

Imaging Technology

A manual for students of television and digital cinema arts

This invaluable tool can help you prepare students for the "real world"



"Imaging Technology", winner of the 2008 Digital Video Black Diamond Award, provides two vital elements for students of HDTV and digital cinema production

- 1) Their own set of DSC precision test targets**
- 2) Priceless articles and papers from industry leaders**

Imagine the confidence students will have at their first job interview when they see familiar DSC test patterns on the set.

Knowing how to control image quality, from camera set up through post production, is a great benefit to potential employers

Imaging Technology's 12 papers and articles by the leaders of the industry overflow with the collective wisdom of their many years experience in the business .

Imaging Technology will help you instruct students in many different aspects of production - from HDTV to digital cinema – here are some excerpts:

Noted DP - B. Sean Fairburn says "ask yourself a number of questions before shooting even begins"

Where will the show end up?

As a feature film, on TV, straight to DVD, on the Internet, or . . .

What Frame Rate will you shoot?

Although you may think it is, 1080 is not an answer. Specifics must be taken into . . .

What Aspect Ratio will you compose for?

This is a crucial question as it will determine how you . . .

What is the route the footage will take through Post?

Every digitizing dump will have its quirks. For an AVID offline edit . . .

Are you going to hire a DIT or are you going to 'Fly the Plane' yourself?

Getting an experienced Technician will . . .

See the answers to these and many more questions on Page 12



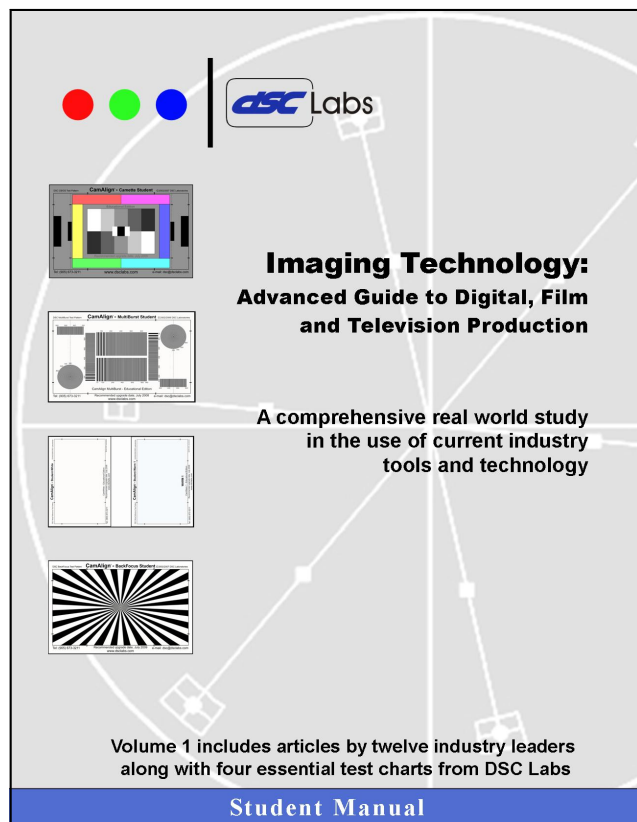
And not only technical subjects . . .

. . . on Page 27 read Michael Bravin on The Business of the HD Marketplace

"If it was mainly about the art, they would call it show art, not show business."

PLUS much, much more . . .

. . . In 2008 over 3 Billion people World wide enjoyed better looking pictures through the use of DSC Test charts and imaging systems - shouldn't your students be using them?



More excerpts from Imaging Technology

What We Can Expect Lighting To Do For Us —*Exposure for mood and tone is obvious .* On Page 19 Blain Brown discusses other important considerations

A Short History of Camera Technology by Dana M. Lee— How it all began to the present—*When the inventors of television imaging were considering how to go about creating a camera that would pick up an image and send it over long distances, there was one important reality that they had to keep in mind . . .* Learn what that was on Page 21 of this great article.

Color, Lighting and Monitors Michael Caporale talks about - **Absolute, Perceived, and Media Based Color** *Understanding the implications of the four types of color renditions, it's easier to understand . . .* see Page 30

Why Things Are The Way They Are Robert Goodman has answers:

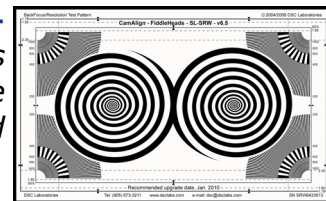
I asked what I thought was a simple question in a meeting with a camera manufacturer. How many people on the team that designs and builds your cameras have actually used the equipment? The answer on page 32 might surprise you!

Image control and how to achieve it - "Control" is the key in producing consistent, high quality images. The film industry has been wrestling with this issue for . . . **D Corley and S Li tell how on Page 58**

Light Beams and Pixel Streams - If you take a nice fat 4:2:2 DVCPRO-50 signal and squirt it through a conventional 4:1:1 Fire-Wire based capture application what do you have . . .? **Industry giant Scott Billups has many answers on Page 38**

Shooting HD Underwater with an F900— *Colorimetry underwater is very tricky . . .* Learn how the world's foremost underwater photographer, Tom Campbell handles the many issues on Page 55

Staying Focused — Stephen Lucas discusses the development of the world's most advanced focus chart on Page 53



Page 68 features a useful glossary

What does Imaging Technology cost?

To make Image Technology affordable so that more students have access to this invaluable knowledge before they join the industry, DSC Labs heavily subsidizes this project. The cost per student is under \$150.00 - this includes test charts typically costing three times that amount. DSC acknowledges the invaluable contribution of our friends and clients for the knowledge and wisdom that they have shared in preparing the articles for this volume.

Imaging Technology is only available through bone fide educational institutions that use this manual in their visual arts courses. To order please contact:
www.dsclabs.com— Tel—905.673.3211