

Digital Video For Dummies 4th Edition

“Save it in the edit” is a common saying among film professionals. Editing makes the difference between boring vacation movies and exciting travelogues...between the whole dull newsconference and the highlights on the evening news. Whether you’re a budding Spielberg, a proud parent who wants two-year-old Junior’s every feat documented for posterity, or a band that wants your music video to rock, Final Cut Pro HD For Dummies tells you what you need to know to edit regular digital or high definition video like a pro. It covers the basics of capturing, importing, and editing digital videos, with detailed how-to for: Organizing your media Navigating the audio and video Timeline tracks and selecting clips and frames on the Timelines Getting fancier with split, roll, ripple, slip, and slide edits Working with audio, including mixing, editing out scratches and pops, and using filters to create effects Using Soundtrack to compose a musical score, even if you don’t know the difference between horns and strings Apply transitions such as 3D simulation, dissolve, iris, stretch and squeeze, and more Adding text for captions, opening titles, and closing credits Color-correcting video Compositing, rendering, and outputting your final product to tape, CD, DVD, or the Web Three bonus chapters online go into more depth about rendering, customizing the interface, and managing media so you can refine your skills even further. Final Cut Pro HD For Dummies was written by Helmut Kobler, a Los Angeles-based filmmaker, owner of K2 Films, and a frequent contributor to Mac addict Magazine. Having this book next to your editing equipment is the next best thing to having him sit next to you and guide you through the editing process.

Everything you need to shake, stir, and serve like a pro! From the classics to today’s coolest cocktails, this guide shows you how to mix up whatever concoctions you or your guests might desire. With coverage of the basic tools and detailed illustrations of the glasses you’ll need, this book is the perfect entertaining companion. Open the book and find: Dozens of hip and classy recipes How to set up a bar Ways to slice your garnishes like a pro How to shake a perfect martini Trendy drink details few know The fast and easy way to master the art of bookkeeping If you’re a business owner or an employee who manages finances, the latest edition of Bookkeeping For Dummies is for you. This handy guide gives you clear and concise information on how to keep track of accounts, prepare balance sheets, organize ledgers or journals, create financial statements, and so much more. Packed with the most up-to-date bookkeeping practices, tax information, and small-business laws, Bookkeeping For Dummies is an accessible, invaluable resource you’ll turn to again and again. Accurate and complete bookkeeping is crucial to any -business owner—but jumping in headfirst without knowing your accounts from your balance sheets can confuse even the most astute businessperson. That’s where Bookkeeping For Dummies helps! Written in the familiar and friendly tone that has defined the For Dummies brand for more than twenty years, this clear and comprehensive guide covers everything you’ll encounter as you set out to tackle your company’s books, ensuring you’re on the right track and saving you tons of headaches along the way. So what are you waiting for? It’s time to hit the books! Offers easy-to-follow instructions to keep track of your business’ financial well-being Covers managing assets and liabilities Includes updated QuickBooks screenshots and Excel spreadsheets Provides guidance on

producing balance sheets and creating financial statements Whether you're just starting out with bookkeeping—or a bookkeeper who needs to brush up on your skills—Bookkeeping For Dummies sets you up for success.

The international bestseller—now in a new edition When it comes to marketing, anything goes in the Digital Age, right? Well, not quite. While marketing and public relations tactics do seem to change overnight, every smart businessperson knows that it takes a lot more than the 'next big thing.' The New Rules of Marketing & PR is an international bestseller with more than 375,000 copies sold in twenty-nine languages. In the latest edition of this pioneering guide to the future of marketing, you'll get a step-by-step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business. You'll learn how get the right information to the right people at the right time—at a fraction of the cost of traditional advertising. The Internet continues to change the way people communicate and interact with each other, and if you're struggling to keep up with what's trending in social media, online videos, apps, blogs, or more, your product or service is bound to get lost in the ether. In The New Rules of Marketing & PR, you'll get access to the tried-and-true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR, marketing, and customer-communications potential. Keeping in mind that your audience is savvy and crunched for time, this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard. Serves as the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and non-profit managers Offers a wealth of compelling case studies and real-world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web-based communication Finally, everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place.

Described as "the most comprehensive book on digital audio to date", it is widely acclaimed as an industry "bible". Covering the very latest developments in digital audio technology, it provides an thorough introduction to the theory as well as acting as an authoritative and comprehensive professional reference source. Everything you need is here from the fundamental principles to the latest applications, written in an award-winning style with clear explanations from first principles. New material covered includes internet audio, PC audio technology, DVD, MPEG audio compression, digital audio broadcasting and audio networks. Whether you are in the field of audio engineering, sound recording, music technology, broadcasting and communications media or audio design and installation, this book has it all. Written by a leading international audio specialist, who conducts professional seminars and workshops around the world, the book has been road tested for many years by professional seminar attendees and students to ensure their needs are taken into account, and all the right information is covered. This new edition now includes: Internet audio PC Audio technology DVD MPEG Audio compression Digital Audio Broadcasting Audio networks Digital audio professionals will find everything they need here, from the fundamental principles to the latest applications, written in an award-winning style with clear explanations from first principles. John Watkinson is an international consultant in audio, video and data recording. He is a Fellow of the AES, a member of the British Computer Society and a chartered information systems practitioner.

He presents lectures, seminars, conference papers and training courses worldwide. He is the author of many other Focal Press books, including: the Kraszna-Krausz award winning MPEG-2; The Art of Digital Audio; An Introduction to Digital Video; The Art of Sound Reproduction; An Introduction to Digital Audio; TV Fundamentals and Audio for Television. He is also co-author, with Francis Rumsey, of The Digital Interface Handbook, and contributor to the Loudspeaker and Headphone Handbook, 3rd edition.

Premiere Elements 8 For Dummies John Wiley & Sons

Get social with the bestselling social media marketing book No person can ignore social media these days—and no business can afford to ignore it either. Our lives are mediated through the flicker of Facebook, Twitter, YouTube, and Instagram—and brands are increasingly interwoven with our online identities. Even for the 90% of marketers who interact with social media regularly, its pace and scale can be confusing to the point of distraction. Social Media Marketing All-in-One For Dummies helps you take a step back, make sense of the noise, and get your brand voice heard over the babble—in the way you want it to be. These nine mini-books in one give you essential, straightforward, and friendly guidance on how to use the major social platforms to promote your business, engage your customers, and use feedback to make your product or service the best that it can be. From evaluating the right social mix and planning your strategy to the really fun stuff—like creating videos on Snapchat and TikTok, diving deep on a podcast, or looking pretty on Pinterest—you'll find everything you need to get your social ducks in a row and say the right things. And once the campaign is over, you can follow the guidance here to evaluate success and iterate on your approach, before getting right back out there for an even bigger second bite. Keep up with the latest changes on Twitter, Facebook, LinkedIn, TikTok, and more Blend your social side with your traditional marketing presence Become more engaging and metric your success Get to know your fans with user data Wherever you're coming from—social media strategist, site manager, marketer, or something else—social media is where your customers are. This book shows you how to be there, too.

1,001 opportunities to practice for the Series 7 Exam This comprehensive study guide takes you beyond the instruction offered in Series 7 Exam For Dummies, by giving you more practice and review of the major concepts covered in the exam. If you're prepping to take this intense six-hour exam, 1,001 Series 7 Exam Practice Questions For Dummies covers stocks, municipal and corporate bonds, and options—plus rules for acquiring customers and handling accounts and everything else you can expect to encounter on exam day! This books gives you 1,001 practice opportunities to prepare for the Series 7 Exam, each question explained by providing a detailed, step-by-step solution. If you're an aspiring financial professional, you'll find all the practice and helpful guidance you need to succeed!

Gain concepts central to digital video using the affordable Corel Video Studio Ultimate X9 software package as well as open source digital video editing package EditShare Lightworks 12. This compact visual guide builds on the essential concepts of digital imaging, audio, illustration, and painting, and gets more advanced as chapters progress, covering what digital video new media formats are best for use with Android Studio, Java and JavaFX, iOS, and HTML5. Furthermore, Digital Video Editing Fundamentals covers the key factors of the data footprint optimization work process, streaming versus captive assets, and why

these are important. What You'll Learn Create a digital video editing and effects pipeline Gain knowledge of the concepts behind digital video editing Work with resolution, aspect ratio, bit rate, and color depth Use pixel editing, color correction, layers, and compression Optimize data footprints Who This Book Is For Website developers, musicians, digital signage, e-learning content creators, Android developers, and iOS developers.

From idea to online, your key to great-looking Web sites Your one-stop guide to building a user-friendly site with professional flair Whether you're building a site to keep in touch with others, sell products, or promote a cause, you want to make sure yours stands out in the crowd. This handy reference shows you how to design an accessible site, create graphics and navigation menus, build forms, insert sound and video, and keep your visitors coming back for more. Discover how to Plan, maintain, and promote a Web site Design with users in mind Work with HTML and CSS Optimize graphic elements for the Web Build your site with e-commerce functionality

Discover how to create professional-quality digital videos--faster than you can say "lights, camera, action" Digital video cameras are everywhere--even on our phones! But cameras don't make great movies; filmmakers do. Written by a seasoned pro with 40 years of teaching experience, *Digital Filmmaking for Beginners* is your fully illustrated introduction to all technical aspects of digital filmmaking. Featuring clear, concise instruction--accompanied by online video demonstrations--this comprehensive guide covers the best methods and techniques to plan and script projects; set up lighting, microphones, and cameras; and shoot, edit, and apply postproduction effects and other finishing touches. Whether you're an amateur film buff or an aspiring professional videographer, this is the source for everything you need to bring your ideas from the page to the screen. Coverage includes: Best practices to ensure smooth operations in all project phases, from planning to post production Recommendations on selecting and purchasing cameras, filming gear, and the best editing and effects software to fit your budget and needs Advice on planning, shooting, editing, and other technical elements Fully illustrated tutorials on composition, framing, and other visual storytelling techniques Exclusive bonus online content, including finished video demonstrations of key filmmaking techniques and informative articles

Shows how to create online video for marketing, edit it properly, share it on popular sites like YouTube and Facebook, and use it in a successful campaign.

The exciting new book on the exciting new Blender 2.5! If you want to design 3D animation, here's your chance to jump in with both feet, free software, and a friendly guide at your side! *Blender For Dummies, 2nd Edition* is the perfect introduction to the popular, open-source, Blender 3D animation software, specifically the revolutionary new Blender 2.5. Find out what all the buzz is about with this easy-access guide. Even if you're just beginning, you'll learn all the Blender 2.5 ropes, get the latest tips, and soon start creating 3D animation that dazzles. Walks you through what you need to know to start creating eye-catching 3D animations with Blender 2.5, the latest update to the top open-source 3D animation program Shows you how to get the very most out of Blender 2.5's new multi-window unblocking interface, new event system, and other exciting new features Covers how to create 3D objects with meshes, curves, surfaces, and 3D text; add color, texture, shades, reflections and transparency; set your objects in

motion with animations and rigging; render your objects and animations; and create scenes with lighting and cameras If you want to start creating your own 3D animations with Blender, *Blender For Dummies, 2nd Edition* is where you need to start!

It's easy to bring the incredible iPad experience to your classroom today! The iPad is a natural fit for education in the 21st century, and this straightforward, full-color guide shows you just how to deploy it effectively in your educational institution. From understanding how iPads can be used for different learning styles to managing iPad content and classroom use, finding the apps to complement your curriculum, creating interactive lessons, and beyond, author Sam Gliksman, a sought-after consultant on integrating technology in schools, answers all your questions. Helps teachers and administrators see how to use iPads effectively in different grades, classroom settings, and curriculum levels Explains iPad's built-in media features and the importance of multimedia in modern education Explores iPad best practices, tools, and apps for a successful iPad program in your school Shows how the iPad can be used as a valuable tool for research, collaboration, communication, creativity, and discovery Provides tips and guidance on keeping information updated, managing content, and taking advantage of the iPad as a learning tool iPad in Education For Dummies is your guide to using the world's most popular tablet to inspire and educate your students in a whole new way.

There's nothing random about it—this is the book on statistical analysis with Excel Stunned by statistics? Exhausted by Excel? Relax! *Statistical Analysis with Excel For Dummies, 4th Edition* shows you how to use the world's most popular spreadsheet program to crunch numbers and interpret statistics—even if you've never taken a statistics or advanced math course. In no time, you'll learn to use Excel to create and translate statistics in everyday life, understand common statistical terms, and improve your classroom or professional skills. Statistics has a reputation for being a challenging, math-intensive pursuit—but it doesn't have to make your palms sweat. Using a minimum of equations and assuming no prior knowledge of statistics or Excel, this hands-on guide cuts through the jargon and shows you how to make sense of formulas and functions, charts and PivotTables, samples and normal distributions, probabilities and related distributions, trends and correlations, and much more. Use Excel's tools to analyze and understand data Apply statistical analysis to predict trends and make decisions Interpret sales figures, gambling odds, and sports stats Develop a grading curve or medical correlations Forget the mumbo jumbo! This guide shows you that statistical analysis with Excel can be easy, fun, and useful!

Your get-in, get-out resource for passing the GRE Are you getting panicky about taking the GRE? You're not alone! Offering proven strategies and tips to help you score your highest on exam day, *GRE For Dummies, Quick Prep Edition* sticks to the basics, leaving flowery, dispensable information at the door. Covering just what you need to know to prepare for the GRE, this no-nonsense guide gets down to the nitty gritty of the verbal reasoning, quantitative reasoning, and analytical writing skills you need to master in order to get into the graduate school of your dreams. The Graduate Record Examinations (GRE) is a standardized test that is an admissions requirement for most graduate schools in the United States. If you're one of the more than 800,000 people prepping for the GRE this year and want to increase your chances of scoring higher—without spending months pouring

through yet another tedious text—GRE For Dummies, Quick Prep Edition has you covered. Includes one full-length practice GRE test, complete with answers and explanations Competitively priced at \$12.99 Helps you master verbal reasoning, quantitative reasoning, and analytical writing Prepares you for the big day by providing ample practice of GRE questions So, what are you waiting for? Grab a pen, gauge your readiness, and practice your way to test-taking perfection with GRE For Dummies, Quick Prep Edition.

Your all-in-one guide to unleashing your Mac's full potential It's a Mac world out there. But if you haven't read the instruction manual, you may be neglecting some of your computer's coolest features. Turn to Macs All-in-One For Dummies' jam-packed guide to access the incredible tools within your computer. With this fully updated reference, you will learn how to use Launchpad and Mission Control; protect your Mac; back up and restore data with Time Machine; sync across devices in iCloud; import, organize, and share photos; direct in iMovie; compose in GarageBand; and so much more. The possibilities are endless with such a powerful tool. Includes 6 minibooks: Mac Basics, Online Communications, Beyond the Basics, Your Mac as a Multimedia Entertainment Center, Taking Care of Business, and Mac Networking Walks you through setting up and sending e-mail, surfing the web with Safari, organizing your files and folders, connecting to a network, creating Reminders and Notifications, finding your way with Maps, staying organized with Calendar and Notes, and customizing your Mac just the way you want it Features updated coverage of OS X Mavericks, the latest Macintosh computers, the newest versions of iLife and iWork, and noteworthy trends and tools on the market for this fourth edition Whether you're new to the Apple craze or a dedicated Mac user from the onset, there's something for everyone in this bestselling guide to making friends with your Mac.

Mac OS X Snow Leopard is the newest version of the Mac operating system, with extra power and additional cool features. Mac OS X Snow Leopard Just The Steps For Dummies is the quick step-by-step way to get up and running on this new beast. This down-to-basics guide features numbered steps and easy-to-follow screen shots that show you exactly how to accomplish more than 150 tasks with Snow Leopard. You'll learn to: Modify the look of the desktop and customize keyboard shortcuts Create and manage user accounts Save energy by adjusting power settings Install and use the iWork productivity suite Browse the Internet with Safari or Firefox Design and publish a blog or a Web page with iWeb Configure iChat for use with GoogleTalk Set up iTunes and export songs to your iPod Make movies with iMovie and burn them to DVDs Download photos from your camera and organize them in iPhoto Connect your Mac to a Windows network Encrypt your files, safeguard against viruses, and install a firewall Each task is clearly presented, with step-by-step instructions and corresponding views of what you'll see on the screen at each step. Mac OS X Snow Leopard Just The Steps For Dummies makes it easy to find what you want to do, and even easier to do it!

The book of choice for beginning digital video editors The popularity of digital video continues to grow, largely because of the dropping prices of cameras. Correspondingly, so does the number of novice digital video editors. This book is for the beginning video editor who is eager to get started using the vast array of tools that Adobe Premiere Elements offers. Veteran author Keith Underdahl covers all the essentials of using Adobe Premiere Elements 8 to import video, create clips, put those clips together, add effects, work with sound and music, and output to DVD or the Internet. You'll feel like a pro in no time! Adobe Premiere Elements is the user-friendly video-editing software for even the most novice video editor This guide explains how to import video, edit clips, adjust sound, add music and effects, and more Includes tips for sharing movies on YouTube, Blu-ray discs, and mobile phones Tackles tricky topics in the fun and friendly way that has made the For Dummies brand world renowned Whether you're looking to use Adobe Premiere Elements so you can post a hilarious homemade movie on YouTube or create a memorable film for your next family gathering, Premiere Elements 8 For Dummies, 2nd Edition will show you how.

Your plain-English guide to currency trading Currency Trading For Dummies is a hands-on, user-friendly guide that explains how the foreign exchange (ForEx) market works and how you can become a part of it. Currency trading has many benefits, but it also has fast-changing financial-trading avenues. ForEx markets are always moving. So how do you keep up? With this new edition of Currency Trading For Dummies, you'll get the expert guidance you've come to know and expect from the trusted For Dummies brand—now updated with the latest information on the topic. Inside, you'll find an easy-to-follow introduction to the global/ForEx market that explains its size, scope, and players; a look at the major economic drivers that influence currency values; and the lowdown on how to interpret data and events like a pro. Plus, you'll discover different types of trading styles and make a concrete strategy and game plan before you act on anything. Covers currency trading conventions and tools Provides an insider's look at key characteristics of successful currency traders Explains why it's important to be organized and prepared Offers guidance on trading pitfalls to avoid and risk management rules to live by Whether you're just getting started out in the foreign exchange market or an experienced trader looking to diversify your portfolio, Currency Trading For Dummies sets you up for trading success.

Enhance the visual quality of your motion pictures and digital videos with a solid understanding of lighting fundamentals. This complete course in digital video lighting begins with how the human eye and the camera process light and color, progresses through the basics of equipment and setups, and finishes with practical lessons on how to solve common problems. Filled with clear illustrations and real-world examples that demonstrate proper equipment use, safety issues, and staging techniques, Lighting for Digital Video presents readers with all they need to create their own visual masterpieces. Features * film style techniques for digital video productions * creating "movie" looks on a low budget *

lighting for HD * how to maximize existing light * how to be a grip + safety issues * interview setups * color correction techniques in mixed lighting situations

Have big dreams? Kick start them with JavaScript! If we've learned one thing from the Millennial generation, it's that no one is too young to make history online. JavaScript For Kids For Dummies introduces pre-teens and early teens alike to the world of JavaScript, which is an integral programming language that drives the functionality of websites and apps. This informative, yet engaging text guides you through the basics of coding with JavaScript, and is an essential resource if you want to expand your technology skills while following easy, step-by-step instructions. Through small, goal-oriented projects, you learn key coding concepts, while actually creating apps, games, and more. This hands-on experience, coupled with the presentation of ideas in a simple style, allows you to both learn and retain JavaScript fundamentals. JavaScript has been heralded as 'the programming language of the web,' and many kids are interested in learning how to use it; however, most schools don't offer coding classes at this level, and most families can't afford the high cost of coding classes through a summer camp. But this can't stop you from developing your JavaScript coding skills! This fun text is all you need to get started on your JavaScript journey. Explore the basics of JavaScript through the creation of a calculator app Deepen your understanding of HTML, arrays, and variables by building a grocery shopping app Learn conditional logic through the development of a choose your own adventure game Discover loops and strings by creating a lemonade stand app and MadLibs-style game JavaScript For Kids For Dummies brings pre-teens and early teens into the world of coding by teaching them one of the key Web design languages.

Get healthy, lose weight, and feel great on a plant-based diet The benefits of a plant-based diet have been publicized far and wide, and you can no longer deny it—you're fully ready to experience the health benefits of this lifestyle. Plant-Based Diet For Dummies has been created to help even the most stubborn carnivores adapt to and even learn to find joy in a plant-based diet. Besides providing useful tips, delicious recipes, and meal ideas, this lively resource discusses all you have to gain from adopting healthier eating habits, including a decreased risk for cancer, a lower risk of heart disease and stroke, a lower cholesterol count and blood pressure, and a lower risk, and prevention, of diabetes. A meat-free lifestyle has many benefits for your body, and author Marni Wasserman takes you on a journey of discovery into the exciting world of fruits, vegetables, and other nutrient-rich foods. A plant-based diet, while similar to vegetarian and vegan diets, is different in that it allows an individual to experience the benefits of vegetarianism without focusing on the politics of a meat-free lifestyle. This book takes the mystery out of adopting better food habits and making better meal choices. It shows you how to stock your kitchen, cook fantastic meals, and discover the wealth of delicious ingredients at your fingertips. Discusses how to improve energy, lower cholesterol, and protect the body's cells, all through better diet

options Includes more than 40 mouthwatering recipes and sample menu plans Gives specific advice and instructions for athletes, those battling illnesses, expectant parents, seniors, and children Covers which plant foods are good sources of fat, protein, complex carbohydrates, and fiber Get healthy, lose weight, and feel great on a plant-based diet.

So you have a camcorder and visions of being the next Spielberg. But how do you progress from shooting so-so footage to showing your own finished movie? *Digital Video For Dummies, 4th Edition* gives you the know-how and the show-how! Find out how to shoot and edit great movies, using iMovie, Windows Movie Maker, or Adobe Premiere Elements to add the finishing touches like special effects and your own soundtrack. With the latest information and lots of illustrations and screen shots, this friendly guide walks you through: Getting your computer ready to work with digital video (complete with information about FireWire) Choosing a camcorder, including features to look for and features that are useless Digitizing old VHS videotapes to preserve memories Purchasing other movie making gear, including audio and lighting equipment Shooting better video, with tips on lighting, panning, using the zoom, and recording better audio Creating your own sound effects such as footsteps, bones breaking, fire, thunder, insects buzzing, and more Capturing digital video using iMovie, Windows Movie Marker, or Premiere Elements Editing, including understanding timecode, organizing and previewing clips, and assembling clips in Storyboard and Timeline Adding transitions, titles, and special effects Importing and integrating video from phones and digital cameras Using audio rubberbands in iMovie, Premiere Elements, and other editing programs Adding narration, importing and working with CD audio, and adding a music soundtrack Keith Underdahl has extensive professional video production experience developing kiosk and marketing videos for Ages Software. Realizing that you'll want to polish and premiere your movie, he includes information on: More advanced video editing, including animating video clips, improving light and color, compositing video (bluescreen or greenscreen), and more 13 categories of video effects, ranging from blur and sharpen to transform Working with still photos and graphics Sharing your video online using QuickTime (/QT), RealMedia (.RM), or Windows Media Video (.WMV) Making tapes or burning DVDs in 9 steps With a handy cheat sheet of keyboard shortcuts, a chart comparing 10 video editing programs, a glossary, and more, with this guide you'll soon be saying "Lights, camera, action" and producing your own movie attraction.

Join more than 100 million players in the online world of Minecraft Are you a Minecraft fanatic looking to mod your games? Hours of fun await! *Minecraft Modding For Kids For Dummies* teaches you how to mod in easy-to-do parts. Offering loads of helpful explanations and cool projects along the way, this friendly guide will have you advancing levels, keeping score, respawning players, building portals, creating an archery range—and much more—faster than you can say redstone! There's no denying that modding is cool. After all, it allows you to alter your Minecraft gaming world to

constantly keep things new and fun. While it isn't incredibly difficult to learn to mod, it does take some practice. Luckily, *Minecraft Modding For Kids For Dummies* is here to help you build basic coding skills to make modding your games as easy as 1-2-3! The book is in full color and lies flat so you can look while you play. Includes lifetime access to LearnToMod software with 3 months free access to a private Minecraft server. Features larger print to make the text feel less daunting. Offers next steps you can take if you want to learn even more about modding and coding. If you're one of the millions of kids who play Minecraft every day, this hands-on guide gets you up and running fast with modding your favorite game!

In the 1840s, William Henry Fox Talbot combined light, paper, a few chemicals, and a wooden box to produce a photographic print, laying the foundation for modern film photography. Over the years, that process was refined, and people discovered the joy of photography. Now, more than 160 years after Talbot's innovation, photography has entered a new age, with the arrival of the digital camera and a new and exciting way to think about photography. In fact, digital photography has spawned an entirely new art form. With a digital camera, a computer, and some photo-editing software, you can explore the unlimited creative opportunities of digital photography. Just think – no more film, no more film development costs, no more limitations of working only with what's there. With digital photography, you have almost instant access to your photos, and with photo-editing software, you can easily clean up your photos and add special effects that used to be nearly impossible for the amateur photographer to achieve. *Digital Photography For Dummies, 4th Edition*, is your introduction to the world of digital photography, whether you're a beginner taking your first shot or an experienced photographer looking to try a new medium. In this newly revised edition, you'll discover the following topics and more: Explore the different kinds of equipment – from cameras and computers to photo-editing software. Understand the science behind digital photography, including resolution, aperture, shutter speeds, and f-stops. Compose great shots, including how to light your subject. Solve common photographic dilemmas – such as capturing a moving target and dealing with unfriendly lighting. Edit your photos by sharpening them, removing red eye, and cropping them. Display your photos in a variety of ways – on CD, on the Web, or in slide shows. Top Ten lists on ways to improve your digital images, great ways to use your photos, and online resources all digital photographers should know about. *Digital Photography For Dummies, 4th Edition*, also comes with a CD that includes trial versions of popular photo-editing software, as well as some original photos taken by the author that you can use to experiment with.

Single-camera Video Production, Fourth Edition clearly explains the technology and the equipment of video production and details step-by-step the professional-level techniques that can be applied to any type of production or budget. In addition, this manual will train you to integrate technique, equipment, and creative concerns within the production process-

from preproduction planning through final editing. This new edition contains more in-depth information about the transition from analog to digital video production and includes the latest information on digital video and HD. It includes expanded coverage of nonlinear editing techniques and features a new organization that follows the actual shooting process more closely. Single-camera Video Production, Fourth Edition is a comprehensive yet succinct guide to single-camera video production. Written as part of the Focal Press Media Manual series, each page of this helpful guide covers a specific issue in video production and is accompanied by at least one illustration or diagram to further develop the your understanding of the topic.

Get the most out of the new Canon EOS 7D with this fun and friendly guide The new Canon EOS 7D comes equipped with a huge 18.0 megapixel sensor, many beginner-friendly features to aid in getting great pictures, and a video mode that allows you to shoot video as well as stills. If you're looking to get the most from the features and functions that come with this dSLR, then this is the book for you! Written by a veteran author and experience photographer, this easy-to-understand guide shows you how to properly use all the capabilities of this new camera. Filled with page after page of full-color images, this book walks you through the features of the Canon EOS 7D and the software that accompanies it. Introduces you to the main features and functions of the new Canon EOS 7D Explains the on-board controls, shooting in auto mode, using live view and playback modes, and dialing in exposure and lighting controls Walks you through manipulating focus and color controls and handling situational shooting Addresses getting photos onto a PC for editing Prepare to take aim at maximizing all the features and functions that the Canon EOS 7D has to offer with this helpful book by your side!

Take your photos from "meh" to "wow!" with Photoshop Elements 13 and this expert guide Photoshop Elements 13 For Dummies is your guide to picture perfection using Adobe's Photoshop Elements. This full-color manual walks you through the process of photo editing, from basic color corrections to advanced filter effects, drawing, and more. Work through from beginning to end for a complete lesson, or keep it handy as a quick reference for unfamiliar tools and techniques. Designed for beginner and intermediate Photoshop Elements users, this book provides straightforward instruction in a fun, richly illustrated, easy-to-read style that makes learning feel like play. Combining powerful tools with a user-friendly interface has made Photoshop Elements the number-one selling photo editing software. Photoshop Elements 13 For Dummies shows you how to take advantage of everything the software has to offer, helping you create high-quality images for print, e-mail, and the web. Even with no digital image editing experience at all, you'll learn how to take your photos from bland to beautiful and have a blast along the way. Adjust resolutions, color modes, and file formats to best suit the project Work with layers, filters, effects, styles, type, and more Correct color, contrast and clarity for a

simple photo makeover Optimize for print, or share on Facebook, Flickr, and other social networks The power and simplicity of Photoshop Elements makes it the perfect solution for amateurs seeking an affordable digital editing platform. The quicker you learn the tools, the sooner you'll be turning out photos to brag about – and Photoshop Elements 13 For Dummies will get you there in a flash.

Whether you're in the preliminary stages of planning a site or you're looking to improve the look of an existing site, this reference book covers it all. Now updated with the latest site tools, design techniques, and commerce options, this new edition of the bestseller offers a solid framework for building a Web site from scratch. Packed with all the essentials to help make your site the best it can be, this resource goes beyond just basic design and page building to show you how to incorporate both of those elements into a successful site. Veteran author David Crowder spills the secrets to planning and creating an effective site from the ground up. You'll decipher ways to transform a bunch of seemingly random web pages into a coherent web site and you'll discover myriad ways to make your site look and sound amazing. This updated third edition features content on designing with CSS, using the latest version of Dreamweaver, and applying Web analytics and promotion techniques. In addition, the book covers topics such as: Keeping a site fresh and exciting Designing a look that appeals to your intended audience Determining your Web page structure Incorporating color, images, graphics, music, and video Merging CSS and HTML Planning usable navigation Providing guestbooks and message boards Designing for e-commerce Getting set up with PayPal, Google Checkout, E-cash, etc. The accompanying CD-ROM provides trial versions of software that is used in the book as well as sample templates and graphics for Web building. Once you start referring to Building a Web Site For Dummies, 3rd Edition, you'll wonder how you ever existed without this invaluable information! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Eliminates lengthy introductions, detailed explanations, and sidebars, focusing on what new Mac OS X users want most-clear instructions on how to accomplish specific tasks An easy-to-navigate landscape layout featuring a two-column design and illustrated step-by-step instructions make it easy to find a specific task fast and get it done in a flash Tasks covered include adjusting system preferences, creating and managing user accounts, managing files and folders, using the Dashboard, networking wirelessly with AirPort, using iTunes and iPods, connecting to a Windows network, watching videos and DVDs, viewing and organizing pictures with iPhoto, making movies with iMovie, blogging and Web designing with iWeb, and using a .Mac account Published to coincide with Apple's release of Leopard

This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small

multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program. For many years Video Production Handbook has helped students and program-makers in a wide range of organizations. Now in its thoroughly revised 3rd edition, Video Production Handbook guides you step-by-step, explaining how to develop your initial program ideas, and build them into a successful working format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, video editing...etc. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based on the author's personal experience. In this extended edition, you will see how you can use quite modest chromakey facilities and visual effects to create the magic of virtual reality surroundings. Gerald Millerson's internationally acclaimed writings are based on a long and distinguished career with the BBC. His lecturing background includes TV production courses in the United States and UK. His other books for Focal Press have become standard works in a number of languages, and include his classic course text Television Production 13th ed, Effective TV Production 3rd ed, Video Camera Techniques 2nd ed, Lighting for TV and Film 3rd ed, Lighting for Video 3rd ed and TV Scenic Design.

Let Microsoft insiders Brian Johnson and Duncan Mackenzie introduce you to Zune, the exciting new portable media player that plays both audio and video. They explain the numerous entertaining possibilities of Zune, such as transferring a music collection to your Zune, purchasing new music, connecting with friends who share similar taste in music via ZuneLive!, and hooking Zune to your Xbox 360. Additional fun features covered include watching video on Zune, subscribing to podcasts, creating content to share with others, and a preview of upcoming Zune models.

What the book covers: business models on the iPhone, including free apps for marketing, trial apps to entice users, advertising-sustained apps, and paid apps. The book discusses the pricing models prevalent on each type of application (games, fitness, utilities, and so on). The book provides a blueprint for the effect of competition, designing a business plan for the app store, assessing iPhone 3.0 business potential, and marketing your app. Series features: iPhone 3.0 Business Strategies For Dummies is written in the friendly, humorous, and easy-to-understand style that is the hallmark of the For Dummies brand.

Nonlinear, now in its 4th edition, is an easy-to-understand handbook about the popular world of digital nonlinear editing. It's written in nontechnical language for both professionals and students, as well as for interested bystanders. Profusely illustrated. The first edition was designed for professionals in Hollywood's film and video industry, to bridge the chasm between film editors (older, non-technological, mechanical), videotape editors (younger, highly technical, electronic), and computer users (prosumers, cost-conscious, digital) in casual language. Today, Nonlinear has not only penetrated the professional industry, but has been expanded for consumer use. Widely used in colleges, universities, and professional organizations. Although nonlinear editing technology began to explode in 1991, nonlinear systems had already been around for almost 5 years. Nonlinear became the Rosetta Stone of

the industry: it was a universal translator -- between film and video, video and computer, computer and film. It still covers virtually everything anyone would want to know about the new world of electronic post production, without the geeky mumbo jumbo that characterizes most professional texts. While the book is useful for anyone investigating or wishing to purchase a digital editing system, it is not meant to be a buyer's guide. It is designed not to go out of date every time a new new product is introduced or software release comes out. It is about essentials. Fundamentals. Concepts. And language. With over 25,000 copies in print, Nonlinear is the best selling textbook on nonlinear editing in the world today.

Make your photos better than ever with these great tips! Photography is fun, and the better your photos, the more fun you'll have. This little book is packed with advice to help you set up super shots, make the most of lighting, explore exposure, and sharpen your focus. Learn to take advantage of your camera's settings, and watch your confidence grow as your images improve. Open the book and find: Creative ways to play with lighting All about getting close-up shots How to focus on a moving target Composition tips Things you should know when using manual mode

Feel right at home with the real estate license exam To get your foot in the door of the competitive real-estate trade, your first port of call is passing your state exam. Real Estate License Exams For Dummies gives you the building blocks to help you succeed in order to get moving in this lucrative career. It'll guide you through the latest information on contracts, deeds, appraisals, leasing, and mortgage types—plus four complete practice tests to make sure you know your way around the real thing. Written in a friendly, step-by-step style by expert instructor John A. Yoegel, it offers proven test-taking strategies and study techniques that will help you negotiate the big day and have you signing on the dotted line to make that first big sale in no time! Take 4 complete practice tests with answers Access real estate laws for all 50 states Get grounded in real estate terminology Study on-the-go with flashcards If you want to move quickly into your dream career, there's really no better key than this trusted, bestselling guide!

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