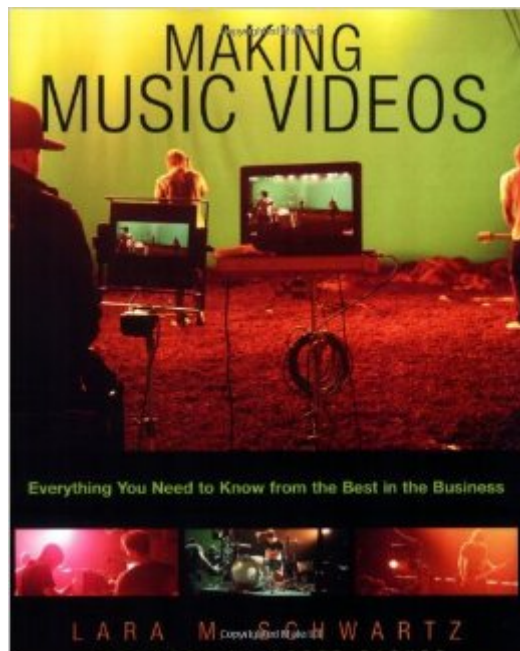


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# Making Music Videos: Everything You Need To Know From The Best In The Business



## Synopsis

Making Music Videos, written by industry insider Lara M. Schwartz, reveals the nuts and bolts of making videos, including all the technical and managerial skills that producers and directors must have. From development, to writing a treatment, to budgeting, assembling a crew, and preproduction, to the shoot, postproduction, and wrapping out, clear step-by-steps show exactly what moves to make when. Comments from some of the biggest names in music-video production today, including Brett Ratner, Marcos Siega, Sanaa Hamri, Roman Coppola, McG, Dave Meyers, Little X, Samuel Bayer, and others, offer inspiration to aspiring creatives everywhere.

## Book Information

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Average Customer Review: 3.7 out of 5 stars See all reviews (9 customer reviews)

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## Customer Reviews

Who this book is for: \* Major record company executives who want to learn more about the entire process of making a video. \* Bands who have \$10,000 or more to make a video. \* Anyone who is interested in learning how major productions (not just music videos, but ANY kind) are conceived, budgeted, shot, and edited. This book is NOT for: \* do-it-yourselfers or for people who know how already to shoot a dramatic short or feature film. there are some great tidbits specific to music videos, but not what you could get from other sources which focus specifically on music videos. \* YouTubers, small camera crews, friends-of-the-band who have a working knowledge of film production and want to make music video. \* anyone looking for the technical solution to lip syncing, including methods of how to shoot a music video from beginning to end so the audio syncs with the performance; editing techniques specific to music videos. (layering each full synced take on top of one another and cutting away) It's an excellent book for what it is: how to spend tens of thousands of

dollars on a music video using union professionals.

**MAKING MUSIC VIDEOS: EVERYTHING YOU NEED TO KNOW FROM THE BEST IN THE BUSINESS** comes from a veteran music director, producer and teacher whose book provides a one-stop source of information for any who would learn the behind-the-scenes methods of turning a visual concept for a song into a professional quality video. From understanding directors and key players behind music videos and how such are financed within a record label to working with production companies and compiling a cinematography team, **MAKING MUSIC VIDEOS** is packed with eye-opening insights perfect for any music or video production library holding.

This book is definitely not for the DIY amateur videographer. This book deals more with high level big budget music video production, it is not of any use for someone trying to make their own videos independently. I did find the book informative. If you were ever curious as to how the music video comes together, in the more professional world with big time budgets and teams of people working together then this book is a good read, but like I said if you're one of these DSLR video types who wants to learn more about making your first music video, don't bother with this book.

I never write reviews, but I am writing this one for those like me who are trying to get more exposure for their music. We are planning on making our first video(s) and putting it on YouTube, and this book pretty much tells you exactly how to make a video. It is really detailed, has a good table of contents so you're not wasting time, and gives advice from big people in the industry.

This book gives you very general overview of the clipmaking process. If you are not familiar with it, it's perfect. You will have an idea who is who, who is responsible for what, how it should work. It's not a technical book for students of cinematography schools, it's for people from outside. I really like this book, because I'm a marketing person and not a clipmaker, and it explains me a lot of things in a simple way. Equipment part is outdated, but you should expect it, book was published in 2007, since then RedCam released plenty models (Alexa, Phantom etc). And we have 5D and 7D from Canon. You should read this book if you are interested to become a video commissioner or producer.

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