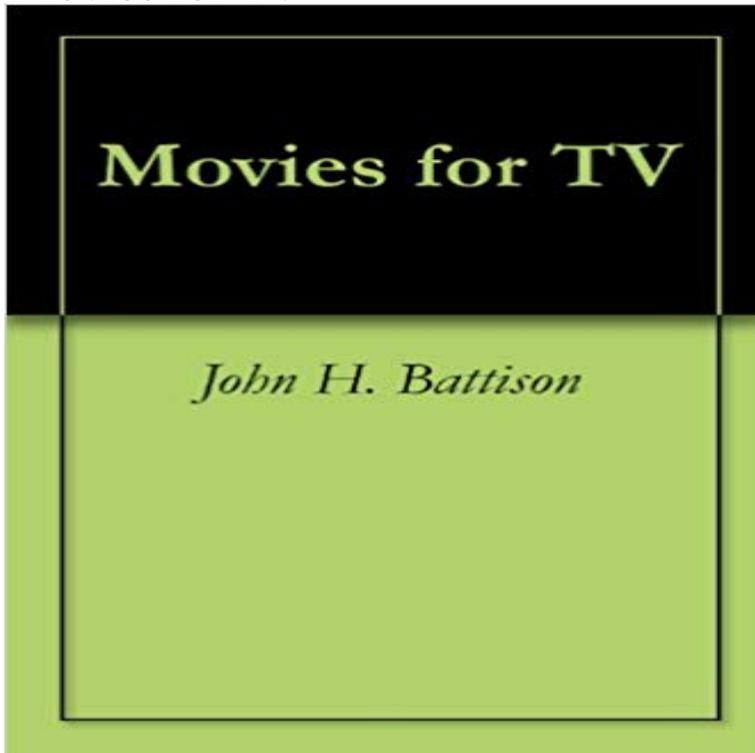


Movies for TV



This volume was published in 1950. As a considerable part of television broadcasting involves films, knowledge of the techniques and uses of motion pictures for television is profitable for technician, producer, station director, and sponsor alike. This book is a comprehensive, practical guide to those techniques. It provides the information, both on technical equipment and on program planning, needed to insure the best results from movies on television, including a great deal of experienced advice on technical and artistic details that may cause trouble. The first part of the book clearly explains the principles and the operation of TV transmitting equipment; the individual characteristics and operation of all leading movie cameras; methods and equipment for sound and kinescope recording, and all allied equipment. Here you will learn, for instance, how the different types of projectors operate, what may go wrong with them, and how to avoid such troubles; what lights and lighting accessories give the best effects on television; the special values of different types of lenses, filters, and other photographic equipment; many ways of making still and moving titles; how to make fades, dissolves, and many other special effects; and the basic characteristics of movies suitable or unsuitable for TV. The last part of the book then discusses the details of program planning and production. There are hundreds of practical suggestions on such matters as the use of film clips with live scenes, the production of newsreels and commercials, and the uses of models, cycloramas, animation, etc. The author gives specific examples of successful and unsuccessful commercials, information about the costs of different types of production, and valuable advice on factors to be considered in shooting on location, good and bad scenery from the TV point of view, and many other practical aspects of

programming. Anyone working in television today, and especially those working on a budget, will find a wealth of useful information and guidance in this book. John H. Battison

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