

# Creating Video for the Web



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The book looks at the process behind creating a web video, from the initial concept all the way through to execution and final delivery on the Web. The book focuses on creating larger-scale content, but the techniques described within are applicable to any video production for the Web. The book covers every aspect of practical video production including the planning stage, sound concerns, filming, output formats and uploading to the Web. In addition to straight informational resources, the book contains a number of interviews with popular content creators, offering additional insights into the process. Real-world, practical techniques for creating video for the Web Covers every stage of the production process from initial idea to final deployment Covers both sides of production from practical shooting tips to compressing video for the Web. What you'll learn Valuable information about the set-up of shows, from concept to execution Practical tips alongside conceptual insights Learn how to create a show, rather than a single video How other successful video podcast creators work Who is this book for? The audience for this book is anyone who currently makes, or wants to make video content for online use. Specifically, this is for people looking to start making produced content, rather than simple videoblogs. It will appeal to amateurs, enthusiasts, and professionals.

作者介绍:

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