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The Art of Short Form Content Bryan Cook,2015-12-22 The Art of Short Form Content From Concept to Color Correction is an in depth examination of the craft of creating short form filmic content a category which includes television commercials music videos television promos movie trailers digital billboards corporate videos and pretty much anything else with a running time under five minutes Though short form is an important part of the film industry it is typically overlooked in books on the art of filmmaking The Art of Short Form Content fills this industry void by answering the type of questions that working short form content creators deal with every day As Cook explains though short form content is limited in duration it is not limited in quality and message In this step by step full color guide you will find Interviews with leading short form content creators Details on how to create everything from a corporate piece to a Super Bowl spot Strategies for how to quickly attract viewer attention to your content Extensive information on how to best utilize the craft of film making in an advertising context A comprehensive companion website that can be found at www.focalpress.com/cw/cook **Resources in Education** ,1991-07 The Hollywood Reporter ,2006 **The Encyclopaedia Britannica** Thomas Spencer Baynes,1878 *The Encyclopædia Britannica* Thomas Spencer Baynes,1883 The Encyclopædia Britannica ,1898

Advertising in the Digital Age Sevil Yesiloglu,Joyce Costello,2024-04-09 Advertising is everywhere Whether you realise it or not it s there when you watch your favourite Netflix show when you scroll through Instagram and when you search on Google What s more advertisers are becoming more savvy than ever using new technologies to target adverts to you specifically So what are we to make of all this This book will equip you with a thorough understanding of today s media environment and how online advertising differs from traditional offline models In an age of influencers big data AI and social media the world of advertising looks very different from how it did a generation ago You will learn not only about various types of advertising but also about its impact on viewers from our buying habits to possible harm Tying theory and concepts to practice this volume is the ideal complement to courses in advertising digital media and communication and will enable you to form a clear picture of the reality of working across promotional media industries *The Encyclopaedia Britannica* ,1896 **Encyclopaedia Britannica** ,1891 **The Encyclopedia Britannica** Thomas Spencer Baynes,1883 **The New Public Intellectual** Jeffrey R. Di Leo,Peter Hitchcock,2016-04-08 What are the theoretical parameters that produce the category public intellectual By pondering the conceptual elements that inform the term this book offers not just a political critique but a sense of the new challenges its meanings present This collection complicates the notion of public intellectual while arguing for its continued urgency in communities formal and informal institutional and abstract While it is not quite accurate to say public intellectuals have disappeared entirely it is clear they function differently in an age of global neoliberalism and techno digital overdrive Today the idea of the public intellectual bears only the slightest resemblance to what it was fifty or even twenty five years ago The essays in this collection provide a number of different ways to imagine the

fate of public intellectuals and offers a thorough exploration of the commonplace ideologies and politics associated with them

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