



Films: In Business and Industry (Classic Reprint)

By Henry Clay Gipson

Forgotten Books. Paperback. Condition: New. This item is printed on demand. 304 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. Excerpt from Films: In Business and Industry The necessity for training millions of men in the intricate procedures of modern war gave the motion picture an opportunity to prove conclusively its ability to transmit thought rapidly and thoroughly. Films were used in enormous quantities for many purposes that parallel peacetime applications. Thus it is that the nontheatrical film faces a great new day. This book is designed not only to tell when and how to use films but to give a basic understanding of the grammar of the screen - the how and why of film construction. It does not tell how to make a motion picture, but it does tell how writing, photography, sound recording, and film editing combine to form the most potent medium for the transmission of thought since the invention of the printing press. The reputable producer deals not in mystic secret processes but serves by providing a scientific business machine directed by a group of creative artists. A comprehension of the producers problems by those who purchase and use films can lead the way toward new and greater...

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