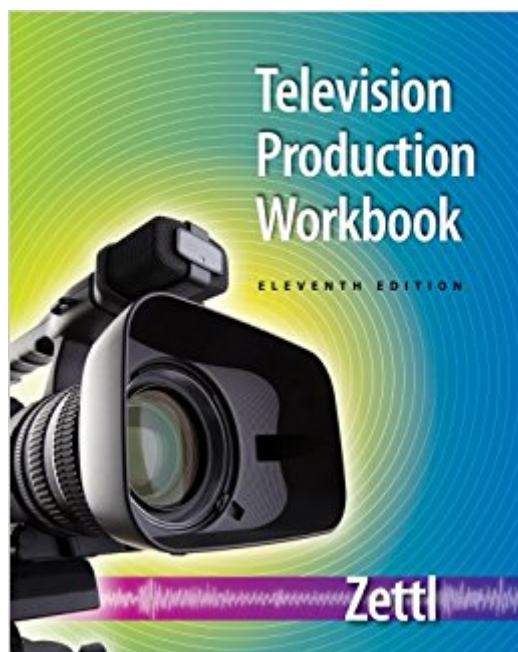


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Student Workbook For Zettl's Television Production Handbook, 11th (Wdasworth Series In Broadcast And Production)



Synopsis

Students can use Zettl's workbook to check their comprehension of material covered. The workbook is organized to follow the main text, with tear-out worksheets to reinforce and review chapter material. Because students in beginning production classes have differing experience levels, the workbook is a useful diagnostic tool to determine who knows what about television production. Richly illustrated; multiple-choice questions, true/false questions, and open-ended creative application problems for each chapter.

Book Information

Series: Wdasworth Series in Broadcast and Production

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Customer Reviews

Herbert Zettl is a professor emeritus of the Broadcast and Electronic Communication Arts Department at San Francisco State University (SFSU), where he led the Institute of International Media Communication and received the California State Legislature Distinguished Teaching Award and the Broadcast Education Association's Distinguished Education Service Award. Prior to joining the SFSU faculty, Zettl worked at KOVR (Stockton-Sacramento) and as a producer-director at KPIX, the CBS affiliate in San Francisco, where he participated in a variety of CBS and NBC network television productions. Because of his outstanding contributions to the television profession, Zettl was elected to the prestigious Silver Circle of the National Academy of Television Arts and Sciences, Northern California Chapter. He is also a member of the Broadcast Legends of the NATAS Northern California Chapter. Lecturing extensively at universities and professional

broadcast institutions both in the United States and abroad, Zettl has presented key papers at a variety of national and international communication conventions. He is the author of VIDEO BASICS, TELEVISION PRODUCTION HANDBOOK and SIGHT SOUND MOTION, which are translated into several languages and published internationally. His numerous articles on television production and media aesthetics have appeared in major media journals worldwide, and he also developed an interactive DVD-ROM -- Zettl's VideoLab 4.0 (Cengage Learning). His previous CD-ROM version won several prominent awards, including the Macromedia People's Choice Award, the New Media Invision Gold Medal for Higher Education, and Invision Silver Medals in the categories of Continuing Education and Use of Video.

Delivered exactly as promised and ordered

item as described...prompt delivery

I made a mistake by ordering this book when I actually needed a different one that looks exactly the same just with a different title.

Zettl's books are already full of the knowledge you need to enter the world of video production, and I would expect that this workbook would only enforce those ideas. However, the fill-in-circle based workbook becomes an annoying companion while trying to read the book. While any workbook requires you to read the source material first, you will find yourself scrambling back to the book trying to 'decode' some of the questions in the workbook sometimes purely by hoping you understood the concepts in the book without ever really having them explained to you in the first place. Personally, I find textbooks cumbersome and would much rather be handed pages of terms and definitions, along with a few reference photos. Zettl's book is written similarly to a high-school textbook, and tries to help you envision a scenario by giving you non-specific examples of how techniques are used and also supplying alternate jargon juxtaposed to pictures that may contain definitions slightly different from the general text. This mixed with the 'comprehensive-review' of the workbook is aggravating, as I felt I wasn't learning anything from the workbook except how to go back and search for keywords and pictures instead of learning how to apply the learned material. While it is good brain exercise, and the book is well made and formatted to move in segments easily, the content of the workbook simply adds more frustration to an already complicated field of study.

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