



Corporate Media Production

Ray DiZazzo

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Corporate Media Production thoroughly examines all aspects of this exciting creative field, from the initial script to the final stages of postproduction. The book also clarifies the roles of the writer, producer, director and client while focusing on the dynamic relationship shared by these key players. This in-depth book captures all the technical and creative elements used in the creation of media in the corporate world.

Topics include:

Program Needs Analysis

Developing the creative concept

Script essentials

Keys to successful preproduction

Lighting, camera and sound

Directing executives, employees, and professional actors

The director's key aesthetic skills

Graphics Production

Music and sound production

Critical judgment and people skills

Traditional and nonlinear editing

Audio sweetening

The future of corporate media

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