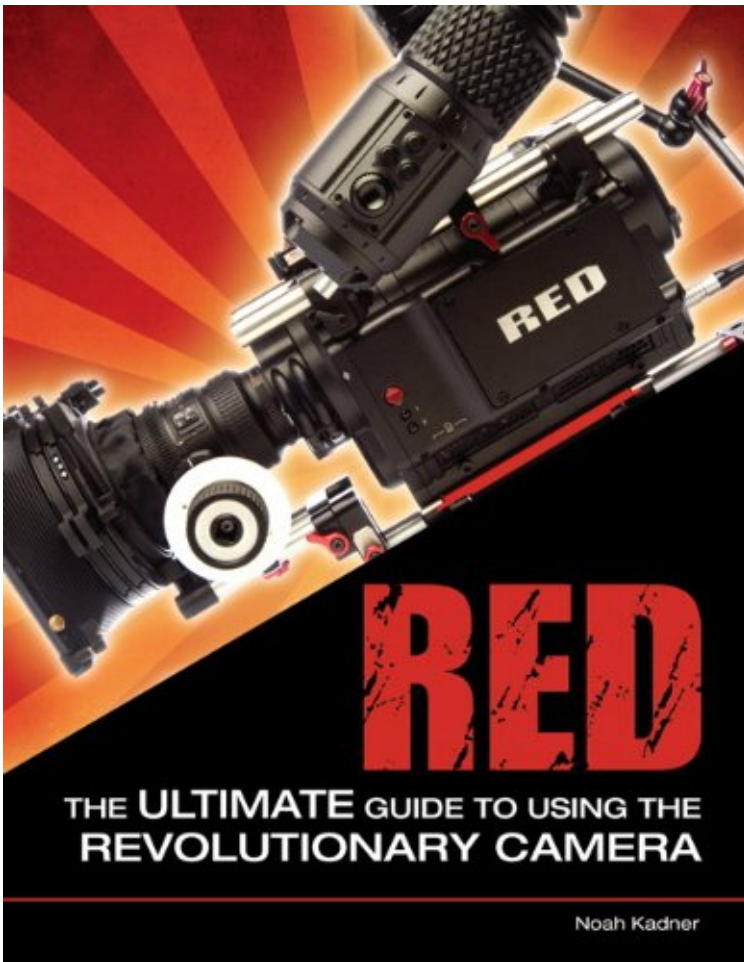


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RED: The Ultimate Guide to Using the Revolutionary Camera



Par Noah Kadner
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Description :

Prsentation de l'diteurWith the release of the RED ONE digital cinema camera, the possibility of recording stunning, cinematic-quality images with an affordable camera became a reality. Now that the industry has embraced the nascent technology and added new tools and workflows, filmmakersfrom independents on upare leading the charge on establishing new rules. Here to guide newcomers and RED veterans alike, popular trainer and filmmaker Noah Kadner picks up where the manual leaves off. Youve got the basic operations down and now youll learn how to use the camera in a production environment and discover the various options in post. Using a clear, objective approach, he offers best-practice advice on utilizing REDs proprietary tools, explains the workflows for Final Cut Studio, Avid, and Premiere Pro, and gives workaround solutions where needed. Well-known filmmakers and industry leaders share their own bleeding-edge production methodologies throughout, offering a rare view into this exciting new world of filmmaking. Here are just a few things youll learn to do:Build a RED package that fits your budgetSet up for sound

recording and learn which audio tools to use Achieve the optimal exposure using REDs onboard tools and external gear Edit your footage with step-by-step instructions for Avid, Final Cut Pro, and Premiere ProWork color correction into your HD, film, or Web projects Prep your project for output and archive your footageLearn from pros such as Rodney Charters, ASC (DP, 24), Simon Duggan, ACS (DP, Knowing), Albert Hughes (Director, The Book of Eli), and many others using REDStay up-to-date and download additional resources at the companion Web site at www.peachpit.com/red "If you want to dive in and starting using the RED, look no further. This book is the next best thing to having a top-notch production crew with RED experts working by your side." Arthur Albert, Director of Photography, ER "An essential guide loaded with knowledge, I recommend it as the first purchase for any filmmaker who is thinking about owning or currently owns the RED." Rodney Charters, ASC, Director of Photography, 24 "If you're planning to shoot with the RED camera, this is the book to get!" Rob Cohen, Director, The Fast and the Furious "Noah Kadner takes the best practices of using the RED camera and shares them with the rest of us in this indispensable guide." Simon Duggan, ACS, Director of Photography, Live Free or Die Hard, Knowing "Written in an easy-to-follow style, yet thorough in covering everything from production to postproduction to making money from your investment, this is a book that should be on every filmmakers desk and in their kit bag." Norman Hollyn, Film Editor, Instructor, and author of The Lean Forward Moment "If you want to see how the pros are using the RED camera, you need this book." Nancy Schreiber, ASC, Cinematographer, Every Day Prsentation de l'diteurWith the release of the RED ONE digital cinema camera, the possibility of recording stunning, cinematic-quality images with an affordable camera became a reality. 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