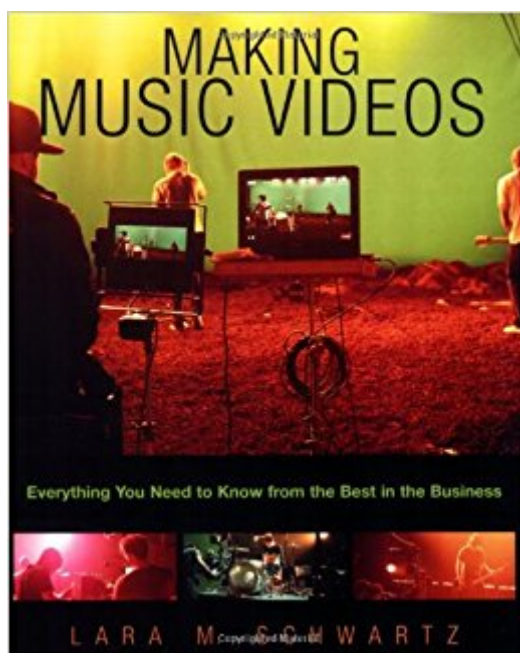


The book was found

Making Music Videos: Everything You Need To Know From The Best In The Business



Synopsis

Making Music Videos, written by industry insider Lara M. Schwartz, reveals the nuts and bolts of making videos, including all the technical and managerial skills that producers and directors must have. From development, to writing a treatment, to budgeting, assembling a crew, and preproduction, to the shoot, postproduction, and wrapping out, clear step-by-steps show exactly what moves to make when. ã Comments from some of the biggest names in music-video production today, including Brett Ratner, Marcos Siega, Sanaa Hamri, Roman Coppola, McG, Dave Meyers, Little X, Samuel Bayer, and others, offer inspiration to aspiring creatives everywhere.

Book Information

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Customer Reviews

Lara M. Schwartz has directed and produced over 100 music videos, commercials, feature films, short films, documentaries, live broadcasts, and DVDs. In addition, she has taught a class entitled "Music Video Production: Art, Commerce, and Everything in Between" at UCLA Extension. She lives in New York City.

I love this book very much. I scoured the Internet for a book geared towards beginning music video enthusiasts, and this nails it. It guides you step by step throughout the entire music video creation process, and gives you quotes and advice from real life successful people in the field. This book also gives you a detailed outline of every single role and job position there is when it comes to making music videos. I would highly recommend this book for novice and advanced people in the field of music videos.

This book contains almost nothing about actually making music videos. Unless you plan to build a career in the music video business, this book probably isn't for you. It's mostly about the business: job titles and responsibilities, the relationships with record companies and bands, contracts, renting all the expensive equipment and hiring the crew you "need", and getting gigs producing videos. There are only a few pages on the creative process, which you can't even find in the table of contents.

This book is definitely not for the DIY amateur videographer. This book deals more with high level big budget music video production, it is not of any use for someone trying to make their own videos independently. I did find the book informative. If you were ever curious as to how the music video comes together, in the more professional world with big time budgets and teams of people working together then this book is a good read, but like I said if you're one of these DSLR video types who wants to learn more about making your first music video, don't bother with this book.

Everything I'd expected.

This book gives you very general overview of the clipmaking process. If you are not familiar with it, it's perfect. You will have an idea who is who, who is responsible for what, how it should work. It's not a technical book for students of cinematography schools, it's for people from outside. I really like this book, because I'm a marketing person and not a clipmaker, and it explains me a lot of things in a simple way. Equipment part is outdated, but you should expect it, book was published in 2007, since then RedCam released plenty models (Alexa, Phantom etc). And we have 5D and 7D from Canon. You should read this book if you are interested to become a video commissioner or producer.

MAKING MUSIC VIDEOS: EVERYTHING YOU NEED TO KNOW FROM THE BEST IN THE BUSINESS comes from a veteran music director, producer and teacher whose book provides a one-stop source of information for any who would learn the behind-the-scenes methods of turning a visual concept for a song into a professional quality video. From understanding directors and key players behind music videos and how such are financed within a record label to working with production companies and compiling a cinematography team, **MAKING MUSIC VIDEOS** is packed with eye-opening insights perfect for any music or video production library holding.

I had no clue about music videos until I found this book !It is complete and covers every aspect of making music video includingthe legal issues one needs to know.I have only started reading this book, and Im sure by the end of itits gona create a Great Platform for me to start of my carrierhowever it could have covered the treatment writing part and other creative topics more elaborately otherwise this book belongs in every shelf !

I never write reviews, but I am writing this one for those like me who are trying to get more exposure for their music. We are planning on making our first video(s) and putting it on UTube, and this book pretty much tells you exactly how to make a video. It is really detailed, has a good table of contents so you're not wasting time, and gives advice from big people in the industry.

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