

CONTENTS

PART ONE Fundamentals

CHAPTER 1	3
<hr/>	
PRINCIPLES OF MOVIES	
What Film is · composition · inflammable and non-inflammable · chemistry of photography · different types of film stock · manufacture of film · persistence of vision	
Terminology · basic terms and technical slang in the motion picture and television field	
CHAPTER 2	33
<hr/>	
PRINCIPLES OF TV	
The fundamentals of television · how light is converted into electrical signals and the picture is broken down into separate lines · transmitted · reconverted from electrical impulses · consideration of receiver and transmitter limitations when making films or productions for television	
CHAPTER 3	47
<hr/>	
MOVIE-MAKING EQUIPMENT	
Cameras · Cine Special, Auricon, Maurer, Wall, Bell & Howell, Mitchel, Akeley, Pathe, Bolex · silent and sound models · path of the film through the camera · view finders	
Sound Recording · various types of equipment and systems · how sound is recorded · examples of different sound tracks · single and double systems · elementary acoustics	
Film stock · sources · types · handling · care · focus · Eberhard effect	
CHAPTER 4	94
<hr/>	
FILM TRANSMISSION EQUIPMENT	
Equipment described · RCA and GE · the GE Synchronlite · conversion of the 24 frame speed of 16 mm or 35 mm film into 30 frames a second for television · operation and care of equipment	
xi	

CHAPTER 5		122
	KINESCOPE RECORDING	
	Similarity of principle to electrical transcriptions of sound programs · photographing TV pictures at a speed of 24 frames a second	
CHAPTER 6		133
	LENSES	
	Principle of the lens · why needed · coating the lens · aperture f or T values · depth of field and shutter speed · types · Zoomar lens · turret method of changing lenses · avoidance of parallax	
CHAPTER 7		147
	LIGHTING	
	Indoor and outdoor lights · gobos · how much light and how to measure it · kind of lights used · fluorescent and incandescent	
CHAPTER 8		166
	COLOR	
	How color films are made · how color television works · various systems and their similarity to old and new color systems in films · the use of color films over black and white television transmitters	
CHAPTER 9		179
	EDITING AND CONTINUITY	
	Why editing is necessary · how it is done · dependence of producer's reputation on good editors · practical editing · equipment used · scene lengths · matching up work print and negative · editing in single system · splices · printing · measuring running time by frames	
CHAPTER 10		199
	TITLES AND SPECIAL EFFECTS	
	Titles on film · slide projection · trick titles · cards, rolling, strip, drum, animated · special trick effects · superimposition, fades, wipes, optical printer · common sense in amount of use · simple effects best · limitations of viewing screen	

MAKING FILMS FOR TV

Selection of best lighting conditions · need for understanding of equipment · use of long shots poor technique · use of close-ups, middle close-ups, and two-shots · establishing action in the first scene · comparison with the theatre · similarity between films for movies and television · use of camera angles to make and hold action and interest · combination of stage and screen techniques

PART TWO The Program Angle

CHOOSING FILMS FOR TV

What to look for · need for print with good sound · avoidance of violent contrasts and sudden lighting changes · use of close-ups and simple, direct action · securing "television print" · rights to use film

PLANNING THE SCENE

Picture composition · basic forms of arrangement for specific purposes · psychology in planning · story board treatment · role of imagination plus realism to set mood in planning pictures

USING FILMS ON TV

World-wide choice offered by film · live scenes used in conjunction with film clips · use in providing scenes impossible to construct in studio · well-chosen film often better than live show · cheaper and appropriate for the time of day · need for exact timing · use of film insert good buffer

NEWSREELS FOR TV

Newsreel most positive reason for television · man's ideal to see what is going on as it happens · many sources · type of film available · frequency of issuance · cost · a few old news-

reels provide library of film clips · production of own newsreel · one-day service · how newsreels are made · personnel · sound or silent · local sponsorship · supplying national newsreel company

CHAPTER 16

296

PROCESSING NEWSREEL SCRIPTS

Narration · the voice director's job · timing the script · timing chart · narration or sound on film?

CHAPTER 17

301

FILM COMMERCIALS

Necessity for 100 per cent certainty of operation · commercial misfires · film usually cheaper than live · release of studio and personnel through use of film · film often dated · use of live shots to turn today's events to advantage · infinite scope of the film commercial · presentation of actions not possible in studio · objections to film · importance of good technical quality

CHAPTER 18

313

WHAT MAKES GOOD COMMERCIALS

Animation versus live production · hitting power of animated films · popular appeal of mechanical aspect · high sponsor identification of animated ads · operating merchandise best on film · inanimate objects probably better animated · women's clothes as attraction for both men and women · hard impact of good, short, animated commercials

Commercial length and hitting power · length of commercial · industry regulation · twenty-second commercials · question of blending commercial into story or making definite break · scrappy commercials break up continuity of story or program · one-minute commercials · sponsor identification

CHAPTER 19

328

USE OF KINESCOPE RECORDING

Nation-wide network of coaxial lines to carry television programs to every station not yet completed · common carrier facilities · recorded films used for delayed broadcasts in different time sectors across the country · inevitability of use of repeat shows · kinescope recordings ideal method for repeat shows

SCENERY AND PROPS

Limitations of camera · limiting camera angles · use of small trees to create towering forest · use of fish tank to provide underwater grotto · colors in painting miniatures · costs · process screen projection · lack of resolution allowing greater latitude · similarities and differences between films for television and films for movies

STUDIO OR LOCATION SHOOTING

Pros and cons · studio lights predictable · weather under control · no bystanders · no transportation costs or wasted time · location · no cost for scenery or crowd extras · necessity for permit from police · best lighting conditions

COPYRIGHT AND RELEASES

Pitfalls of copyright law · false security of release from some sources · advisability of having good attorney · royalties · how determined · special restrictions applied to mechanical reproduction rights · film recording rights · personal releases · invasion of privacy · use of newsreel shot out of context and for entertainment · be sure *before* using