

Television Production NOCTI Exam

Production Assistant

an entry-level position. For many it is their first industry job.

Talent

the name for anything performing or appearing in front of the camera

Floor Manager

personnel in charge of making sure everybody is in place and all equipment is ready during a LIVE show. They will also cue talent

Sound Engineers

operate the audio console during the show. Also called mixer

Switcher

(also called vision mixer) device used to select between several different video sources and in some cases compositing video sources together to create special effects

Bus

a row of buttons with each button representing a video source. Pressing a button will select a video to play live

Executive Producer

provides the financial backing for a production

Camera Control Unit

CCU, regulates all the elements of the camera signal. (such as focus, white balance, and color balance)

Broadcasting

depends on cooperate (advertising) or public funding (donations and grants)

Subscription TV

depends on monthly fees from the audience to fund programming

Arbitron

survey organization that keeps track of who's watching what and at what time

Ratings

info of who, what, and when are watching

Shares

a tally of how many people are watching a given program

Demographics

measure of what type of people are watching (race, age, gender, etc.)

Primetime

(between 8-11pm) is the time most people are at home and watching

Commercials

generate income for the broadcaster to pay for the cost of producing or acquiring the program

Focus Groups

screen a show and meet to discuss likes and dislikes

Concept

the initial idea for a show

Treatment

a brief narrative description of what a program will be

Television Production Nocti Exam Study Guide

Herbert Zettl



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Fundamentals of Television Production Ralph Donald,Riley Maynard,Thomas Spann,2008 First published in 2008

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technology alters viewing habits Interviews with professionals in the industry about the challenges they face during the production process and the advice they would give to those trying to break into the production and television industries A review of production practices and techniques for VR A description of the latest cameras and equipment including LED lighting and remote production Guidance and techniques for low budget DIY style productions A comprehensive resource page for instructors containing slides and testing materials to aid in the learning process can be found at www.routledge.com/cw/owens

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Television Production Thomas D. Burrows, Donald N. Wood, 1986
Handbook Of Television Production Herbert Zettl, 2006 **Television Production** Gerald Millerson, Jim Owens, 2012-08-06 Television Production offers you a very practical guide to professional TV and video production techniques Here you will find straightforward descriptions and explanations of the equipment you will use and discover the best ways to use it The authors also tell you how to anticipate and quickly overcome commonly encountered problems in television production You will explore in detail all the major features of television production learning the secrets of top grade camerawork persuasive lighting techniques effective sound treatment as well as the subtle processes of scenic design and the art of video editing Successful program making is about communication and persuasion It is not merely a matter of knowing which buttons to press but how to influence and persuade your audience hold their attention develop their interest and arouse their emotions This book tells you how to do all this and much more The 15th edition has been completely revamped to include lessons on 3D how to use 3D cameras field tested 3D workflows and more Shooting with DSLRs Lighting with LEDs **An Examination of Film and Television Production as a Curricula Resource Guide for Higher Education**, 2004

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