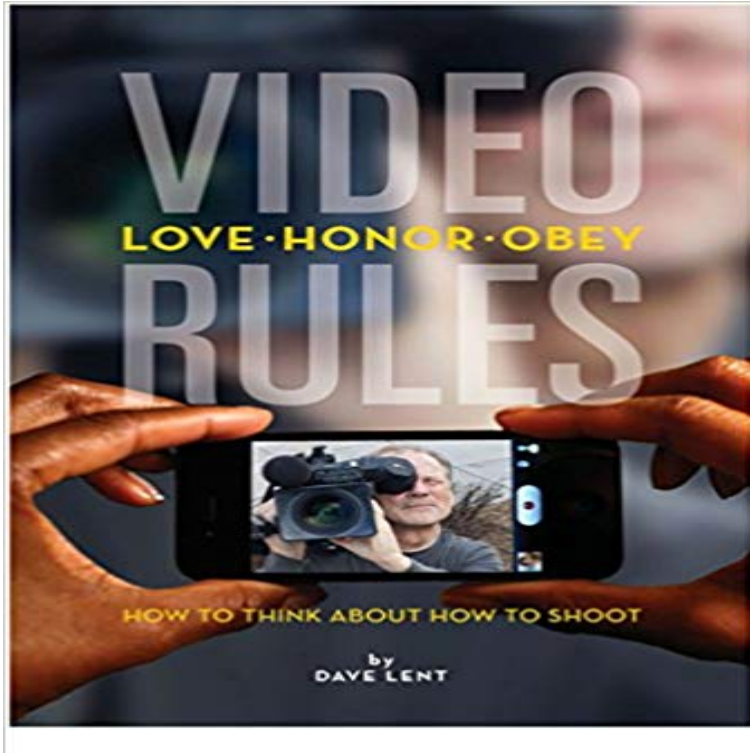


VIDEO RULES: How to think about how to shoot



As the Video Age returns us to our tribal roots as storytellers, artists and performers, it's time to re-think what we have to say and learn to say it with a camera. Veteran cameraman and producer Dave Lent distills 40 years of accumulated know-how--shooting news, documentaries, sports, business and entertainment--into a set of fun-to-read, easy-to-grasp principles. While Dave never met a camera he didn't like, he learned early and often that the power of video--to inform, entertain, and inspire--flows not from the camera, but from the craft of the fine-tuning of a viewer's perceptions. Whether you're an aspiring filmmaker, seasoned professional or the home/office paparazzi, VIDEO RULES will dramatically shorten your learning curve, showing you how to... COMPOSE IRRESISTIBLE IMAGES HARNESS THE EMOTIONAL FORCE OF AUDIO GET INTERVIEW SUBJECTS TO SPEAK IN COMPLETE SENTENCES PREPARE FOR A WAR ZONE (and live to tell the story) GROW A BULLETPROOF CAREER This book will make everybody want to shoot. Amy Marash, veteran news and documentary camerawoman

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Tjcaz9 said: Decent book Good common sense book on shooting video and film.