



The Art of Video Production

Leonard C. Shyles

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The Art of Video Production emphasizes the enduring principles and essential skills of the communication process and the new digital technologies that are necessary to create effective video content. Author Leonard C. Shyles uses a unique approach by explaining *how* things are done and *why* things are done rather than just *that* they are done—it is not about concepts versus skills, but about concepts *and* skills.

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