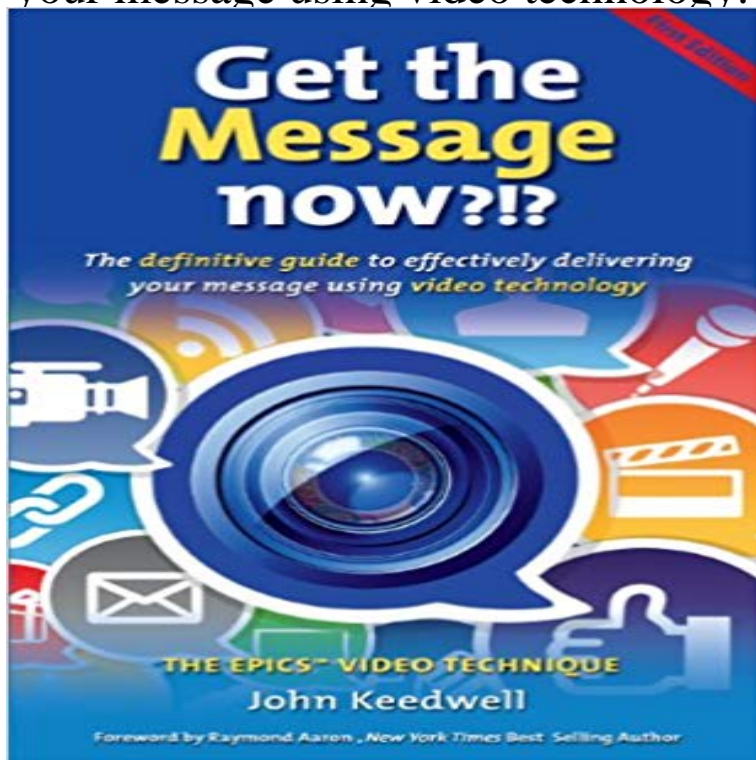


Get the Message Now ??? The definitive guide to effectively delivering your message using video technology.



If you are in any business and dont have an Internet based video in the marketplace it will be regarded in the same way as not having a website was a few years back. People are expecting video to be on your website now, whereas a few years ago it was a novelty. WHO IS THIS BOOK WRITTEN FOR? There are many reasons why people make individual videos, however one of the most important reasons apart from the above is to use video to promote sales of a product or service. The main reason is the immense power a well-made video will produce for your message to be seen around the world. This book is for you if: . . . 1You have never used a video camera before2You have a video camera yet you dont really know how it works and how to edit it.3You may be a keen filmmaker who has switched from film to video productions now, yet the technology baffles you somewhat.4You may have been using a reasonably high-end video camera before and want to make it into a business, yet find your productions lacking.This book is definitely for you too!!BAD VIDEO Theres an old wise saying, If a tree falls over in the forest and nobody is there to witness it does it make any noise? Its the same with the video (or any art for that matter), if your video is not being shown to anyone it may as will not exist. Bad video gets turned off, normally extremely quickly nowadays. Nobody now sits down to watch bad video like many did with 8 mm movies of the past. This is where your next-door neighbours invite you next-door to show you a film of their holiday in Bridlington that year, with a voice-over supplied by Jack whilst the film runs in a clattering projector. This is us by the hotel. This is us on a donkey on the beach etc. Just because video is accessible and inexpensive it doesnt make the skill level of the operator any better! Getting good video results is like anything elseit all looks so easy when you know how, and is

extremely frustrating when you dont know how. It is like looking at a magnificent rainbow and only having a black and white camera to capture the image. Its like giving a paint brush and some oil paints to someone and expecting them to paint like Rembrandt, Turner, Constable or Vermeer.By teaching you some of the many skills required to produce a video you will be able to competently create a compelling and entertaining moving image that delivers your message. It only takes changing a few elements and your video presentations can improve tremendously.Reviews: A fascinating book with many interesting ideas. Chris Menges. BSC. Director of PhotographyThe Killing Fields, The Mission, Local Hero, Dirty Pretty Things, Michael Collins, The Boxer, North Country, The Reader, HummingbirdGet the Message Now is clearly a much needed book which, fortunately, is written by an extremely well informed author who writes in an easy to read and entertaining manner. The book covers subjects rarely approached but which are essential to the success of any video production. Encountering this book cannot fail to improve the readers ability in their field. It should be a standard work at every English speaking film school and be on the bookshelf of every aspiring video maker.Paul Wheeler. BSC. FBKS.Director of Photography: Pride and Prejudice, Bergerac, Lovejoy, Inspector Morse.Author of the books: Digital Cinematography, High Definition Cinematography, Practical CinematographyReally great book. A voice of reason and experience-John Keedwell presents clear and cogent wisdom that is a pleasure to read and incredibly interesting. Packed with great advice and helpful ideas for anyone embarking on any kind of film or video production.Jon Fauer, ASC Publisher/Editor of Film and Digital Times Author of the books: Shooting Digital Video, Arricam book, Arriflex 435 bookIf you want to be visible you will now need to use video in one form or another.

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