



Video Production 101: Delivering the Message

Antonio Manriquez, Tom McCluskey

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Video Production 101: Delivering the Message Antonio Manriquez, Tom McCluskey

The need for students and young professionals to be effective communicators and media creators has never been so essential as it is today. Crafting multimedia messages across a variety of platforms is the key growth skill of the 21st century, and strong visual and verbal communication skills, media literacy, and technical proficiency all play a critical role. *Video Production 101: Delivering the Message* introduces and explores the roles of story development, producing, directing, camerawork, editing, sound design, and other aspects key to media creation. After each topic is explored students develop their skills with hands-on activities in each chapter, such as making a video self-portrait, visual poem, public service announcement, promotional video, short fiction film, and documentary. The authors include videos so readers can watch and learn some of the more visually-oriented concepts.

Video Production 101 teaches the way students want to learn – in a project-based and results oriented structure, covering the process of media creation in all its varieties. Accessible and engaging, this book is the ultimate guide for anyone who wants to take control and clearly, effectively, and powerfully deliver his or her message to the world using video.

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