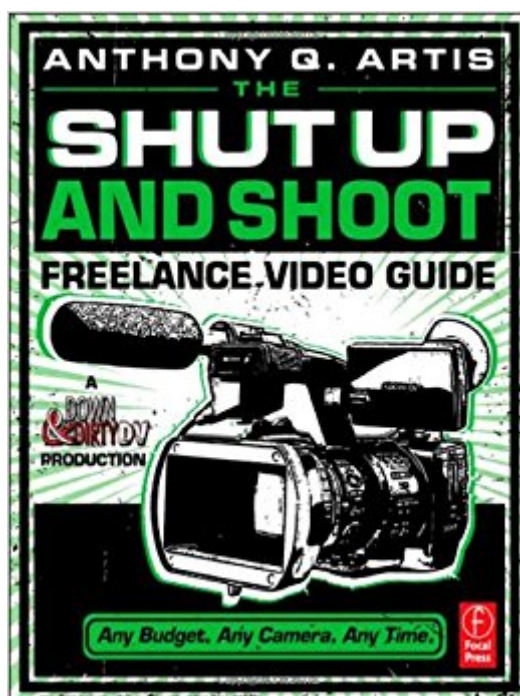




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The Shut Up And Shoot Freelance Video Guide: A Down & Dirty DV Production



Synopsis

The Shut Up and Shoot Freelance Video Guide is an easy-read crash course in the ins and outs and hundred little details of creating video works for hire. This ultra-friendly visual field guide for freelance videographers picks up where The Shut Up and Shoot Documentary Guide leaves off and gives you more detailed practical production strategies and solutions not found anywhere else on: * Marketing videos* Music Videos* Wedding videos* Music performance videos* Live event videos* Corporate videos...and more! Covering everything from dealing with clients, production strategies and step-by-step guidance on planning, shooting, lighting and recording the most common video-for-hire genres this book sets out to help you rise above the competition and make more money by doing quality work. Anthony Q. Artis will instill you with the "down and dirty"; mindset that helps you to creatively maximize your limited resources regardless of your budget. Lavishly illustrated in full-color with real-world step-by-step visuals, The Shut Up and Shoot Freelance Video Guide is like a film school education in the form of a video cookbook. You don't need loads of money to make professional-looking videos - you need to get down and dirty! Includes access to a bonus Web site (www.focalpress.com/cw/artis) with: * Video and audio tutorials, useful forms, and case-study video projects from the book.* Crazy Phat Bonus Pages with Jump Start Charts, online Resources, Releases, Storyboards, Checklists, Equipment Guides and Shooting Procedures

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Customer Reviews

"It's hard not to get taken in and amped up by the book's relentlessly can-do spirit, even though a lot of the advice is really basic. But still, here's a book brimming with practical advice, not just for beginners but for anyone who finds themselves suddenly having to expand their skill set in order to make a living in the world of video production."--StudioDaily "'Film school in a book' is a phrase often tossed around that doesn't usually live up to its promise. Many how-to books are simply confusing because they either over-explain a topic or simply talk over the heads of the intended audience. The Shut Up and Shoot Freelance Video Guide successfully educates in a manner that is easy to follow and comes equipped with several helpful photographs and diagrams to illustrate the point. Anthony Artis manages to cover a lot of ground at a brisk pace that informs without coming across as condescending..Anthony Artis has created a perfect companion piece to his highly regarded previous effort The Shut Up and Shoot Documentary Guide with this new volume that limits the overlap of information to instances only when necessary. As if he didn't provide enough guidelines within the pages of this book and you need additional help or suggestions, the author includes a link to his website that will benefit serious videophiles and casual hobbyists alike. Check it out."--HorrorTalk.com

Anthony Q. Artis (prn. /ant-nee art-iss/) originally hails from Baltimore, Maryland, and has made his home in New York City for most of the last 15 years. There he has honed his skills as a straight up digital guerrilla. He has worked professionally in positions as diverse as producer, gaffer, cinematographer, and narrative projects and survived more low-budget shoots than he cares to admit. His feature films and TV shows have screened at the Tribeca Film Festival, the IFF Market, Slamdance, Cinequest, as well as on MTV, The Independent Film Channel and The special-FX make up, sound mixer, and location manager just to name a few. Anthony is a graduate of New York University's Tisch School of the Arts. Since graduating, he has crewed and produced a variety of television, documentary Education Channel. Most notably, he produced the feature film, Shelter which won first prize for Emerging Narratives at the 2003 IFF Market along with many other awards on the festival circuit. Anthony can be seen in full guerrilla action as Associate Producer, Gaffer, and 2nd Unit DP in the feature documentary, Paper Chasers, which chronicles the hip-hop music industry and the down and dirty making of a low-budget guerrilla doc. Through the years Anthony has organized numerous student film festivals and trained hundreds of aspiring guerrilla filmmakers for major institutions, including New York University, New York City's famed LaGuardia High School for the Performing Arts, and Baltimore County Public Schools. Anthony is presently the manager of the Film and TV Production Center at N.Y.U.'s Tisch School of the Arts where he coordinates the

technical training and production equipment for all film and TV students. He most recently launched the Down and Dirty DV Podcast on iTunes and is currently producing an instructional series of guerrilla filmmaking books, DVD's, and boot camps. He remains an active guerrilla filmmaker, educator and "artpreneur";.

This is a good book for people getting into video. Anthony presents solid information in a clear style that's easy to grasp and applicable to many situations. Many references to video gear are dated, the bulk of the information is still valid, and make this book worth reading. Note that the book covers a lot of ground, and is more of an "introduction" to different aspects of video production. That said, Anthony does a good job of walking you through common situations that you will likely encounter. If you choose to specialize in a specific area (audio, lighting, directing, etc.), you will want to look further for more specific information. Regardless, this is a good reference for anyone getting into video production. Also, check out Anthony's book on documentary video.

What a delight! I am overjoyed to have discovered that the Shut Up and Shoot Freelance Video Guide is vastly different than (and equally riveting as) the Shut Up and Shoot Documentary Guide. Although there are occasional parallels, the Shut Up and Shoot Freelance Video Guide offers unique material pertaining to any repeated topic. For instance, the lighting set-up diagrams are revisited, but with new structures not previously outlined in the Documentary Guide. Artis's book starts by covering a wide spectrum of illustrations, including digital file charts (p. 27), camera guides (with relatively current models listed) (pp. 7-19), gain range charts complete with illustrative photos (pp. 33-34), peaking diagrams (p. 39), focal length diagrams and illustrations (pp. 46-47), and much more. Artis' even dedicates discussion on green screening techniques (with additional coverage on chroma green screening). Later in the book, Artis dedicates an entire chapter to audio, covering various microphones, boom operation, wireless microphones, mixers, and the digital audio sweet spot. He even diagrams different audio set-ups dependent on (1) one or more types of mics available for the shoot and (2) the number of subjects (people) in the take. The highlights of the book were threefold for me: first, the book focused chapter by chapter on various freelance projects, including promotional/marketing videos, wedding videography, live event videography, and music videos. These discussions oftentimes came with any of the following: example outlines, example script formats, illustrative storyboards, lighting and audio tips, project details, detailed budgets, and numerous other tools and tips. The second major highlight was the emphasis on stylistic tips, such as how to collect and incorporate b-roll, how to utilize multiple camera angles, how to manage text,

how to sync color, how to create lens flares, how to maximize translucent backgrounds (such as curtains and glass), and how to acquire many other wonderful stylistic elements such as the famous Dutch angle, frame-in-a-frame technique, and numerous others. The third key feature of the book for me was the chapter by Benjamin Ahr Harrison called Music Videos that laid out the process for making music videos in a very structured, well developed manner. His approach includes excellent location-based outlines, example shotlists, schedules, syncing tips, and compositing tips, as well as thoughtful examples of how to break down the music into its basic structure. This book has ample production value, indeed, and Artis succeeds remarkably in producing yet another entertaining, aesthetic--and completely unique product! Equally enjoyable are his Lynda.com videos that can be accessed through a month-to-month subscription. In these video tutorials, he covers a range of material from lighting to camera and audio management to documentary shoots. He also has the Shut Up and Shoot DVD series, which are next on my list of Artis's superior and highly professional products. I assure that you will glean a diverse range of stylistic and technical insights from this book.

If you're a no-nothing with a new cam and want to avoid foisting MEGO-inducing home movies of your ballerina grand-daughter on your neighbors, this book contains the advice you need. Today's cams have built-in technology to compensate for our lack of technical knowledge about which lens to use, what level of white point to specify, and so on. But the best cam can't salvage a boring video. This book informs you about what people want to see, and what they want to avoid. Your best friend can't impart such advice without hurting your feelings. All the more reason to invest in the counsel of a straight-talking, knowledgeable stranger. Especially when his writing style is engaging.

Ant writes in a playful and engaging way but always delivers when it comes to good, useful information. Check out the Double Down Film Show he co-hosts on Blogtalkradio.com. If you have a kid that wants to be a filmmaker this would make a great gift or if you want an up-to-date look at guerilla video production circa 2012 this book deserves a look.

First of all, let me say that I love this book. It's extremely helpful and gives a lot of information in a clear and relatable way. BUT, I should have gotten the print version. Whoever formatted the Kindle version of this book did a horrible job on at least a third of the images and diagrams; some are too small to see while others run off the page and can't be read or seen. STAY AWAY FROM THE

KINDLE VERSION

This is the best of the 10 or so books I have on the subject. The author is hilarious, the book is current (2012), very informative, and written with the very practical issues of video in mind. He covers all the important issues to a reasonable extent. If I were to have only one book on video - this would definitely be the one. Also be sure to watch his Lynda.com tutorial. Highly recommended.

I have learned a lot from this book, the read is great. Its more of a conversation rather than an instruction manual which is good, cause the author is talking directly toward you, I highly recommend, Edited 05/13 Still use this book, great for reference, would definitely recommend, I have the documentary one as well.

Bought this as a textbook, but I think it would be widely applicable to anyone who is interested in video production. I've recommended it to a few people who are interested in film making, one of the easiest to use guides that I've seen on the subject.

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