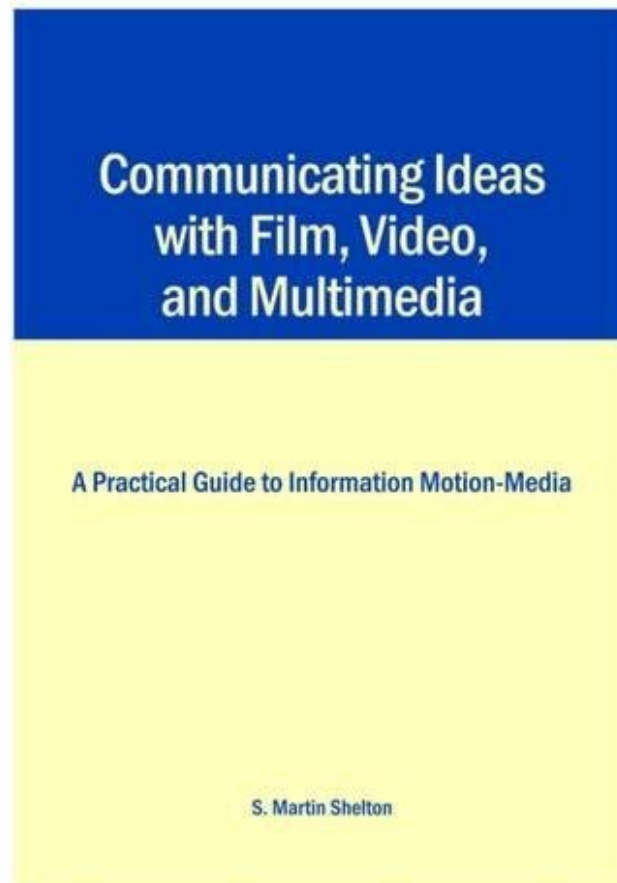


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Communicating Ideas with Film, Video, and Multimedia: A Practical Guide to Information Motion-Media

S. Martin Shelton M.A.

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S. Martin Shelton M.A. : Communicating Ideas with Film, Video, and Multimedia: A Practical Guide to Information Motion-Media before purchasing it in order to gage whether or not it would be worth my time, and all praised Communicating Ideas with Film, Video, and Multimedia: A Practical Guide to Information Motion-Media:

0 of 0 people found the following review helpful. Making Media That Makes a DifferenceBy William MackieMr. Shelton's book looks beyond the technical aspects of good media production and provides thoughtful and practical guidance on how to plan, shape and organize media presentations that will surprise, charm, inform and influence audiences. His emphasis is on informational rather than narrative media. At a time when we tend to be bedazzled and distracted by the remarkable technology now within easy reach we need frequent reminding that the idea is everything

and that all that follows must be designed to deliver that idea to our intended audience forcefully, memorably and persuasively. This book will show producers of documentary, sponsored and informational films and other motion-media (Mr. Shelton's term) exactly how to proceed. Particularly valuable are the many examples, format samples, check lists and illustrations he includes. The Communication Analysis Plan is the best and most complete I have seen. This book can teach and encourage informational filmmakers who of late tend to be over-shadowed by our Hollywood brothers/sisters. The fact is, however, our productions can be equally creative, well-crafted and moving if we remember that most of the work needs doing long before we pick up a camera as we ponder and analyze exactly what is to be done, for what audiences, in what way, with what result. Shelton's book will certainly help. I recommend it highly for those who want to become better and more efficient information media producers and as a text book. 1 of 1 people found the following review helpful. A veteran's critique of Motion-Media By Kenneth E. Albright I strongly recommend S. Martin Shelton's book to practitioners of any profession seeking to influence the actions or thoughts of others through the power of media, be it through the written word or the transmission of images. As a Foreign Service officer I should have had this book 30 years ago. Though the focus of his book is film and video, his explanation and exploration of the principles of the communication process has application in all facets of interpersonal dealings. To cite but one example, this is especially true in the field of advertising--print, video, or radio. Much too often, media fails to motivate audiences to do what the sponsor has in mind, from the prosaic act of choosing between competing brands of toothpaste to such altruistic goals as inculcating healthful life choices. Such failure, as clearly expounded by Mr. Shelton, is in large part attributable to a growing lack of understanding of the underlying tenants of the art of communications. For one, the seductive explosion of technology's rapidly expanding capabilities has led to a shift in focus from communicating a message to enthralling with pixel glitz. Incorporating Shelton's ideas garnered and developed over years of practical experience and a background rich in theoretical knowledge, will improve significantly what we see and hear in our daily lives-bringing clarity to much of the "noise" surrounding us. Kenneth Albright, US Foreign Service (Retired) 1 of 1 people found the following review helpful. The Most Useful Book You'll Ever Read on Motion Media By Charles Finance Whether you're a motion media professional or a student of visual communications, this book is a "must read" for you. The author - drawing on some forty years of experience as a successful information motion-media professional - writes with clarity and authority about both the theory and practice of communicating ideas through film, video, and multi-media. Shelton argues persuasively that the main objective of all information motion media is to influence the thought and behavior of the target audience, and that all the resources - creative and technical - that a motion media specialist has at his or her disposal must be directed toward that end. But he cautions that creativity used for its own sake may result in failed communications and a waste of the client's money. Building on this theme, the author elucidates an array of time-tested principles that he strongly advocates should be applied in the design and production of effective motion media. Not to be missed is an appendix featuring some fascinating "quotable quotes" that the author has collected over the years (though perhaps some individuals might consider having been quoted a dubious honor). In sum, there is no better book available on this topic, and I recommend it without reservations.

Written for a broad audience of professional informational and corporate filmmakers, film students, technical writers, and clients, *Communicating Ideas with Film, Video, and Multimedia: A Practical Guide to Information Motion-Media* is an insiders perspective on the informational media industry. With over thirty-five years of experience, award-winning filmmaker S. Martin Shelton presents his astute views on the state of the profession and offers sage, constructive advice for the successful design and production of information motion-media. Forgoing discussions of technology, Shelton instead concentrates on the communication principles that can motivate an audience to achieve a particular goal that must be realistic, worthwhile, and appropriate. His inventive approach coalesces theory of the media with its philosophy, analysis, history, and application, as well as his own informed personal opinions. This valuable guide examines how to effectively encode information in motion-media by using in-depth communication analysis and pertinent filmic design. Throughout, Shelton emphasizes that kinetic visuals, rather than audio, are the defining elements of the best motion-media communication. Organized into five parts that can be used independently or in sequence, the volume frames key topics in the industry that collectively form a cohesive strategy for motion-media design and production. First, Shelton discusses the essence of the medium as a communication tool. In the second part, he addresses the forms and functions of motion-media. The third part details communication analysis and its application. Next, Shelton delves into script design, distribution, and career growth. Lastly, he offers advice on business aspects of the profession. Told from the vantage point of a seasoned expert, *Communicating Ideas with Film, Video, and Multimedia* is a how to do it book as well as a treatise on why to do it. Shelton's narrative is complemented by twenty-six illustrations (including multimedia flowcharts, sample forms, and photographs of some of the great documentary filmmakers), a variety of script formats, and a listing of the all-time best documentary films.

Were in the communication business. All else is irrelevant. We use film, video, and multimedia as the carriers of our encoded messages. Its the message and our audience that count. S. Martin Shelton, from the Prologue Awards Society

for Technical Communication - 2004-2005 Southern California Spotlight Competition: Best of Show Distinguished Technical Communication Award in the Book category
Comments from Judges: "If I were still teaching I would use this book." "An excellent book, it gets straight to the point." "A great resource for media professionals."