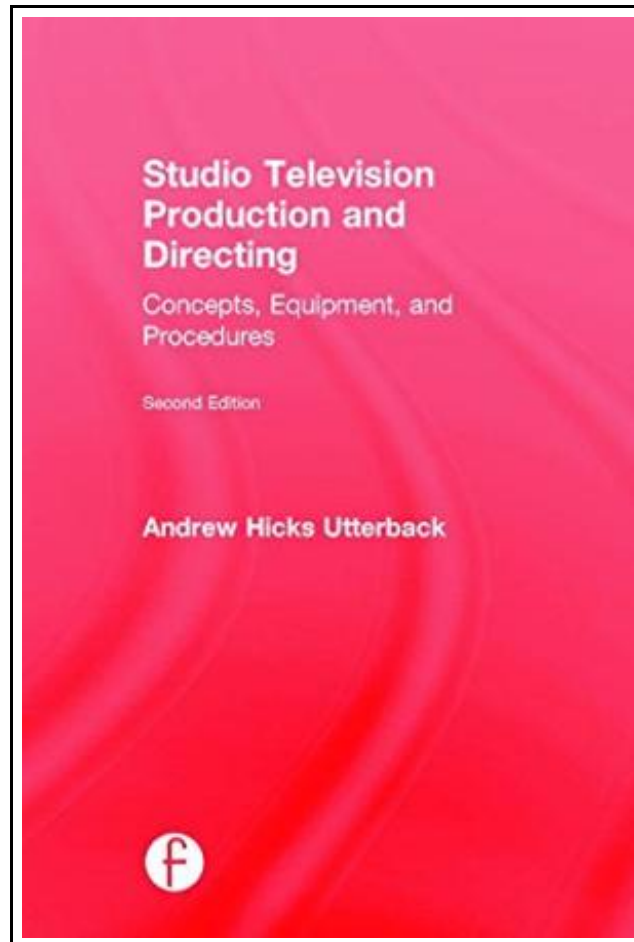


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Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 2nd Revised edition. 229 x 152 mm. Language: English . Brand New Book. Master the fundamentals of studio production procedure and become an effective leader on set. Gain fluency in essential studio terms and technology and acquire the skills you need to make it in the industry. Elegant, accessible, and to the point, the second edition of Andrew H. Utterback's Studio Television Production and Directing is your back-to-the-basics guide to studio-based lighting, set design, camera operations, floor direction, technical direction, audio capture, graphics, prompting, and assistant directing. Whether you are an established studio professional or a student looking to enter the field, this book provides you with the technical expertise you need to successfully coordinate live or taped studio television in the digital age. This new edition has been updated to include: * A UK/Euro focused appendix, enhancing the book's accessibility to students and professionals of television production around the world * An advanced discussion of the job of the Director and the Command Cue Language * Fresh discussion of tapeless protocols in the control room, Media Object Server newsroom control software (iNews), editing systems, switcher embedded image store, and DPM (DVE) * Brand new sections on UHDTV (4K), set design, lighting design, microphones, multiviewers, media asset management, clip-servers, and the use of 2D and 3D animation * Expanded coverage of clip types used in ENG and video journalism (VO, VO/SOT, and PKG) * An all new companion website (with pre-recorded lectures by the author, sample video clips, an expanded full color image archive, vocabulary flashcards, and more Note: the companion website is still under development, but in the meantime the author's filmed lectures are all freely available on Youtube: aSpO0y8cDqLjFGZ2s9A.

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